



2017 IMPACTS Report

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Project Goals

1. Increase program partnerships with institutions and organizations that have strong relationships with traditionally underrepresented groups.
2. Develop and manage programs in areas of the state where few, if any, natural program partners are present.
3. Recruit and train additional STEM professionals, especially those who represent underrepresented minorities, to deliver high-quality science outreach programming.
4. Create new strategies to market STEM and North Carolina Science Festival opportunities to underrepresented and underserved populations.



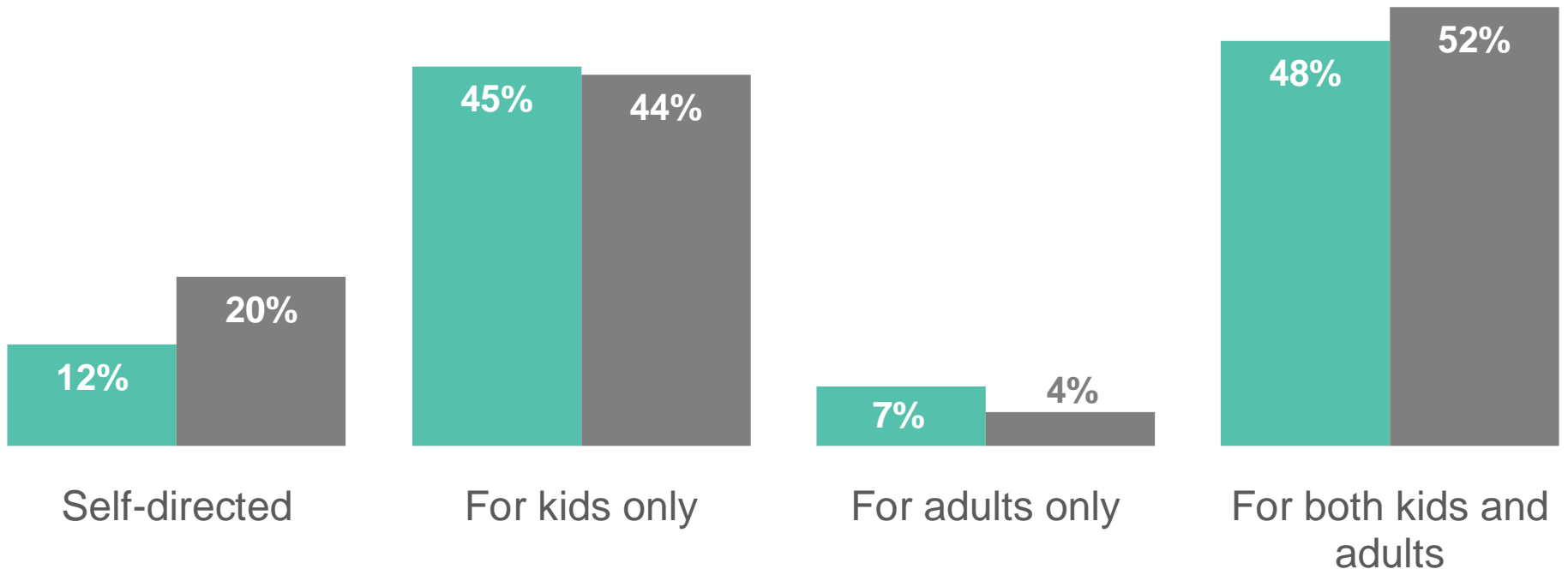
Project Outcomes

Overall Expos ratings will remain at 4.5 or higher on a five-point scale.

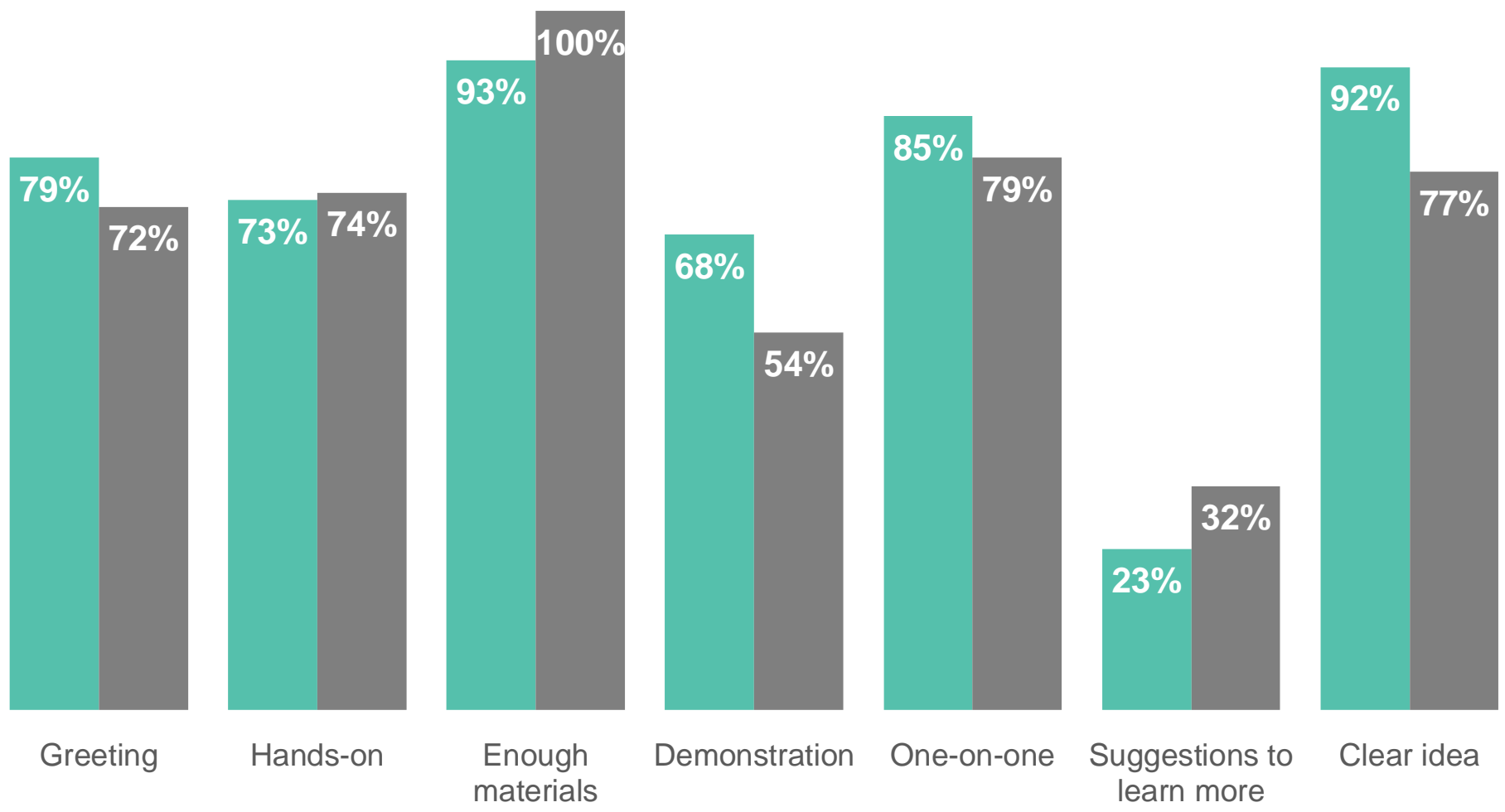
85% of IMPACTors will report an increase in science communication skills and confidence as a result of their participation in this project.

50% of IMPACTors continue to conduct public science outreach beyond the cohort year.

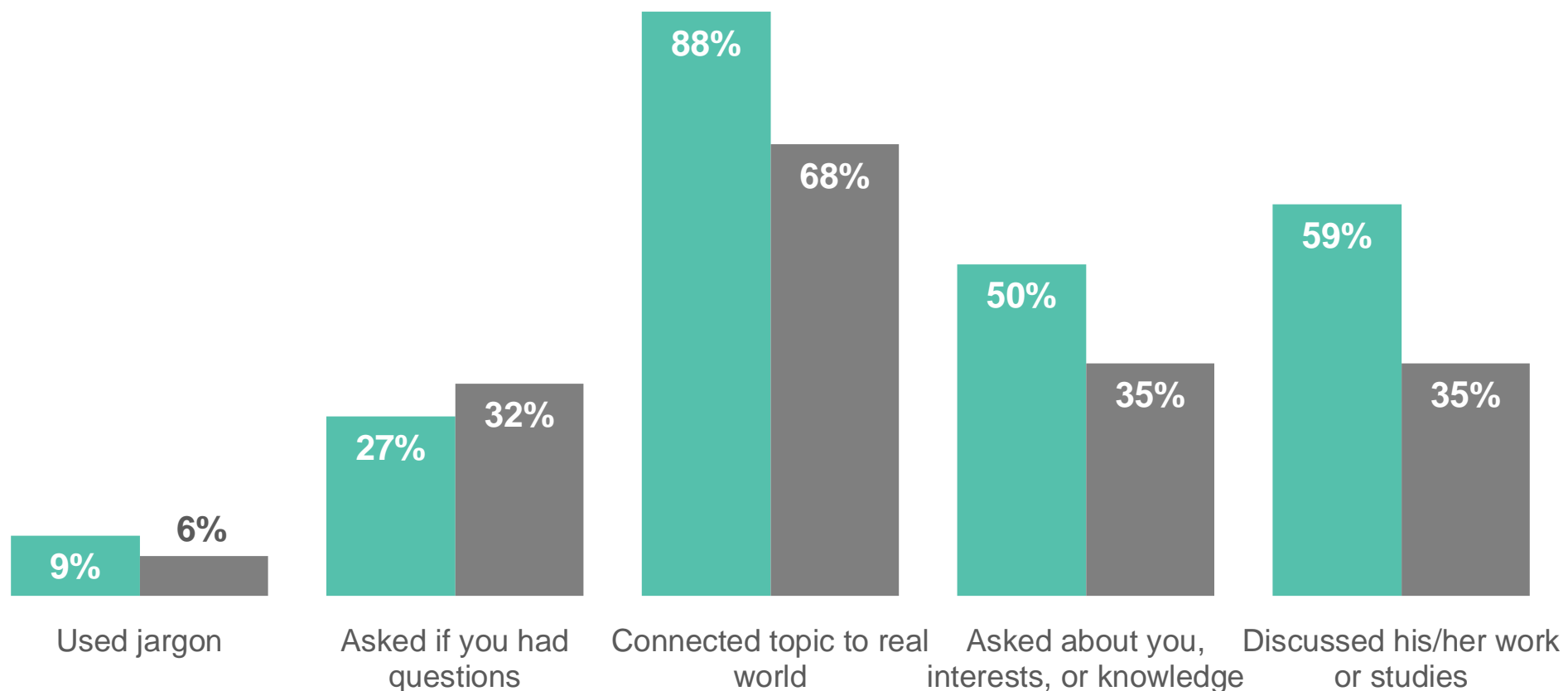
IMPACTors use of hands-on activities at Expo booths was almost identical to that of Non-IMPACTS



Logistically, the Expo booths of **IMPACTors** and **non-IMPACTS** scientists were similar.



Compared to other Expo presenters, **IMPACTS** scientists used best practices at higher levels than did **non-IMPACTS** scientists.



Mystery shoppers rated the quality of **IMPACTors Expo booths** significantly higher than those of **non-IMPACTS** scientists.

Overall*



Positive Feedback from Mystery Shoppers:

- *Four different demonstrations, all distinct; very cool applications; gave a handout to follow up; friendly, asked about me; explained complex concepts clearly*
- *Explained science well. Asked questions about myself and science background/connections*
- *Engaging demonstration that exposed cosmic rays. Then led into a discussion on practical application of cosmic rays (x-rays, surgical tool that's less invasive/destructive than a laser).*

Areas for Improvement from Mystery Shoppers:

- *The activity was engaging but not connected well to a scientific concept that would be understood by children or adults.*
- *Due to the lack of hands on activity and demonstrations it was difficult for a participant to take away any info/ or knowledge.*
- *Team member went through the demonstration very quickly. Didn't seem very excited to be there and didn't react to me at first.*
- *Fun activity for kids, but not much teaching/education happening. Unsure of main point.*