



SCIENCE ATL

2020 Annual Report



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Wow - this has been quite a year.

Our flagship event, the Atlanta Science Festival, was cancelled days after beginning. In the months that have followed, we've been living in a strange new reality - considering what the future holds for an organization like ours that relies so much on interaction with the public. One thing we know for sure, however, is that this time period is only heightening the importance of science for our livelihoods, crystallizing the need for the work we do. We are excited to continue thinking creatively about how to share amazing science with the Atlanta metro region, how to inspire people - young and old - to fall in love with science, and how to make sure that everyone has equitable access to science learning opportunities.

While coronavirus and social justice are most present on our minds these days, building this annual report was a much needed opportunity to reflect back on the good work Science ATL has done in the community over the past year before our world turned upside down. We worked with an incredible new cohort of Georgia Chief Science Officers, we nerded out on best practices in science communication with our latest Science ATL Communication Fellows, we held some really spectacular public science events, and strengthened collaborations and friendships with many new and old partners also trying to do good in the city.

Regardless of what the future holds, we are inspired to continue working with you to cultivate an Atlanta community that is full of love and science.

Best,
Jordan Rose & Meisa Salaita
Co-Executive Directors

BRINGING PEOPLE TOGETHER THROUGH THE WONDER OF SCIENCE

We envision Atlanta as a science city, where people celebrate a shared appreciation for the ways science and technology are fundamental to the health and prosperity of our community. Science ATL aims to create a community of lifelong learners who value the role science plays in improving our daily lives. The

guiding goals of our organization help us to achieve our mission: *To cultivate an inclusive community of lifelong learners across metro Atlanta who are connected and inspired by the wonder of science.*

GOALS

LOVE OF SCIENCE

Inspire a lifelong sense of **wonder & curiosity** about the world. Strengthen the **value** people place on science. Foster **positive relationships** between the public and science/scientists. Increase **participation** in out-of-school learning opportunities for all ages.

COMMUNITY BUILDING

Use the **universality of science** to bring people together. **Integrate** science into Atlanta's arts and culture by working with diverse partners. Seed and strengthen **collaborations**. Empower young leaders to drive **positive change** in their communities.

EQUITABLE ACCESS

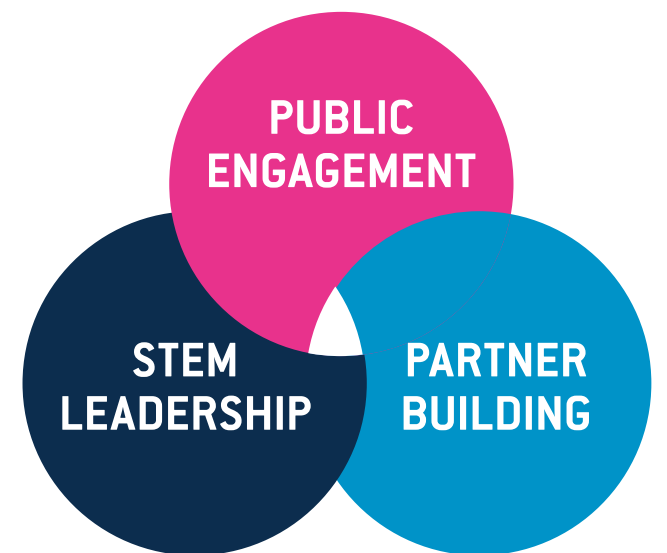
Improve access to science learning experiences for all in metro Atlanta. **Reduce barriers** that prevent people from engaging with science outside of school. **Share scientific information** in ways that are relevant, representative, and captivating to **diverse audiences**.

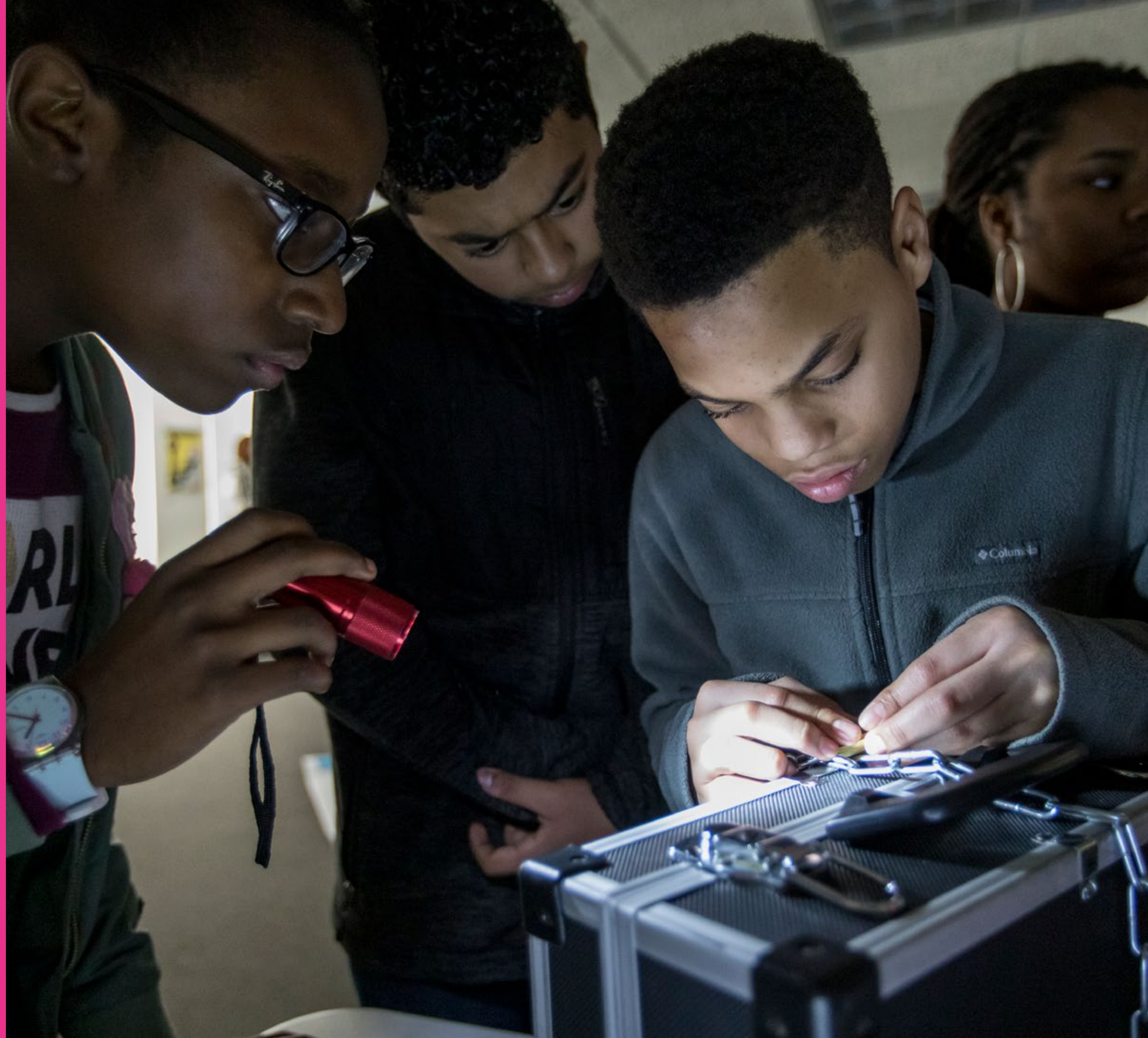


WHAT WE DO

Science ATL brings people together through the wonder of science. Our 501(c)(3) nonprofit organization produces events and community-building activities to improve access to science, technology, engineering, arts, and math (STEM/STEAM) learning opportunities, and to strengthen Atlanta's STEAM ecosystem. Founded in 2014 as Atlanta Science Festival Inc. by Emory University, Georgia Tech, and the Metro Atlanta Chamber, the organization changed its name to Science ATL Inc. in 2019.

Since 2014, we have brought engaging informal science learning experiences to more than 250,000 people in the metro region. Seven years of Atlanta Science Festival events have inspired many Atlanta youth and adults to see that science is present all around and can be for everyone, not just those with white coats in labs. In addition to the Festival, we develop and collaborate on new and accessible year-round events, work to broaden and strengthen partnerships across educational, cultural and industry sectors, and create programs that inspire and prepare the next generation of STEM leaders. Our efforts fall into three main categories:





Public engagement is key to our goal of building community around a love of science. The largest elements of our annual programming involve bringing people together for nature walks, animal observations, explosive chemistry demonstrations, and so much more. We strive to think creatively about how to spark curiosity and share the wonder of science with people of all backgrounds in metro Atlanta.

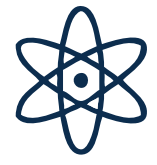
2020 ATLANTA SCIENCE FESTIVAL

presented by Delta Air Lines

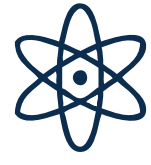
The seventh annual Atlanta Science Festival was designed to be an even bigger splash than the preceding years. Planned in conjunction with 125 partners and with nearly 140 events, the Festival was set to take place from March 6-21. Unfortunately, shortly after the launch of the Festival, it became clear that the country's situation with the coronavirus outbreak was very serious and we would need to cancel the remainder of the Festival.

While we did not reach the tens of thousands of people we see in a normal Festival year, we feel incredibly proud of the programming we pulled together with our partners and the success of the events that did take place - including the Imagining the Future program which sent 100 scientists into local classrooms and the Festival launch event on climate change that we produced with Out of Hand Theater.

2020 FESTIVAL BY THE NUMBERS



138
PLANNED
EVENTS



53
EXECUTED
EVENTS



125
PARTNERS



200
MEDIA HITS



97
VENUES



38
SPONSORS



398
VOLUNTEERS



114
CLASSROOM
VISITS



28
YOUTH
AMBASSADORS



59 MILLION
MEDIA
IMPRESSIONS





FESTIVAL EVENTS

In collaboration with 125 program partners, the Atlanta Science Festival offered 138 unique events at venues spanning nine metro Atlanta counties. Experiments, performances, workshops, tours, and tastings were planned to connect scientists, teachers, and entrepreneurs with communities of young people, families, and adults interested in the roles science, technology, engineering, arts and mathematics (STEAM) play in today's world.

The Festival launched with an original stage show, 2100: A Climate Odyssey. The interactive theater piece was co-produced by Science ATL and Out of Hand Theater, and transported the audience to the year 2100, where life looked quite different because of climate change. The fun, family friendly event featured special effects, audio-visual wizardry, actors, audience interaction, and a glimpse into the future of Atlanta, and was

produced in collaboration with The Weather Channel and the National Weather Service.

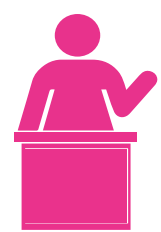
Following the launch, we were able to successfully execute another 52 events. More than fifty percent of the events planned this year were designed for children and families, including a math extravaganza at the Martin Luther King Junior Recreation Center in Atlanta; an exploration of a water treatment facility at John's Creek Environmental Campus; hands-on open house events at Georgia State, Chattahoochee Technical College and Emory University; and outdoor nature events with scientists across the region. The Festival also offered programming specifically for adults, including science themed performing arts events; programs featuring the science of sour beer; and science storytelling and comedy nights.

3/5 EVENTS WERE FREE

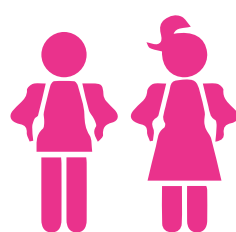
IMAGINING THE FUTURE STEM PROFESSIONALS VISITING METRO AREA CLASSROOMS

Now in its seventh year, the Imagining the Future program connects K-12 teachers with STEM professionals for classroom visits. Each spring, the program reaches thousands of children throughout the metro region and offers an excellent opportunity for scientists to connect with the community.

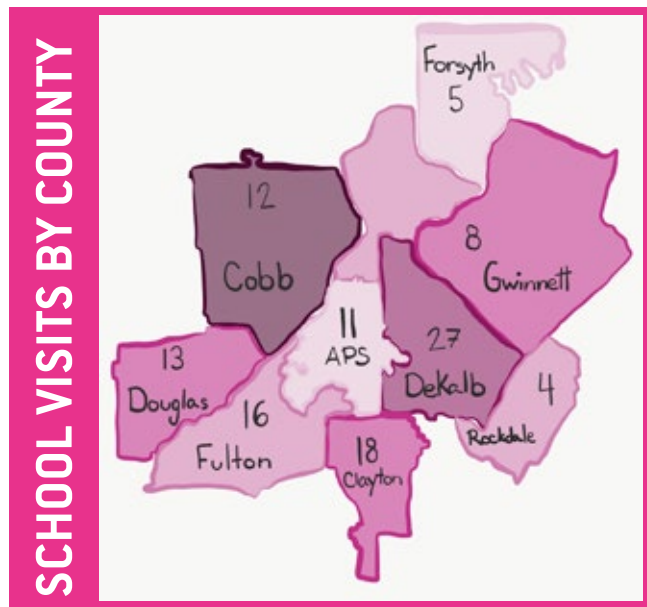
Scientists make a big impact when they visit schools as part of this program. Over 40% of the classrooms in the 2020 program had not had a STEM professional visit them that school year. The program helped connect students and teachers to an Industrial Hygienist, a Global Strategic Manager in Pharmaceuticals, a climatologist, a clinical researcher, a medical writer, a statistician, an entrepreneur, a microbiologist, and more! Teachers shared that their students “need to see a real flesh and blood person working in the fields they normally run from” and how the program “widened students’ perspective on what a science career could actually consist of.” From the perspective of a STEM professional, “One girl told me she thought science was going to be stupid until she actually met a scientist. Now she thinks it’s pretty cool.”



114
CLASSROOM
VISITS



10,000+
STUDENTS
REACHED



“My Imagining the Future event experience was more than I could have imagined. This event exposed my students to a world of science possibilities they would not have been exposed to.”

- Teacher participating in the Imagining the Future program



VISIBILITY

The Atlanta Science Festival and other Science ATL programs have attracted a great deal of community attention and media spotlights, with over 59 million media impressions in the past year. Strategic social media efforts built on a foundation of interesting content like Awesome Science Facts and ALEX Explores ATL contests have grown our following across Facebook, Twitter and Instagram to more than 40,000 fans.

Media attention for Science ATL plus our own promotional efforts have highlighted the good work of our many partners around the city, showcasing their science education offerings, advances in research and STEM-related products.

200
MEDIA HITS

- 90.1 WABE • 11 ALIVE • ATLANTA PARENT • ATLANTA MAGAZINE • ATLANTA JOURNAL CONSTITUTION • GPB • WSB-TV • DEKALB NEIGHBOR • ATLANTA INTOWN • CREATIVE LOAFING • GOOD DAY ATLANTA FOX 5 • CBS 46 • GWINNETT DAILY POST • THE CW AT LANTA • THE ATLANTA 100 • WXIA-TV • WSB RADIO

SCIENCE IN VIVO

Outside of the Festival, Science ATL produced two large events to integrate science into existing cultural events. With funding from the Science Festival Alliance's Science In Vivo project, we took science experiences to where the people are. These events are helping us to learn more about audiences who confront science in unexpected ways.

DragonCon Parade

Each labor day weekend, Atlanta is flooded with 80,000 science fiction and fantasy enthusiasts for Dragon Con, and one of the most memorable aspects of the event is the parade. Science InVivo funded a Science experience in the 2019 parade produced by Science ATL. Nestled between the annual "Periodic Table of Elements" and the "Science Skeptics," "The Universe of Science" featured Science ATL mascot ALEX alongside the planets and people doing live demonstrations to represent different scientific concepts like centripetal force, air pressure, and energy transfer. With the "sun" at the center of the group, orbiting "planets" and science "concepts," marched together down Peachtree Street in a playful and engaging celebration of science.



Photo Credit: Midtown Alliance



SciCycle

At Atlanta Streets Alive (ASA) in September 2019, we produced SciCycle, a science-themed scavenger hunt on bicycles. ASA is an open streets initiative of Atlanta Bicycle Coalition that temporarily closes approximately 4 miles of a major thoroughfare and invites the community to bring what they do into the street so people can interact and engage with their neighbors. Building on a successful pilot program at the 2016



Atlanta Science Festival, we developed six science stops that spanned the length of the event and featured different science demonstrations or activities produced by a few of our community partners.





WONDERCAST

Amidst the new social distancing norms, we launched a new videocast series. Wondercast aims to inspire curiosity and wonder by diving deep into a topic with the help of a local scientist. The series, sponsored by Emory University, will cover such topics as microbes, pollution, bats, conservation, maybe even poop! This series offers an accessible and playful investigation of scientific concepts we hope will continue to attract new viewers in 2020-21.



THE SCIENCE SCENE

Atlanta's public science calendar is hosted by Science ATL. The Science Scene connects audiences of all ages to science experiences happening across the metro area. These events are primarily hosted by our community partners, which helps us stay connected to their year-round events. This resource serves as a portal for discovering opportunities to experience science learning outside the classroom. Making it easier for people to discover STEM learning opportunities helps strengthen the identity of Atlanta as a science city. More than 80 partners and 1400 events were featured this year.

WHAT'S NEXT?		FEATURED EVENTS	
THU 15	MATH GAMES @ YOUR LIBRARY August 13 @ 5:00 pm - 6:00 pm		ATLANTA LINUX ENTHUSIASTS (ALE) MEETING August 20 @ 7:00 pm - 10:00 pm
THU 15	GREEN SCREEN TECHNOLOGY- WHAT IS IT? August 13 @ 5:30 pm - 7:00 pm		HUMMINGBIRD BANDING September 7 @ 8:00 am - 11:00 am
THU 15	CREATE A WELCOME SPACE FOR POLLINATORS August 13 @ 5:30 pm - 6:00 pm		

SCIENCE ATL PASSPORT

To be an explorer doesn't always mean going to new places. Sometimes, exploration can happen all around you. The Science ATL Passport is a guide for kids to be scientific explorers without ever needing to leave Atlanta. It invites and encourages young scientists to explore the world around them through their five senses. Each page offers ideas for experiments, activities, or local adventures as well as blank space for them to record notes, drawings and questions about the topics and ideas they discover. With the support of International Paper, we distributed 1200 passports to six branches of the Atlanta-Fulton County Library System along with a facilitation guide for youth librarians to



integrate the Passport into their regular programming. At the outset of the pandemic, we provided 500 passports to the YMCA to distribute to interested families who were regularly picking up meals from local centers. The Passport is also available for purchase on our new store.

GEORGIA CHIEF SCIENCE OFFICERS

Georgia Chief Science Officers (CSO) is a STEM leadership development program that empowers middle and high school students to lead community change. The program, developed with major support from The Arthur M. Blank Family Foundation, enhances students' leadership,

communication, and project management skills in order to facilitate the emergence of youth voices in STEM. Students are elected to become their school's CSOs and are empowered to lead STEM/STEAM initiatives at their schools and in their communities.

46
STUDENTS



6
COUNTIES

87%

FROM GROUPS UNDERREPRESENTED IN STEM

2019-2020 PARTICIPATING SCHOOLS

- Forest Park High School (Clayton)
- Hollis Innovation Academy (Atlanta)
- John Lewis Invictus Academy (Atlanta)
- Johns Creek High School (Fulton)
- King Middle School (Atlanta)
- KIPP WAYS (Atlanta)
- Paulding County High School (Paulding)
- Price Middle School (Atlanta)
- Sandy Springs Charter Middle School (Fulton)
- South Atlanta High School (Atlanta)
- South Cobb High School (Cobb)
- South Paulding High School (Paulding)
- Tucker High School (DeKalb)
- Tucker Middle School (DeKalb)
- Webb Bridge Middle School (Fulton)
- Wheeler High School (Cobb)

Attitude of Action

In 2019-2020, 46 students participated from six counties. 87% of students were from underrepresented groups in STEM. CSOs led library hackathons and robotics workshops for younger students, coordinated STEM speaker series and field trips, installed outdoor learning spaces, and responded to COVID-19 to support their peers and communities. 37 student-led action plans were implemented across metro Atlanta, directly engaging over 1900 other students in STEM activities, and indirectly engaging 5000 more students.



Life of Leadership

CSOs participate in a curriculum designed with monthly leadership topics and virtual meetings, and are matched with Leadership Coaches, who are STEM industry professionals providing one-on-one coaching to cultivate leadership skills, build STEM career awareness, and connect students to additional resources outside of their schools. Three CSOs traveled to Washington, DC to meet with legislators and advocate for STEM education. The Student Leadership Council meets regularly to make programmatic decisions and plan events for their fellow CSOs.

Industry Involvement

Students are exposed to careers in STEM via employee engagement and events at our industry partners' facilities. Program partners include 33 STEM organizations and sponsors invested in CSO student success. Students themselves developed partnerships with an additional 15 organizations. These partners provide volunteers to serve as leadership coaches, speakers, exhibitors, as well as host tours and program events.



TAKING ACTION

CSOs create Action Plans to enrich the STEM community at their schools and to address community challenges in their neighborhoods. Students pitch their ideas to school administrators for initial buy-in, and then to the CSO team to request funding if necessary. Twenty four CSOs went on to compete in United Way's city-wide STEM UP Youth Maker Prize Competition. This challenge provides an opportunity for middle and high school students to propose innovative STEM-related ideas to solve problems in their community. We were so proud that six of the ten finalists, and three of the winners were Georgia Chief Science Officers! Through internal and external funding sources, CSOs received \$16,000 in support of their action plans.

ACTION PLAN HIGHLIGHTS

- Workshop & STEM program to engage younger students in robotics.
- STEM Speaker Series of 10 African-American STEM professionals.
- Design of CSO program to launch in Nepal.
- School styrofoam recycling and research project
- STEM Career Expo connecting 12 industry partners to the school and its 1200 students.
- COVID-19 mask-sewing campaign that donated 1500 masks to local hospitals.

CSO SPOTLIGHT

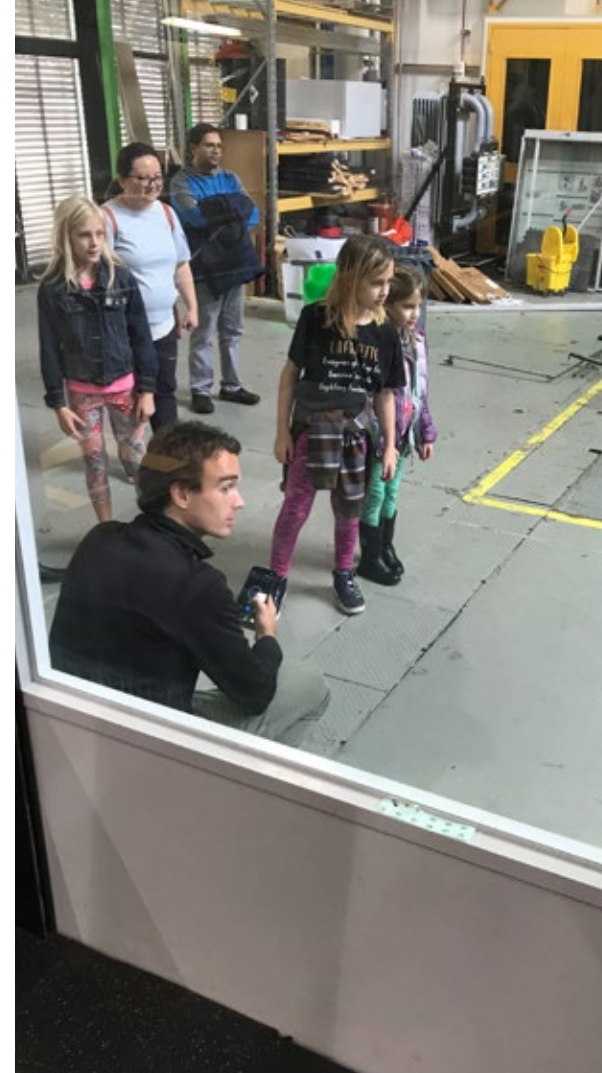
Forest Park High School's win at the United Way STEM Up Challenge had a significant impact on their school. CSOs Helen and Manitca had already identified several school needs: limited access to fresh produce, struggling school gardening program, and lack of outdoor learning spaces. The students created an Action Plan that addressed these issues through the construction of a greenhouse learning space. Within the space, students are building a hydroponics

system, a composting center, and a fruit and vegetable garden. To support the project, Helen and Manitca have built a coalition of partners including peers, school administration, district staff, local nonprofits, city council members, and state congressional representatives. Their work has garnered \$12,000 in support from United Way, Clayton County Public Schools, and other partners.



“She was on three conference calls this week alone for her action plan. She has never done anything like this. We are so excited about the young leader she is developing into.”

- Mother of a middle school CSO



SCIENCE COMMUNICATION

Building the communication skills of scientists is a critical component of sharing scientific information with the public in a way that is clear, relevant, and captivating. To that end, our team has led workshops, hosted our second cohort of Science ATL Communication Fellows, and provided faculty professional development training sessions.

SCIENCE ATL COMMUNICATION FELLOWSHIP

In the Fall of 2019, we brought together our second cohort of Science ATL Communication Fellows with support from Emory University and the Center for Selective C-H Functionalization. Ten Fellows,

selected from over 100 applicants, represented a diverse range of scientific fields, past experiences, and professional interests. Students came from Emory University, Georgia Tech, Georgia State, and Morehouse School of Medicine. The 2-hour sessions extended monthly from August to February, and covered topics such as narrative, communication models, interview techniques, and more.

Under the direct mentorship of Science ATL staff, Fellows were given practical experiences in writing for a public audience and in developing/executing a public engagement activity.



EMORY FACULTY PROFESSIONAL DEVELOPMENT



In spring 2020, we launched a new partnership with Emory University's Center for Faculty Development and Excellence to provide support to science faculty interested in broadening the impact of their research. In particular, identifying and forging relationships with community partners can be challenging from inside institutions of higher education. Science ATL will be available to consult with faculty and students as they develop projects and activities to share their work with the public. We hosted a spring webinar to introduce our work to science faculty and will continue to be available to support the development and implementation of these projects.

PARTNERS & PARTNER MEETING

Science ATL is committed not only to increasing participation in out-of-school science experiences but to seed and strengthen collaborations among organizations across Atlanta dedicated to fostering lifelong learning across fields. Science touches many other cultural and educational fields, and Science ATL seeks to integrate public science activities into Atlanta's arts and culture by producing and promoting events with diverse partners. Doing so broadens our audience and our capacity to inspire more people to wonder about their world.

As partnership is always reciprocal, we seek out opportunities to bring our diverse partners together to exchange ideas and learn from each other. In August 2019, we expanded our annual partner meeting into a half day of professional development and idea exchange. We had several keynote speakers who inspired conversations about science education and the learning ecosystems across Atlanta, and we took time to brainstorm new ideas for out-of-school science experiences we might create through partnership.

125 FESTIVAL PARTNERS

21 OTHER PROGRAM PARTNERS

38 SPONSORS



PARTNERS

ATLANTA SCIENCE FESTIVAL PROGRAM PARTNERS*

500 Women Scientists - ATL Pod
 A Cappella Books
 Agnes Scott College
 AIR Serenbe
 Alliance Theatre
 American Reptile Association
 Amphibian Foundation
 Arbor Montessori School
 Atlanta Audubon Society
 Atlanta Botanical Garden
 Atlanta Contemporary
 Atlanta Curling Club
 Atlanta Junior Roller Derby
 Atlanta Roller Derby
 Break the Cycle of Health Disparities
 Brown Toy Box
 Center for Hard to Recycle Materials
 Center for Puppetry Arts
 Chattahoochee Technical College
 Children's Museum of Atlanta
 Citizen Science HD
 City Winery
 Clayton County Government
 The Clorox Company
 Cobb County Public Library System
 Connect ATL STEAM
 Construction Education Foundation of Georgia
 Consulate General of Switzerland in Atlanta
 David J. Sencer CDC Museum
 DeKalb County Department of Recreation, Parks & Cultural Affairs
 DeKalb County Government
 Destination South Meetings & Events
 Doctor Pete Productions
 Drew Charter School
 Eagle Eye Book Shop
 East Pole Coffee Company
 El Ponce
 Emory University
 Environmental Protection Agency
 Everybody Code Now
 Fernbank Museum
 Fernbank Science Center
 First Christian Church of Decatur
 Frazer Center
 Fulton County Library System
 Fulton County Public Works Project
 Fulton County's Johns Creek Environmental Campus
 The Gathering Spot
 Georgia Department of Health
 Georgia Institute of Technology
 Georgia Mineral Society
 Georgia Public Broadcasting
 Georgia Reptile Society
 Georgia State University
 German Consulate General
 Girls Who Code
 Global Growers
 Gwinnett County Public Library
 Gwinnett Technical College
 Halfway Crooks Beer
 Hard Labor Creek Observatory
 Historic Westside Gardens
 HowStuffWorks
 Hungry Heart Dietary Consulting
 InterPlay Atlanta
 Jennifer Swanson Books
 The Jimmy Carter Presidential Library & Museum
 Julia Robinson Mathematics Festival
 KidGineers
 L5P Astronomy Group
 Little 5 Points Alliance
 Little 5 Points Corner Tavern
 Little Shop of Stories
 Love is Love Farm
 Lupa's Kitchen
 Mathematics in Motion, Inc.
 Morehouse College
 Movement Love
 National Informal STEM Education Network
 National Weather Service, Peachtree City
 Northrop Grumman
 NSF Center for Selective C-H Functionalization

ATLANTA SCIENCE FESTIVAL PROGRAM PARTNERS* (continued)

NSF/NASA Center for Chemical Evolution
 Out of Hand Theater
 Oxford College
 The Paideia School
 Peachtree Publishers
 Perimeter College of Georgia State University
 The Porter Beer Bar
 Presence Switzerland
 Root Kitchens
 Sandy Springs Education Force
 Science for Georgia
 Science of Fun STEM Camps
 Science Riot
 Scott Elementary School Community Garden
 Sevananda Natural Foods Co-op Market
 Small Bites Adventure Club
 Spelman College
 The Squirrel Census
 STE(A)M Truck
 STEM Gems
 STEM Velocity
 Stonewall Tell Elementary School
 The Story Collider
 Swiss Federal Institute of Technology in Lausanne
 TAG-ED
 Taproom Coffee
 TCAAD
 Timpson Creek Farm
 Trees Atlanta
 Tucker Middle School
 UGA Extension
 University of Georgia
 The Village Tutorial and Enrichment Program
 WABE - 90.1FM
 Water Conservation
 The Weather Channel
 West Atlanta Watershed Alliance
 WET Adopt-a-Stream
 Whole World Theater
 Women's Caucus for Art of Georgia
 Wylde Center
 YMCA of Metro Atlanta
 Zoo Atlanta

ATLANTA SCIENCE FESTIVAL EXPO EXHIBITORS*

Agnes Scott College
 American Chemical Society - Atlanta Chapter
 American Industrial Hygiene Assoc. - GA Chapter
 American Society of Safety Professionals - GA Chapter
 The Amphibian Foundation
 Arbor Montessori School
 Atlanta Chapter for the Society for Neuroscience
 Atlanta Parent
 Atlanta Section of IEEE
 Blue Bird Corporation
 BODIES - The Exhibition
 Burns & McDonnell Foundation
 Centers for Disease Control & Prevention
 Chattahoochee Technical College
 Citizens Climate Lobby
 The Clorox Company
 The Coca-Cola Company
 Cox Enterprises
 DeKalb Academy of Technology & Environment
 Delta Air Lines
 Delta Community Credit Union
 Dendreon
 Emory University
 Fernbank Museum
 Fulton County Library
 Georgia Aquarium
 Georgia Clinical & Translational Science Alliance
 Georgia Gwinnett College
 Georgia Institute of Technology
 Georgia Natural Gas
 Georgia Odyssey of the Mind
 Georgia Power
 Georgia Psychological Association
 Georgia Public Broadcasting
 Georgia Reptile Society
 Georgia State University
 Georgia Tech Research Institute
 Google
 Guerilla Haiku Movement
 High Touch-High Tech of Greater Atlanta
 Honeywell
 HYPE
 IEEE USA
 International Paper

NASA
 NCR Corporation
 New Georgia Project
 The Next IT Girl
 North American Electric Reliability Corporation
 Northrop Grumman
 NSF Center for Selective CH Functionalization
 Philadelphia College of Osteopathic Medicine-Georgia Campus
 Piedmont Park Conservancy
 Power Home Remodeling
 Project Scientist
 Randstad
 The SAE School
 Science for Georgia
 Science.Art.Wonder
 Spelman College
 Start Code
 STE(A)M Truck
 UCB
 University of Georgia
 UPS
 Young Women in Biology
 Zoo Atlanta

**Planned partners - COVID-19 pandemic may have impacted participation in the 2020 Festival.*

CHIEF SCIENCE OFFICER PARTNERS

The Arthur M. Blank Family Foundation
 Delta Community
 Education Enhanced
 Georgia Tech Research Institute
 International Paper
 Lockheed Martin
 NCR Foundation
 UCB
 United Way of Greater Atlanta
 UPS
 Zoo Atlanta

OTHER SCIENCE ATL PROGRAM PARTNERS

Connect ATL STEAM Ecosystem
 DragonCon Science Track
 Emory University
 Fulton County Library System
 Monday Night Brewing
 InterPlay Atlanta
 Science Festival Alliance
 SEM Link
 True North Media
 YMCA



SPONSORS



THE ARTHUR M. BLANK
FAMILY FOUNDATION





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Donna McDermott

Coordinator, Imagining the Future

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Director of New Initiatives

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Exploration Expo Chair

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Public Events Coordinator

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SCIENCE ATL

191 Peachtree Street, NE
Suite 3400
Atlanta, Georgia 30303
770.322.4992
ScienceATL.org

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