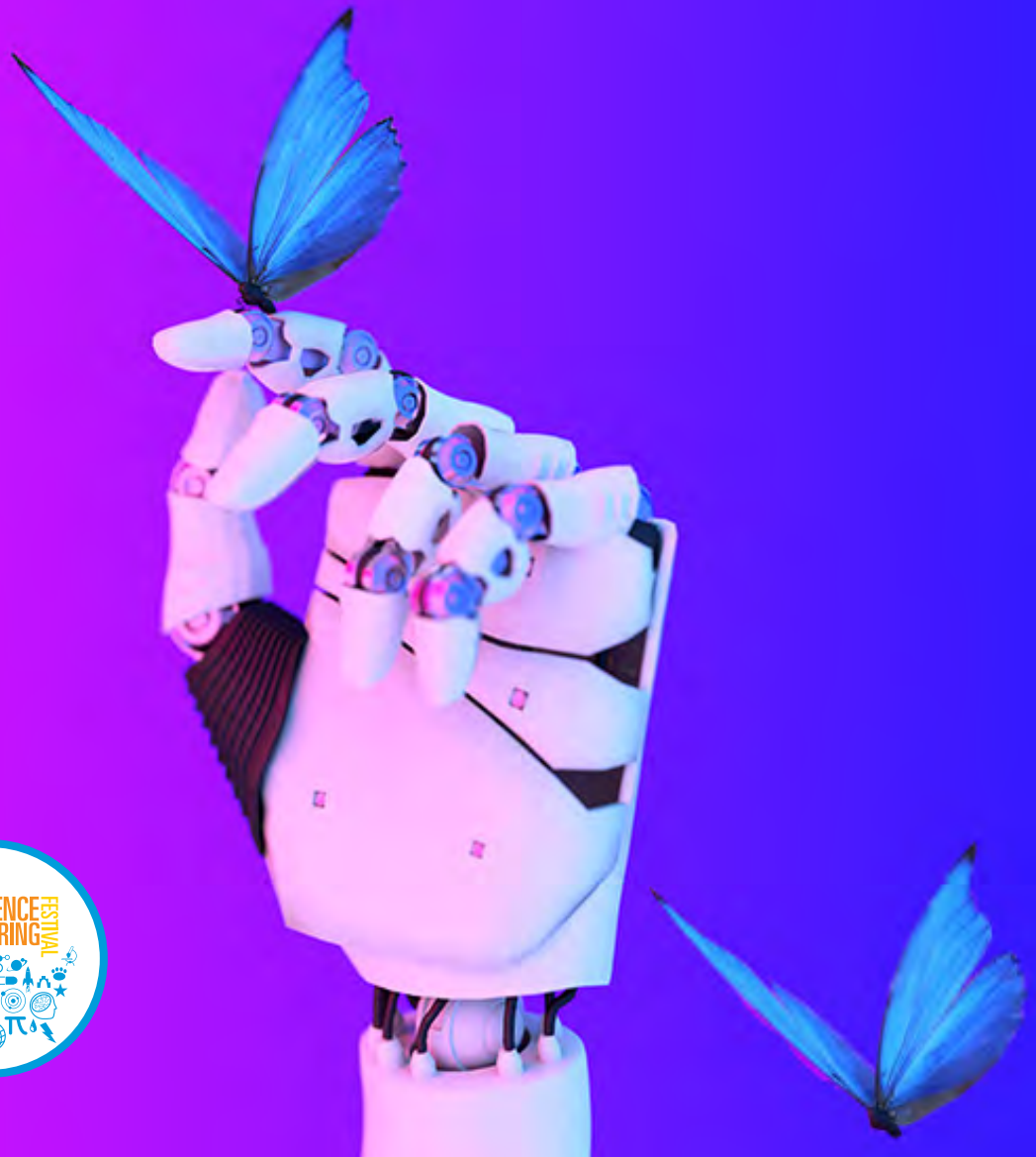
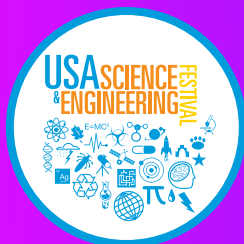


SCIFEST 2021 | VIRTUAL EXPO

# STEM AT YOUR FINGERTIPS



A PROGRAM OF





Thank you for supporting **SciFest All Access**, a program of the USA Science & Engineering Festival.

The SciFest All Access virtual expo was available live online from October 18 - 24, 2021 and then available on-demand for 30 days. This free event, featuring interactive STEM activities and performances, was designed to inspire students in the STEM fields with the ultimate goal to help bridge the STEM workforce gap.

SciFest All Access was targeted to K-12 students, educators, and families. Eleven exhibit zones featured 98 engaging booth activities representing top high tech and life science corporations, non-profit organizations, and governmental agencies. Attendees could also view inspiring performances on the STEM Stage, engage in an interactive scavenger hunt, and earn points for everything they engaged with at SciFest for a chance to win exciting prizes.

We set out to create a fun and visually engaging virtual experience for our student audience. Attendees entered SciFest through a swirling portal and were greeted by a [Welcome Video](#) sponsored by Intel. The Exhibit Portal served as their passage into the STEM Zones (see list below), each featuring multiple exhibit booths. Check out the full [list of exhibitors](#).

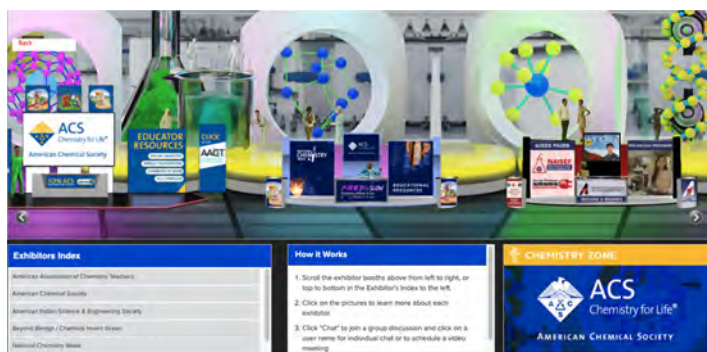
The STEM Stage, sponsored by Discovery Channel, featured 28 inspiring STEM-focused talks, demonstrations, and performances given by some of our nation's top STEM role models (see full list below). Most STEM Stage videos are now available for [on-demand viewing](#) at no cost.

The Scavenger Hunt, sponsored by STEMfinity, was designed to keep the students engaged and moving through the platform. Gamification built into the event allowed students to earn points for all interactions within the platform and high point earners were entered into a drawing to win one of 43 prizes ranging in value from \$15-\$400 each. Attendees had access to a digital "Backpack" prefilled with FREE downloadable content and they were able to add to their backpack as they journeyed through SciFest. There were over 82,000 items downloaded into attendee backpacks during the live event dates!

Nearly 33,000 students, teachers, parents, military families, and STEM enthusiasts registered to attend SciFest All Access representing all 50 states and 85 countries. 88% of the registrants were school groups with educators planning to incorporate the program into their lesson plan.

New to SciFest this year was the Student Project Gallery showcasing student projects from Coding with Commitment and Million Girls Moonshot. We also added the AstraZeneca Educator Resource Hub which included its own stage and exhibit booths focused on tools for parents and educators.

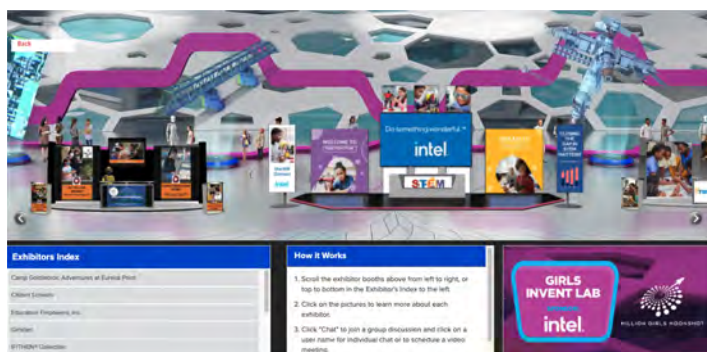
To create the virtual environment, we utilized the vFairs event platform and partnered with [Passage Productions](#) to deliver high-quality 3D templates, avatars and video production.



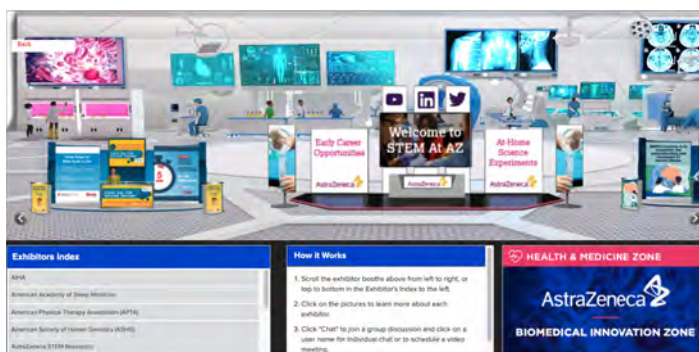
**CHEMISTRY ZONE**  
SPONSOR: American Chemical Society



**ENGINEERING & TECH ZONE**  
SPONSOR: CACI



**GIRLS INVENT LAB**  
SPONSOR: Intel

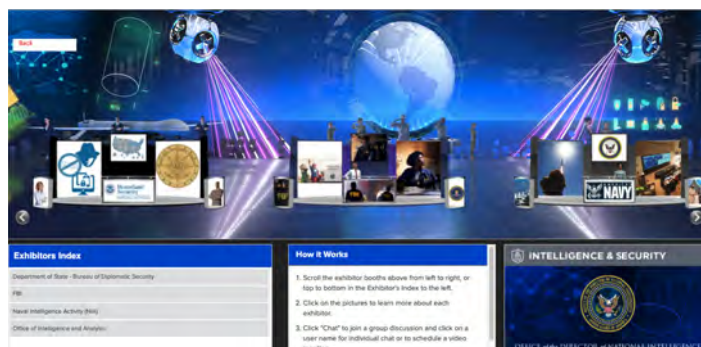


**BIOMEDICAL INNOVATION ZONE**  
SPONSOR: AstraZeneca



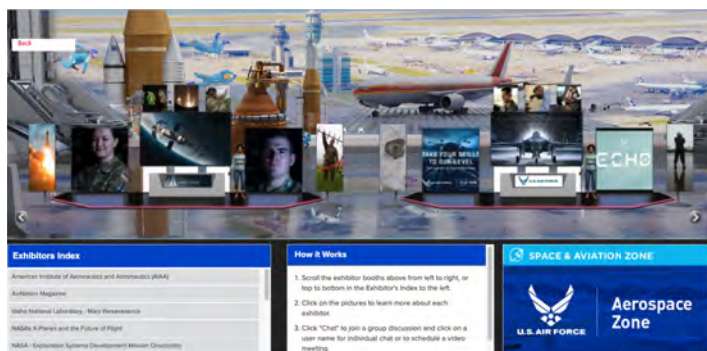
**FOOD SCIENCE ZONE**

SPONSOR: Campbell's & Cargill



**INTELLIGENCE & SECURITY ZONE**

SPONSOR: Office of the Director of National Intelligence



**AEROSPACE ZONE**

SPONSOR: U.S. Air Force



**GIRLS IN AVIATION ZONE**

SPONSOR: Federal Aviation Administration (FAA)



**EDUCATORS RESOURCE HUB**

SPONSOR: AstraZeneca



**STUDENTS PROJECTS GALLERY**

SPONSORS: Intel & Broadcom Foundation



**Jason Latimer**

World Champion Magician & Science Educator



**Dr. Moogega Cooper**

Planetary Protection Engineer at NASA



**Mr. D & Mr. Q-U-E**

Math Educators & Founders of Music Notes



**Collins & Devan Key**

YouTube Stars



**Nate Ball**

Mechanical Engineer, TV Host & Entrepreneur



**Roy Moye III**

Aerospace Engineer & Musician



**Dr. Tracy Fanara**

Environmental Engineer & Research Scientist at NOAA



**Jason Lindsey**

Award-winning Science Educator, Author & Meteorologist



**Dr. Padhu Seshaiyer**

Mathematical Scientist



**Maynard Okereke**

Science Communicator, Entrepreneur, Engineer, Digital Media Producer



**Jasmine Lawrence**

Robotics Product Manager X, the moonshot factory



**Dr. Darryl Lee Baynes**

STEM Advocate & Educator



**Harrison Ngue**

Cancer Researcher



**Kevin J DeBruin**

Space Educator



**Tamara Robertson**

Engineer, TV Host & Actor

**WATCH SCIFEST ALL ACCESS STAGE SHOWS**

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## REGISTRANT INFORMATION

**Total Registrations: 32,996**

**School Groups: 88%**

**Individuals: 12%**

**U.S. Registrants: 94%**

**International Registrants: 6%**

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## REGISTERED ATTENDEES BY REGION

**Northeast: 35%** (DC, DE, MA, ME, MD, NH, NJ, NY, RI, CT, VT, PA)

**Southeast: 32%** (AL, FL, GA, KY, LA, MS, NC, SC, WV, VA, TN, AR)

**Midwest: 12%** (IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI)

**Southwest: 8%** (AZ, NM, OK, TX)

**West: 13%** (AK, CA, HI, NV, CO, WY, MT, ID, WA, OR, UT)

**We also had representation from all 50 states and 85 countries / territories** (listed below) Afghanistan, American Samoa, Albania, Aland Islands, Algeria, Angola, Argentina, Armenia, Australia, Austria, Azerbaijan, Antarctica, Bahamas, Bangladesh, Barbados, Belize, Botswana, Brazil, Bulgaria, Canada, China, Colombia, Costa Rica, Comoros, Czech Republic, Dominican Republic, Ecuador, Egypt, Ethiopia, France, Germany, Ghana, Greece, Guatemala, Hong Kong, Honduras, India, Indonesia, Ireland, Italy, Jamaica, Japan, Kenya, Korea, Liberia, Macedonia, Malaysia, Mexico, Morocco, Netherlands, Nigeria, Oman, Pakistan, Panama, Paraguay, Peru, Philippines, Puerto Rico, Qatar, Russian Federation, Rwanda, Saudi Arabia, Senegal, Singapore, South Africa, Spain, Sri Lanka, Suriname, Swaziland, Switzerland, Taiwan, Thailand, Trinidad and Tobago, Turkey, Uganda, Ukraine, United Arab Emirates, United Kingdom, Uruguay, Vanuatu, Venezuela, Vietnam, and Zimbabwe.

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## REGISTERED ATTENDEES BY GRADE LEVEL/AGE

ES (grades 5 and lower)	38%
MS (grades 6-8)	39%
HS (grades 9-12)	20%
All Other Adults	3%

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## REGISTERED ATTENDEES BY SCHOOL TYPE

Public School	78%
Private School	13%
Charter or Magnet	6%
Home School	3%

**74% of Public Schools registered were designated as Title 1**

This year we did targeted outreach to 300 Title 1 - dense school districts across the country and saw a 13% increase in Title 1 school participation over last year.

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## REGISTERED ATTENDEES BY GENDER

Female	48%
Male	48%
Prefer not to say	3%
Other	1%

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## REGISTERED ATTENDEES BY ETHNICITY

Asian	11%
Black or African American	23%
Hispanic or Latina/Latino	20%
Native American	1%
White	28%
Other	5%
Prefer not to say	12%

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## HOW ATTENDEES HEARD ABOUT SCIFEST ALL ACCESS

To best gauge the effectiveness of our outreach efforts and media partnerships we added “*How did you hear about this event?*” as a required field on the registration form.

USASEF Newsletter	25%
School District Outreach	24%
Social Media	24%
Media Partners	16%
Other	6%
Search Engine	5%

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## ATTENDEE SURVEY FEEDBACK

**91% of attendees found the Welcome Video helpful**

**74% of attendees gave the Chat feature a positive rating**

**73% of educators were Satisfied/Very Satisfied with the Educator Resource Hub**

**89% said SciFest was an effective way to get more interested in STEM**

<b>Overall Attendee Rating</b>	
Very Satisfied	51%
Satisfied	37%
Neutral	8%
Unsatisfied	1%
Very Unsatisfied	3%

**The survey was accessible inside the event platform and 83% of respondents were students**

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## SOCIAL MEDIA

The event, exhibitors, and performers were heavily promoted across all of our social media platforms along with a targeted Facebook ad campaign. Exhibiting organizations and performers also touted their participation on social media. The following pages illustrate the ad campaign and the event reach on social media.

We shifted our advertising strategy from boosting posts to implementing a highly targeted ad campaign on social media. While this shift resulted in a lower number of overall impressions, it allowed us to reach a highly targeted audience and increase our conversion rate for registrations.

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REACH FOR SCIFEST ON TWITTER, FACEBOOK, INSTAGRAM AND LINKEDIN

**1.45 Million Impressions**

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ACCOUNTS OF THOSE WHO SHARED SCIFEST POSTS WITH LARGE FOLLOWINGS:

**Twitter:**

The FAA- 363.5K  
AstraZeneca- 293.4K  
American Chemical Society- 121.4K  
Campbell Soup Company- 92.5K  
STEMfinity- 33.9K  
Idaho National Lab- 27.1K  
IEEE-USA- 21.8K  
Women in Aviation- 20.8K  
NINDSnews- 10.9K

**Instagram:**

The FAA- 239K  
Geena Davis Institute- 95K  
Tortilla Keyper- 71.2K  
American Chemical Society- 51.1K  
Nitty Gritty Science- 25.7K  
Kevin J DeBruin- 18.6K  
Hip Hop MD- 14.2K  
Campbell Soup Company- 5,290  
Jonte Lee- 5,477

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**FB Ad Statistics:**

**15**

Number of ads

**780K**

Impressions from ads

**2,275**

Clicks to registration  
page



Total Impressions from Media Outreach:

**Over 4 Million**

### **American Chemical Society**

Featured in: 10 total e-newsletters from the following email lists: American Association of Chemistry Teachers, American Chemistry Society, Chemistry & Engineering Magazine and 6 different scientific/engineering journal email lists, 2 half page ads and a 1-page advertorial in 3 different issues of C&EN magazine, social media promotion on AACT and ACS Facebook and Twitter pages, Website banner ad campaign on both the ACS publications website and the C&EN website

**Impressions: over 620K**

### **Discovery/Sci Channel**

Featured In: 2 push mails, In Program Messaging

**Impressions: over 1.1 M**

### **Engineering.com**

Featured In: 1 sponsored article with STEM Stage performer interviews, website banner ad campaign, 2 email blasts

**Impressions: over 1.1 M**

### **Teen Life Media**

Featured In: email blasts, sponsored blog post, and website banner ads

**Impressions: 50K**

### **DiversityComm**

Featured In: digital magazine, website events calendar

**Total Impressions: over 530K**

### **Innovation & Tech Today**

Featured In: website banner ads, newsletter banner ads

**Total Impressions: 23K**

### **AviNation**

Featured In: 1-page advertorial in their print magazine

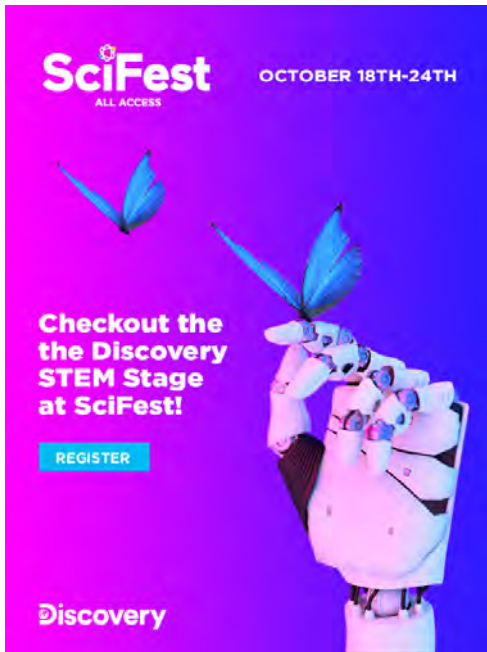
**Total Impressions: 3,200**

### **USA Science & Engineering Festival**

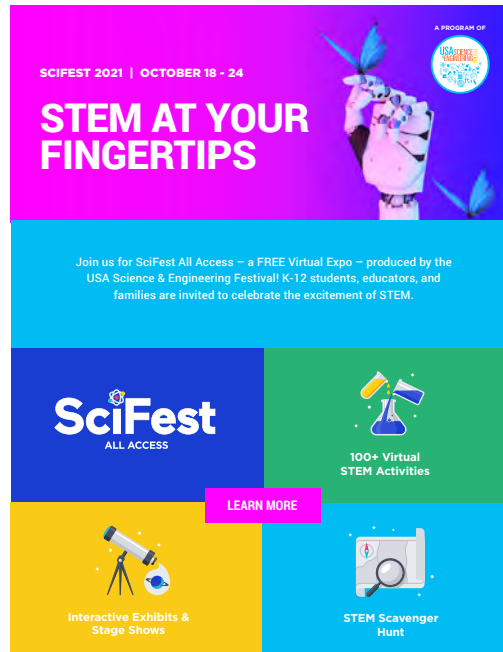
Featured In: targeted email blasts to 300 Title 1 dense school districts across the country representing over 1.3M students

**Total Impressions: 689K**

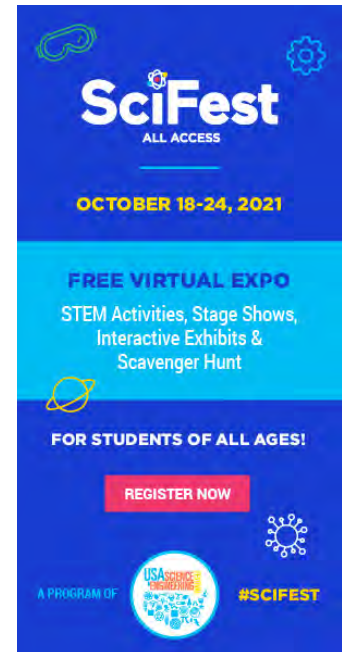
## Ad Samples:



Email Blast

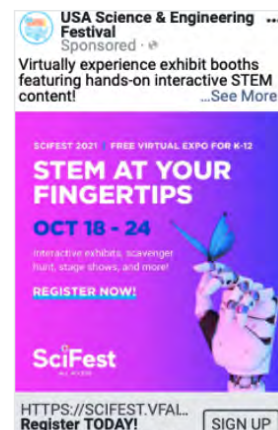
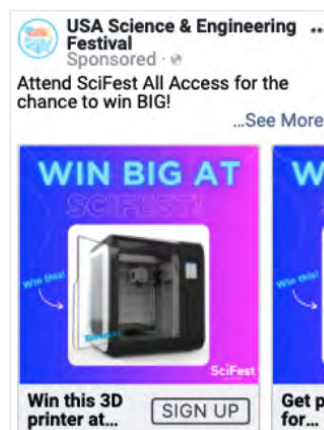
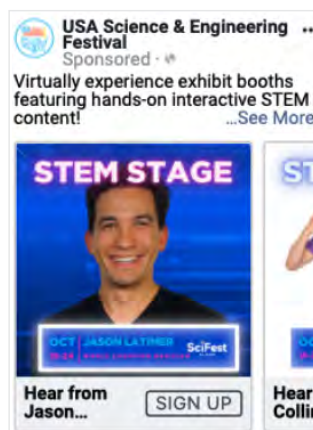


Full Page Ad



Banner Ad

## Facebook Ad Samples:



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## ATTENDEE QUOTES

**High School Educator from Dobbs Ferry, NY:** “SciFest is a way to add an interesting science curriculum to your classroom. It provides so many interesting facts about so many different topics that anyone can find something to be excited about. I used it as an opening lesson to arouse curiosity in my students.”

**Educator from Halethorpe, MD:** “Attending SciFest virtually has been enjoyable! The booths were very informative and the hands-on activities were exciting!”

**Homeschool Educator from Gwynedd Valley, PA:** “Great way to get kids involved in research about science rich careers!”

**Middle School Educator from Adairsville, GA:** “I was really excited about this. My sixth graders really enjoyed the games and interactives. Students loved seeing the videos with the experiments on the Stage Shows. This was a really fantastic idea that gave so many students access to different careers they didn't even know existed (myself included)!”

**Student from Silver Springs, MD:** “SciFest All Access was lots of fun! I learned so much. This is my second year participating and I had been looking forward to this year's event. It did not disappoint and was even better than last year. I will keep coming back as long as you keep hosting SciFest All Access. Thank you for the great experience!”

**Student from the Philippines:** “SciFest All Access has given me the opportunity to access very interesting and engaging STEM resources. There were many educational videos and documents that I could watch and read for me to broaden my knowledge. It has also given me the opportunity to enjoy fun activities. Some booths had fun puzzles and experiments that were fun to try! Overall, the SciFest All Access was full of interesting and fun stuff that I enjoyed and learned from.”

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## EXHIBITOR QUOTES

**American Society of Human Genetics:** "Overall a very positive experience and by far the best way to connect with the science-interested public in one space virtually. Carter and the team (including Rida from the help chat) were outstanding and responded to any question I had right away. Everything on the backend was easy to comprehend."

**Campbell Soup Company:** "Being able to provide an experience to students with prizes, entertainment, and industry partners to create excitement and interest in STEM was an amazing event to be a part of and I hope to be able to participate live in the future."

**NIH Office of Laboratory Animal Welfare:** "The popups were a great idea. The responsiveness of the SciFest staff was excellent. Booth metrics are very useful to help 'sell' future participation..."

A PROGRAM OF



Report Date November 8, 2021