

Science Festival Alliance As A Network

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**2011 ISE Organizational Networks Convening
Washington, DC**



“You know one when you see one.”

- John Durant

9 days

(do it now urgency)

211 events

(designed for target audiences)

50,000+ attendees

(enthusiastic public response)

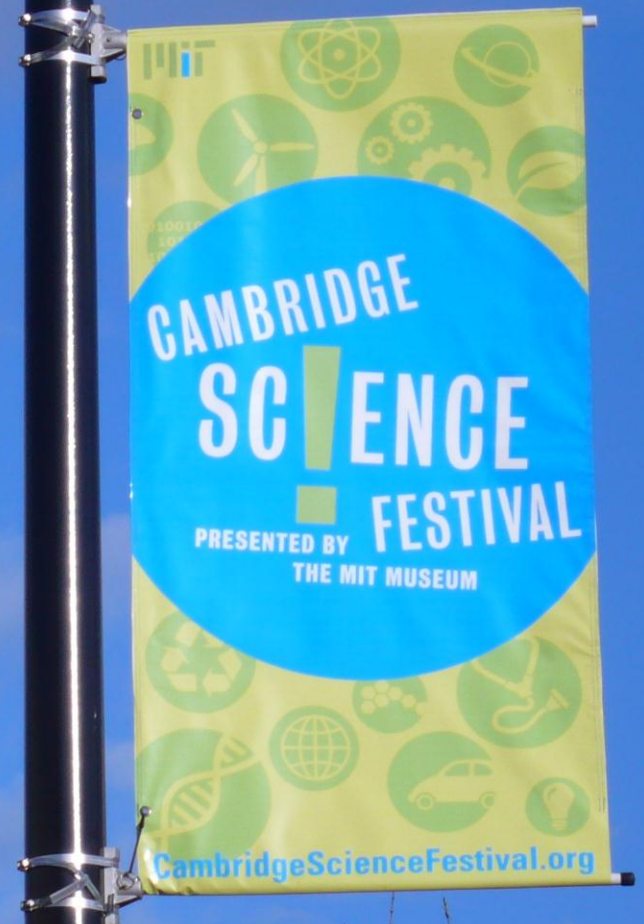
50+ venues

(where they live, work, and play)

150+ collaborators

(uniting the stakeholders)

(involve STEM professionals)



Huge public displays of enthusiasm





Rally all stakeholders (including unexpected)



Directly involve STEM professionals



A laboratory for innovative programs





Reach new audiences



Primarily dedicated to STEM



**Burst of activity over a short period,
serving a distinct region**

A bright blue sky with scattered white, fluffy clouds. The text "Designed primarily for the public" is centered in the upper half of the image.

Designed primarily for the public



Massively collaborative

Recurring (often annually)

**The Science Festival Alliance (née
National Science Festival Network):**

- 4 annual festivals by Year 2
(over 2/3 of grant = direct support
for these four)**
- 2 additional festivals launched
by Year 3**



Original focus on establishing close human relationships, due to:

- relatively small network**
- enormous complexity of knowledge transfer**
- uniqueness based on lead and geography**
- my own bias**



“You are such a bastard!”

- Gerri Trooskin

The messy networking of a cocktail party



SFA tools for organic growth:

- In-person meetings (site visits, conferences, IPSEC)**
- Introductions and references (often funneled through me)**
- Conference calling, mostly as issues arise**
- Website, newsletter, online networks**

Proposal = 6 in three years

Reality = 3 dozen in two

Formal membership:

- **organizational**
- **peer reviewed**
- **“to dos” system in support of
“more and better” mission**
- **11 so far, set to grow**

SFA constituents:

- Members (funded/formal/de facto)**
- International festivals**
- Other “public science event” practitioners**
- Multisite collaborators/funders**
- Vast local networks each festival weaves**

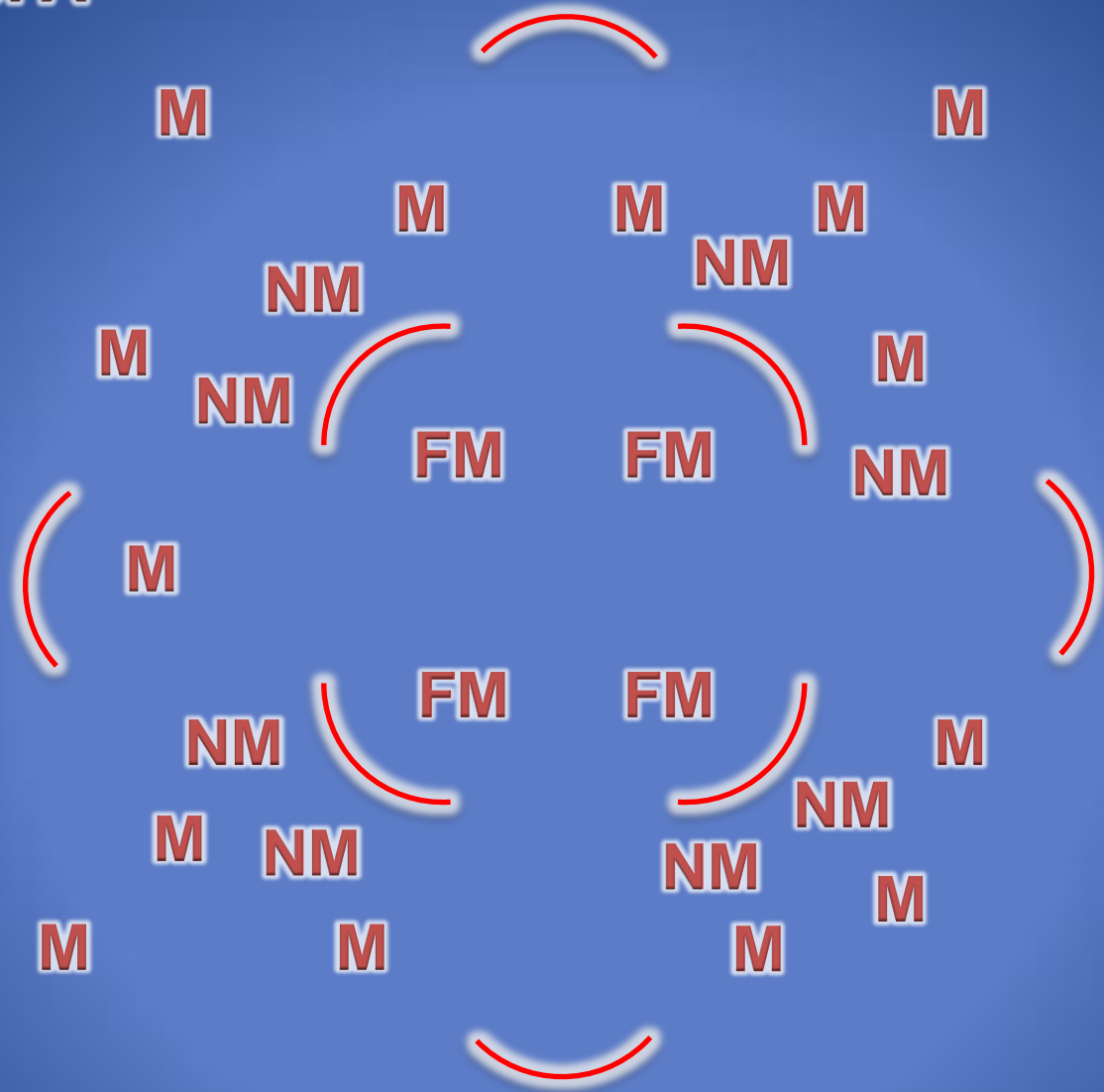
Measuring effectiveness:

- Activity generated**
- Formal evaluation surveys and focus groups (but primary audiences first)**
- informal feedback of human relationships**

Equity of access:

- Primary audiences at or above census data for racial diversity**
- Fostering new adaptations to cultural geography**

Gradient = SFA



FM = Funded for SFA M = Member NM = New Mentees

More layers for multi-site partners & local festival networks



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