

1. Which of the following best describes your role?

Select one.

- Professional academic scientist
- Professional industrial scientist
- K-12 science educator
- Informal science educator
- University science professor
- Undergraduate or graduate student in science
- Science journalist/media
- Other; please describe::

2. If you could share one Bay Area Science Festival (BASF) exhibitor or presenter "best practice" or "lesson learned," what would it be?

3. Which of the following best describes your participation in the 2012 BASF?

Select one.

- Exhibited at one of the Discovery Days (North Bay Oct 27th or AT&T Park Nov 3rd)
- Presented another activity or event between October 27th and Nov 3rd
- Both exhibited at a Discovery Days and presented an activity/event

4. How many individual exhibits, activities, or events did your organization participate in during the 2012 BASF? Include the Discovery Days in your count, if applicable. (Type a number in the space provided, for instance, "2" not "two.")

Enter a number.

5. Did your organization include the BASF website link on its website?

Select one.

- Yes
- No
- Not sure

6. In your opinion, how successful was your exhibit, activity, or event in achieving each of the following objectives? (By "STEM" we mean science, technology, engineering, and/or math. If you presented more than one activity, please answer this question for the one that drew the most attendees.)

Select one per row.

| | <i>Not at all successful</i> | <i>Only a little successful</i> | <i>Somewhat successful</i> | <i>Very successful</i> | <i>Extremely successful</i> |
|--|----------------------------------|-------------------------------------|--------------------------------|----------------------------|---------------------------------|
| Increasing attendees' interest in STEM | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Making STEM learning fun | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Helping attendees learn something new about STEM | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Helping connect attendees to the STEM happening in their city | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Reaching audiences historically underserved by STEM education activities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

7. To the best of your knowledge, how many people attended your event? (Type a number in the space provided, for instance, "5" not "five." If more than on event, enter the sum across events.)

Enter a number.

8. To the best of your knowledge, what percentage of your attendees (across events, if applicable) fell into each of the following groups? (A Festival funder, the National Science Foundation, wants to know more about festival audiences. Type a number without a percentage sign, e.g., "25" not "25%.")

Families/children: _____

High school: _____

Adults: _____

Total: **100**

9. To the best of your knowledge, what percentage of your attendees (across events, if applicable) were from ethnic groups that are underrepresented in science, including Blacks, Hispanics, Native Americans, Alaskan Natives, and Native Pacific Islanders? (Type a number in the space provided.)

Enter a number.

10. Overall, how confident are you in the accuracy of your estimates in the previous three questions?

Select one.

- Not at all confident
 - Only a little confident
 - Somewhat confident
 - Very confident
 - Extremely confident
 - Comment:
-

11. Have you or your organization experienced any of the following as a result of your participation in the 2012 BASF?

Select one per row.

| | <i>Yes</i> | <i>No</i> | <i>N/A</i> |
|---|-----------------------|-----------------------|-----------------------|
| Follow-up phone calls or emails from Festival attendees | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Follow-up visits or enrollment from Festival attendees | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Opportunities for new partnerships with local academic, civic, cultural, educational, or private partners | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| (You) Increased confidence interacting with public audiences | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Comments

Follow-up phone calls or emails from Festival attendees: _____

Follow-up visits or enrollment from Festival attendees: _____

Opportunities for new partnerships with local academic, civic, cultural, educational, or private partners: _____

(You) Increased confidence _____

interacting
with public
audiences:

12. Was your organization a sponsor of the 2012 Bay Area Science Festival?

Select one.

- Yes
- No

(Answer question number 12.1.)

12.1 How satisfied are you with the "return on your investment" in the Festival?

Select one.

- Not at all satisfied
 - Only a little satisfied
 - Somewhat satisfied
 - Very satisfied
 - Extremely satisfied
 - Too soon to tell; explain::
-

13. Does your organization offer any year-round K-12 informal science education activities directly associated with your Festival exhibit, activity, or event?

Select one.

- Yes (Answer question number 13.1.)
- No

13.1 If yes, please describe:

14. Prior to participating as an exhibitor or presenter at the BASF, did you have any experience in informal science education (i.e., science learning outside formal school settings)?

Select one.

- Yes (Answer question number 14.1.)
- No

14.1 If yes, please describe:

15. How likely is it that you will contribute to other local informal science education efforts in the next year, aside from the Bay Area Science Festival?

Select one.

- Very likely
- Likely
- About as likely as not
- Unlikely
- Very unlikely

16. Did you participate as an exhibitor at the 2011 Bay Area Science Festival?

Select one.

- Yes
- No

17. If you have the opportunity, will you participate as an exhibitor in the 2013 Bay Area Science Festival?

Select one.

- Yes
- No
- Other; please explain::

18. Prior to receiving this survey, were you aware that the BASF is part of a network known as the Science Festival Alliance?

Select one.

- Yes
- No

(Answer question number 18.1.)

18.1 Have you been in contact with the Science Festival Alliance (e.g., by phone, through their website) for support for your Festival and/or year-round informal science activities?

Select one.

- Yes
- No

19. What is your race/ethnicity? Check all that apply. (The National Science Foundation has a focus on increasing the participation of science professionals and other organizational leaders from historically underserved groups.)

Select all that apply.

- American Indian or Alaska Native
 - Asian
 - Black or African American
 - Hispanic or Latino
 - Native Hawaiian or Other Pacific Islander
 - White
 - Other; please describe::
-

20. In what year were you born? (The National Science Foundation is also interested in the participation of younger professionals.)

Select one.

- 1987 or later
- 1986
- 1985
- 1984
- 1983
- 1982
- 1981
- 1980
- 1979
- 1978
- 1977
- 1976
- 1975
- 1974
- 1973
- 1972
- 1971
- 1970
- 1969
- 1968
- 1967
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- 1963
- 1962
- 1961
- 1960
- 1959
- 1958
- 1957

- 1956
- 1955
- 1954
- 1953
- 1952
- 1951
- 1950
- 1949
- 1948
- 1947
- 1946
- 1945 or earlier

21. Please take a moment to write your suggestions for improving the Festival for exhibitors or presenters like you:
