

# Post-Event Report



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**Attendance**

Total Conference Attendance: 9,511

81% Teachers, Professors, and Department Heads

16% Principals, Supervisor/Coordinators, Administrators

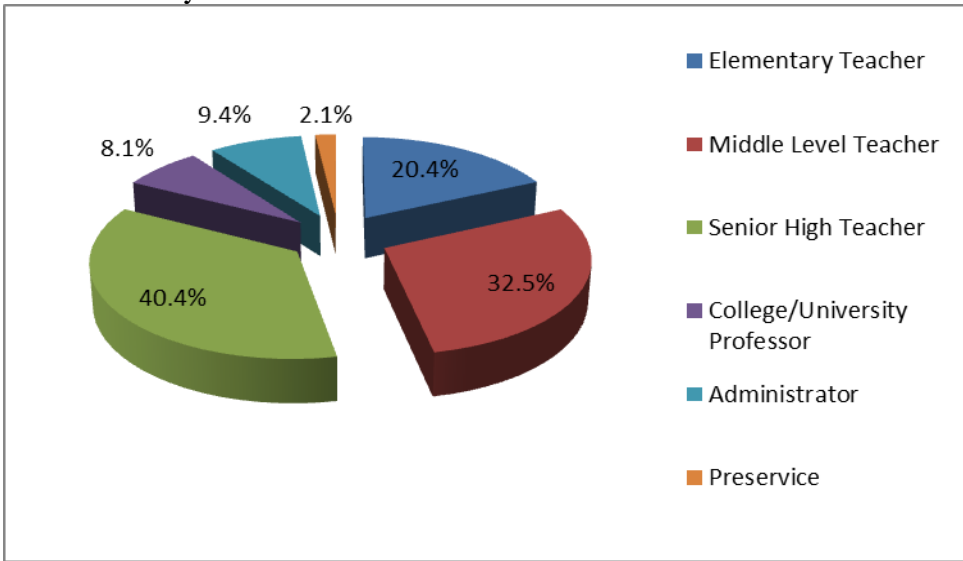
11% Scientists/Consultants

6% Students

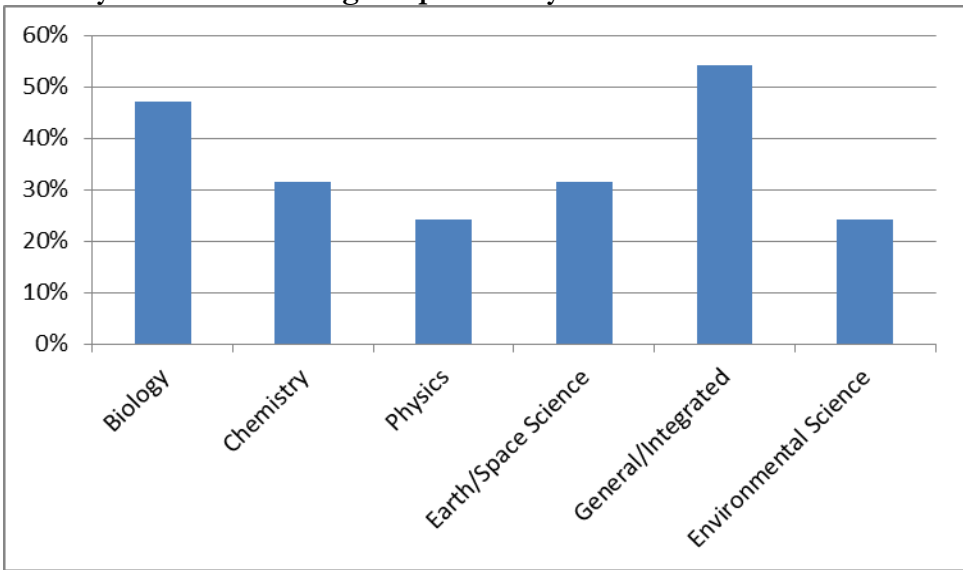
*Please note, demographic information is self-reported and attendees can select all categories that apply therefore percentages will not necessarily add up to 100%.*

**Attendee Survey Results**

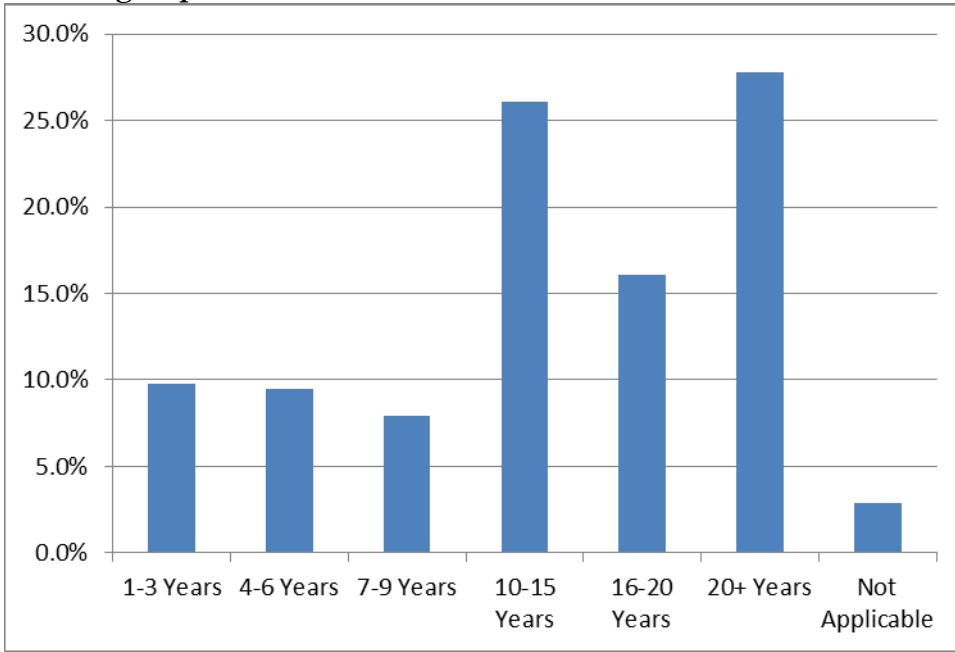
**Attendance by Grade Level**



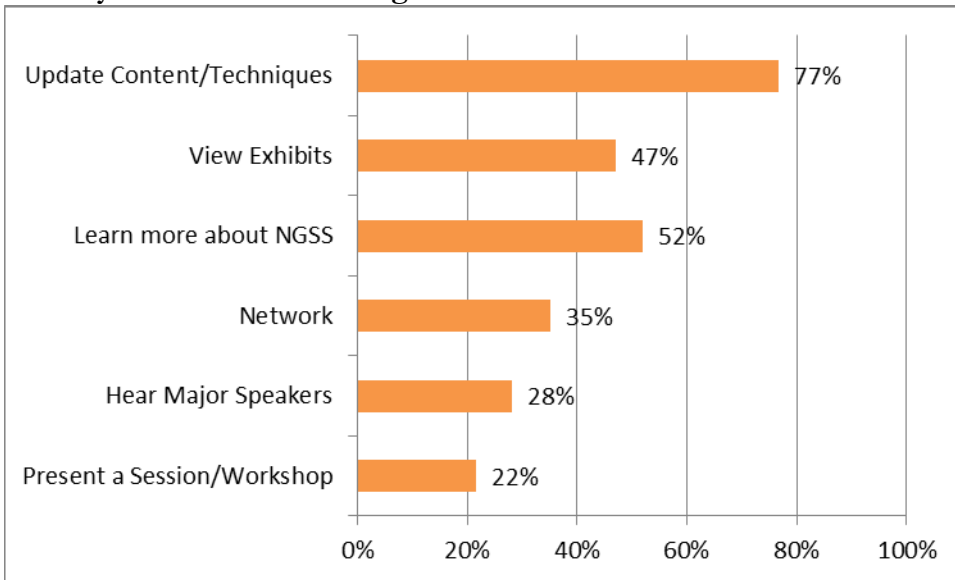
**Primary Science Teaching Responsibility**



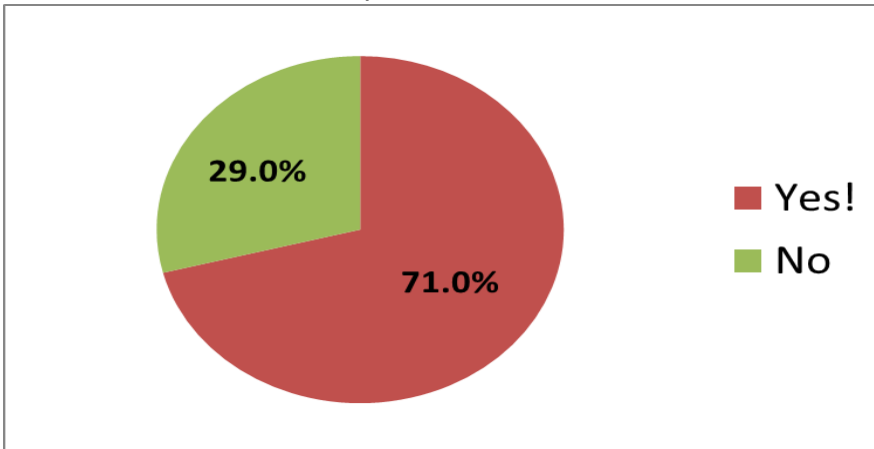
### Teaching Experience



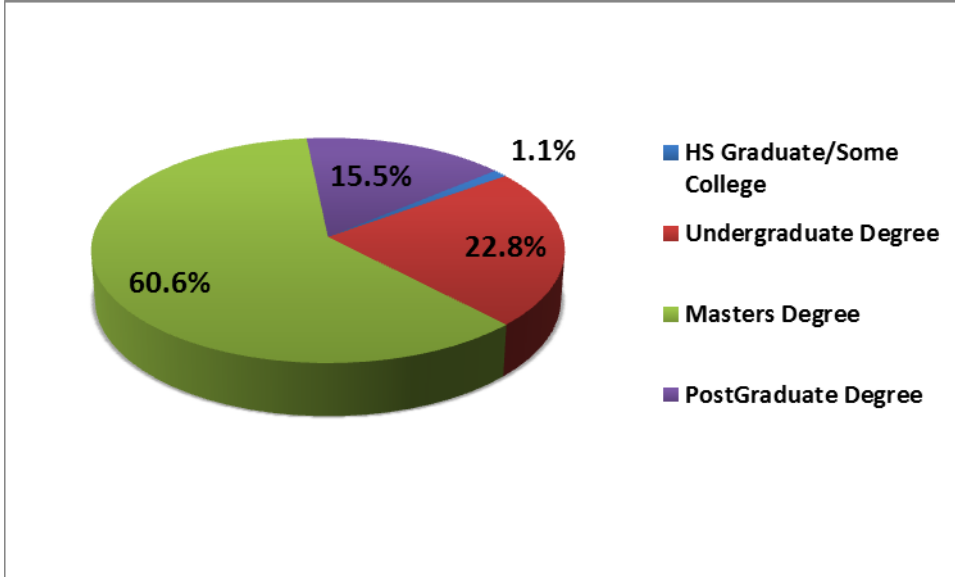
### Primary Reason for Attending the National Conference



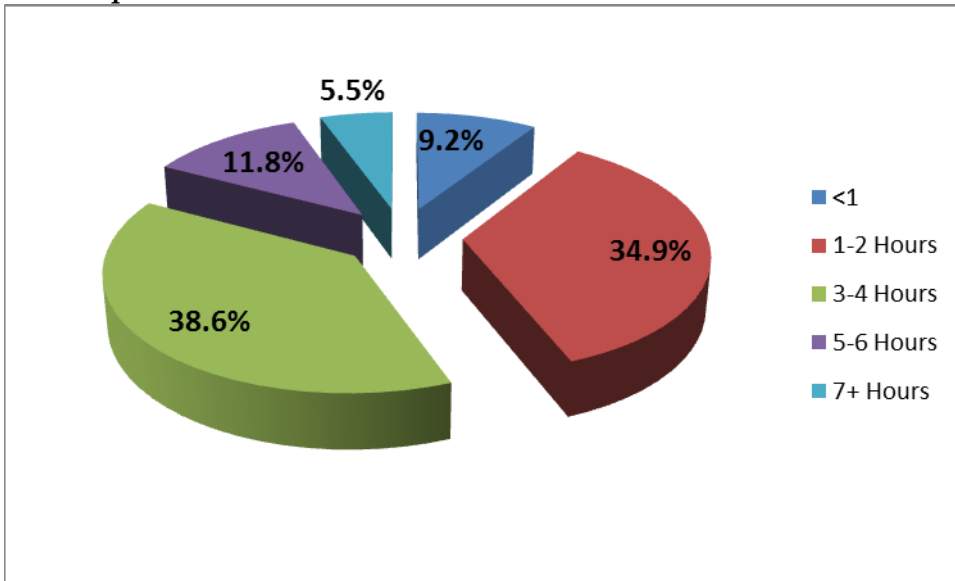
### Decision Maker for School/District?



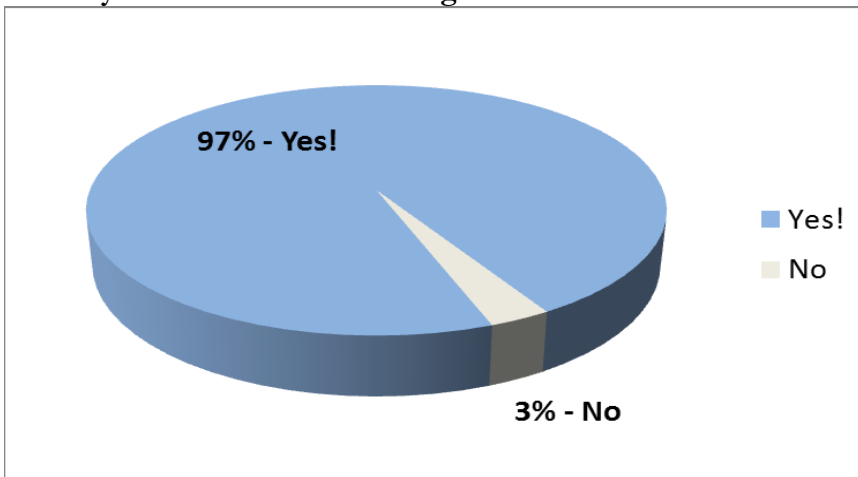
### Highest Educational Level Attained



### Hours spent in Exhibits Hall



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



## **PROGRAM INFORMATION**

### **Major Speakers**

General Session Speaker: The Martian: *The Story Behind the Story*

Andy Weir, Author of *The Martian*

The Planetary Society Lecture: *Everything All at Once*

Bill Nye, CEO, The Planetary Society

### **Featured Panels**

Science in the Community Featured Panel: *The Development of a Positive STEM Identity*

Moderator: Angela Calabrese Barton, Professor, Dept. of Teacher Education, Michigan State University, East Lansing

Panelist: Jeff Davis, Executive Director, California AfterSchool Network, Sacramento

Panelist: Wendy Ward Hoffer, Senior Director of Education, PEBC, Denver, Colorado

Panelist: Yeni Violeta Garcia, STEM Initiatives Consultant & Program Designer, STEM Learning By Design, Denver, Colorado

*Enhancing Teachers' Voices and Roles in Education Policy Making*

Organized By: Greg Pearson, Scholar, K-12 Engineering Education and Public Understanding and Engineering, National Academy of Engineering, Washington, D.C.

Moderator: Al Byers, Ph.D., NSTA Associate Executive Director, Strategic Development & Research

Panelist: Jay Labov, Senior Advisor for Education and Communication, The National Academies of Sciences, Engineering, and Medicine, Washington, D.C.

Panelist: Donna Migdol, Elementary STEM Teacher, Oceanside (N.Y.) School District

Panelist: Mary (Margo) Murphy, Science Teacher, Camden Hills Regional High School, Rockport, ME

Panelist: K. Renae Pullen, Science Teacher, Caddo Parish Public Schools, Shreveport, LA

Panelist: Jose Rivas, Physics and Engineering Teacher, Lennox Academy, Inglewood, CA

Panelist: Bruce Wellman, Engineering Teacher, Olathe Northwest High School, Olathe, KS

### **Featured Speakers**

American Geophysical Union Lecture: *The Fault Lies Not in Our Stars*

Lucy Jones, Seismologist, Pasadena, CA

Paul F. Brandwein Lecture: *Nearby Wilderness, Novel Ecosystems, and Connecting to Nature*

Emma Marris, Environmental Writer, Klamath Falls, OR

Mary C. McCurdy Lecture: *Born to Be a Scientist*

Kathy DiRanna, Statewide Director, K-12 Alliance/WestEd

NSTA/ASE Honors Lecture: *The Climate for Science Practical Work in UK Schools*

Chris Colclough, Chair, The Association for Science Education, Hatfield, Herts., UK

## **Featured Speakers (cont.)**

Robert H. Carleton Lecture: *STEM-ing from the Box: Planning, Designing, and Constructing Safe, Sustainable Science Facilities Through STEM-Based Teaching and Learning*

LaMoine Motz, 1988-1989 NSTA President, and Managing Partner, The Motz Consulting Group, White Lake, MI

NGSS...*Now What?*

Laura Henriques, Professor of Science Education, California State University, Long Beach

*Classroom Assessment and the NGSS*

Heidi Schweingruber, Director, Board on Science Education, The National Academies of Sciences, Engineering, and Medicine

*Creating Learning Ecologies: Integrating Formal and Informal Spaces*

Jennifer Long, Education and Outreach Coordinator, Center for Environmental Biology, University of California, Irvine

*Climate Change: Why K-12 Education is a Seminal Part of the Solution*

Veerabhadran Ramanathan, Distinguished Professor of Climate Sciences, Scripps Institution of Oceanography, University of California San Diego, La Jolla, CA

*A New Era: Beyond Science and Literacy Integration*

Jacqueline Barber, Associate Director, The Lawrence Hall of Science, and Director of the Hall's Learning Design Group, University of California, Berkeley

*Reenvisioning STEM Education: Transcending Boundaries to Realize the Vision of Inclusion, Diversity, and Equity in STEM Fields*

Roni Ellington, Founder, Transforming STEM Network and Associate Professor, Mathematics Education, and Coordinator, Graduate Programs in Mathematics and Science Education, Morgan State University, Baltimore, MD

*Engaging All in STEM*

Speaker: Louie Lopez, Chief, STEM Education and Outreach Office, and AEOP Cooperative Agreement Manager, U.S. Army Research, Development, and Engineering Command, Aberdeen Proving Ground, MD.

Panelist: Bhagyashri Chander, Academic Center of Sciences, Frisco, TX

Panelist: Laura Wilbanks, Dora High School, Dora, NM

Panelist: Ingrid Rapatz-Roettger, Ramey Unit School, DoDEA, Aguadilla, PR

Panelist: Emily Ashkin, Rice University, Houston, TX

## NSTA Press Releases/ Media Advisories

CLPA staff issued a press release announcing the conference. It was distributed March 22, 2017, to science education trade press and local press.

### Confirmed Media (attended the conference)

*\*In addition to the organizations listed below, CLPA staff credentialed a few production/ documentary filmmakers (Luna Productions and the Space Games Federation) as well as local press that attended the Hydrogen Horizon Automotive Challenge on Saturday.*

- PBS NewHour
- TIME for Kids
- Science News for Students
- GettingSmart.com
- Kids Talk Radio
- The Pitsco Network Magazine
- Outer Places
- Exploratorium
- Resources for Educators

### Pre-Conference Coverage

- **District Administration (print circulation: 73,555 and website: 29,216 unique visitors per month)**  
“Schools zoom in on STEM equity: Spring math and science conferences promote importance of making instruction relevant” by Carolyn Crist, March 2017  
<https://www.districtadministration.com/article/schools-zoom-stem-equity>
- **The New York Times (circulation: 590,000)**  
“Andy Weir’s Best Seller ‘The Martian’ Gets a Classroom-Friendly Makeover” by Alexandra Alter, February 24, 2017  
[https://www.nytimes.com/2017/02/24/business/andy-weirs-best-seller-the-martian-gets-a-classroom-friendly-makeover.html?\\_r=0](https://www.nytimes.com/2017/02/24/business/andy-weirs-best-seller-the-martian-gets-a-classroom-friendly-makeover.html?_r=0)
- **EdSource (website: 50,200 unique visitors per month)**  
“Teachers eye potential of virtual reality to enhance science instruction” by Carolyn Jones, February 20, 2017 <https://edsources.org/2017/teachers-eye-potential-of-virtual-reality-to-enhance-science-instruction/577423>
- **KQED.org (website: 976,361 unique visitors per month)**  
“KQED and WGBH at the NSTA Conference” by Stephanie Thatcher, March 13, 2017 <https://www.kqed.org/learning/2017/03/13/kqed-and-wgbh-at-the-nsta-conference/>
- **Athens Banner-Herald (website: 171,417 unique visitor per month)**  
“Athens Academy teacher to speak at national science conference” March 2, 2017  
<http://onlineathens.com/oconee/local-news/2017-03-02/athens-academy-teacher-speak-national-science-conference>

## During/Post Conference Coverage

- **PBS NewsHour (website: 2,781,970 unique visitors per month)**  
“Bill Nye on his ‘codebreaker’ mom and how science teacher can change the world” by Victoria Pasquantonio, April 3, 2017 <http://www.pbs.org/newshour/updates/bill-nye-codebreaker-mom-science-teachers-can-change-world/>
- **T.H.E. Journal (website: 86,000 unique visitors per month)**  
“‘Cabinet of Curiosities’ Profiles STEM Professionals” by Dian Schaffhauser, March 30, 2017 <https://thejournal.com/articles/2017/03/30/cabinet-of-curiosities-profiles-stem-professionals.aspx>
- **T.H.E. Journal (website: 86,000 unique visitors per month)**  
“Pasco Scientific To Release New, Digital Edition of 'Essential Physics' Text” by Richard Chang, March 30, 2017 <https://thejournal.com/articles/2017/03/30/pasco-scientific-to-release-new-digital-edition-of-essential-physics-text.aspx>
- **Tech & Learning blog (blog: 102,000 unique visitors per month)**  
“EarthEcho and Philippe Cousteau Jr. Announce STEMExplore” March 30, 2017 <http://www.techlearning.com/blogentry/11832>
- **Luther College Chips**  
“Education students travel to California convention” by Shasa Sartin, April 6, 2017 <http://www.lutherchips.com/3451/news/education-students-travel-to-california-convention/>
- **The Sun Herald (website: 95,000 unique visitors per month)**  
“Lyman teacher will represent rural STEM teachers at conference” by Justin Vicory, March 31, 2017 <http://www.sunherald.com/news/local/education/article141861959.html>

## External Press Releases/Blog Posts w/NSTA mentions

*\*Below are just some of the press releases/blog posts that the CLPA team was made aware of.*

- **PASCO Scientific**  
<http://www.businesswire.com/news/home/20170330005407/en/PASCO-Scientific-Announces-Edition-Essential-Physics-Blended>
- **Unmanned Safety Institute**  
<https://www.verticalmag.com/press-releases/unmanned-safety-institute-launches-drone-stem-curriculum/>
- **WestEd**  
<https://wested.org/news-events/join-wested-at-national-science-teachers-association-national-conference/>
- **NOAA**  
<http://www.noaa.gov/news/connect-with-noaa-at-national-science-teachers-association-conference>
- **MfA**  
<http://www.mathforamerica.org/news/m%C6%92-2017-national-conferences>
- **Sheldon Laboratory Systems**  
<http://www.sheldonlabs.com/see-you-in-los-angeles/>
- **Zeiss**  
<https://www.zeiss.com/microscopy/us/local/events/2017/nsta-2017.html>



## **External Press Releases/Blog Posts w/NSTA mentions (cont.)**

- **The Concord Consortium**  
<https://concord.org/conferences/nsta-2017>
- **Engineering is Elementary**  
<http://blog.eie.org/spring-2017-conference-preview>
- **Clarity Innovations**  
<https://www.clarity-innovations.com/news/2017/03/attending-nsta-2017-los-angeles>
- **Studica**  
<http://www.studica.com/blog/nsta-2017>
- **Horizon Educational**  
<http://www.horizoneducational.com/uncategorized/2017-h2ac-los-angeles/>  
<http://www.horizoneducational.com/hydrogen-rc-car/h2ac-at-nstas-national-conference/>
- **EarthEcho International**  
<http://www.military-technologies.net/2017/03/30/philippe-cousteau-jr-s-earthecho-international-launches-stemexplore-new-digital-stem-career-resou/>
- **Legends of Learning**  
<http://www.prweb.com/releases/2017/03/prweb14112182.htm>

## **Exhibitor Information**

348 exhibiting organizations. Of the 166 exhibitors utilizing lead retrieval, 51,663 unique 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/17la/ec/forms/attendee/index5.aspx#fpPanel>

## **Sponsors & Contributors**

Thank you to all event Sponsors and Contributors! Please find following a listing of conference contributors and sponsors to the 2017 NSTA National Conference on Science Education.

## **Sponsors**

- AquaPhoenix Scientific (Kemtec)
- Carolina Biological Supply Company
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- Discovery Dome fom ePlanetarium
- Educational Innovations
- Flinn Scientific
- Lab-Aids, Inc.
- Northrop Grumman Foundation
- PASCO Scientific
- Penguin Random House
- Pitsco Education
- Poly

### **Sponsors (cont.)**

- Project Lead the Way
- Shape of Life
- Shell
- Southwest Airlines  
Texas Instruments
- Vernier Software & Technology

### **Contributors**

- Association for Science Education (ASE)
- Brandwein Institute
- NESTA (National Earth Science Teachers Association)
- The Planetary Society

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