



# Bay Area SCIENCE FESTIVAL 10.29-11.06



The **Bay Area Science Festival** is a weeklong celebration of the unique science and technology of the Bay Area. Scientists from our local universities, companies, and museums will share their stories, passion and science at over 100 events. Programs will feature hundreds of hands-on activities, provocative conversations, electrifying performances, and tours of cutting-edge facilities. Science is heading out of the lab and into our community!



## Why a Festival?

**Festivals unite.** Science Festivals bring together institutions and individuals dedicated to public understanding of science and establishing new collaborations.

**Science should be celebrated.** Our culture celebrates sports, music, food, shared history, and cultural icons. Science is a cornerstone of our society and festivals provide a way to honor scientists for their ongoing efforts.

**Bridging science and society.** Festivals create new opportunities for the kind of face-to-face interactions and dialogue that allow the public to learn about and provide input into new developments.

**Workforce development.** Festivals show our community that STEM careers are interesting fun, cool, lucrative, and the jobs of the future.

**Regional pride.** The festival emphasizes ongoing innovation and development in the Bay Area, bolstering our identity as an international science hub.

## Festival Highlights

### Discovery Days

Three large scale science celebrations, one day each in San Francisco, East Bay, and the North Bay, with hundreds of hands-on experiments, demos, exhibits, and theatrical & musical performances. Headline science acts from around the country will highlight each carnival day. Opening Day celebration at Cal State East Bay with festival finale at AT&T Park.

### Citizen Science in Schools

A region wide science experiment coordinated with local school districts. Scientists will train teachers on the experiment, teachers will supervise students, and students will execute the experiment. Data will be analyzed and published via a media partner. This research project will be replicated at 3 other festival sites in 2011 (Cambridge, Philadelphia, and San Diego).

### OpenLabs

Dozens of the Bay Area's leading science organizations will provide exclusive opportunities to see science-in-action at the region's research laboratories. These unique behind-the-scenes tours will be targeted to local area high school students.

### One City One Science Book

A citywide celebration with author events, book clubs, and discussions at public library branches all over the city. Festival will provide additional science programming to complement library events.

### Wonder Dialogues

Conversations on science and culture between accomplished researchers and compelling individuals. Discussions and debates revolve around the questions at the edge of scientific understanding.



**Our Mission** is to engage Bay Area residents in a region-wide celebration of its scientific wonders, resources, and opportunities by exploring the role of science, engineering, and technology locally & in the world.



## Key Goals

- **Raise awareness** of the importance of science in everyday life in the minds of our local community
- **Increase dialogue** about science and technology throughout the region
- **Enlighten Bay Area** residents to the region's vast science and technology assets
- **Engage young people** in the fun, excitement and awe of science and inspire them to careers in science and technology fields
- **Encourage partnership** and collaboration between and among the science and technology community and our target audience



## Become a Partner

Making science engaging for the diverse region requires the entire scientific community. By becoming a partner, you can be part of a unique civic initiative that is part of a growing international movement. The benefits of participating are countless—the ways to participate are limitless! Please contact Bay Area Science Festival Director **Kishore Hari** ( Kishore.Hari@ucsf.edu ) to get started.

## Audience

### PRIMARY

**Families** (1-3 adults + 1 or more children aged 5-16), including those from underserved communities.

**Children & Youth** (5-18), particularly public school students and those involved with community organizations in underserved communities.

### SECONDARY

**Adults**, particularly those residing in communities where scientific research and science-based innovation takes place, but who are not themselves professionally involved or even aware of these activities. Largely focused on a younger adult audience, traditionally underserved by science.

### TERTIARY

**Science Professionals.** This festival is the largest science outreach event in the history of the Bay Area, requiring a tremendous mobilization of scientists, science educators, and communicators.

## Leadership Structure

The Bay Area Science Festival will be executed as a collaborative initiative. A core group of strategic partners including universities, museums, professional laboratories, and civic groups will lead the effort. A two-committee system will be used to guide the overall direction of the festival, with day-to-day decisions being managed by the Festival Director.

**Advisory committee:** High level stakeholders across the science outreach spectrum including university chancellors, museum directors, and corporate CEOs. Chaired by Bruce Alberts.

**Steering Committee:** Representatives from partner organizations responsible for developing signature programs of the festival. Quarterly meetings started in June 2010. Chaired by Festival Director.

