



SCIENCE ATL

2022 Annual Report



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Building community around science in the midst of a pandemic is like drinking from a leaky cup; with every rewarding sip plagued by frustrating spills. The interruptions of school closings, family instability, teacher burnout, and Zoom fatigue can diminish the joys of inspiring curiosity and fostering collaboration.

But we've been plugging the leaks and filling our cups. After two years of being quarantined, the Exploration Expo of the Atlanta Science Festival took its first step out. And boy, did it feel good! It was a bit wobbly at times trying to remember how we pulled off this giant science party after not having done it for so long, but we got a firm footing and it was amazing! The warm fuzzies we'd been missing from seeing the sheer delight on kids' faces all came rushing back. Our cups were filled.

Science ATL prides itself on our ability to remain nimble, have grace, and adapt to the needs of our community. As we learn new ways to patch and fill our cup, we are proud to be known as a connector in the STEM community, for supporting STEM teachers, and for engaging STEM professionals with communities. We're also plugging holes internally, by developing great team cohesion, strengthening our board engagement, building operational sustainability, and getting new voices engaged in steering the organization.

As a sponsor, partner, program participant or just an observer of our work, we hope that as you flip through this report, you will find your cup filled as well. So let's raise our glasses together and toast to the continuing work of building an equitable community of science lovers in Atlanta. Cheers!

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 equitable community of lifelong learners across metro Atlanta who are connected and inspired by the wonder of science.*

GOALS



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.



WHAT WE DO

Since 2014, we have brought engaging informal science learning experiences to more than 300,000 people in the metro region. Nine 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.

In order to build the kind of community we envision, we have centered equity in our mission, internal operations, and programming. We believe that science must be inclusive and accessible to groups underrepresented in STEM (including Black/African-American, Hispanic/Latino, and women). This begins with our staff and Board, where we are diversifying our personnel and committing to DEI training and discussions. We are developing programs and communications to be representative of, co-created by, and welcoming to people from underrepresented groups. This happens through our partnerships with under-resourced schools in zip codes with low Child Well Being* ratings, by empowering student leaders in those schools to create change through STEM, by fostering partnerships between teachers and diverse STEM professionals, and by amplifying underrepresented voices in STEM. Diversity and equity data drive our selection of schools and partners to work with, and our recruitment of diverse STEM professionals to volunteer in schools and present at our events.

* [United Way of Greater Atlanta's Child Well-Being](#) index helps to identify neighborhoods which lack the basic opportunities and resources for children to thrive.

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 across metro Atlanta.

2022 ATLANTA SCIENCE FESTIVAL

The ninth annual Atlanta Science Festival brought with it the return of the Exploration Expo! It had been three long years since we'd been able to host the city's biggest science party and everyone was thrilled to have it back. A little smaller in scale, but no smaller in heart, the expo delighted 12,000 attendees in Piedmont Park in March.

In addition to the large scale Expo, we were pleased to offer more than 100 events throughout the two weeks of the Festival. All over the city, attendees snooped out slugs in a local park, designed brains for imaginary animals, tracked thunderstorms, and explored eating bugs as the cuisine of the future! A smattering of events stayed online and drew in people from as far away as Massachusetts. A seven-year-old attendee said it best when she said *"ASF is my favorite time of year - better than Christmas even!"*



2022 FESTIVAL BY THE NUMBERS

 114
EVENTS

 63
VENUES

 30,000
ATTENDEES

 118
PARTNERS

 70
CLASSROOM
VISITS

 35
SPONSORS

 130
MEDIA HITS

 714
PRESENTERS &
VOLUNTEERS





FESTIVAL EVENTS

In collaboration with 63 program partners, the Atlanta Science Festival offered 114 unique events at venues spanning six metro Atlanta counties and online. Experiments, performances, workshops, tours, and nature walks connected 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.

While we were fortunate that ASF2022 hit at a time of relatively low community transmission, we still encouraged our partners to keep COVID safety at the forefront as they designed their events. This translated into smaller scale programs and many more outdoor events than in years past. But the engagement level and excitement was just as high as it has ever been! Our attendees enjoyed nature walks learning about birds, slugs, geocaching and more. They solved botanical mysteries and executed design challenges based on biology. Families learned about the science of ice cream and about the STEM behind their favorite crafts. Adults laughed at science comedy shows and listened to true, personal stories about science.

The pandemic also opened our eyes to the wonderful opportunities that virtual events could offer, and we were pleased to share about 10% of our events online. We live streamed a fun demo show from Germany with the German Consulate and partnered with Wild Cumberland to explore the amazing ecosystem of Cumberland Island, and so much more.

EXPLORATION EXPO

The Exploration Expo was back in Atlanta in full force this March. With more than 70 exhibitors representing science from all sectors across Atlanta, we were able to help attendees meet real life scientist, get exposed to new careers, be inspired by science and understand better how STEM is a part of their every day lives. 12,000 attendees in Piedmont Park had a blast exploring a jet engine with Delta Air Lines, learning from Georgia Tech engineers how to use their brains to control a robot hand, flying drones with UPS, collecting air quality data with Emory environmental scientists, and so much more.


4/5 EVENTS WERE
FREE

ATTENDEES CAME FROM

400+
 UNIQUE
 ZIP CODES

// This festival is an amazing opportunity for the community to engage with science. Oftentimes, science is perceived as something separate and elite, but **this festival merges science with the Atlanta community in the best way possible.** I love to be able to see the **representation of women of color in STEM**, this is especially important for my students. As girls of color, my students need to be able to visualize themselves as STEM-inists and this festival provides that and much more! //

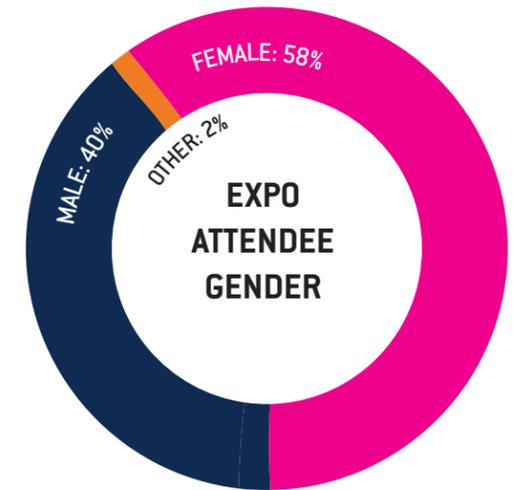
- 2022 Expo Attendee



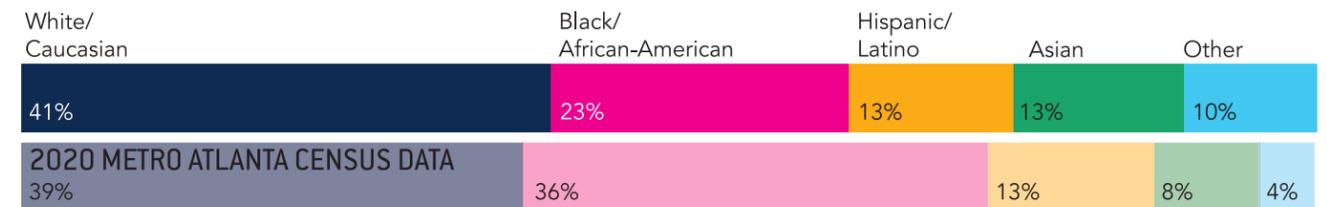
REACHING AUDIENCES

UNDERREPRESENTED IN STEM FIELDS

A core part of our mission is to build equitable access to science learning opportunities in Metro Atlanta for groups underrepresented in STEM (including but not limited to individuals identifying as Black, Hispanic/Latinx, Indigenous, and/or female). We do this by removing barriers to access and providing representation from these groups amongst our presenters and volunteers.



EXPO ATTENDEE RACE/ETHNICITY



REPRESENTATION IN PRESENTERS

ONE  out of **THREE** presenters was from a racial/ethnic group underrepresented in STEM

TWO  out of **THREE** presenters were from a gender identity underrepresented in STEM

PUBLIC EVENTS

This year we brought to reality a full year's worth of public science events outside the Festival. From a book club about robots to an online session on the science of self care, these events engaged audiences from K to gray! We hosted a talk with a NASA engineer, launched an annual science themed book club with associated events, tasted our way into the holiday season learning about the science of spices, took an environmental themed paddle trip to celebrate Earth Day, and so much more.

The public science events outside the Festival allow our team to explore smaller scale concepts, experiment with new ideas, and forge new partnerships. Front and center in the public events that we undertake is making sure we offer people in Atlanta opportunities to interact directly with scientists, give them the chance to make everyday life connections to STEM, and offer scientific role models from groups traditionally underrepresented in STEM. And - of course - inspire a sense of wonder!



DIGITAL OUTREACH

The Atlanta Science Festival and other Science ATL programs have attracted a great deal of community attention and media spotlights, with over 50 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 53,000 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. Many of our partners are also highlighted in our Untold Stories features which share about partners and people from groups underrepresented in STEM fields.

130 MEDIA HITS

- CBS46 • 11 ALIVE •
- AJC • THE WEATHER CHANNEL • GOOD DAY ATLANTA
- FOX 5 • WSB RADIO • WSB-TV • 90.1 WABE • DISCOVER MAGAZINE • GPB.ORG • ATLANTA PARENT • SAPORTA REPORT • CREATIVE LOAFING

COMMUNITY EVENT CALENDAR

Atlanta's public science events calendar is hosted by Science ATL. Our calendar 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 60 partners and 500 events were featured this year.

COMMUNICATION FELLOWSHIP

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 brought together our fourth cohort of Science ATL Communication Fellows with support from Emory University. Twelve Fellows represented a diverse range of scientific fields, past experiences, and professional interests. Students from Emory University, Georgia Tech, Georgia State University, and Morehouse School of Medicine joined us to cover topics such as narrative, communication models, interview techniques, and more and then had the opportunity to put what they learned to action with several practical experiences.



2022 SCHOOL & YOUTH PROGRAMS

Supporting K-12 schools and youth in metro Atlanta is central to Science ATL's goals of building community around science and fostering equitable access to science learning opportunities. Our primary strategies are to:

TRANSFORM

Build school capacity for transformational - not transactional - partnerships with local STEM companies, universities, and their employees

ENGAGE

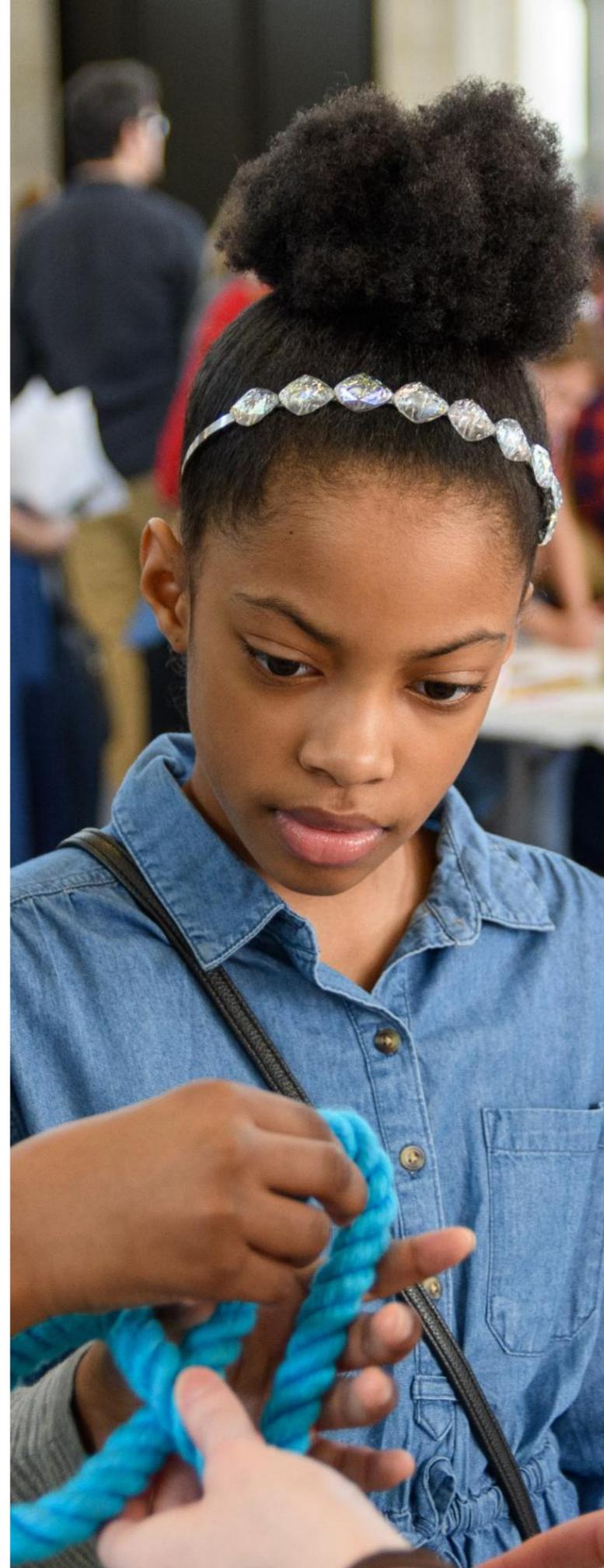
Engage with neighborhoods in zip codes with low or very low Child Well-Being

REPRESENT

Ensure diverse representation among STEM professional volunteers

EMPOWER

Empower youth to lead community change and bring STEM opportunities to their peers



MEASURING SUCCESS



School partnerships fostered



of participating schools are in low or very low Child Well-Being zip codes



Students reached



Youth leaders developed



STEM professional volunteer hours



STEM professionals are from groups underrepresented in STEM

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 enhances students' leadership, communication, and project management skills in order to facilitate the emergence of youth voices in STEM and enhance access to STEM resources for under-resourced communities.



CSO BY THE NUMBERS



43
STUDENTS



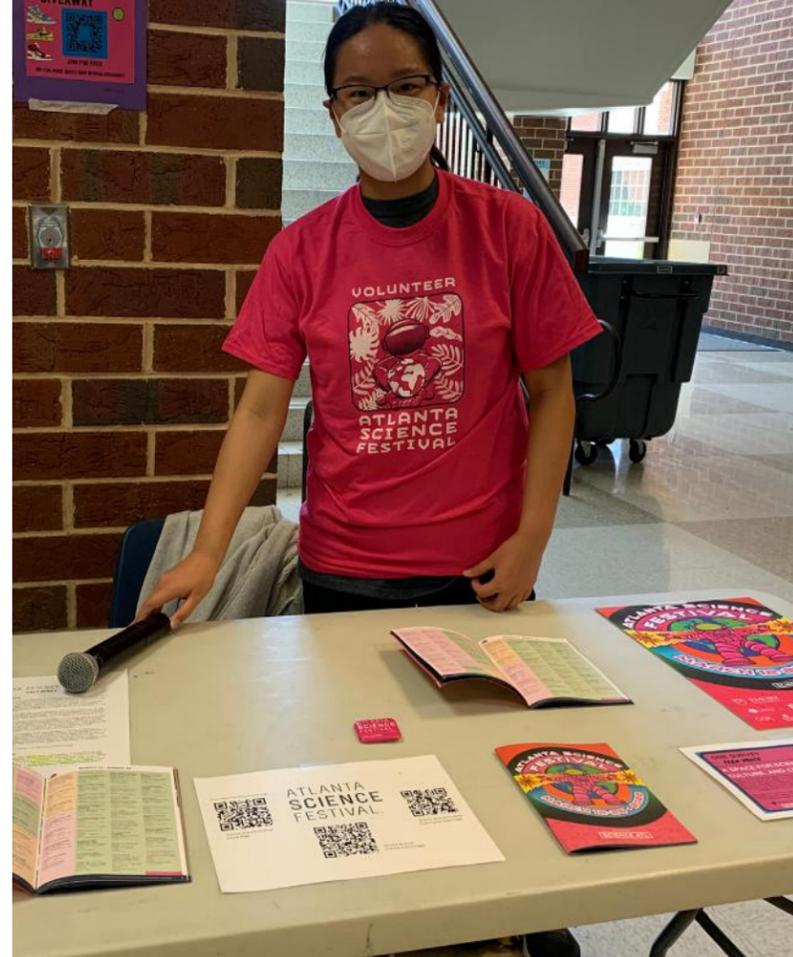
5
DISTRICTS



86%
FROM GROUPS UNDER-REPRESENTED
IN STEM



1800
STUDENTS ENGAGED IN CSO-LED
COMMUNITY PROJECTS

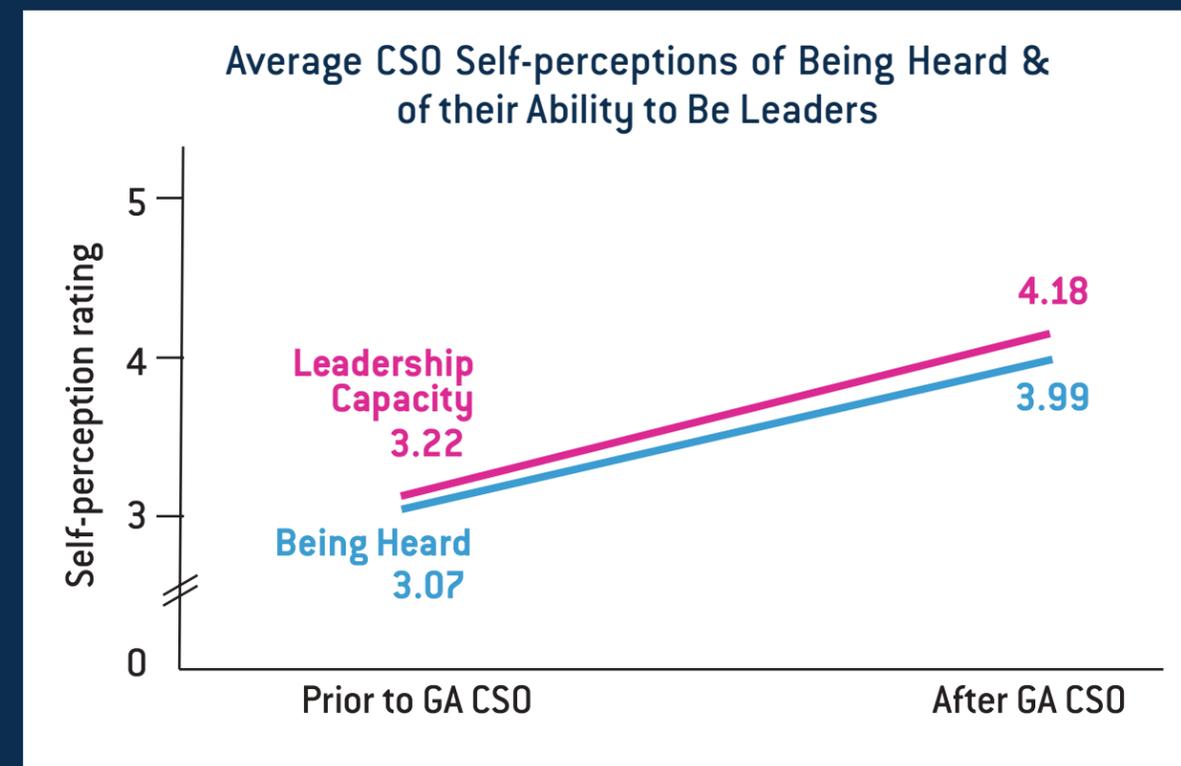


Attitude of Action

CSOs put leadership into action by creating and implementing plans to enhance STEM resources in their school or community. This year, many of our CSOs created hybrid action plans that occurred both in-person and virtually. Nearly 1000 students across metro Atlanta participated in STEM clubs run by CSOs, and another 500 elementary students experienced hands-on STEM workshops. CSOs led their peers in school improvement projects, a climate change hackathon, STEM club for neurodiverse and neurotypical students, food security initiatives, school garden, field trips to local wetlands, and even STEM training for educators.

Sense of STEM

Nineteen STEM professionals across 6 STEM industries volunteered with the program as Leadership Coaches to share their career journeys, and guide students in leadership skills development. Additionally, CSOs interacted with STEM professionals from across the globe through the International CSO network and other local events. CSOs showed significant gains in knowledge about careers in computer science, robotics, and epidemiology.



“In my two years as a CSO, the most important thing I have learned is that it doesn’t matter if you impact hundreds of people, it means just as much to have an impact on a few people. You don’t need impressively large numbers to be successful. Sometimes it’s the smaller scale impacts that can mean so much more. So let’s all give thanks for all the impacts we can make on other’s lives.”

- CSO Mia, South Paulding High School

Value of Voice

The CSO program provided students with multiple opportunities to use their voice to promote STEM as a future for students, as well as to advocate for themselves and their peers for quality STEM experiences, most notably at the Spring 2022 STEM Learning Ecosystems conference. Students engaged with and challenged more than 400 STEM educators and professionals to use their varying platforms not only to ensure equity throughout STEM but to also empower students to be change agents now for the Grand Challenges of Engineering.

Life of Leadership

Throughout the year, the program places heavy emphasis on the life of a student leader. From development opportunities to competition support, the CSO program provides students with a strong foundation in critical thought, creative thinking, collaboration and communication. The CSO program increased students’ perceived leadership capacity and perceptions of being heard (see graph). In other words, CSOs felt that after participating in the program, they were given more opportunities to be leaders and that their opinions were being asked for and acted on by adults after they had participated in the CSO program.

STEM PROFESSIONAL SCHOOL PARTNERSHIPS

Presented by NCR Foundation

In its second year, The STEM Professional School Partnership (SPSP) program continued to build community around science and enhance access to STEM learning resources and careers for students from groups underrepresented in the STEM fields. The program cultivates strong, impactful, and sustainable partnerships between STEM companies/universities and schools. This year, more than 8000 students at 46 elementary and middle schools participated in year-round engagements with 48 diverse STEM professionals from 30 different organizations in metro Atlanta and beyond.



The SPSP program matches STEM professionals with K-8 educators, who work together to establish two or more STEM goals for the year and plan monthly activities throughout the year to address those goals. The virtual and in-person activities typically center around the STEM professional's career, and include experiments, lab tours, outdoor activities, career panels, science fair mentoring/judging and more. In just its second year, the program has proved very successful with 70% of teachers reporting at least 70% progress toward their partnership goals by the year end and two thirds of teachers likely to continue their partnerships



SPSP BY THE NUMBERS



8000+
STUDENTS REACHED



78%
OF SCHOOLS IN ZIP CODES WITH LOW/
VERY LOW CHILD WELL-BEING RATINGS*



76%
OF STEM PROFESSIONALS FROM GROUPS
UNDER-REPRESENTED IN STEM

“You will never know how extremely impactful this experience was for our students. Exposure is the spark that lights the flame of exploration. Now, our students know of a career choice that they would have never experienced.”

- Kailey Lamar, Educator, Fair Oaks Elementary

* [United Way of Greater Atlanta's Child Well-Being](#) index helps to identify neighborhoods which lack the basic opportunities and resources for children to thrive.

IMAGINING THE FUTURE

STEM PROFESSIONALS VISITING METRO AREA CLASSROOMS

To launch the Atlanta Science Festival, 3500 K-12 students interacted with local STEM professionals. Through virtual and in person programming, 68 STEM professionals presented in all areas of STEM, from flight and robotics, to biology and the pollination cycle. Nearly 48% of the schools that participated this year were in low or very low Child Well-Being* Index zip codes. Students explored laboratories through virtual visits, constructed and investigated polymers, engaged with augmented reality, executed self-written code, and more, with many participating teachers stating afterwards that their students may not have had the exposure otherwise.

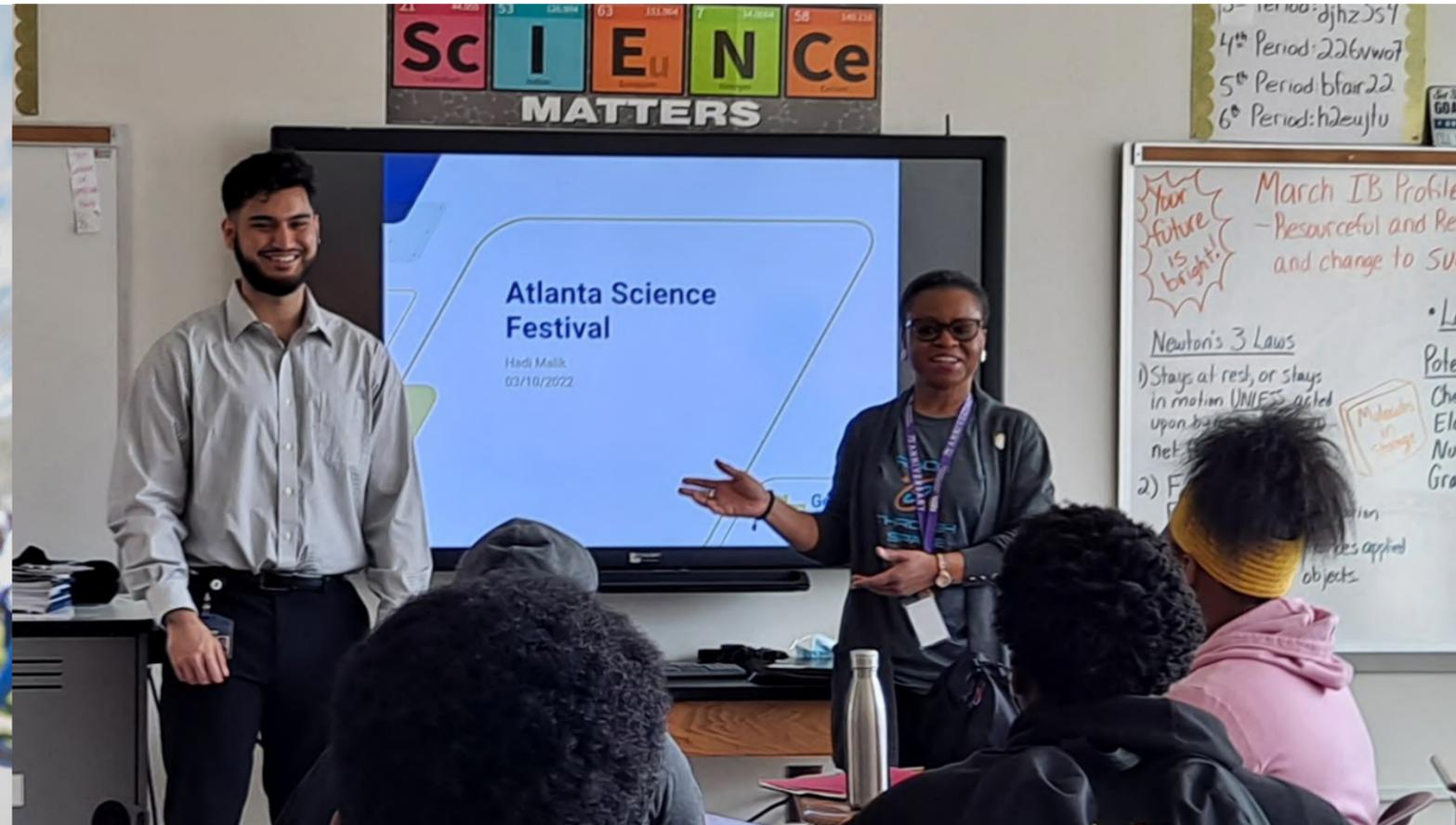
 **68**
CLASSROOM
VISITS

 **3,500+**
STUDENTS
REACHED

“This is such a wonderful way for students to learn about STEM in the real world and explore careers that they may not have known about prior.”

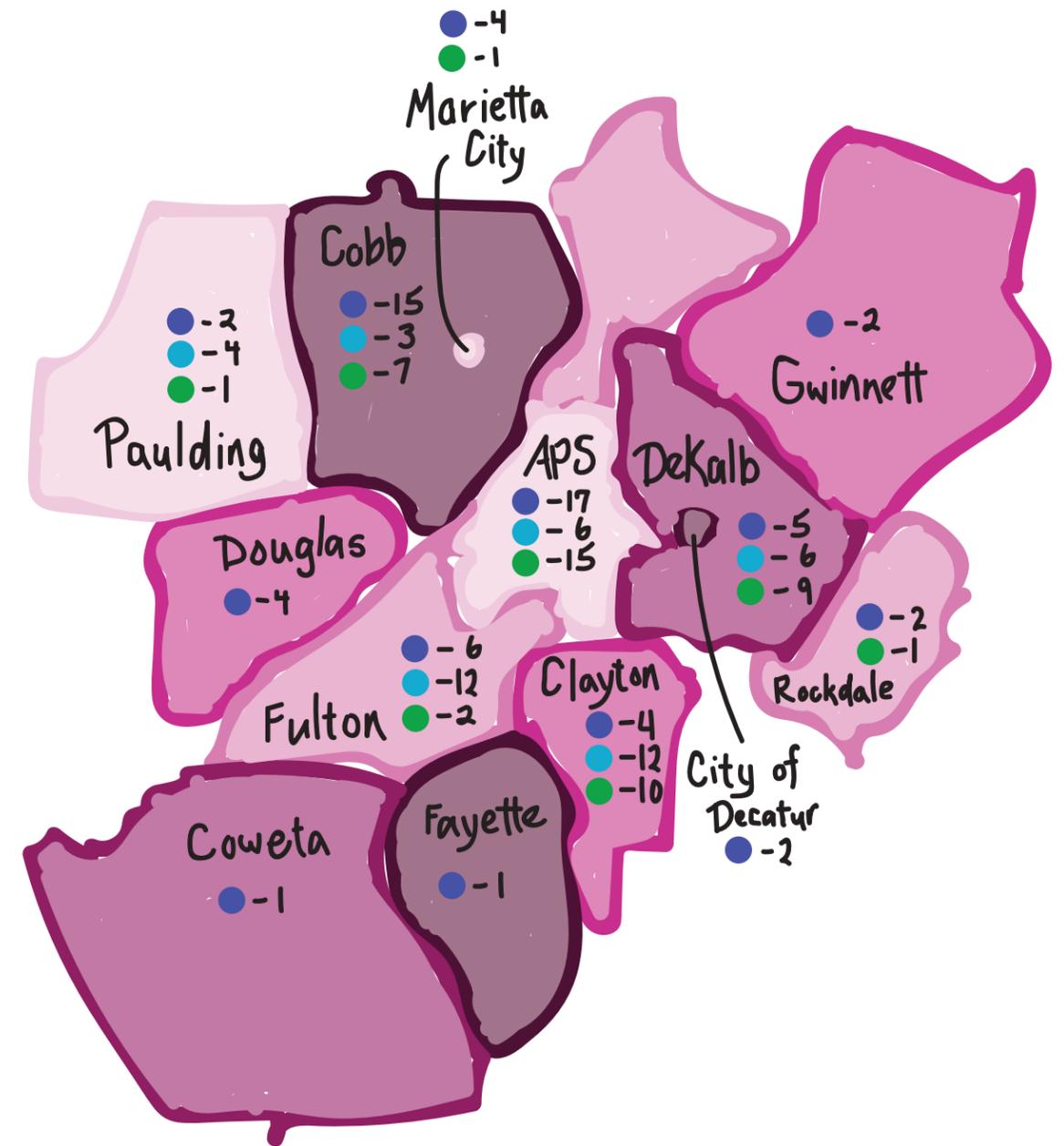
- Stephanie Burns,
Educator at Shallowford Falls Elementary

* [United Way of Greater Atlanta's Child Well-Being](#) index helps to identify neighborhoods which lack the basic opportunities and resources for children to thrive.





MAKING AN IMPACT ACROSS THE REGION



- - Imagining the Future
- - Chief Science Officers
- - STEM Professional School Partnership

STEM FORWARD

Building on our SPSP program, Science ATL partnered with Learn4Life to support a cohort of five middle schools in establishing STEM partnerships. The schools received coaching, partner matching, and digital tools to initiate and maintain partnerships that meet the school's needs for STEM certification. After six months, all schools had articulated partnership goals with mechanisms to track progress, and had customized our Partnership Toolkit to frame future partner engagements. Each school gained 1-3 new partners and indicated a strong likelihood of partnership sustainability.

STEM PROFESSIONAL VOLUNTEERS

Science ATL regularly leverages its network of STEM professionals to support school volunteer needs for career days, expos, and science fairs, and facilitates more than 5000 volunteer hours from diverse STEM professionals in diverse STEM careers. These hours come from one-off opportunities and long-term youth mentoring and school partnership programs. We believe that interactions with real scientists and engineers are essential for students to become and remain fascinated by STEM. Because we know that representation matters in order to inspire all people to love and pursue science, we work to ensure diverse representation among our volunteers.

YOUTH AMBASSADORS

Science ATL Youth Ambassadors take responsibility to connect their community with the many opportunities for learning and loving science at the Atlanta Science Festival and beyond. For the 2022 Festival, 28 students from 18 schools spent the month before the Festival advertising to their school peers, places of worship and communities. Many of these students have elected to continue their work in the upcoming year as we co-create a teen science event series and expand the Ambassadors role beyond the Festival to further foster youth voice in our community.



PARTNERS*

PUBLIC EVENT PARTNER ORGANIZATIONS:

11Alive
 AAAS IF/THEN Initiative
 AbSciCon
 Adopt-a-Stream
 Agnes Scott College
 American Chemical Society – Ga Local Section
 The Amphibian Foundation
 Atlanta Botanical Garden
 Atlanta Roller Derby
 Burns & McDonnell*
 Centennial Academy
 Center for Behavioral Neuroscience
 Center for Puppetry Arts
 Chattahoochee Riverkeeper
 The Children's Museum of Atlanta
 Citizen Science HD
 City of College Park
 Cobb County Public Library System
 Consulate General of Switzerland in Atlanta
 DeKalb Agriculture Technology and Environment
 Charter School
 DeKalb Cty Dept of Rec, Parks & Cultural Affairs
 DeKalb County School District
 Delta Air Lines*
 Delta Community Credit Union*
 Doctor Pete Productions
 Dr. Joachim Hecker
 DroidBuilders
 Emory University*
 Fernbank Museum
 Fernbank Science Center
 First Christian Church of Decatur
 Fulton County Library System
 Fulton County Public Works
 Functional Genomics Center Zurich
 Gentle Spirit Christian Church of Atlanta
 Georgia Audubon
 Georgia Conservation Districts
 Georgia Gwinnett College
 Georgia Institute of Technology*
 Georgia Mineral Society
 Georgia Natural Gas*
 Georgia Power*
 Georgia Public Broadcasting

Georgia Reptile Society
 Georgia River Network
 Georgia Space Grant Consortium
 Georgia State University
 Georgia State University Perimeter College
 Georgia Tech CEISMC Go-STEM
 Georgia Tech Research Institute*
 georgiarocks.us
 German Consulate General in Atlanta
 Groundwork Atlanta
 Guerilla Haiku Movement
 The Happy Black Parent
 Hispanic Organization Promoting Education
 IEEE, Atlanta Section*
 IEEE USA*
 Jennifer Swanson Books
 Johns Creek Environmental Campus
 Johnson STEM Activity Center
 Kennesaw State University
 Lockheed Martin*
 Marcus Autism Center
 Mathematics in Motion, Inc.
 Mercer University & Health Sciences Center*
 Micron Technology*
 Monarchs Across Georgia
 Museum of Design Atlanta
 Neuroscience Institute
 NCR Foundation*
 The Next IT Girl
 Nuevo Foundation
 Oglethorpe University
 The Paideia School
 PCOM Georgia
 Piedmont Park Conservancy
 Project WET
 Rockdale County 4-H
 RollATL
 Sandy Springs Education Force
 Science for Georgia
 Science Gallery at Emory University
 Science of Fun STEM Camps
 Self Care Agency
 Spelman College
 STE(A)M Truck
 The Story Collider
 TEGNA

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SCHOOL PARTNERS

Atlanta Public Schools

Beecher Hills Elementary School
 Booker T. Washington High School
 Boyd Elementary
 Burgess Peterson Academy
 Carver Early College
 Centennial Academy Charter School
 Cleveland Avenue Elementary School
 Coretta Scott King Young Women's Leadership Academy
 D.M. Therrell School of Law, Government, and Public Policy
 David T. Howard Middle School
 Feldwood Elementary School
 Harper-Archer Elementary School
 Heritage Academy
 Herman J. Russell West End Academy
 Hope Hill Elementary School
 Hutchinson Elementary School
 Jean Childs Young Middle School
 John Lewis Invictus Academy
 King Middle School
 KIPP WAYS
 North Atlanta High School
 North Metro GNETS
 Perkerson Elementary School
 Scott Elementary School
 Wesley International Academy
 William M. Finch Elementary

City Schools of Decatur

4/5 Academy at Fifth Avenue

Clayton County

Babb Middle School
 Eddie White Middle Academy
 Forest Park High School
 Forest Park Middle School
 Fountain Elementary School
 Huie Elementary School
 James H. Brown Elementary School
 Lovejoy High School
 MD Roberts School of the Arts
 ME Stilwell School of Arts
 Mundy's Mill Middle School
 Mundy's Mill High School
 North Clayton Middle School
 Northcutt Elementary School

Cobb County

Brumby Elementary School
 Chalker Elementary School
 Clay Harmony Leland Elementary School
 Cooper Middle School
 Elementary Virtual Program
 Fair Oaks Elementary School
 LaBell Elementary School
 Lindley Middle School
 Mableton Elementary School
 Nickajack Elementary School
 Riverside Intermediate School
 Shallowford Falls Elementary
 Simpson Middle School
 Sope Creek Elementary School
 South Cobb High School
 Timber Ridge Elementary School

Coweta County

Newnan Crossing Elementary School

DeKalb County

Clarkston High School
 DeKalb Elementary School of the Arts
 Druid Hills High School
 Fernbank Elementary
 Hawthorne Elementary School
 Hightower Elementary School
 Laurel Ridge Elementary School
 Livsey Elementary School
 Marbut Theme School
 Ronald E. McNair Middle School
 Stone Mountain Middle School
 Tucker High School
 Tucker Middle School
 Wadsworth Magnet School for High Achievers

Douglas County

Lithia Springs High School
 New Manchester High School
 Yeager Middle School

Fayette County

Flat Rock Middle School

Fulton County

Amana Academy
 Camp Creek Middle School
 Cliftondale Elementary School
 Global Impact Academy
 Johns Creek High School
 Love T. Nolan Elementary School
 Northwestern Middle School

Oakley Elementary School
 Renaissance Middle School
 Ridgeview Charter Middle School
 S.L. Lewis Elementary School
 Sandtown Middle School

Gwinnett County

Hull Middle School
 Shiloh High School
 Sycamore Elementary School

Marietta City Schools

A.L. Burruss Elementary School
 Hickory Hills Elementary
 Lockheed Elementary
 Marietta Center for Advanced Academics
 Marietta 6th Grade Academy

Paulding County

General Ray Davis Middle School
 Honey Creek Elementary School
 McGarity Elementary School
 Memorial Middle School
 Paulding County High School
 South Paulding High School

Independent Schools

Cristo Rey Atlanta Jesuit High School
 Homeschool Fieldtrip Club
 Montessori Academy at Sharon Springs
 Mount Vernon Presbyterian School
 The Museum School of Avondale Estates



SPONSORS



EMORY UNIVERSITY



DELTA



Foundation



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SPECIAL THANKS TO

*Lori Shapiro & Pro-Bono Partnership of Atlanta
 David Hartnett, Science ATL Board Chair Emeritus
 Lanny Liebeskind
 Natalie Sutton
 GSU Motion Design Students*

OPERATIONS TEAM

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Meisa Salaita
Co-Executive Director

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Content Manager, Science Scene Calendar

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