



# 2017 Arizona SciTech Festival **COMMUNITY REPORT**

“ In addition to inspiring thousands of Arizona youth to pursue education and careers in STEM, the work of Arizona SciTech collaborators has helped bridge hundreds of partnerships in the name of science, technology and innovation. ”

-Governor Doug Ducey

## Presenting



## Platinum



ARIZONA  
COMMERCE  
AUTHORITY

## Gold



## Silver



## Bronze



K12.COM/AZVA



## Copper



**Krypton** Project Lead The Way | Biz in a Boxx | Midwestern University

## Foundational Partners





I am absolutely thrilled to share my experiences of the 2016 AZ SciTech Festival with you! As an elected Chief Science Officer in the Laveen School District, I want to help give every student opportunities through STEM. To achieve this, I created a new service for my community that advertises and evaluates local STEM events.

In November, I attended a code day sponsored by State Farm and was inspired to create an app that kids could use to recommend, review and rate STEM events. I call my service "CSO Top Picks." Cost, giveaways, hands-on activities, family-friendly competitions, and chances to meet STEM professionals are the main requirements to be a top pick. I believe one of the best ways to get more kids interested in STEM is to encourage them to have fun at STEM events.

STEM education is important to my community as it helps us innovate, solve problems, and provide high-paying jobs.

With the help of my district and the "SciTech Jedi" mentors, I was able to promote STEM events on my school district website!

In January, I began researching and posting free local events that would inspire the love of STEM and learning with my peers. In addition, my team attended each event to review its outcomes.

What were some highlights of the season? My favorites were full of hands-on activities in beautiful locations that presented new and interesting concepts, and most importantly, they were family-oriented:

- ASU Night of the Open Door
- Conservation Nite at the Phoenix Zoo
- Geeks Night Out
- Girls Have IT Day Conference at Xavier College Preparatory
- Mesa Public Schools SciTech Expo
- Southwest Maker Fest
- Phoenix Public Library STEM Nights

Next year, I am planning to formally present this at a Laveen school board meeting and grow this service valleywide with the help of my 220 CSO peers. The CSO team will then be available to visit your SciTech event and blog about their experiences!

CSO Lauren (Salaz) from Vista Del Sur,  
Laveen Elementary School District



With Festival season at its end, we not only commence preparation for next year, but we also take the time to celebrate the successes of the sixth annual Arizona SciTech Festival.

My own experiences with the Festival started out in 2012 during the very first season; and as was true

with many others at the time, the general idea of the Arizona SciTech Festival was a new concept. It wasn't a single "festival" event, but rather, it was a two-month, statewide celebration of STEM in Arizona. At that time, only 200 STEM events occurred around Arizona. This year, **over 2,000 STEM events** were put on by organizations, schools, and businesses all over the state for all ages, with the common desire to share in the excitement of STEM in Arizona.

Having been a Festival team member since year one, one of the most exciting facets thus-far has been witnessing the statewide growth of STEM, from its integration into **over 60 different cities and town this year alone**, to the participation of **over 1,000 schools** in spreading the word about the myriad STEM opportunities to all of their students (with **over 720,00 programs** having been passed out statewide)!

Through all of this, what's been most interesting of all is to not only have truly come to understand, but to have witnessed the significance of "word-of-mouth" in spreading awareness about a common subject or passion. The SciTech Festival has grown exponentially through everyone's help in sharing the Festival excitement first-hand. Some of this year's further achievements include the **growth of the Chief Science Officers program to over 220 students**, the celebration of a **successful first year of the Arizona STEM School Community of Practice**, and the conclusion of a **6th year of this statewide, grassroots celebration of STEM in Arizona!** With this, even though the sixth Festival season has just finished, we are already beginning to prepare for what will be the 7th year of SciTech fun and innovation.

Finally, we with the Arizona SciTech Festival want to extend a very warm **Thank You** to each of our collaborators, partners, sponsors, and community members who have contributed in helping set out and continue a common mission and goal: showing that Arizona is in fact a leader in STEM, and it is. It truly is.

Marisa Ostos  
Assistant Director, Arizona SciTech Festival

## Arizona SciTech TEAM

**Jeremy Babendure, Ph.D.** » Executive Director

**Marisa Ostos** » Festival Assistant Director

**Susan Farretta** » Director of Educational Programs

**Veekas Shrivastava** » Director of Business and Community Partnerships

**Dwarka Nath** » Intel Encore Fellow

**Kaci Fankhauser, Nagib Balfakih** » AmeriCorps VISTA

**Don Ruedy** » Tucson Community Liaison

**Carmen Cornejo** » Hispanic Community Liaison

**Scutari & Cieslak Public Relations** »  
PR and Communications

**LuckyYou Creative** » Creative Design

**Chris Babb, Chris Armour** » Website

**Jorge Herrera** » Social Media

**STREET Team Leads** » Denise Hicks, Bonnie Bolkan, Cindy Ruedy, Kathleen Szczepaniak, Shiena Amigo, Destiny Madaje, Sara Carey, Jasper Pena, Jenn Blaes.

**Evaluation Team** » Lisa Gallagher, Erin Kirchner, Kristine Leier and Richard Toon





Intel provides the  
“Makey Makey”  
experience at various  
Arizona SciTech  
Signature events.

## AZ’s businesses connect with communities in creative ways.

**Highlights:** Business leaders report new and enhanced partnerships with schools, municipalities, community leaders and other businesses.

- **Microchip** and **MJS Designs** showcased the applications of complex electronic devices such as LEDs and microchips at the **3rd Annual Southwest Maker Fest** in Mesa.
- **State Farm Insurance** engaged audiences in how to code a PB&J sandwich at Tempe’s **Geeks Night Out**.
- **Drone Control Systems** demonstrated how robotics and engineering are used in UAV design at the **Sahuarita SciTech Festival**.
- **Orbital ATK** brought 12 hands-on experiments and conducted nine model rocket launches at the **Hamilton Science & Engineering Fair** event in Chandler.
- **Intel** showcased the applications of their technology with music, circuits and Play-Doh at the **Cox/UA Connect2STEM Launch Event**.
- **TGen** showcased the applications of genomics and bioinformatics in medicine at the first Science & Technology Special Needs Resource Fair.
- **PADT** opened its doors to the public, showcasing the world’s most advanced 3D printers, laser cutters and modeling software.
- **Freeport-McMoRan** introduced **Prescott Regional SciTech Festival** attendees to the geology behind their work at Bagdad Mine.
- **Honeywell** inspired 200 Chief Science Officers at the **Deer Valley Airplane Hangar** with interactive demonstrations of airplanes, virtual reality and more.

Businesses are finding the Festival to be an important outlet in engaging the public, building employees’ morale and influencing students’ academic and career choices. The Festival also supports economic development by building awareness of Arizona’s key sectors for long-term growth.



“ The AZ SciTech Festival is an innovative way of bringing the entire community together to experience STEM. Students, educators, parents and businesses have an opportunity to share ideas and learn from each other in a smorgasbord of free events across the state. Attending AZ SciTech events is a great way to get plugged in and learn what’s happening in different communities. It’s been a great way to share that even an insurance company has STEM! ”

Leanne Steidinger - IT Analyst, State Farm



The State Farm team at Tempe's Geeks Night Out.

## A sampling of companies that participated in the 2017 AZ SciTech Festival.

### Technology & Innovation

Cox Communications  
Federal Bureau of Investigation  
Hydronalix  
IBM  
Intel  
Microsoft  
Microchip  
Nextiva  
PayPal  
PerfOpt  
State Farm  
Texas Instruments

### Aerospace & Defense

Bombardier Inc.  
Control Vision  
Drone Control Systems  
Falcon Global Strategies  
Flite Factory  
Honeywell  
OSIRIS-REX  
Orbital ATK  
Raytheon  
Worldview

### Renewable Energy / Utilities

Arizona Public Service  
Arizona Water Company  
Graham County Electric Co.  
Green Living Magazine  
Navapache Electrical Cooperative  
Primus Wind Power  
Southwest Gas Corporation  
SRP  
Tucson Electric Power  
Unisource Energy Services

### Bioscience & Health

Biosa  
Cord Blood Banking  
CMI  
Honor Health  
Mt. Graham Medical Center  
North County Health Care  
Maricopa Public Health  
Northern Arizona Healthcare  
Pinnacle Transplant  
TGen and TGen North  
W.L. GORE

### Advanced Manufacturing

Bent River Machine  
Delta Technology  
Freeport-McMoRan  
Green Valley Pecan Company  
MJS Designs  
PADT  
Precision Laboratories

### Business Services

Ability Center  
Advanced Business Learning  
Arizona Diamondbacks  
Bookmans  
Harrah's Ak-Chin  
Jim Click Automotive  
U-Haul

**Honeywell inspired 200 student Chief Science Officers with interactive displays around aerospace, immersive technology and engineering.**





Central Arizona College's  
microscopy demonstration at  
the Maricopa Salsa Festival.

## City-led events deliver a wide range of experiences for their diverse audiences.

Here is a small sample of the many experiences enjoyed by residents throughout Arizona:

- The City of El Mirage hosted its **2nd SciTech Festival** during their annual Health and Safety Day.
- The City of Buckeye continues to grow with the **4th Annual Buckeye SciTech Festival** held during its annual Air Fair.
- The City of Sahuarita continued with its **4th annual SciTech Festival**, involving dozens of Southern Arizona collaborators.
- The City of Cottonwood's Mayor, Diane Joens brought together 4 communities to put on over two dozen events with the **4th annual Verde Valley SciTech Festival**.
- The City of Scottsdale continues to fuse science and baseball in its 6th annual **Spring Training Festival**.
- Communities in **Prescott** and **Prescott Valley** united to host the **4th Annual Prescott Regional SciTech Festival** at the Prescott Gateway Mall.

“The Arizona SciTech Festival provides the community an opportunity to not only celebrate and Embrace STEM, but most importantly, to bring awareness to the importance of STEM education in our Town’s economic prosperity; STEM equals Workforce Preparedness, equals Economic Development!”

- Economic Development Manager,  
Town of Sahuarita

A key to the success of the city events is their ability to engage a broad cross-section of stakeholders, including community-based nonprofit organizations, businesses, educational institutions and cities’ own operations, e.g., police, fire, water treatment.

To this end, the Festival provides cities and towns a tangible strategy to convene community stakeholders and focus on a highly-visible, public event. Given the related themes with science, technology and innovation, conversations often dovetail with economic development goals. Starting with a total of 4 communities in 2012, Arizona SciTech now collaborates with over two dozen regions statewide in urban and rural settings.



Verde Valley Regional Fire  
connecting kids and careers at  
Mingus Union High School.

## Communities Engaged in AZ SciTech Initiatives

### 2012

- Casa Grande
- Chandler
- Globe-Miami
- White Mountains Region

### 2013

- Glendale
- Scottsdale
- Tempe
- Yuma

### 2014

- Buckeye
- Gilbert
- High Sonoran (Cave Creek/Carefree)
- Buckeye
- Flagstaff STEM City
- Mesa
- Payson
- Prescott
- Sahuarita
- Southwest Valley (Avondale/Goodyear)
- Tucson
- Verde Valley (Camp Verde/Clarkdale/Cottonwood/Sedona)

### 2015

- Graham County (Safford/Thatcher)
- Marana
- Maricopa
- Sierra Vista

### 2016

- El Mirage
- Fountain Hills
- Surprise

**Arizona SciTech Festival events took place in a total of 61 cities and towns in 2017.**







The UA Physics Factory inspires kids of all ages at Connect2STEM held at the UA Medical School Phoenix campus.

## Arizona's postsecondary institutions engage future students and the public with their research and innovation.

**Highlights:** Postsecondary institutions give the public a glimpse of the impact of their world-renowned research and the value of a postsecondary education. Through this process, students, faculty, staff and researchers communicate their passions with current and future students, alumni and the public.

Universities and colleges offer some of the Festival's largest events, with a broad range of innovative learning experiences:

- **ASU's *Night of the Open Door***, put on by 1,000 student, staff

and faculty volunteers, engaged 40K attendees in the creative energy that powers a world-class university with 300+ hands-on activities, tours and performances on 5 campuses.

- **UofA** engaged some of the 150K ***Tucson Festival of Books*** visitors in ***Science City*** "neighborhoods" featuring hands-on activities, demonstrations, science cafés and dozens of campus lab tours.
- **Maricopa Community College's 9 campuses** presented 30+ diverse events including science expos, star parties, tours and career fairs.



“ The Verde Valley SciTech Festival is an opportunity to spark interest in scientific and artistic study in people of all ages and inspire the next generation of S-T-E-A-M enthusiasts while, at the same time, informing the community about the exciting things happening in and around STEAM in the Verde Valley. ”

- Dr. James Perey, Yavapai College Executive Dean and Verde Valley Campus Executive Officer

- **Embry Riddle University** showcased all things aviation and engineering at the **4th Annual Prescott Regional SciTech Festival**.
- **Yavapai College** hosted its **4th Annual SciTech Expo** in Clarkdale featuring everything STEAM from helicopters to video games and wine.
- **Eastern Arizona College** hosted its **3rd Annual Gila Valley SciTech Festival** at the North and Discovery Park Campuses.



## Institutions Engaged

### Arizona Regents

ASU Downtown  
ASU Tempe  
ASU Polytechnic  
ASU Thunderbird  
ASU West  
NAU  
NAU Downtown Phoenix  
UA Cooperative Extension  
UA Main  
UA Phoenix Medical Campus  
UA Tech Park

### Community Colleges (CC)

Central Arizona College  
Coconino Community College  
Chandler-Gilbert CC  
Cochise College  
EAC North Campus  
EAC's Discovery Park Campus  
Estrella Mountain CC  
Gila Community College - Gila Pueblo Campus  
Glendale CC  
Glendale CC North  
Mesa CC  
Northland Pioneer College  
Paradise Valley CC at Black Mtn.  
Phoenix College  
Pima CC  
Pima CC Northwest  
Pima CC West Campus  
Rio Salado CC  
Scottsdale CC  
South Mountain CC  
Yavapai College Chino Center  
Yavapai College Verde Valley  
Yavapai College Prescott Valley

### Professional

AT Still University  
Benedictine University  
Embry-Riddle University  
Grand Canyon University  
Midwestern University  
UAT

**UofA's Connect2STEM** event has grown into Phoenix's largest STEM-based celebration with over 5,000 attendees.





Digital Technologies showcased at  
C.O. Greenfield's SciTech Event.

## K-12 students communicate their excitement about science and innovation at various Festival events.

**Highlights:** Beyond doing an exceptional job of getting the word out, schools have actively engaged in partnership and event development. As a result, schools have strengthened relationships with local business, as well as postsecondary, community and government organizations. Events have taken place in high-profile settings on or off site and have provided students and educators unique opportunities to communicate their passion for STEM with the public.

### Some Exceptional Learning Experiences:

- 200 students along with dozens of local business professionals presented to 2,800+ attendees at the ***Casa Grande Union High School District SciTech Festival***.
- From robots and circuits to sustainability and energy, **Tempe Elementary, Tempe High and Kyrene Elementary School Districts'** students showcased their passions at ***Geeks Night Out***.

“The SciTech Festival has become part of our school improvement efforts as the anchor for our after school STEAM clubs and overall STEAM identity. It matches industry professionals with our student-led exhibitions and allows parents the opportunity to observe this amazing interface.”

- Anthony Pietrangeli,  
Principal, Heard Elementary

- **Roosevelt School District** held their 3rd annual **STEAM Festival** at the **South Mountain Community College Campus**.
- 2 Student **Chief Science Officers** planned the first ever **SciTech Festival** at the **Alhambra High School STEM Expo** in Phoenix.
- **Tucson Unified** and **Sonoran Schools** students showcased their favorite STEM activity at the **Family SciFest** event held at the **Tucson Children's Museum**.
- 300 **Xavier** students mentored 1,000+ middle school girls at its annual **Girls Have IT Day Conference** with interactive STEAM activities.



Sonoran Science Academy students present Ooblek at Family SciFest hosted by the Tucson Children's Museum.

## School districts throughout Arizona made exceptional contributions to the AZ SciTech Festival

Alhambra ESD  
Arizona Virtual Academy / K12  
Avondale ESD  
BASIS Schools  
Beaver Creek SD  
Bridges Elementary  
Big Park Community School  
Casa Grande UHSD  
Casa Grande ESD  
Cave Creek USD  
Chandler USD  
Cottonwood / Oak Creek SD  
Deer Valley USD  
Florence USD  
Higley USD  
Kyrene ESD  
Liberty ESD  
Maricopa USD  
Marana USD  
Mesa Public Schools  
Mingus UHS  
Mountain Institute JTED  
Office of the Pima County Superintendent  
Paradise Valley USD  
Peoria USD  
Pima JTED  
Phoenix ESD  
Phoenix UHSD  
Prescott Unified Schools  
Roosevelt ESD  
Sahuarita USD  
Sedona SD  
Show Low USD  
Sonoran Schools  
Tempe ESD  
Tempe UHSD  
Tolleson UHSD  
Tucson USD  
Vail USD  
Verde Valley Montessori  
All 28 Flagstaff schools

Approximately 1,000 Arizona schools distributed 620,000 program schedules to families statewide.







STEAM exhibit at spark!,  
Mesa's Festival of Creativity.

## The best learning can occur where you least expect it!

**Highlights:** STEM learning occurs in unexpected locations throughout Arizona. Here are some of AZ SciTech Festival's popular **Sneaky Science** collaborators:

- **Arizona Renaissance Festival's *Discovery Days*** featured activities based on Galileo, Da Vinci and other Renaissance luminaries.
- ***Farm Science Day*** explores the science in agriculture at the **Arid-Land Agricultural Research Center** and **UA Maricopa Agricultural Center**.
- **PVCC at Black Mountain team** demonstrates food science at **STEAMTastic**.
- ***The Salsa Festival*** in the town of Maricopa continues to infuse all things STEM into its annual celebration.
- **Tempe's *Geeks Night Out*** struck a unique balance between science and science fiction with costumes, hands-on experiments, and technology.
- From 3D printers to robots and jewelry, the 4th annual ***Southwest Maker Fest*** brought together dozens of "makers" to showcase the STEM in their craft.
- **The Green Valley Pecan Company** showcased the application of lasers and robotics in pecan production.

**Sneaky Science** experiences play an important role in the festival's popularity and impact by engaging a segment of the public based on individual motivations and interests outside of science. *Sneaky Science* engages nontraditional

“The focus of STEAMtastic is to showcase science is in our everyday lives. We explore the chemical and physical properties of food through activities such as dry ice sorbet, exploding chocolate, and a color-changing drink.”

- Loretta Mondragon, Director, Black Mountain

collaborators, like other festivals, art walks, and community events, which can be more credible with hard-to-reach audiences. Longer-term *Sneaky Science* helps infuse science, technology and innovation into our culture and empowers non-traditional allies to engage in communicating science to the public.



Attendees learn about the health benefits of balsamic vinaigrette as part of the Kitchen Demonstrations at ASU Downtown's Night of the Open Door.

PHOTOGRAPHER: CHARLIE LEIGHT/ASU NOW

## Sneaky Science Across Arizona

### Sports

Bowing Ball Swing  
Dignity Kids' Science of Self Defense  
Scottsdale's Spring Training Festival

### Cultural

Arizona Archeology Expo  
Arizona Renaissance Festival's Discovery Days  
Farm Science Day  
Pueblo Grande's Ancient Technology Day  
Science of Music at the MIM  
Tres Rios Nature Festival

### Community Events

Arizona Parenting's Camp and Summer Expo  
Buckeye's Air Fare  
Chandler Ostrich Festival  
El Mirage's Public Safety Day  
Maricopa's Salsa Festival  
Tempe's Geeks Night Out  
Tucson Festival of Books

### Creativity Festivals

ASU's Emerge  
Glendale's Science of Chocolate  
Southwest Maker Fest  
spark! Mesa's Festival of Creativity

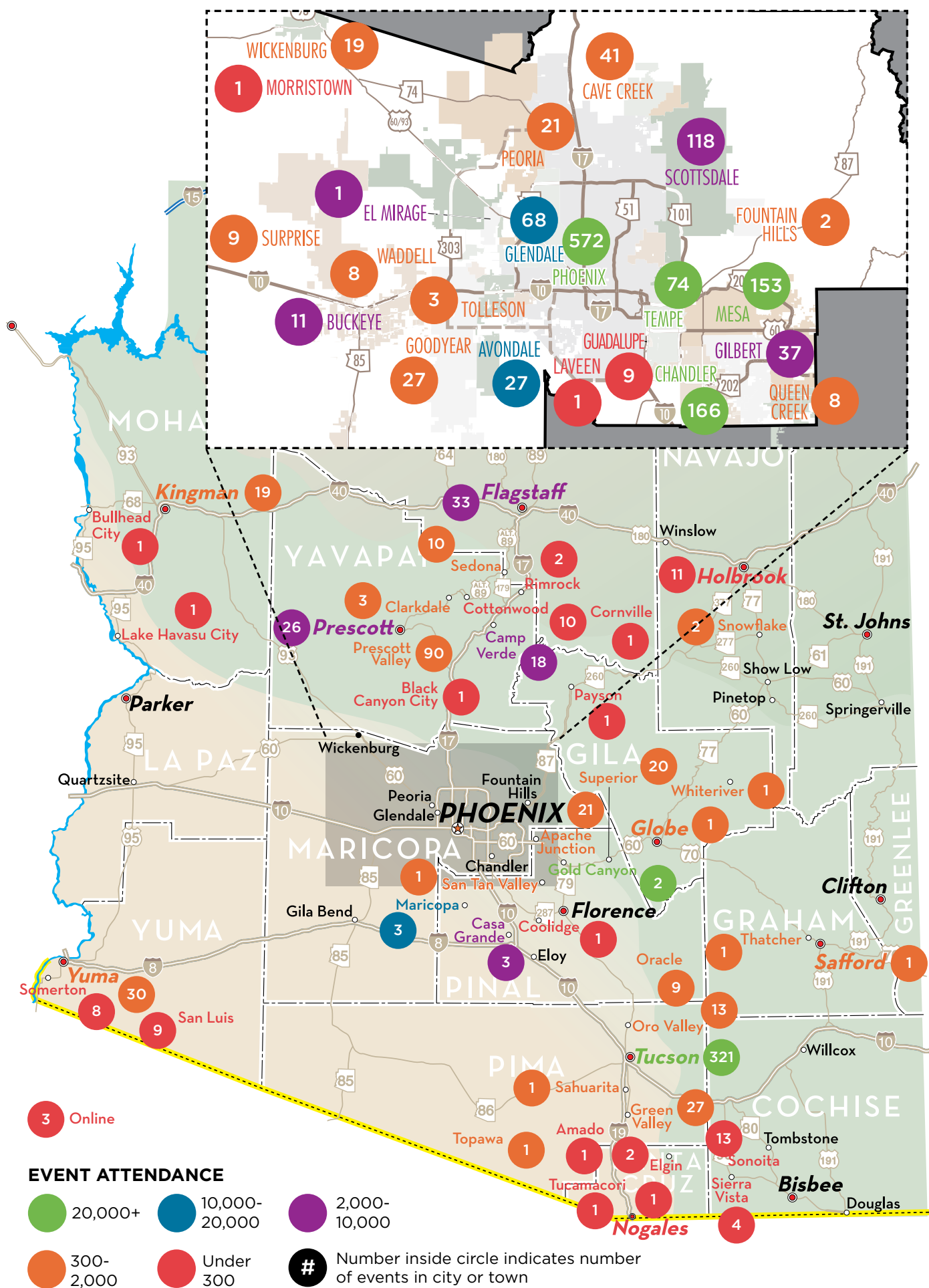
### Science is Everywhere

Forensic Science  
Food Science at PVCC at Black Mountain's STEAMtastic  
Liquid Nitrogen Ice Cream at the Maricopa Salsa Festival  
Science Happens Here throughout Graham County  
Scottsdale's the Science of the City  
Science of Nutrition at ASU  
Downtown's Night of the Open Door  
Science of Video Games  
Vehicle Science - Tractors, Bulldozers, Helicopters, UAVs

**More than half of Arizona SciTech Festival audiences are reached through Sneaky Science interactions.**









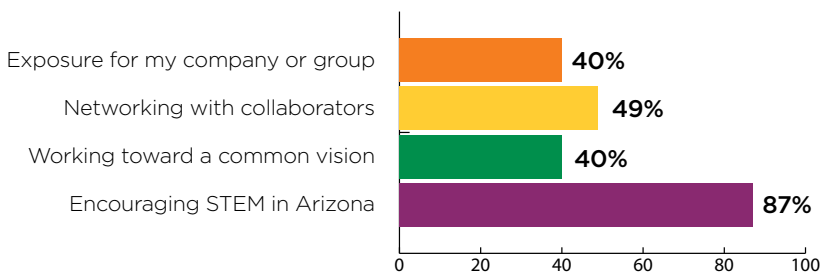
“ The SciTech Festival model positively impacts communities by catalyzing the development of local STEM ecosystems throughout Arizona. ”

- Angie Harmon, Social Investment Manager,  
Freeport-McMoRan

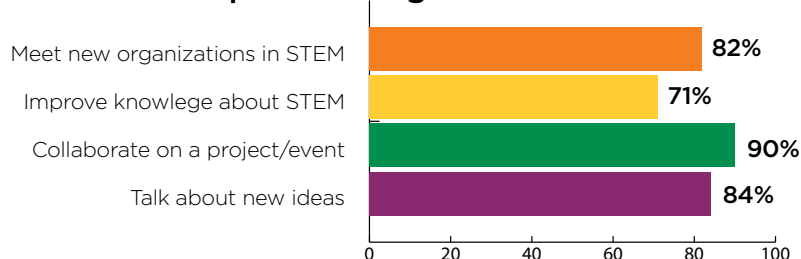
## Building a statewide STEM collaborative

AZ SciTech helps a wide range of non-profits, small and large businesses and government organizations showcase their interest in STEM by connecting them with established events, building awareness as part of the festival, and advising on logistical and strategic issues. The overall reach of the Arizona SciTech Festival has grown into one of Arizona's strongest STEM initiatives through collective action of our 800+ collaborators through grassroots collateral dissemination, online marketing and diverse media.

### Collaborators express the primary value of Arizona SciTech



### Collaborators report utilizing Arizona SciTech to...



## 2017 Communications

### Collateral

- 720,000 program schedules
- 7,000 posters
- 50,000+ water bill inserts
- 300+ banners hung in prominent locations

### Online

- 320,000+ website visitors
- 64 blogs
- 53 newsletters (7 in Spanish) to 13,500+ subscribers
- 6,827 Facebook “Likes”
- 2,022 Twitter Followers

### Media

- 3,450+ TV commercials
- 110 spots on KJZZ radio networks
- Channel 11 coverage in 2 cities
- 15+ events with a press release
- Ads: Phoenix Business Journal, Bear Essential News, Arizona Parenting, Green Living Magazine, and Phoenix Revitalization Corporation Newsletter
- 70+ events with media coverage
- 110+ print/online sources
- 30+ TV/Radio segments

### Public Awareness of Festival or Signature Event\*

- 44% Maricopa County
- 44% Pima County
- 28% Rural Arizona

### Connectivity

- 48% attended multiple events with 14% attending 5 or more events\*
- 89+ events with AZ SciTech STREET Team presence

### Evaluation Data Collected

- 850+ visitor surveys
- 130+ collaborator feedback surveys

\* numbers from 2016 Festival





Connect2STEM awardees

## Cox Connect2STEM Awards

The annual Cox Connect2STEM Awards, presented by **Cox Communications** in partnership with AZ SciTech, **honors STEM Connectors** in the areas of business, non-profit, education, media, and after school programs. Beginning in January, the community was invited to nominate their STEM heroes in a total of 5 categories. Based upon the nominations, a total of two finalists are selected in each category.

In March the public was invited to vote to determine the final winners.

***A total of 15,000 votes were submitted in the second season!***

In May, each Cox Connect2STEM Award Winner was profiled in a video highlighting its contributions to STEM and publicly recognized at the Annual Arizona SciTech Thank You Celebration via video announcement. In addition, Cox donated a total of \$1,000 to a STEM non-profit program in their name.

### 2016 COX CONNECT2STEM Award Winners

- After-School Excellence Award:  
**Si Se Puede Foundation**
- Innovation Award for Business:  
**USDA-ARS Arid-land Agricultural Research Center (ALARC)**
- Chief Science Officer Award  
**Kane Wotell**
- Student Teckie Award:  
**Megan Nielsen (Red Mountain High School)**
- Teacher Teckie Award:  
**Scott Weiler (Amphi Middle School)**
- Creative Media Award:  
**Tucson Unified School District**

## Innovation Arizona Summit

By serving up a content-rich agenda, the 6th Annual Arizona SciTech Kickoff Conference, hosted in partnership with the Arizona Commerce Authority, Co+Hoots Foundation, Arizona Technology Council Foundation, AZ STEM Collaborative, CPLC, Cyber Security Canyon and the City of Scottsdale, set the stage for diverse collaborators to forge connections for the upcoming Festival. The Summit served as a prime opportunity to build the Arizona SciTech Ecosystem by bringing together industry and community leaders, entrepreneurs, educators and students.

### Attendees had a diverse program to choose from including:

- **Keynotes** from Aerospace Industry leaders Jane Poynter (CEO Worldview) and Geoff Notkin (Aerolite Meteorites)
- 43 diverse **panels** (130+ presenters)
- Numerous **networking** opportunities
- 70+ interactive **tables** exhibiting best practices in STEM and Innovation



## Session Highlights

### Computer Science & Tech

- Hackathons
- Women in Tech Speed Networking
- Extracurricular Coding Clubs
- Tech in the Classroom

### Future STEM Pathways

- Drones & Autonomous Vehicles
- Dig Into Mining Innovation
- Internet of Things
- Regenerative Medicine Transformations

### School STEM Best Practices

- Modeling STEM Instruction
- Creating a STEM Culture in Schools
- Building Innovation Through Robotics
- STEMAZing – STEM on a Budget
- The Intersection of Cognitive Neuroscience & Ed Tech

### Arizona SciTech Fest Meet the Mentors

- Student-Led Events
- Attracting Media With Your Event Story
- Chief Science Officers & Civic Action
- Event Planners Lunch Meet Up
- Make it S.T.E.A.M.-Y

### Social Equity & STEM

- Hera, Give Me Strength: The Science of Wonder Woman
- Social Justice in STEM Education
- Linking STEM Mentors with the Classroom
- Hispanic STEM Success in Arizona

### Student Voice

- Student Perspectives on Future STEM Pathways
- Arizona's Got STEM Talent III

### STEM in Our Community

- Outdoor STEM-Centered Education
- Desert Detectives – How STEM is Preserving Our Last, Best Places
- Emergence Lunchtime Performance
- Citizen Science 2.0: Expanding Reach & Results
- Making Maker Spaces
- STEM Tourism and Sneaky Science

Now topping 1,200 attendees, the Arizona SciTech Kickoff Conference serves as one of Arizona's largest conferences around STEM, education and entrepreneurship.







## Arizona SciTech Hubs

With over 1,500 events occurring statewide, it is difficult for the Arizona SciTech STREET Team to visit every event. To support this demand, 30 Festival locations stepped up to represent the Festival by displaying posters at events, talking about Festival opportunities with attendees, distributing and stamping passports and providing SWAG. From 3D printers, robotics and coding to science conversations, messy science and astronomy, hubs bring attendees diverse science and technology-based opportunities.

**Combined,  
Festival Hubs  
supported a total  
of 650 events  
reaching 19,000+  
attendees.**

### Maricopa County Libraries

Agave Library - 25 events  
Avondale Civic Center Library - 10 events  
Basha Library - 24 events  
Burton Barr - 100 events  
Cesar Chavez Library - 34 events  
Cholla Library - 12 events  
Desert Foothills Library - 13 events  
Downtown Chandler Library - 55 events  
Fountain Hills Library - 28 events  
Goodyear Branch Library - 2 events  
Hamilton Library - 34 events  
Ironwood Library - 31 events  
Juniper Library - 15 events  
Mesquite Library - 13 events  
Palo Verde - 13 events  
Sam Garcia - 7 events  
South Mountain - 42 events  
Southeast Regional Library - 9 events  
Sunset Library - 25 events

### Pima County Libraries

Joel Valdez Library - 38 events  
Valencia Branch Library - 3 events  
Wheeler Taft Abbott Sr. Branch Library - 3 events  
Woods Memorial Branch Library - 4 events

### Community Locations

Arizona Science Center - 72 events  
Gilbert Riparian Observatory - 21 events  
HeatSync Labs - 2 events  
Nina Mason Pulliam Rio Salado  
Audubon Center - 4 events  
Pueblo Grande - 18 events

“ We are so proud of students like Sage who are doing an amazing job engaging students with private industry and contributing to Arizona’s growing STEM culture. Sparking our young people’s interest in STEM is critical to sustaining our innovation economy. ”

Sandra Watson,  
President and CEO, Arizona Commerce Authority

An Arizona 7th-Grader’s idea to create a **“National Technology Field Trip Day”** to connect students with private industry and higher-education organizations became a reality during this season. Sage Foreman, a 13-year-old Chief Science Officer who attends Centerra Mirage STEM Academy in Goodyear, had pitched his idea to Arizona Governor Doug Ducey and the White House last year as a way to advance science and technology in Arizona and beyond.

During the last week of March, more than **1,100 Arizona students** took part in the educational field trips at over a dozen Arizona tech-based organizations.

## The organizations involved include:

- Advanced Business Learning
- Arizona Air National Guard’s 161st Air Refueling Wing
- ASU Biodesign
- ASU LeRoy Eyring Center for Solid State Science Honor Health
- Delta Technology
- Freeport-McMoRan
- Grand Canyon University
- Honeywell Aerospace
- Pinnacle Transplant Technology
- PayPal
- State Farm
- Translational Genomics Research Institute
- University of Arizona College of Medicine – Phoenix



Honor Health



Arizona Air National  
Guard’s 161st  
Air Refueling Wing

**National Technology Field Trip Day was included as part of a White House Computer Science For All Fact Sheet in December 2016.**



2017 AZ SCITECH FESTIVAL **BY THE NUMBERS**

**410,000+**  
attendance

**86%**

of visitors communicated their festival experience to others

**670+**  
venues

**24+**  
regional community festivals

**40**  
SPONSORS

**800+**  
collaborators

**98%**  
visitor recommended

**61** Arizona cities and towns with events

**320,000+**  
visitors at azscitech.com

**980+**  
surveys  
responses collected from collaborators and visitors

**720,000+**  
program schedules distributed

**90%**

of returning visitors thought the event was the same or better than last year.

**91%**  
of collaborators indicated this year's experience was the same or better than last year.

**80%** of visitors indicated their experience helped them understand how STEM is part of their daily lives.

**65%**

of collaborators felt the Festival increased public awareness of their organization

**42%** of visitors had attended a Festival event from the prior year

**68%**  
of collaborators report increased dialogue with other organizations

**90%**

of collaborators view the primary role of Arizona SciTech is to encourage STEM in Arizona.

**1,500+**  
events

**44%**

of collaborators received follow-up emails or phone calls from attendees

**46%**

of visitors followed up with organizations they met at the Festival