



**SAN DIEGO FESTIVAL OF  
SCIENCE & ENGINEERING**  
A PROGRAM OF THE BIOCOM INSTITUTE  
**2015 REPORT**

# ABOUT THE FESTIVAL

Our **MISSION** is to **ENGAGE** and encourage kids in science and engineering and work with parents and teachers to **INSPIRE** today's students to become tomorrow's science, technology, engineering, and math (STEM) **INNOVATORS**



"Through programs like the **San Diego Festival of Science & Engineering** we can **inspire** tomorrow's leaders to pursue educational opportunities that will further **San Diego's legacy** of **innovation**, grow our economy, and ultimately, create products that **change the world.**"  
Jay Flatley, CEO Illumina



"What fascinates me about the San Diego Festival of Science & Engineering is the **engagement** level of kids of all ages, backgrounds, and ethnicities. **San Diego** is fortunate to have the Festival and will **reap the benefits** of the **sparks** it generates in our students to pursue careers in **STEM** well into the **future.**"  
Liisa Bozinovic, Executive Director  
Biocom Institute



"The future is increasingly shaped by **advances** in science and engineering. The San Diego Festival of Science and Engineering provides kids from **diverse** economic backgrounds with an experience which sparks their dreams of a **career** in science or technology. Those aspirations carry them through college and into a successful career that **changes their life.**"  
Charles Bergan, VP of Engineering  
Qualcomm Research

**PASSION** for showing students that **SCIENCE** and **TECHNOLOGY** is in everything we do

**VALUES**  
**ADVOCACY**

for investment in STEM education as the most effective way to build an **INNOVATIVE WORKFORCE**

**LEAD BY EXAMPLE**

**SPARK** **COMMUNITY GROWTH**

a sustained interest in science, technology, **ENGINEERING** and **MATH**



A PROGRAM OF **BIOCOM**  
institute

# 2015 HIGHLIGHTS

## ★ COMMUNITY ENHANCEMENT

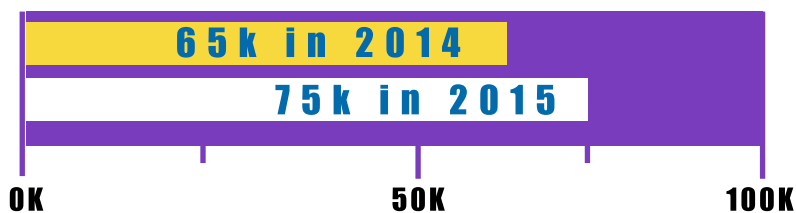
The Festival unites **45 SPONSORS**, **8 FOUNDATIONS**  
and **105 COMMUNITY PARTNERS**  
for a celebration of **STEM** in **Southern California**

## ★ STEM FOR ALL

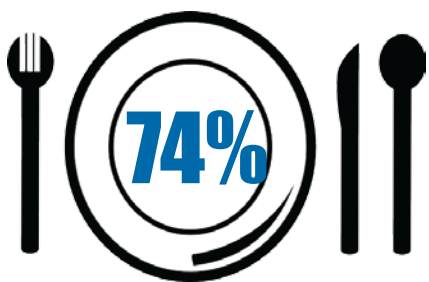
**90%** of Festival Week Events  
are **FREE**, including EXPO Day,  
which welcomed **24,000+** to  
PETCO Park to experience over  
**130** hands-on, interactive exhibits!

## ★ INCREASED OUTREACH

Festival week engagement  
increased by **10k**



## ★ ECONOMIC IMPACT



**74%** of attendees are spending  
up to \$50/person on **LOCAL** food  
and retail while attending EXPO Day



# FESTIVAL WEEK IMPACT

Festival Week provides a platform **for community and industry leaders to unite as one**, highlights the opportunities in the growing field of STEM, and provides the reach for all students to know their own potential to be the next innovator!



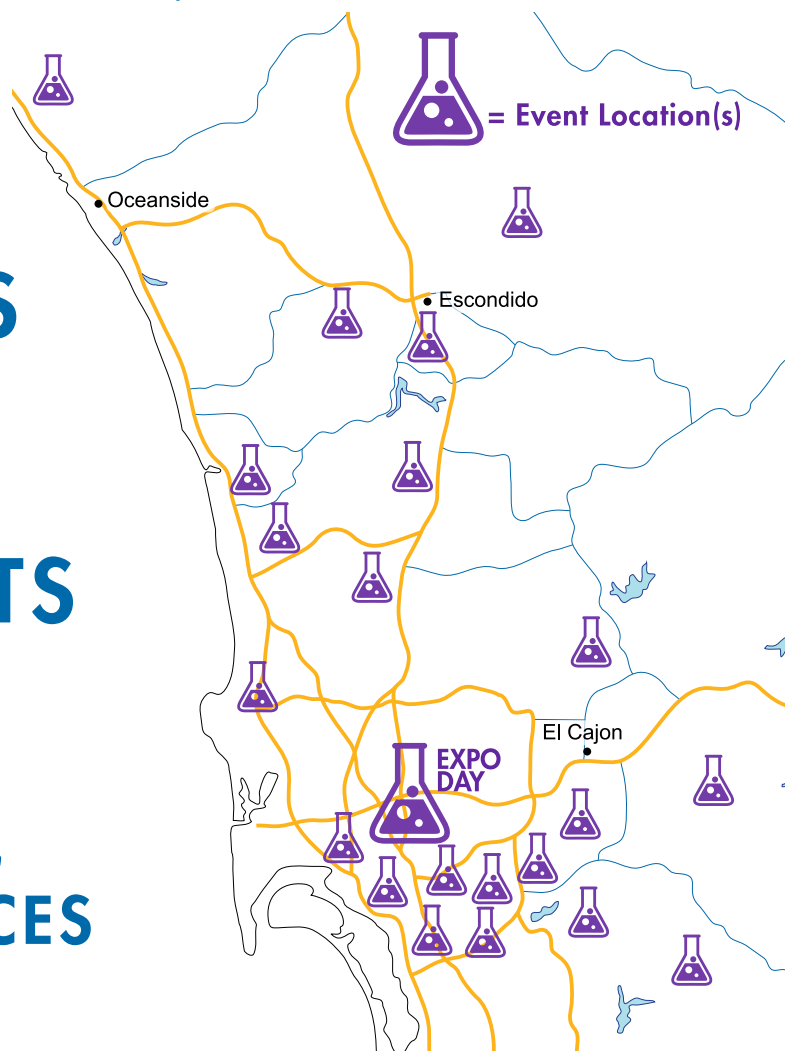
**75,000**  
ATTENDEES



**47**  
EVENTS



**85**  
LEARNING  
EXPERIENCES

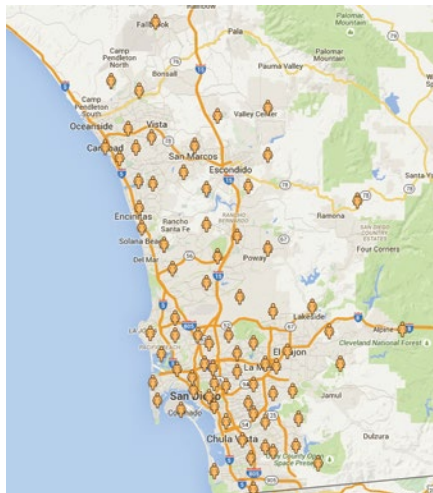


**ENGAGING  
THE SAN DIEGO  
COMMUNITY**

**65%** of attendees gained an increased awareness of the STEM schools, museums, companies &/or research institutions in **San Diego**



# EXPO DAY



**85%**  
of San Diego  
communities  
represented

## DIVERSITY



Caucasian

30%

Hispanic

28%

Asian

27%

African  
American

7%

Native  
Hawaiian

2%



GIRLS CAN "SCIENCE" TOO!



61%



39%

61% OF EXPO DAY  
ATTENDEES WERE FEMALE

**24,000 ATTENDEES**



**69%**  
of San Diego County  
school districts represented



2015 Expo Day attendees networked with a  
**STEM PROFESSIONAL**

# K-12 ENGAGEMENT

## WE LOVE STEM

FUNDING EXPERIENTIAL STEM-RELATED FIELD TRIPS AND CLASSROOM PROJECTS



**\$25k**

Sponsor Donations



**35**

Field Trips and  
Classroom Projects



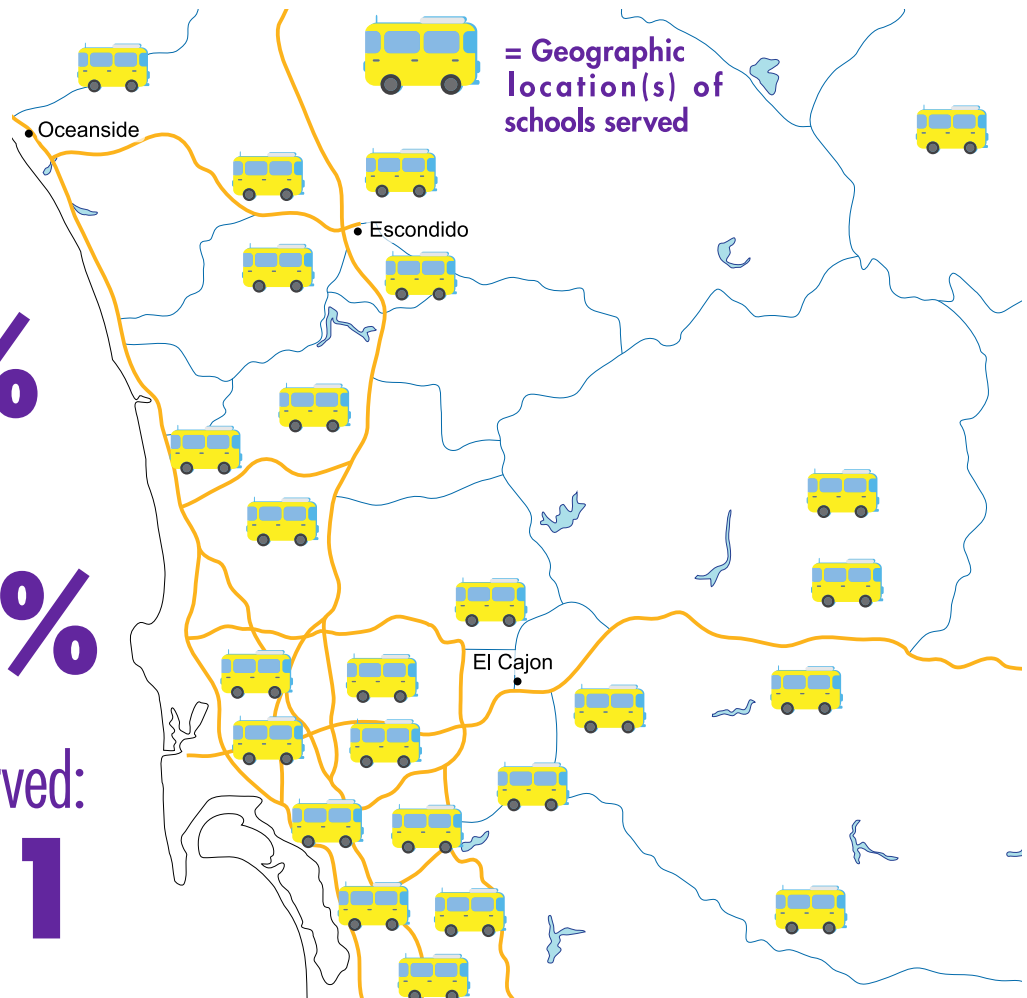
**2,500**

Future Innovators  
Inspired

★ Percent of  
Students receiving  
free or reduced  
lunch: **87%**

★ Percent of ESLA  
Students: **36%**

★ Title 1 Schools Served:  
**21**







## BRIGHT IDEA SOCIETY

STUDENTS BRING THEIR **BRIGHT IDEA** TO FRUITION AT THEIR OWN BOOTH AT EXPO DAY, RECEIVE MEDIA SPOTLIGHT, AND A SPECIAL RECOGNITION FROM THE SAN DIEGO CITY COUNCIL

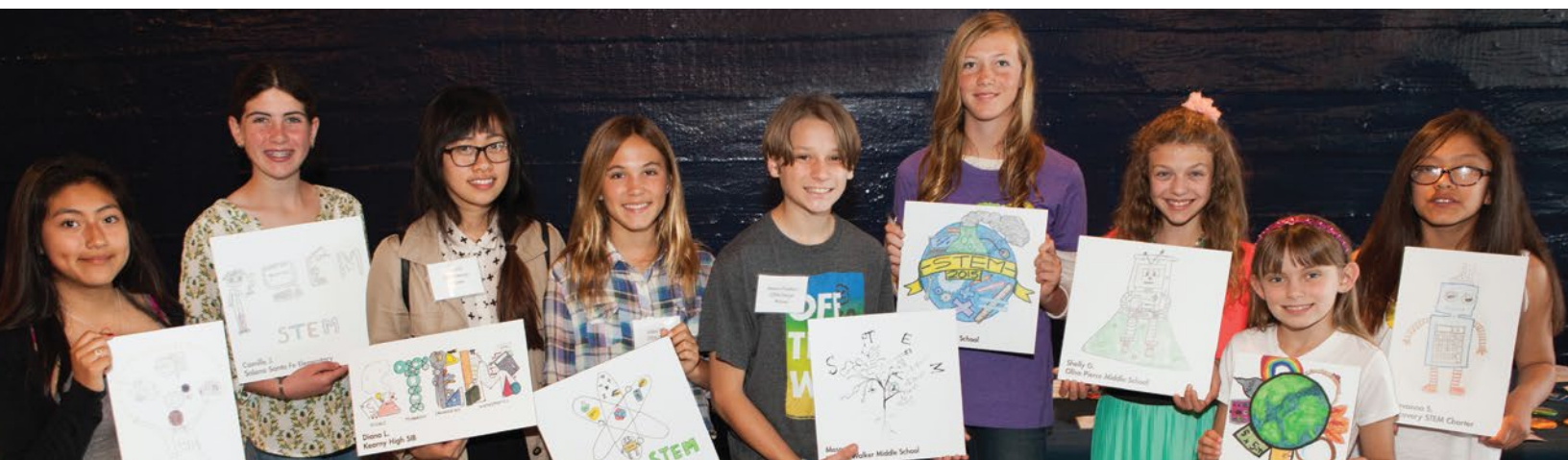
Geekos  
GREEN ELEMENTARY  
"High Chance of  
Small Showers"



TWIN PEAKS MIDDLE  
"STEM Challenge"



Science Matters  
HIGH TECH HIGH  
"Cyanotypes"

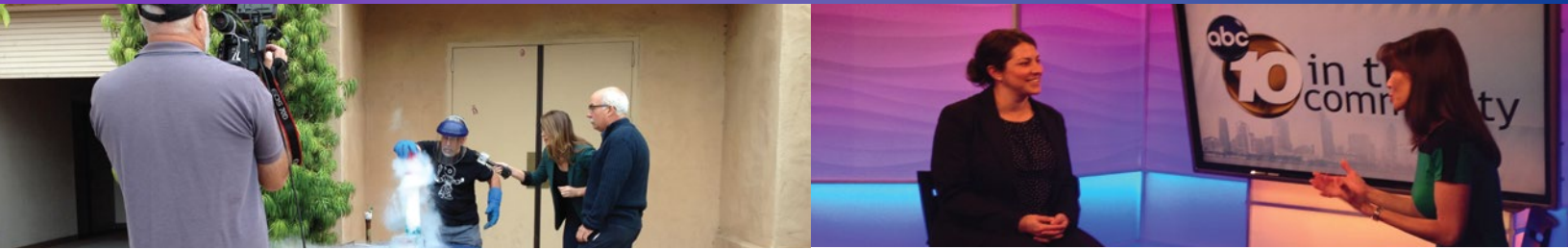


## STEM DESIGN CONTEST

ADDING THE **A** IN **STEAM** AND INSPIRING CREATIVITY; OVER **200** STUDENTS SUBMITTED THEIR **ART** TO BE USED ON OUR 2015 MERCHANDISE AND PROMOTIONAL MATERIALS

# LEAVING A FOOTPRINT

## MARKETING & PR VALUE



**151**

MEDIA  
PLACEMENTS



**10.8M**

AUDIENCE  
REACH



**\$381K**

ESTIMATED  
PUBLICITY VALUE

# LOVESTEMSD.ORG

**120K**

PAGE VIEWS

**60%**

INCREASE IN VIEWS

**50K**

SITE VISITS



## WE ARE SOCIAL!



**3.5K  
LIKES**



**4K  
FOLLOWERS**



**#loveSTEMsd15** REACHED **212,697**

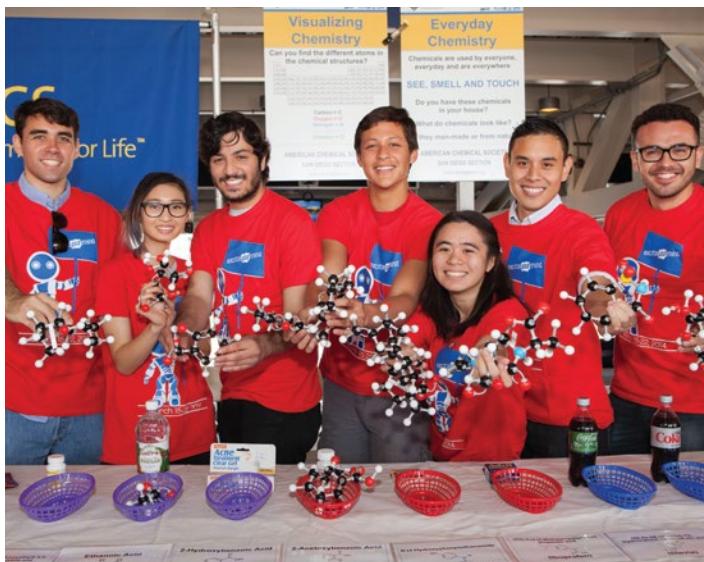


# THANK YOU COLLABORATORS

Air Group One, Commemorative Air Force - American Association for Laboratory Animal Science San Diego Chapter - American Chemical Society San Diego Chapter - Association for Women in Science San Diego Balboa Park Conservancy - Biofuels Action and Awareness Network Biomedical Engineering Society - Birch Aquarium at Scripps Institution of Oceanography - Boys & Girls Clubs of Greater San Diego California Baptist University - California Space Grant Consortium California State University San Marcos - California Virtual Academies Caltech - Castle Park High School - CCI Solar - Center for Research in Mathematics and Science Education - Center for Selective C-H Functionalization Center For Sensorimotor Neural Engineering at SDSU - Circle Painting City of San Diego Environmental Services Department - City of San Diego Public Utilities Department - Coleman Tech Charter High School e2 Young Engineers - EcoVivarium - Elementary Institute of Science Engineering Encounters - Escondido Police Department - Feaster Charter School Francis Parker High School - Girl Scouts San Diego - Green Elementary School Greater San Diego Science & Engineering Fair - High Tech High International - High Tech Middle Media Arts - I Love A Clean San Diego ILUS Art - Legoland - Leidos - Living Coast Discovery Center Mad Science of San Diego - Magnolia Science Academy San Diego Malashock Dance - MiraCosta College - Ms. Smarty Plants - Music Notes NASA Jet Propulsion Laboratory - National Marine Mammal Foundation National Marine Mammal Foundation - National University NDIA San Diego Chapter - OPT Telescopes - Optics Institute of Southern California - Poway Unified School District - Project Cornerstone, Inc.



Project Lead The Way - Project Wildlife - Reuben H. Fleet Science Center Salk Institute for Biological Studies - San Diego Air & Space Museum San Diego Center for Sustainable Energy - San Diego Children's Discovery Museum - San Diego Coastkeeper - San Diego Futures Foundation San Diego Industrial Hygiene Association - San Diego Junior Theatre San Diego Mesa College - San Diego Miramar College - San Diego Model Railroad Museum - San Diego Natural History Museum - San Diego Science Alliance San Diego State University - Scripps Institution of Oceanography SD Archaeological Society - SDSU Mechatronics - Society of Asian Scientists and Engineers - Society of Hispanic Professional Engineers San Diego Chapter - Society of Women Engineers San Diego Chapter Solana Beach School District - Southern California Chapter of the Society of Toxicology - SPAWAR Systems Center Pacific - Taylor Guitars The 1 to 1 Movement - The Classical Academies - The League of Extraordinary Scientists & Engineers - The Learning Choice Academy The New Children's Museum - The San Diego River Park Foundation The Scintillon Institute - Tijuana Estuary - Twin Peaks Middle School U.S. Naval Academy - UCSD Bioengineering Graduate Society UCSD Bioinformatics and Systems Biology - UC Jacobs Graduate Student Council UCSD Neuroscience Outreach Program - UCSD Physics Department UCSD/RCSB Protein Data Bank - UCSD Skaggs School of Pharmacy and Pharmaceutical Sciences - USD ACS Chemistry Club - USS Midway Museum Washington Elementary STEAM Magnet - Water Conservation Garden



# THANK YOU

## 2015 SPONSORS

PRESENTED BY: **illumina**<sup>®</sup>

### Gold Sponsors



### Silver Sponsors



### Copper Sponsors

Ackerman Foundation - County of San Diego - Cubic Corporation - Cymer  
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Thermo Fisher Scientific - UTC Aerospace Systems - Vertex

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Point Loma Nazarene University - Raytheon - San Diego National Defense Industry Association - STEM Jobs

### We Love STEM Sponsors

American Elements - Canale Communications - PromoShop - San Diego Financial Literacy Center  
Thermo Fisher Scientific - UTC Aerospace Systems - Vertex