

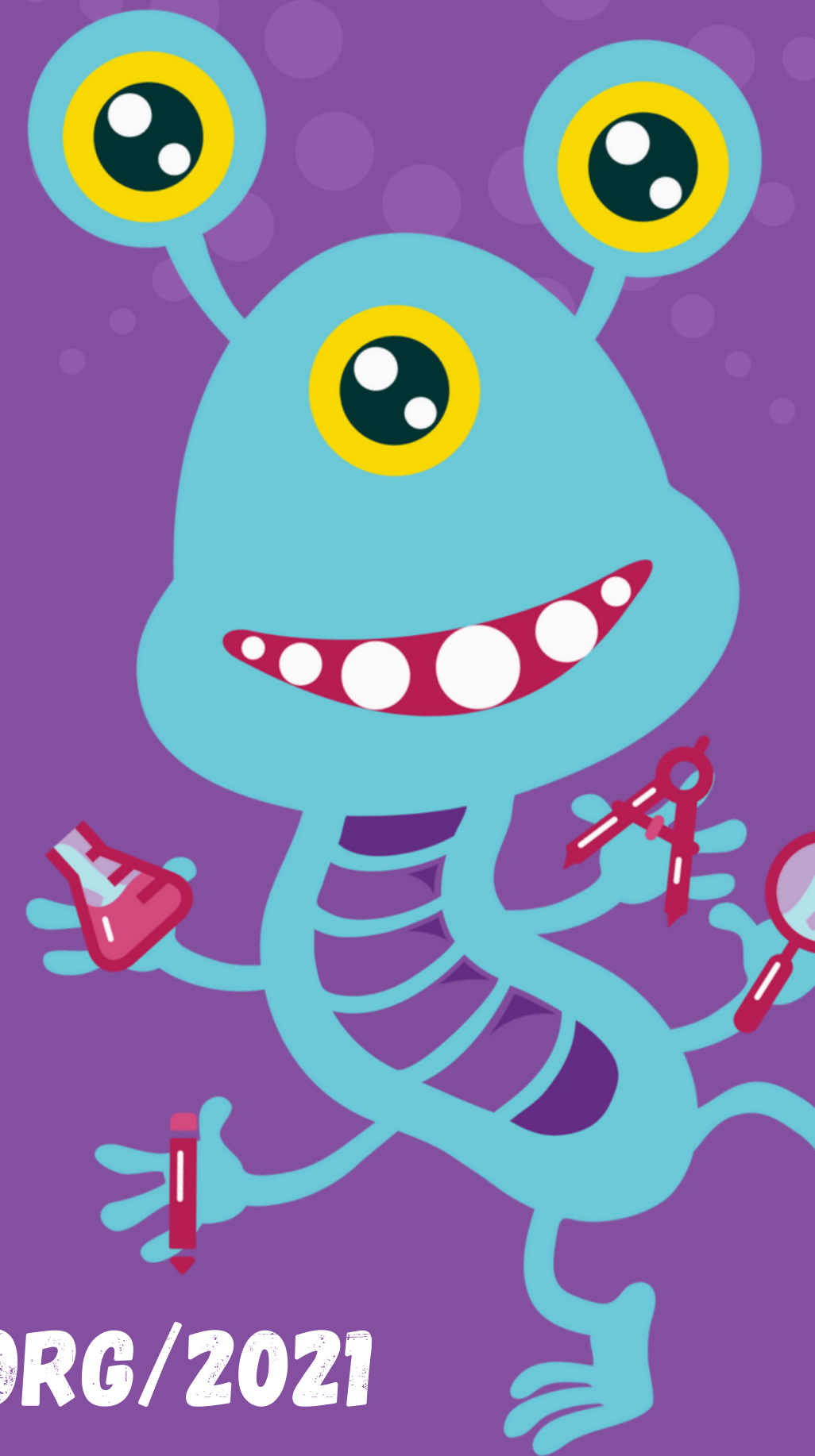


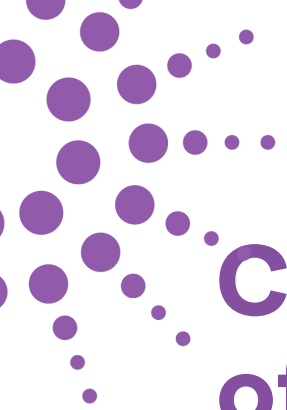
2021

# IMPACT REPORT

Powerful STEAM engagement during  
unprecedented times

[LOVESTEMSD.ORG/2021](https://lovestemsd.org/2021)





## Celebrating 13 years of serving the community

The San Diego Festival of Science & Engineering is an educational experience free and open to the public. It includes interactive demonstrations, hands-on activities and dynamic speakers to engage kids and families in all that encompasses STEAM (science, technology, engineering, arts and math). With all the challenges the pandemic brought for teachers, students and families, the Festival understood how critical it was to deliver content and programs that were widely impactful and accessible to all. This year's virtual delivery featured a main stage with two full days of livestreaming entertainment with shows and speakers, special events including Women in STEAM, COVID-19 – A Conversation for Kids & Teens, more than 100 pre-recorded general session videos across six categories and two teacher appreciation events. The Festival is the flagship event of Generation STEAM, a 501c3 nonprofit affiliate of Biocom California.



# MISSED THE FUN?

## STREAMING CONTENT AVAILABLE ON [lovestemsd.org/2021](https://lovestemsd.org/2021)



Available through 2021



# STEAM WEEK AUDIENCE

## BY THE NUMBERS



**42,412**  
VIRTUAL ATTENDEES

**42** PARTNER  
EVENTS

**40** CORPORATE  
PARTNERS

**16** HOURS OF LIVE  
STREAMING

**100** GENERAL  
SESSIONS

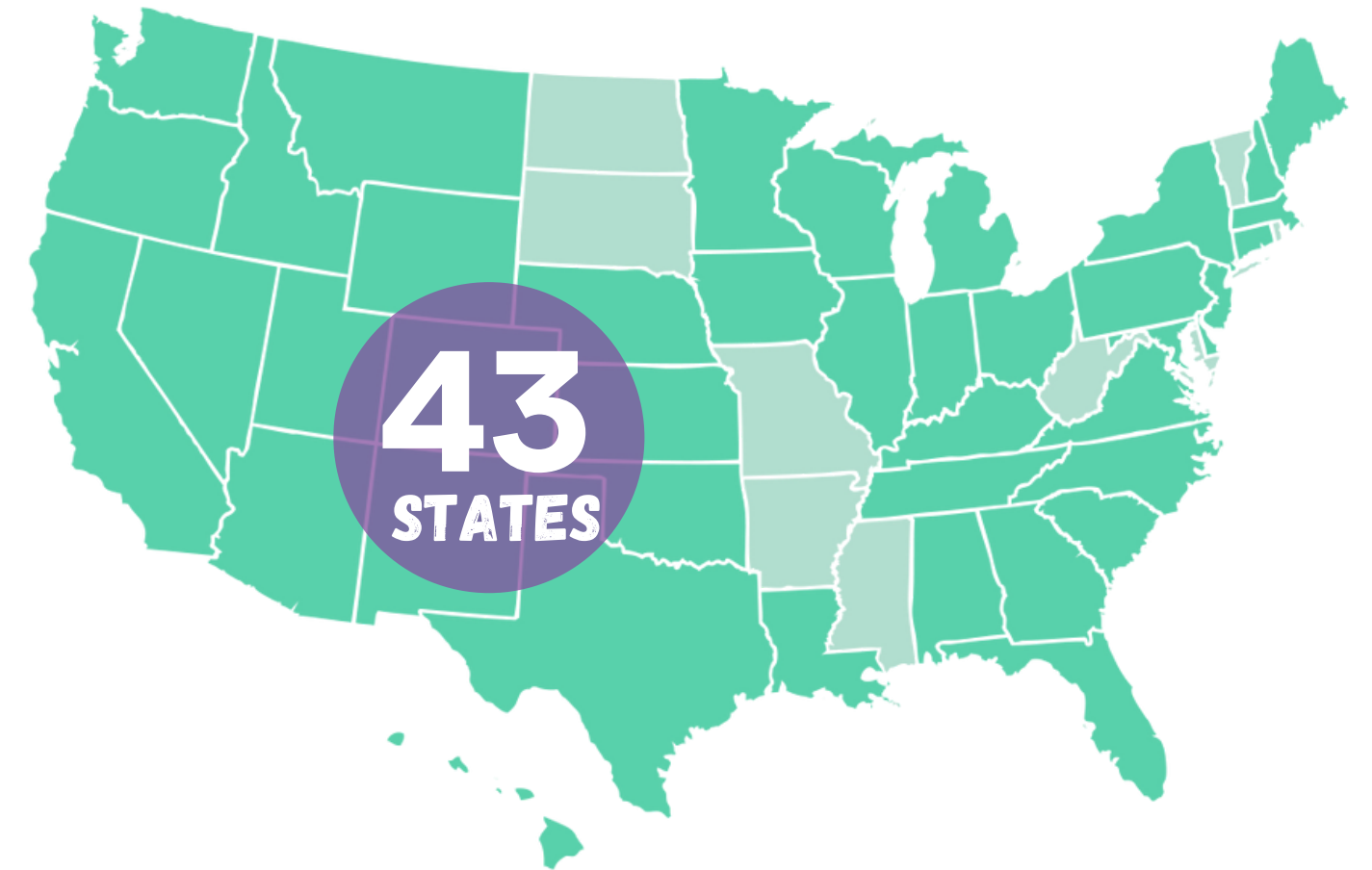
**70** COMMUNITY  
PARTNERS

## STATEWIDE REACH



**25**  
CITIES

## NATIONAL REACH



**43**  
STATES

## GLOBAL REACH

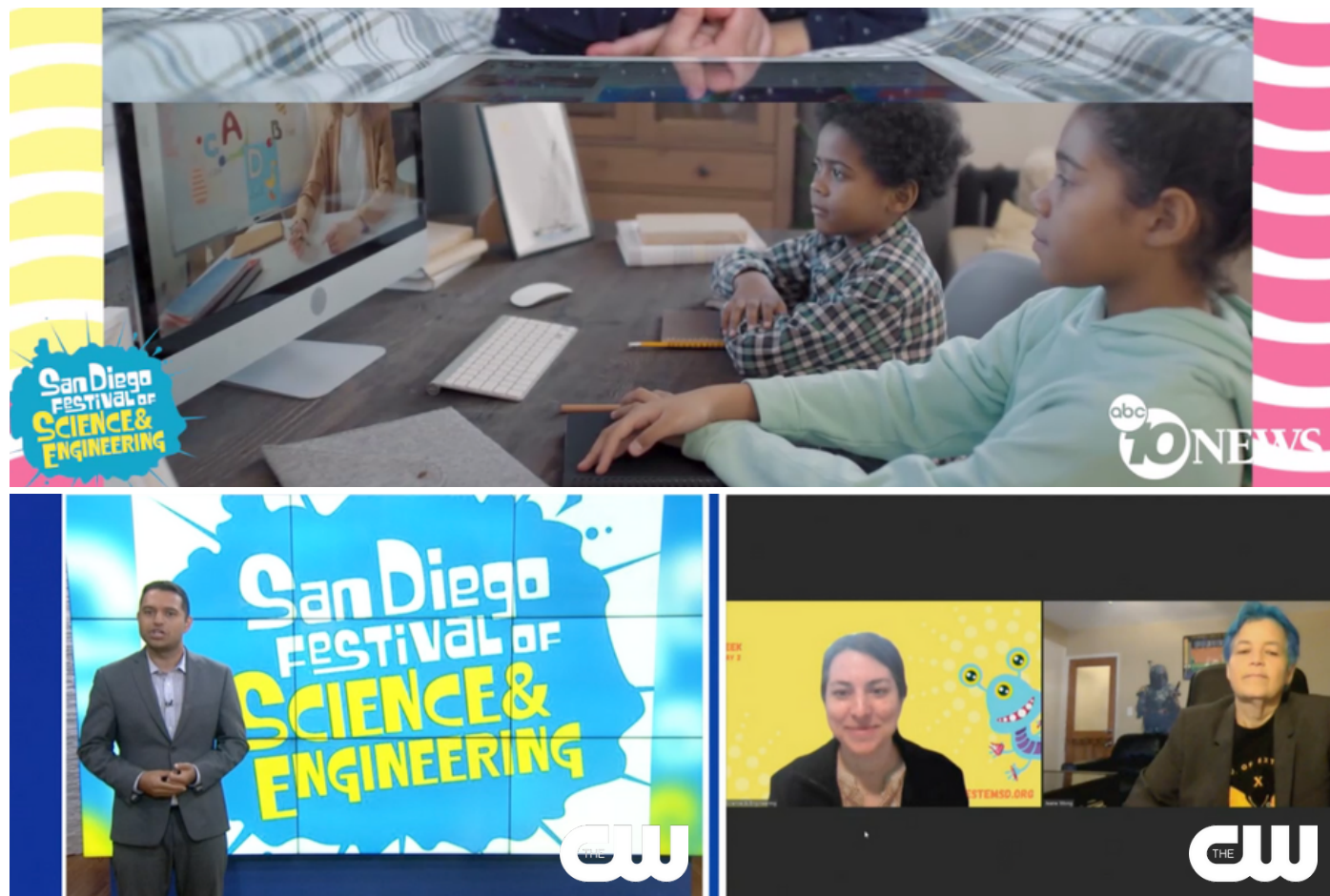
**9**  
COUNTRIES



# IN THE MEDIA

We are committed to providing accessible content to families and students in need. We are thankful to all of our media partners who helped to ensure that our virtual Festival reached communities across San Diego County and beyond.

## Featured



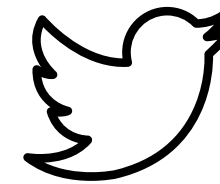
## Social Media



# 198,733

IMPRESSIONS ACROSS ALL PLATFORMS BOTH PAID AND ORGANIC IN THE 30 DAYS AROUND FESTIVAL WEEK

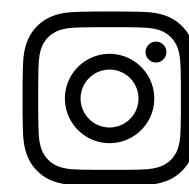
2,946  
PROFILE  
VISITS



45.8K  
IMPRESSIONS

COX  
MEDIA

282,000  
VIEWS



5,410  
IMPRESSIONS



30k  
POST  
REACH



440  
IMPRESSIONS

@ LOVESTEMSD.ORG/2021



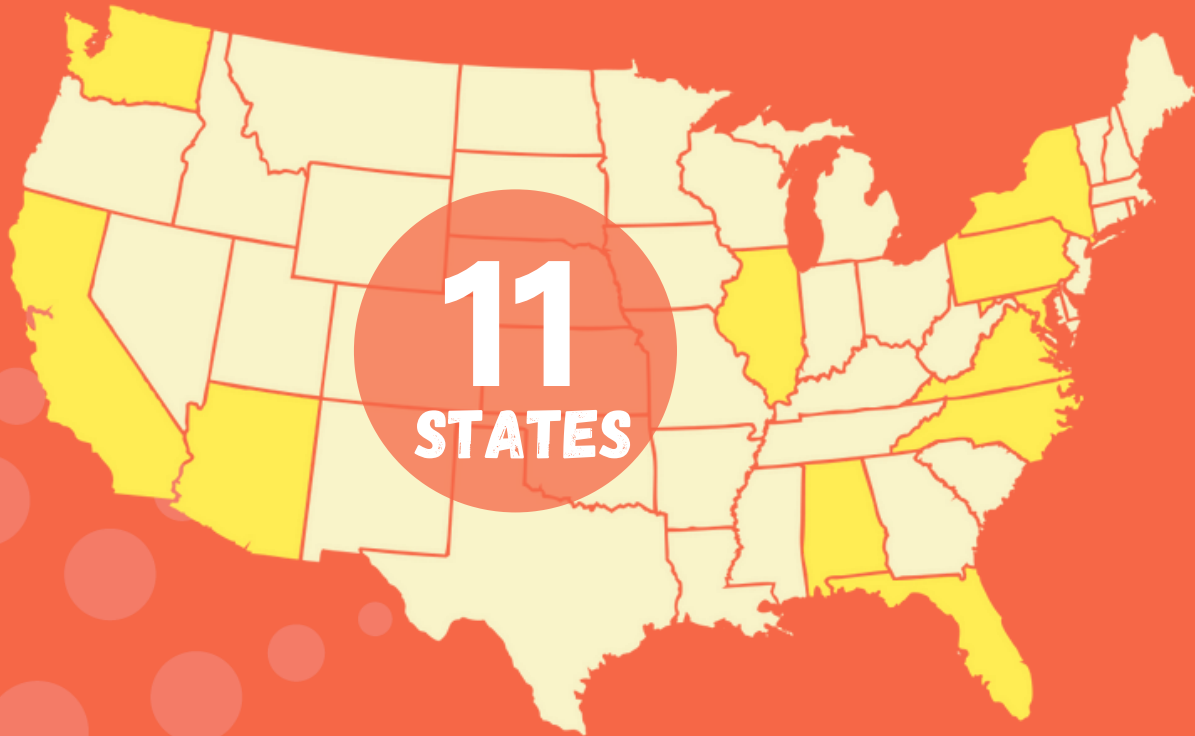
# PROGRAM HIGHLIGHTS

THANK YOU FOR TAKING THE TIME TO ORGANIZE THIS SPECIAL EVENT FOR ALL OF US. THE PRESENTERS WERE WELL PREPARED AND INTERESTING, AND JOSH PROVIDED SOME AMAZING TOOLS THAT I LOOK FORWARD TO INCORPORATING INTO MY WEEKLY ROUTINES. I AM EVEN GOING TO SUGGEST THAT WE START HAVING A MINDFULNESS MONDAY AT SCHOOL TO TEACH THE STUDENTS SOME OF THESE SKILLS! – BARBARA, HIGH SCHOOL TEACHER

## TEACHER APPRECIATION WEEK

As a token of our appreciation for how hard teachers work every day, especially over the past year, we coordinated two special events just for teachers: a Virtual Class and "Being Mindful About Continued Learning." Teachers received all the supplies for the two interactive events, plus a special (and well-deserved!) self-care kit.

Audience Reach: SERVED **200** TEACHERS



THANK YOU TO  
OUR SPONSORS:





# PROGRAM HIGHLIGHTS

## COVID-19: A CONVERSATION FOR KIDS & TEENS

Over the course of the COVID-19 pandemic, scientists and medical professionals have been grappling to understand the novel virus, how it spreads and how to manage it through public health guidelines, vaccine development and distribution. It can feel like information overload, especially for kids and teens. Speakers in this session broke down the complexity of COVID-19 into an engaging, casual conversation starting with an experiment with germs and washing hands, and closed with a live Q&A with the audience.

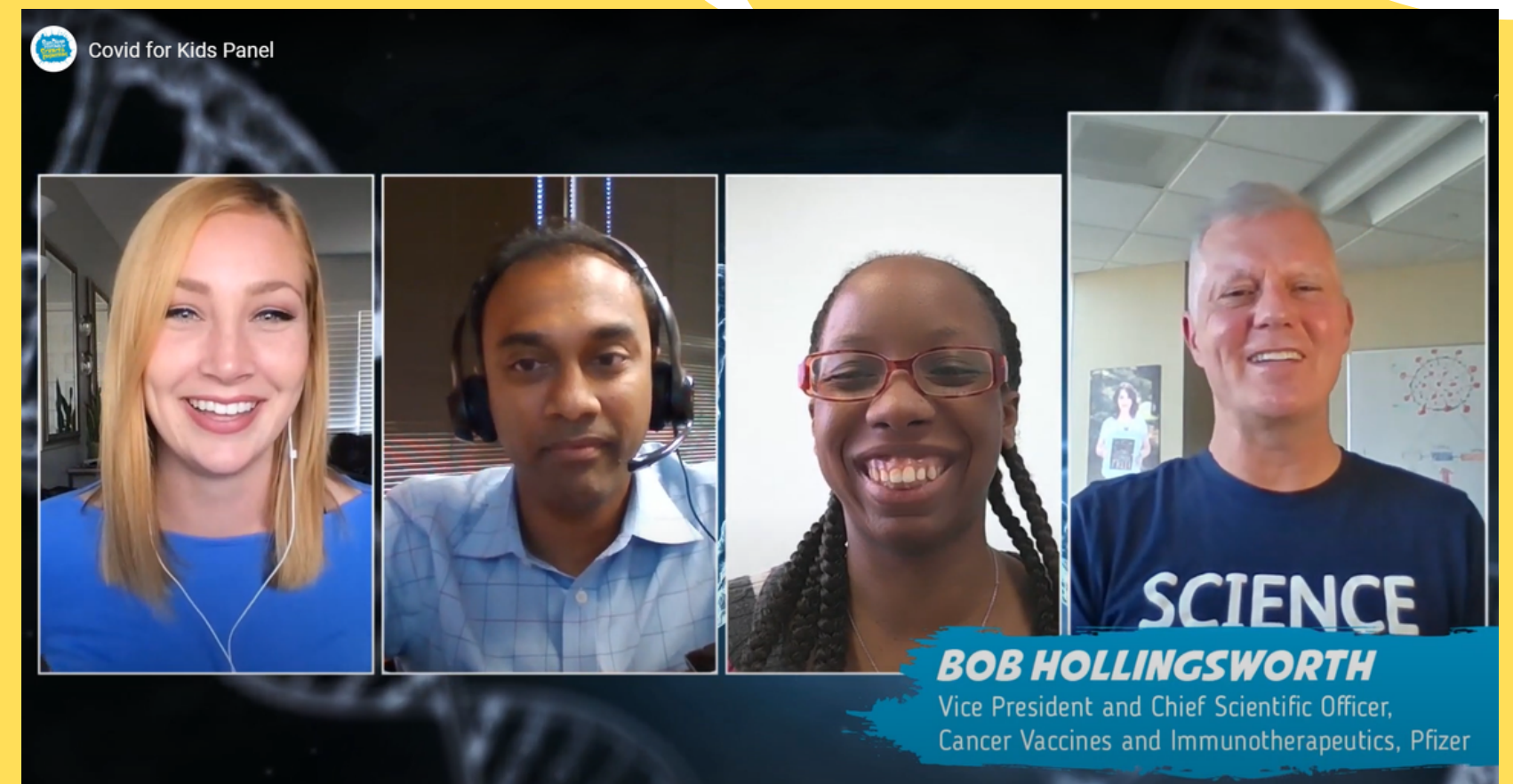
Audience Reach: **12,178**

ARE NO CONTACT SPORTS BREAKING ANY COVID RULES? (JOHN, AGE 16)

WHAT IS THE SCIENCE BEHIND WEARING A MASK? WHY DOES IT WORK? (MAX, AGE 12)

WHY DO WE STILL HAVE TO WEAR A MASK EVEN IF WE'RE VACCINATED? (OLIVIA, AGE 10)

CAN MONKEY'S AND OTHER ANIMALS AT THE ZOO GET COVID? (LIA, AGE 6)



Leah Pezetti:  
Meteorologist,  
ABC 10News

Dr. Sayone Thihalolipavan:  
Medical Consultant,  
County of San Diego

Raenique Madden Bowman:  
San Diego County,  
T3 Team

Bob Hollingsworth:  
Vice President,  
Cancer Vaccines &  
Immunotherapeutics,  
Oncology R&D,  
Pfizer

THANK YOU TO  
OUR SPONSORS:





# PROGRAM HIGHLIGHTS

## WOMEN IN STEAM

Women in STEAM provides a space for young women to learn from and be inspired by women leaders across a range of STEAM industries. Each speaker shared their career journey, how they overcame challenges and answered audience questions live.

Audience Reach: **6,707**

MENTORSHIPS AND INTERNSHIPS ARE REALLY THE MOST IMPORTANT PART IN THE BEGINNING OF YOUR CAREER PROCESS. – JENNIFER LUCE



Jennifer Luce,  
LUCE et Studio



Megan Parry,  
Meteorologist,  
ABC 10News



THIS IS REALLY INSPIRING TO HEAR ALL OF THESE PEOPLE SHARING WHAT THEY ACCOMPLISHED IN LIFE! THANK YOU SO MUCH FOR DOING THIS! (KAYLIN, AGE 16)



Dr. Kathreen Thome,  
General Atomics



Jimmykim Pham,  
Hologic



Jasmine Sadler,  
STEAM Collaborative

THANK YOU TO  
OUR SPONSORS:





# PROGRAM HIGHLIGHTS

## MILITARY STEAM DAY

Powered By: **Viasat**

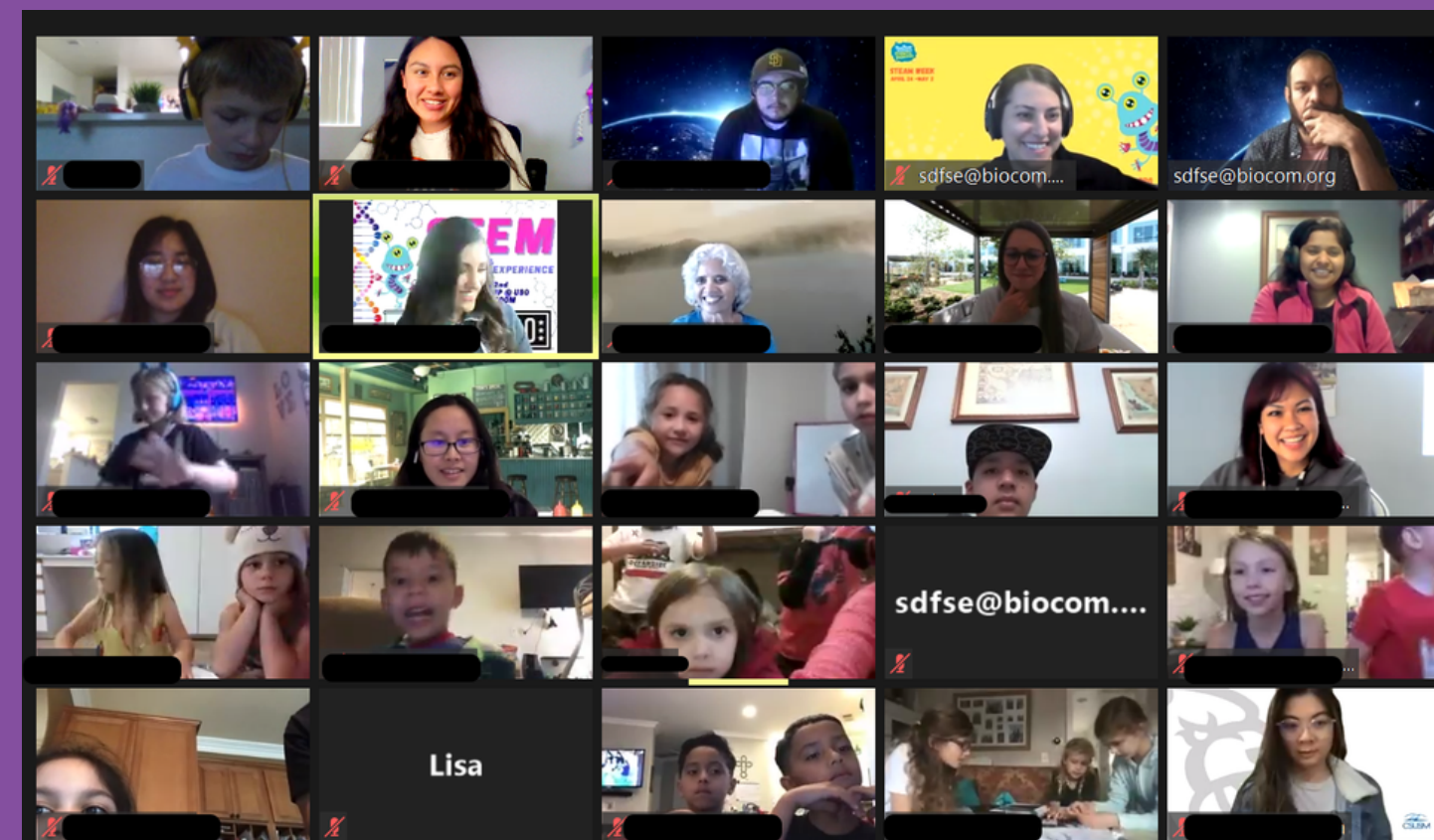
We kicked off STEAM Week with a special MilKids event in partnership with the USO, Viasat and CSU San Marcos. We were honored to support military families and provide unique STEAM programming the whole family could enjoy. Each military family received an activity kit full of fun STEAM experiments. The families joined our volunteers live to create their hydraulic flowers and complete a special coding activity. Following the live virtual event, the families were able to reach back into their gift bags for more activities at home with follow-along videos.

Audience Reach: **270** MILITARY FAMILIES

MY DAUGHTER TRULY ENJOYED LEARNING ABOUT CODING AND CREATING THE HYDRAULIC FLOWER. SHE COULDN'T STOP SHOWING OFF HER CREATION! (PARENT)

THANK YOU FOR GIVING MY CHILD THIS EXPERIENCE, ESPECIALLY UNDER THESE UNFORTUNATE TIMES. PARTICIPATING IN THIS ACTIVITY HELPED MY SON FEEL MORE A PART OF A CLASSROOM/LEARNING TYPE ENVIRONMENT. (PARENT)

Live Activity



Pick-Up Party



THANK YOU TO  
OUR PARTNERS:





# LIVE STAGE

We live-streamed 16 hours of exciting STEAM activities and performances over two days. From exploding eggs and rainbow cakes, to liquid nitrogen and archaeological digs, the live stage was jam-packed with experiments and activities for all ages. Now you can go back and enjoy our live stage days by segment.

[WWW.STEAMFESTIVAL2021.COM/MAIN-STAGE](http://WWW.STEAMFESTIVAL2021.COM/MAIN-STAGE)  
streaming available through 2021

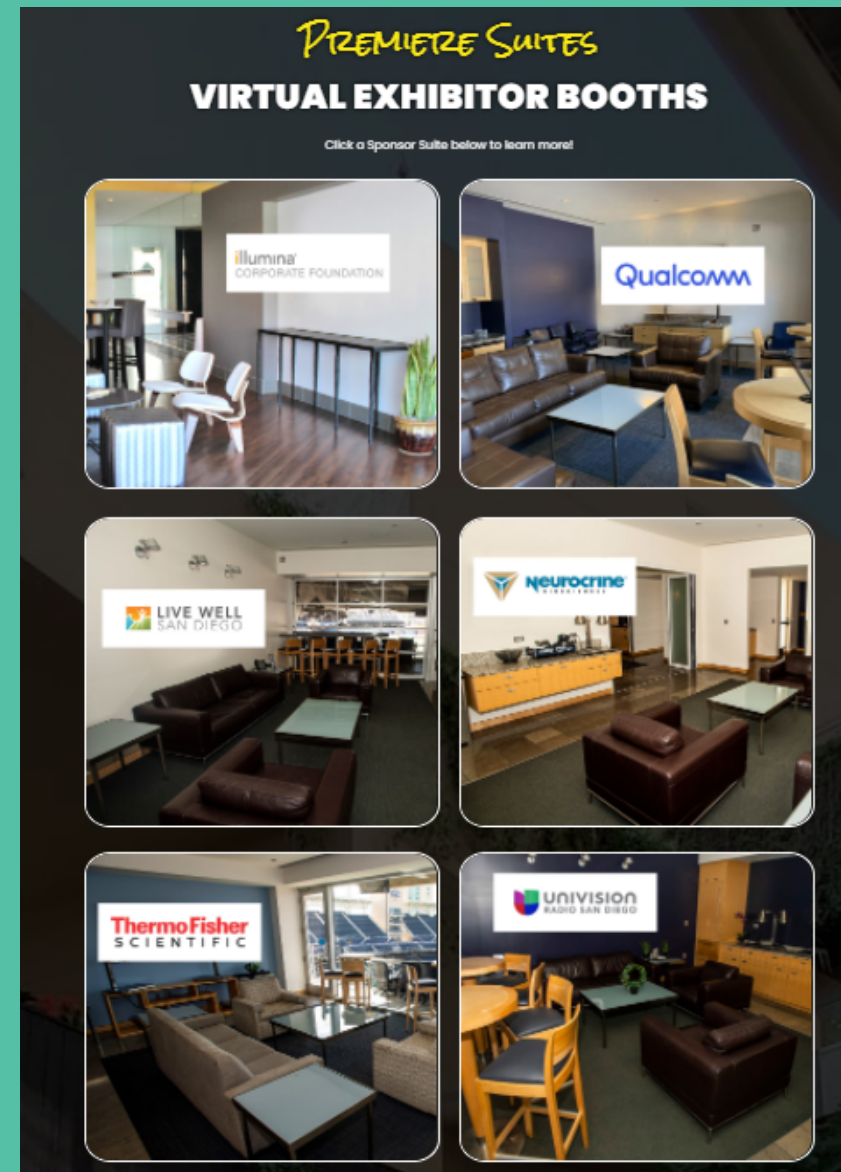


Audience reach (Live): **18,261**

## VIRTUAL EXHIBITOR BOOTHS

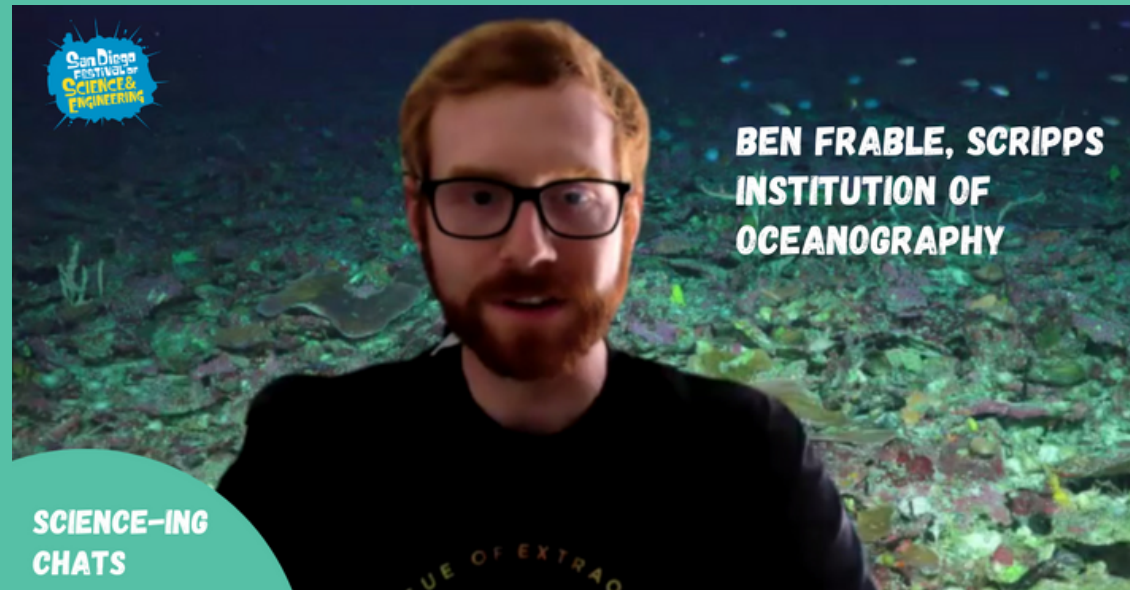
Participants were able to get to know some of our sponsors' innovations in STEAM through photo and video at unique virtual booths! You're still able to download fun activities and DIY experiments to try whether at home or in school.

[WWW.STEAMFESTIVAL2021.COM/VIRTUAL-BOOTH](http://WWW.STEAMFESTIVAL2021.COM/VIRTUAL-BOOTH)



Viewership numbers are only reflective of STEAM Week April 24 – May 2





## SCIENCE.ING CHATS

Kids and adults alike joined the League of Extraordinary Scientists & Engineers in a behind-the-scenes look at the careers of 12 scientists and engineers. Each provided an introductory video and then went live for lab tours, experiments, Did-You-Know sessions and live Q&A!

**Audience reach: 226**

# GENERAL SESSIONS

Our community partners submitted more than 100 pre-recorded videos covering STEAM content in the following categories: Career Talks, Company Tours, Did You Know?, Experiments & Activities, Leadership Library and Mentor Moments. The sessions are searchable by category and age group and will serve as a rich library of resources for educators and families for months to come.

**Audience reach: 2,130**

**[WWW.STEAMFESTIVAL2021.COM/GENERAL-SESSIONS](http://WWW.STEAMFESTIVAL2021.COM/GENERAL-SESSIONS)**



Viewership numbers are only reflective of STEAM Week April 24 – May 2

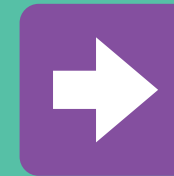


# CHOOSE YOUR OWN ADVENTURE WITH ILLUMINA FOUNDATION

Students and parents had the chance to join Illumina's scientists as they explored the habitats on land and sea at Torrey Pines. Participants learned how genomics and sequencing fit into our everyday lives. The Choose Your Own Adventure game is still available for explorers of all ages to play!

[WWW.STEAMFESTIVAL2021.COM/CYOA](http://WWW.STEAMFESTIVAL2021.COM/CYOA)

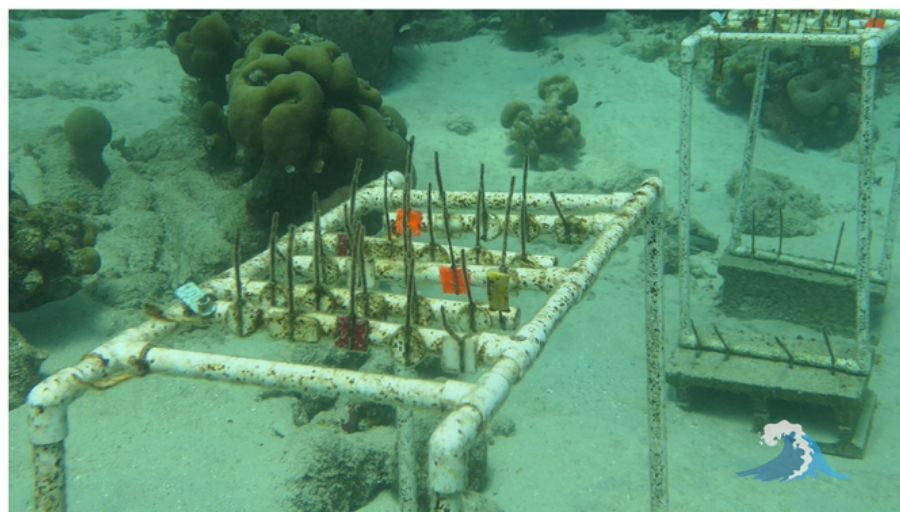
LIVE RIVER BUG  
FUN WITH THE  
SAN DIEGO RIVER  
PARK FOUNDATION



## STEAM WEEK EVENTS

Community partners came together to celebrate this year's virtual Festival week by curating and hosting over 40 events during this year's salute to science, technology, engineering, arts and math! The events scanned across our pre-K to gray followers and covered topics such as: gaming through your immune system, genetics and hereditary workshops, maker days with steam challenges and so much more!

Exploring the Ocean Near Torrey Pines: Coral



Exploring the Ocean Near Torrey Pines: Coral





# 2021 STEAM WEEK COMMUNITY PARTNERS – THANK YOU!

## LIVE MAIN STAGE EMCEE HOSTS



## ANCHOR EVENT HOST: SUPER STEM SATURDAY



Association of Women in Science (AWIS), SD  
Biocom California Institute  
Boz Life Science Research and Teaching Institute  
Brain Balance San Diego  
Challenge Island San Diego  
Classics 4 Kids  
County of San Diego Hazardous Materials Division  
County of San Diego Parks and Recreation  
County of San Diego Vector Control Program  
County of San Diego, Department of  
Environmental Health and Quality (DEHQ)  
Department of Agriculture, Weights and Measures  
Elementary Institute of Science  
Fleet Science Center  
Little Explorers, LLC  
Music Notes  
Pacific Marine Mammal Center

San Diego Mesa College Psi Beta National  
Honor Society  
San Diego Mesa College STEM Conexiones  
San Diego Model Railroad Museum  
San Diego State University Archeology Lab  
San Diego State University Femineer &  
Women in Engineering (WE) Programs  
San Diego STEM Ecosystem  
Sanford Burnham Prebys  
Scripps Research  
Skype a Scientist  
Society of Women Engineers (SWE), SD  
The San Diego River Park Foundation  
UC San Diego CREATE  
University of California San Diego (UCSD)  
USO, San Diego & Camp Pendleton  
Wine and Canvas San Diego

**OUR LOCAL COMMUNITY PARTNERS ARE COMPRISED OF NON-PROFIT ORGANIZATIONS, SCHOOLS AND LOCAL ASSOCIATIONS. THEY ARE ALL VITAL CONTRIBUTORS TO THE EDUCATIONAL ENRICHMENT THAT IS DELIVERED THROUGHOUT THE WEEK. WE ARE SO THANKFUL FOR THEIR TIME AND COMMITMENT TO BUILDING A DIVERSE COMMUNITY AND COULD NOT DO IT WITHOUT THEM.**



# WE ♥ OUR SPONSORS

WE ARE THANKFUL TO OUR NEW AND RETURNING SPONSORS  
FOR THEIR SUPPORT!



## Presenting Sponsor

**illumina**  
CORPORATE FOUNDATION

## Gold Sponsors



## Silver Sponsors



## Copper Sponsors



## Krypton Sponsors



## Titanium Sponsors



## Mercury Sponsor



## STEAM Champions



@ [LOVESTEMSD.ORG/2021](https://www.lovestemsd.org/2021)