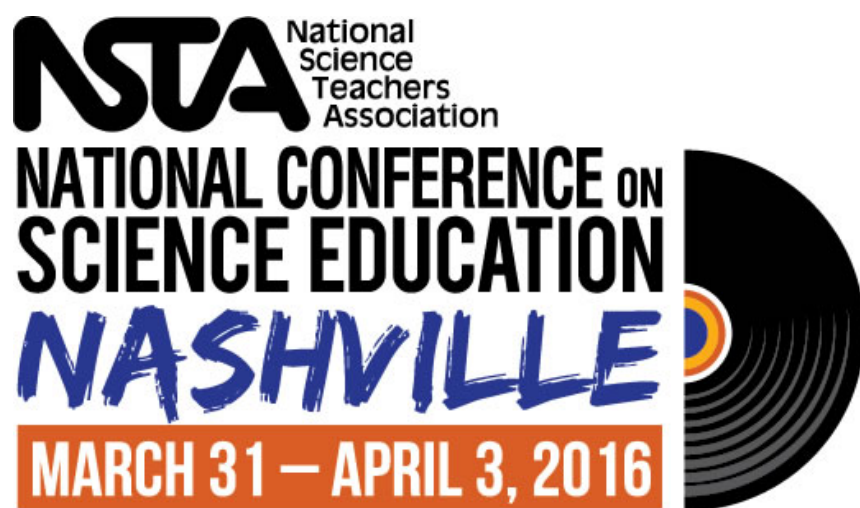


# Post-Event Report



Prepared By: Jason Sheldrake, Assistant Executive Director, Sales  
Tel: (703) 312-9273; E-mail: [jsheldrake@nsta.org](mailto:jsheldrake@nsta.org)

**Attendance**

Total Conference Attendance: 7,860

84% Teachers, Professors, and Department Heads

18% Principals, Supervisor/Coordinators, Administrators

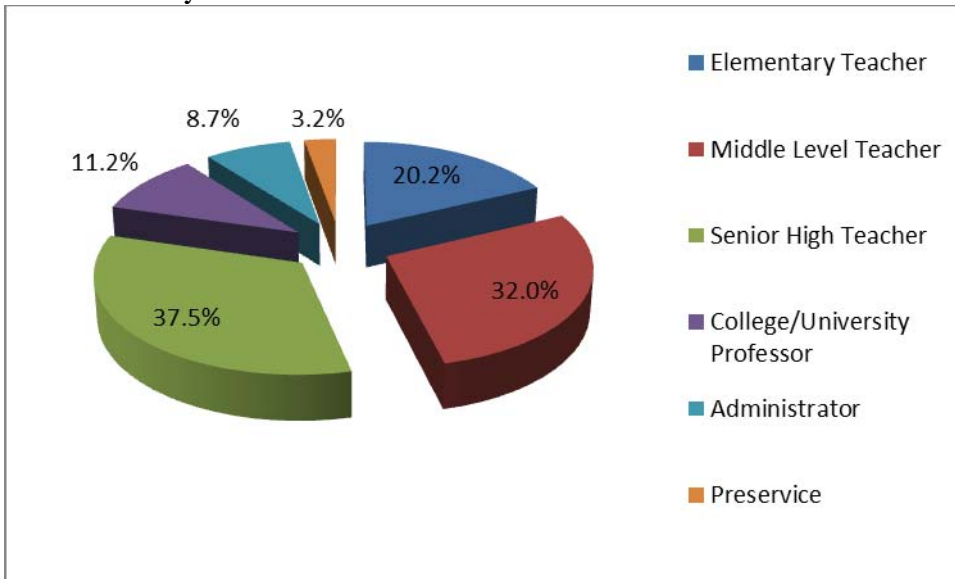
14% Scientists/Consultants

9% Students

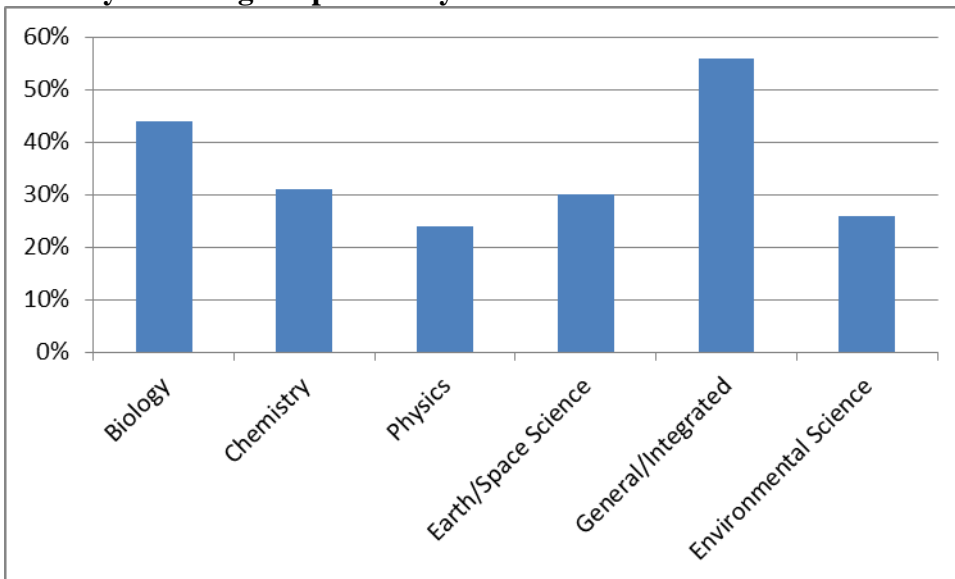
*Please note, demographic information is self-reported and attendees can select all categories that apply therefore percentages will not necessarily add up to 100%.*

**Attendee Survey Results**

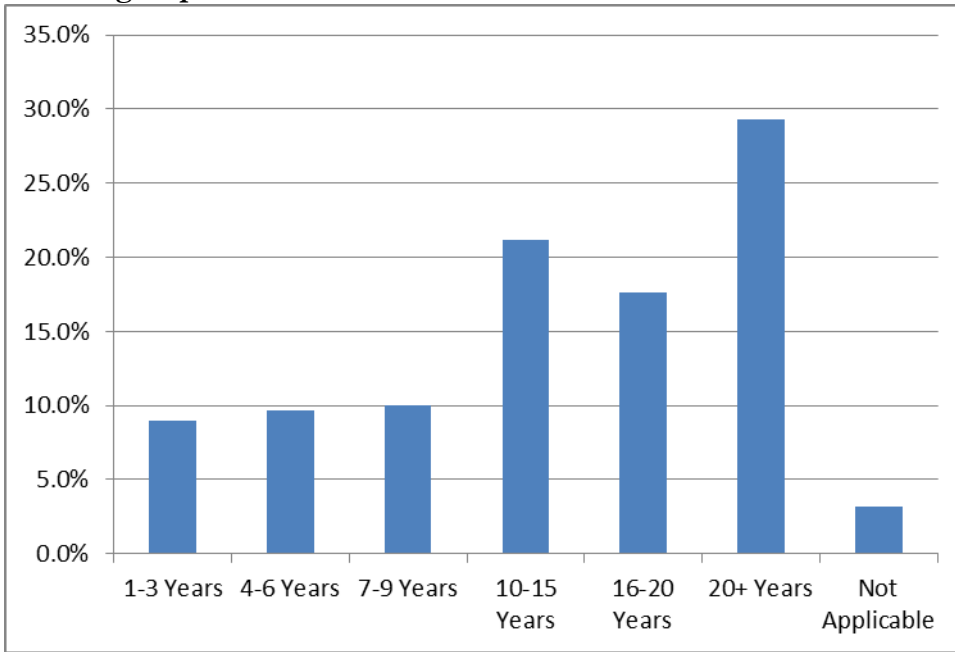
**Attendance by Grade Level:**



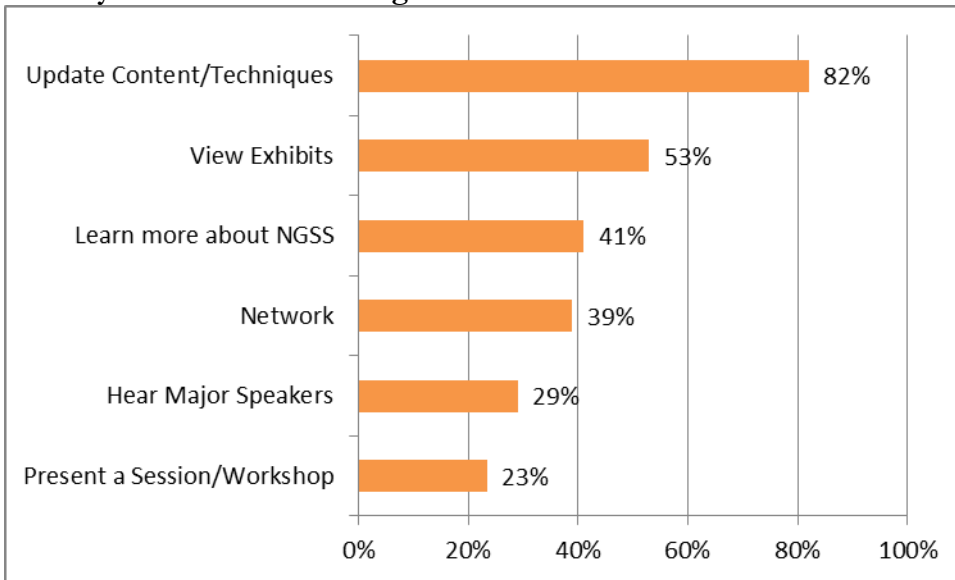
**Primary Teaching Responsibility:**



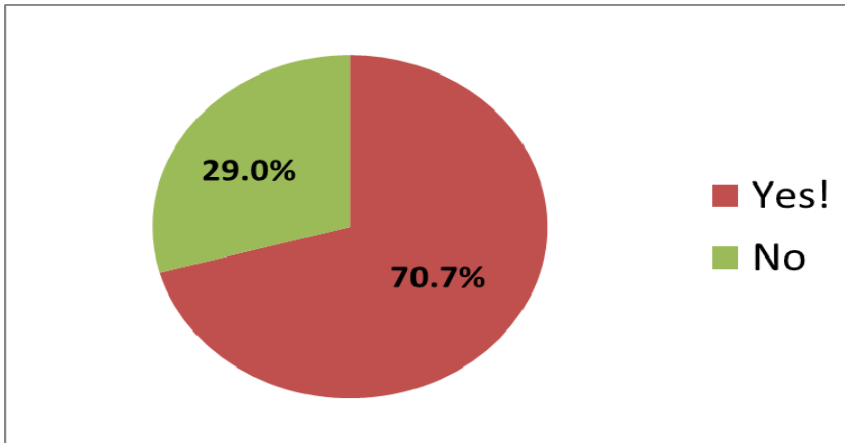
**Teaching Experience:**



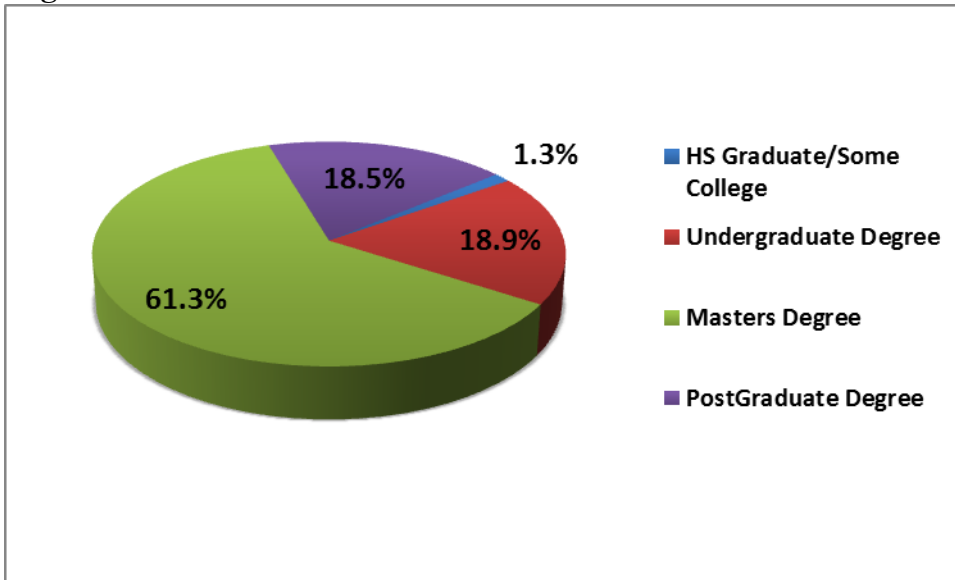
**Primary Reason for Attending the National Conference:**



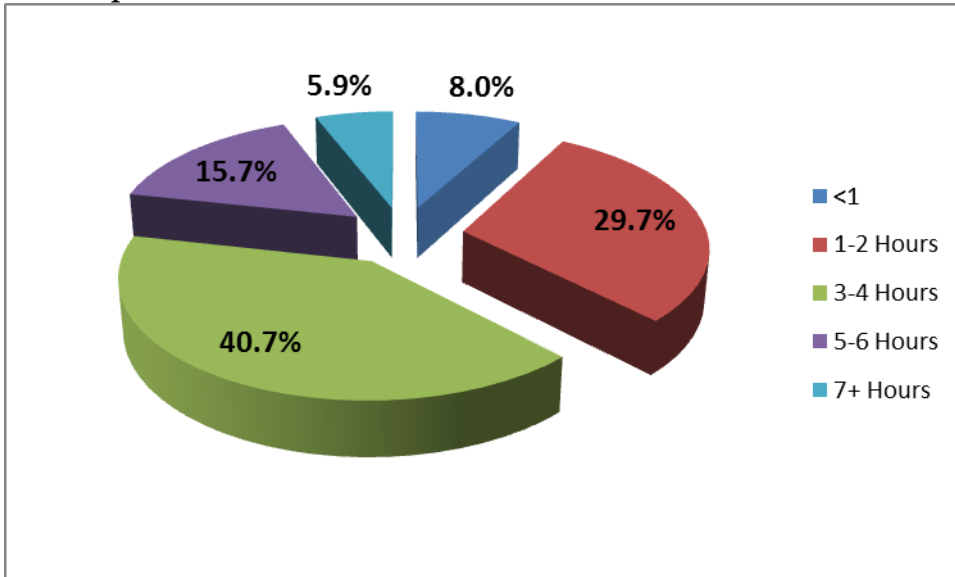
**Decision Maker for School/District?**



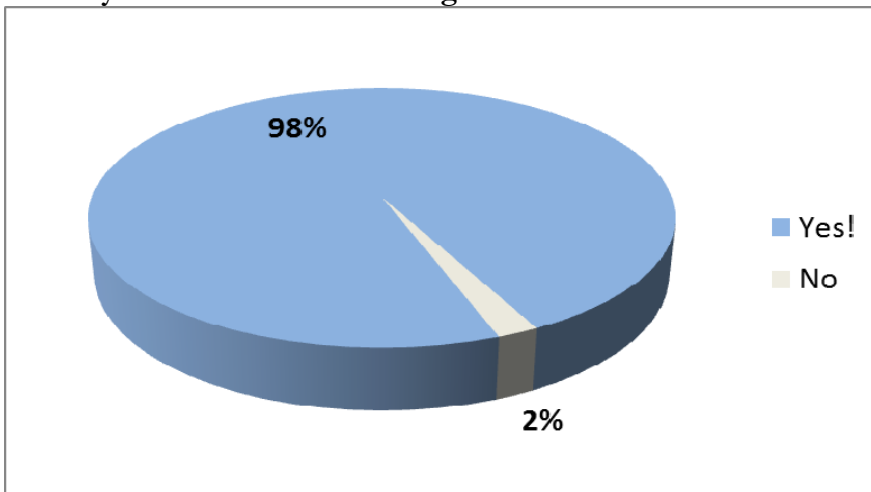
**Highest Educational Level Attained:**



**Hours spent in Exhibits Hall:**



**Would you recommend attending the NSTA National Conference to your colleagues?**



## PROGRAM INFORMATION:

### Major Speakers

#### General Session Speaker:

Tyraine “Grand Hank” Ragsdale, Grandmaster of Science and President, Grand Hank Productions, Inc.

*Energize Science*

#### The Planetary Society Lecture

Bill Nye, CEO, The Planetary Society

*If the Dinosaurs Had a Space Program*

#### American Geophysical Union Lecture

Linda Kah, Associate Professor, Carbonate Sedimentology and Geochemistry Department of Earth and Planetary Sciences, The University of Tennessee

*Curiosity’s Adventures in Gale Crater, Mars*

#### Robert H. Carleton Lecture

Herb Brunkhorst, Professor Emeritus, California State University, San Bernardino

*Moving Towards NSTA’s Vision to Be the Leader in Science Education*

#### Paul F. Brandwein Lecture

J. Drew Lanham, Alumni Distinguished Professor, Clemson University

*Love: The Four-Letter Word That Science Forgot*

#### Mary C. McCurdy Lecture

Christine Cunningham, Ph.D., Vice President, Museum of Science, Boston

*How Classroom Engineering Develops “Habits of Mind” That Empower Student Performance*

#### Featured Presentations

Aimee Kennedy, Vice President of Education, Philanthropy, and STEM Learning, OSLN@Battelle

Elizabeth Alves, Assistant Superintendent of Curriculum and Instruction, Knox County Schools, Knoxville, TN

Keri Randolph, Assistant Superintendent of Innovation, Hamilton County Dept. of Education, Chattanooga, TN

Featured Panel: *It Takes a Village: A Panel on Partnerships from Multiple Perspectives*

Sean Carroll, Ph.D., Vice President, Science Education, Howard Hughes Medical Institute;

Allan Wilson Professor of Molecular Biology, Genetics, and Medical Genetics at the University of Wisconsin-Madison

*The Serengeti Rules: The Quest to Discover How Life Works and Why It Matters*

Andrew Franknoi, Chair, Astronomy Department, Foothill College

*When the Sky Goes Dark: The All-American Total Eclipse of the Sun*

Stanley Prusiner, M.D., Director, Institute for Neurodegenerative Diseases; Professor of Neurology and Biochemistry, University of California San Francisco

*Prions: Discovering a Unifying Etiology for Neurodegenerative Disorders, Including Alzheimer’s and Parkinson’s Diseases*

### Featured Presentations (cont.)

Jean Kaneko, Founder and “Chief Tinkerer”, The Exploratory  
*The Tinker.Make.Innovate. Program*

Marcy Towns, Ph.D., Professor of Chemistry; Associate Department Head and Director of  
General Chemistry, Purdue University  
*SCST Session: Marjorie Gardner Lecture: Assessment of Laboratory Skills Through Badging*

Jeff Goldstein, Ph.D., Director, National Center for Earth and Space Science Education  
*Arthur C. Clarke Institute for Space Education Lecture: Thoughts on Science Education, Science, and  
Personal Beliefs*

Corrie Stevenson, Chair, The Association for Science Education, U.K.  
*NSTA/ASE Honors Lecture: The Learning Journey*

Peter McLaren, Director of State and District Support for Science, Achieve, Inc.  
*Bundling the NGSS Performance Expectations*

### NSTA Press Releases/ Media Advisories

Public Affairs staff issued a press release announcing the conference. It was distributed March 8, 2016, to science education trade press local press, and placed on national wire resulting in 2,692 unique views.

### Confirmed Media (attended the conference)

- Science News for Students
- Hooked on Science

### Coverage



#### **News Channel 5 *Talk of the Town* (ABC)**

Making Science Fun for Kids

NSTA President Carolyn Hayes promoted the conference and did some fun science activities with Nashville’s most popular meteorologist, Lelan Statom.



#### **Hooked on Science, March 31, 2016**

Thousands of science educators from across America are in Nashville attending the National Science Teachers Association conference. Jason Lindsey aka "Mr. Science" with

Hooked on Science takes us to the conference, which features more than a thousand hands-on workshops, presentations about the latest breakthroughs in science education, the latest science tools for the classroom, and more.

<https://www.youtube.com/watch?v=BvGAsEGnBv4>

**Other Conference-Related Coverage:**

**North Forty News, February 12, 2016**

Wellington Middle School teacher creating scientists one kid at a time

<http://www.northfortynews.com/wellington-middle-school-teacher-creating-scientists-one-kid-at-a-time/>

**eSchool News, February 12, 2016**

PASCO, NSTA announce their 3 innovative science educators

<http://www.eschoolnews.com/2016/02/12/pasco-nsta-announce-innovative-science-educators/>

**Elko Daily Free Press, March 5, 2016**

Nevada's mining produces everyday products

[http://elkodaily.com/mining/nevada-s-mining-produces-everyday-products/article\\_1a82f895-a91e-5248-80a7-25bbdc8adb69.html](http://elkodaily.com/mining/nevada-s-mining-produces-everyday-products/article_1a82f895-a91e-5248-80a7-25bbdc8adb69.html)

**The Planetary Society Blog, March 15, 2016**

Dinosaurs & Space— and Biology, Physics, Chemistry, and Planets: These are a Few of Our Favorite Things

Posted by Bill Nye

<http://www.planetary.org/blogs/bill-nye/20160315-dinosaurs-space-and-favorite-things.html?referrer=https://www.google.com/>

**Chillicothe Gazette, March 18, 2016**

Zane Trace science teachers named district contest winners

<http://www.chillicothegazette.com/story/news/local/2016/03/18/zane-trace-science-teachers-named-district-contest-winners/81983744/>

**Portland Tribune, March 29, 2016**

National group honors PPS science teacher, PSU adjunct faculty member

<http://portlandtribune.com/pt/9-news/299710-177515-national-group-honors-pps-science-teacher-psu-adjunct-faculty-member?tmpl=component&print=1&page=>

**Philadelphia Tribune, March 30, 2016**

Local scientist building lab for youth in Germantown

[http://www.phillytrib.com/metros/local-scientist-building-lab-for-youth-in-germantown/article\\_54a39264-da1b-5c58-b17d-1c3fa816229c.html](http://www.phillytrib.com/metros/local-scientist-building-lab-for-youth-in-germantown/article_54a39264-da1b-5c58-b17d-1c3fa816229c.html)

**WANDTV (NBC Channel 17), April 1, 2016**

Central Illinois Teacher Honored By Association

<http://www.wandtv.com/story/31621328/central-illinois-teacher-honored-by-association>

**T.H.E. Journal, April 4, 2016**

Vernier, NSTA Technology Awards Go to 7 Teachers

<https://thejournal.com/articles/2016/04/04/vernier-nsta-technology-awards-go-to-7-educators.aspx>

**Tapintoit.net, April 7, 2016**

Adamsville Science Teacher Receives National Award

<https://www.tapinto.net/towns/bridgewater-raritan/articles/adamsville-science-teacher-receives-national-award>

**Plant City Observer, April 11, 2016**

Durant teacher wins national award

<http://www.plantcityobserver.com/article/durant-teacher-wins-national-award>

**NJ Messenger-Gazette, April 11, 2016**

Bridgewater teacher receives the Sylvia Shugrue Award for Elementary School Teachers

<http://www.nj.com/messenger-gazette/index.ssf/2016/04/bridgewater-teacher-receives-the-sylvia-shugrue-award-for-elementary-school-teachers.html>

**Hockessin Community News, April 11, 2016**

St. Elizabeth's science teacher wins national award

<http://www.hockessincommunitynews.com/news/20160411/st-elizabeths-science-teacher-wins-national-award>

**Gephardt Daily, April 12, 2016**

Utah Elementary School Teacher Wins National Aerospace Educator Award

<http://gephardtaily.com/education/park-city-elementary-teacher-wins-national/>

**The Daily Republic, April 12, 2016**

Mitchell teacher 1 of 6 to receive national teaching excellence award

<http://www.mitchellrepublic.com/news/local/4008009-mitchell-teacher-1-6-receive-national-teaching-excellence-award>

**Tech & Learning, April 13, 2016**

National Institute for STEM Education Announces STEM Certification and Degree Programs for Educators

<http://www.techlearning.com/blogentry/10598>

**Portland Tribune, April 14, 2016**

PSU prof gets national award

<http://portlandtribune.com/pt/9-news/301754-179010-school-notes-psu-raises-tuition-salaries-boli-apprenticeship-conference-prof-laurence-wins-award-camp-invention-comes-to-portland>

**Voice of Muscatine, April 14, 2016**

Allison Jaycox receives Maitland P. Simmons Memorial Award for New Teachers from NSTA

<http://voiceofmuscatine.com/index.php/2016/04/14/allison-jaycox-receives-maitland-p-simmons-memorial-award-for-new-teachers-from-nsta/>



**Muscatine Journal, April 16, 2016**

Jaycox wins science teacher award

[http://muscatinejournal.com/lifestyles/announcements/jaycox-wins-science-teacher-award/article\\_f6da630a-4ced-5929-971f-c17ebe3f9bf3.html](http://muscatinejournal.com/lifestyles/announcements/jaycox-wins-science-teacher-award/article_f6da630a-4ced-5929-971f-c17ebe3f9bf3.html)

**Associated Press, theeagle.com, St. Louis Post Dispatch, April 17, 2016**

[http://www.theeagle.com/news/nation/mitchell-science-teacher-earns-national-award/article\\_41c9669b-0e93-5da0-bca9-a8ae975e3128.html](http://www.theeagle.com/news/nation/mitchell-science-teacher-earns-national-award/article_41c9669b-0e93-5da0-bca9-a8ae975e3128.html)

**External Press Releases w/NSTA mentions:**

**Projects Highlighting LifeStraw®-Inspired Devices and Adhesive-Free Bridges Win the Vernier 2016 Engineering Contest**

<http://www.prnewswire.com/news-releases/projects-highlighting-lifestraw-inspired-devices-and-adhesive-free-bridges-win-the-vernier-2016-engineering-contest-300248001.html>

**Carolina Biological Supply and Cogent Education Partner to Offer Case-Based Learning Software for Middle School, High School and College Biology Classes**

<http://www.prweb.com/releases/2016/03/prweb13288596.htm>

**Record Number of Entries Leads to Seven STEM Educators Winning 2016 Vernier/NSTA Technology Awards**

<http://www.prnewswire.com/news-releases/record-number-of-entries-leads-to-seven-stem-educators-winning-2016-vernier-nsta-technology-awards-300243417.html>

**PASCO, NSTA announce their 3 innovative science educators**

<http://www.businesswire.com/news/home/20160204006189/en/Innovative-Educators-Recognized-PASCO-Scientific-Nat%E2%80%99l-Science>

**Social Media Activity**

The main social media outlets used during the conference were Facebook (112,000 likes) and Twitter (39,100 followers).

NSTA National Conference Facebook posts gained a reach well over 80,000. See our NSTA16 National Conference Photo Album for pictures from the event.

<https://www.facebook.com/NSTA.FB>

Twitter activity was strong leading up to and during the conference. From March 1, 2016 to April 4, 2016 we garnered an average of 33.4K impressions a day on our tweets, with the biggest performing day being Thursday March 31 with over 110K impressions.

<https://twitter.com/nsta>

The NSTA YouTube channel has over 2000 subscribers and the videos for the NSTA national conference have combined for more than 1000 views.

<https://www.youtube.com/user/NatSciTeachAssoc>

WebsEdge produced more than 20 videos during the NSTA national conference that included interviews with NSTA President Carolyn Hayes, Bill Nye, CEO, The Planetary Society and more.

<https://www.youtube.com/watch?v=uw-8WH17Fu8&list=PLGVe6BxyFHNWPX1aLFuEKXFhn2hZyO1DD>

The official\_nsta Instagram account gained over 150 new followers due to the national conference and more than 650 Instagram posts used the hashtag #NSTA16.

[https://www.instagram.com/official\\_nsta/](https://www.instagram.com/official_nsta/)

### **Exhibitor Information**

335 exhibiting organizations. Of the 156 exhibitors utilizing lead retrieval, 48,529 leads were generated with an average lead count of 311 leads per organization.

Complete Exhibitor List and Floorplan accessible online at:

<http://www.expocadweb.com/16nash/ec/forms/attendee/indexTab.aspx>

### **Sponsors & Contributors**

Thank you to all event Sponsors and Contributors! Please find following a listing of conference contributors and sponsors to the 2016 NSTA National Conference on Science Education.

#### **Sponsors**

Arthur C. Clarke Institute for Space Education

Carolina Biological Supply Co.

Chevron, Inc.

College of Education and Human Services at Central Michigan University

Delta Education

ePlanetarium, home of Discovery Dome

Educational Innovations

Google Inc. (“Google”)

HHMI BioInteractive

Interactive Training Media

Labster

Northrop Grumman Foundation

PASCO Scientific

The Planetary Society

Smart Lab Educational

Shell

Southwest Airlines

Tennessee Dept. of Agriculture, Div. of Forestry

Tennessee Science Teachers Association

Texas Instruments

Vulcan, Inc. (Allen Distinguished Educators)

Ward’s Science

#### **Contributors**

Adventure Science Center

Brandwein Institute

ISRI – Voice of the Recycling Industry

We at NSTA wish to express our heartfelt thanks to the many volunteers and organizations who supported the conference. Thank you.