



How we celebrated 50 years of discovery

K. Yurkewicz

Fermilab UEC Meeting

17 November 2017

Goals for our 50th celebration



Build our future—by celebrating our past

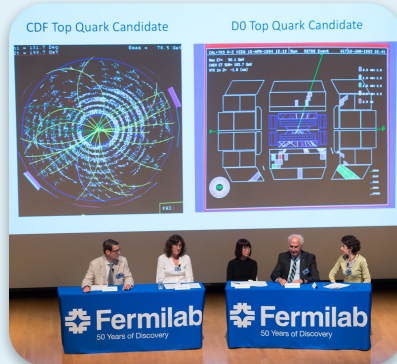


Create, rekindle or strengthen key relationships



Deliver our messages of discovery, innovation & community

Major events



Kickoff Events

Jan. 12: All-hands meeting

Jan. 21: Hands-on science celebration + Mucca Pazza

Jan. 27: Local VIP reception + Chris Quigg lecture

Scientific Symposium & Users Meeting

June 7-8

Two events combined past, present and future

Intended to maximize audience for both

Fermilab's 50th Birthday Party

June 15

For employees and on-site users
Public celebrated on social media

Open House

Sept. 23

Goal: 20,000 attendees

Open more of the lab behind the scenes than ever before

Additional events: Incomplete list

Date	Event
February 12	Fermilab Family Open House: Expanded for 50 th ; Record attendance of 3,700
February 16	PechaKucha Night Batavia: First at Fermilab, half of speakers were lab-related; Record attendance of 314
March 12	First Spanish-language Ask A Scientist (100 people)
March 19	Wonders of Science Show
March 29	50 Years of Science and Art employee art show opening reception
April 27	Launched 50 Discoveries and Innovations
May 10	Farm family picnic
June 1	Angela Gonzales exhibit opening reception
July 21	LBNF/DUNE construction groundbreaking at SURF (& Fermilab)
July 26	Arrival of ICARUS detector from CERN
August 12	PubSci at the Two Brothers Roundhouse, Aurora

Additional events: Incomplete list

Date	Event
July 31 – August 4	2017 Meeting of American Physical Society Division of Particles and Fields, held at Fermilab; biggest in 20 years (700 people)
September 6	Panel discussion at Harold Washington Library (with C2ST)
October 2017	Western DuPage and Geneva Chamber of Commerce events held at Fermilab
October 10, 17, 24	Dark Matter Day events at Dark Matter Coffee in Chicago
October 19	Adler After Dark with programming led by Fermilab in honor of 50 th anniversary, including commissioned music piece in conjunction with Northwestern University
October 31	50 th Anniversary celebration held for scientists and students at Univ. of Chicago
November 5	Second Spanish-language Ask-A-Scientist
November 13	IEEE Milestone Award Symposium
December 19 (TBC)	All-hands meeting to wrap up 50 th celebrations

Ongoing/year-long activities

Revitalized speakers' bureau for local talks

Anniversary-related colloquia & public lectures at Fermilab

Fermilab “ambassadors” to Chicago-area community events

Expansion of Fermilab classroom presentation modules to include computational thinking; engineering; neutrinos

Upgrading/refreshing exhibits across site, including Lederman Science Center & FFSE van

DIFF (Daily Image from Fermilab)

Fermilab booths at ~6 local festivals, including Spanish-language festival in Aurora, plus Neutrino Day at Sanford Lab

Collecting video and written anecdotes

Getting non-employee users involved

- UEC rep on 50th planning committee (2015)
- Users recruited to help with activities through Fermilab news articles, online form, direct requests, email to users list (Open House only)
- Users invited to celebrate during scientific symposium, birthday celebration (on-site users), DPF meeting
- Users involved in most public-facing outreach activities (presenters, volunteers, ambassadors, organizers)
- Users submitted written anecdotes
- 50th anniversary symposium closely coordinated between 50th anniversary symposium and users meeting; attention paid during symposium to including users as speakers
- June 15 birthday celebration: For users too!

Open House: All hands on deck

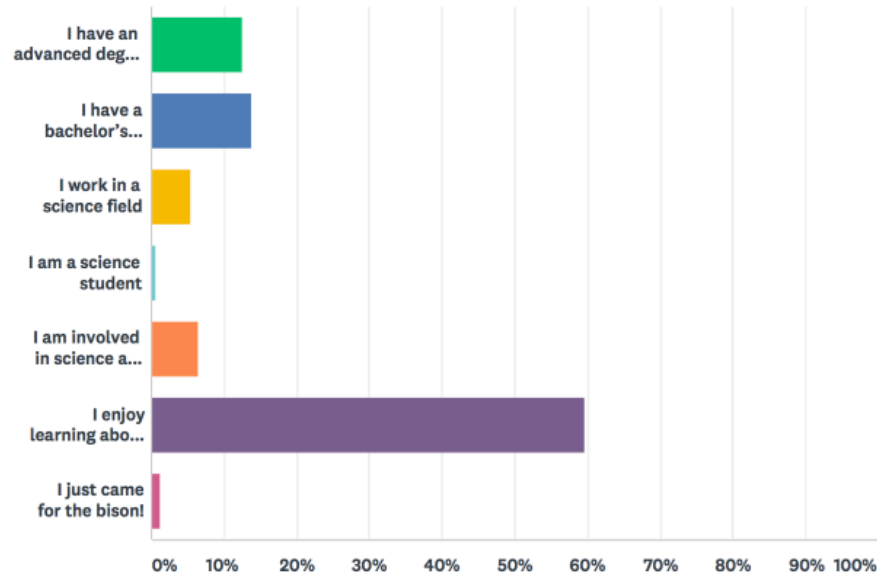
Objective #1: Draw 20,000 people

- 20,000 people registered from August 2 to Sept 1
- 1,151 people worked the event including Fermilab employees, vendors and volunteers
 - 592 employees/users (badged) signed up to help
 - 256 employees worked in their day to day role
 - 146 non-badged workers signed up to help
 - 157 vendors worked on site
- 10,000 people (approximately) attended the Open House
- What happened to the rest?
 - 76% said that they had a change of plans or other reason for not attending. 24% claimed temperature as the reason.

What was the visitors' connection to science?

Q24 How interested and involved are you in science?

Answered: 1,402 Skipped: 290



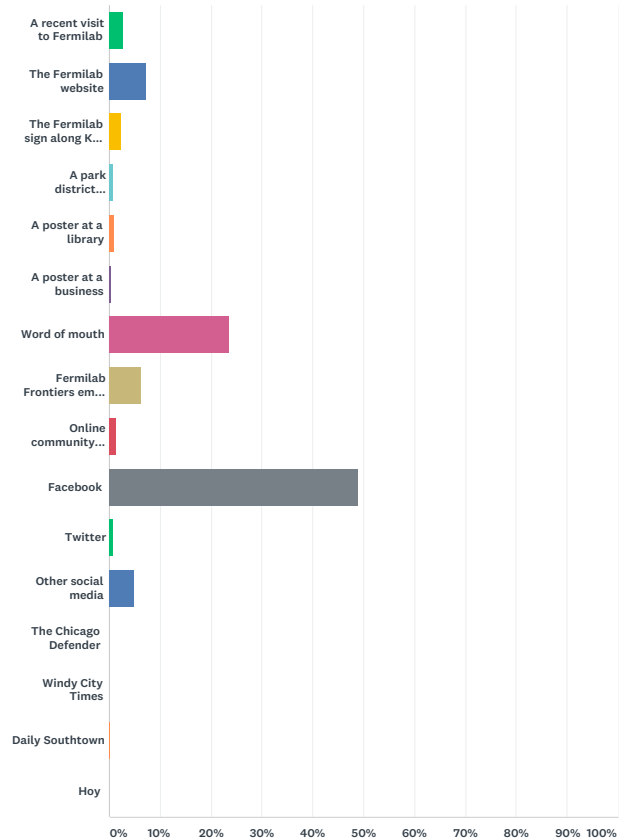
ANSWER CHOICES	RESPONSES	
I have an advanced degree in science	12.48%	175
I have a bachelor's degree in science	13.84%	194
I work in a science field	5.49%	77
I am a science student	0.71%	10
I am involved in science as a hobby	6.56%	92
I enjoy learning about science	59.56%	835

How did people hear about the Open House?

Fermilab Open House Survey

Q6 How did you hear about the Open House?

Answered: 1,438 Skipped: 254



ANSWER CHOICES	RESPONSES
A recent visit to Fermilab	2.71% 39

Objective #2 – Did we do what we set out to do continued

- Show visitors a working accelerator laboratory and have the public interact with employees in their work space in a way that is educational, inspirational and positive in a safe environment.
- 85% of those who attended the gave overall event ratings of excellent or good.
 - 47% excellent
 - 38% good
 - 6.17% neutral
 - 5.14% fair
 - 2.77% poor

Objective #2 – Did we do what we set out to do continued

- Comments from the “Share a story” question on the survey: 400 total comments
 - It’s clear that all the workers, volunteers and scientists are incredibly passionate about their work. This truly provides an engaging experience for visitors from all backgrounds and experience levels.
 - I was very impressed with all the scientists who were so willing to share their knowledge. PLEASE host another one, I really want to see and learn more.
 - The Neutrino experiment and the Fermilab employees volunteering at that location were animated and engaging. They appeared to be having the time of their life and made learning a blast! The physicist trading cards were an especially clever touch. Bravo!

Objective #2 – Did we do what we set out to do continued

- What could we do to make the next Open House even better? 900 visitors commented.
 - I could not get a ticket to the 15th floor tour or Mr. Freeze.
 - Have buses with air conditioning. It was hot. I had to wait for a bus.
 - Have an admission ticket and allow less people to attend.
 - I did not have enough time – extend the hours.
 - Have a two-day event.
 - Let participants walk to buildings (from Minos to the Lederman Science Center).
 - Serve beer instead of coffee.

Objective #3 – Did we do what we set out to do, introduce or re-introduce

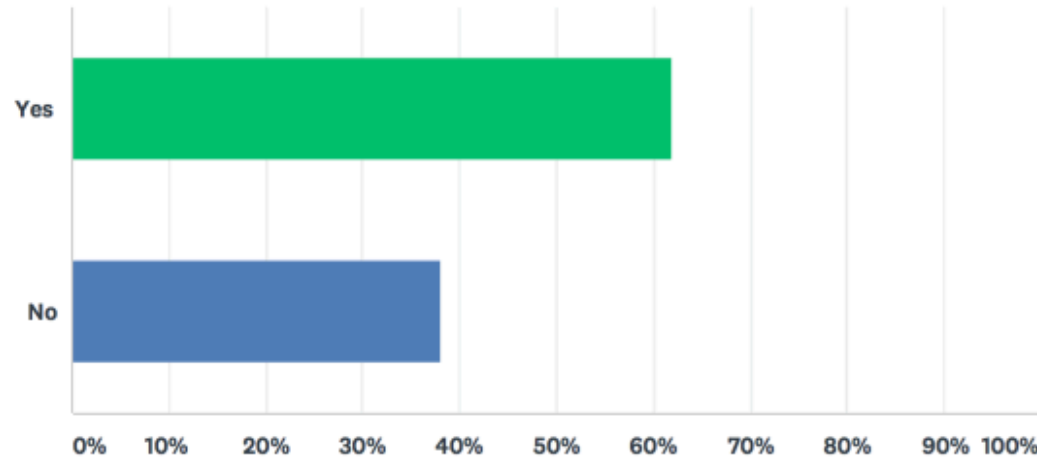
- Introduce or re-introduce Fermilab to the public as we display our science, architecture and natural areas. Emphasize the message that we are open to the public every day. Encourage the public to start planning their next visit to Fermilab by directing them to our website which communicates all of the ways the public can get involved with science at Fermilab.

Objectives – Did we do what we set out to do, introduce or re-introduce

Fermilab Open House Survey

Q4 Was this your first visit to Fermilab?

Answered: 1,552 Skipped: 140



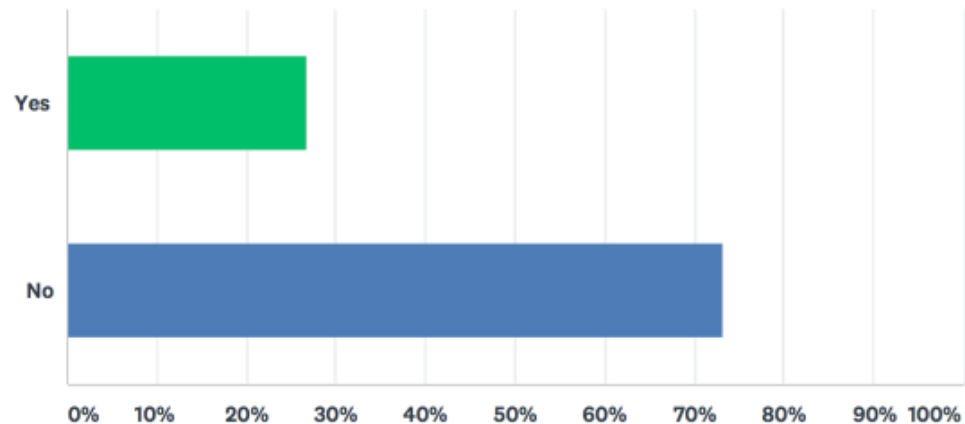
ANSWER CHOICES	RESPONSES	
Yes	61.92%	961
No	38.08%	591
TOTAL		1,552

Objectives – Did we do what we set out to do, introduce or re-introduce

Fermilab Open House Survey

Q5 If yes, did you know that the Fermilab site is open to the public before coming to the Open House?

Answered: 958 Skipped: 734



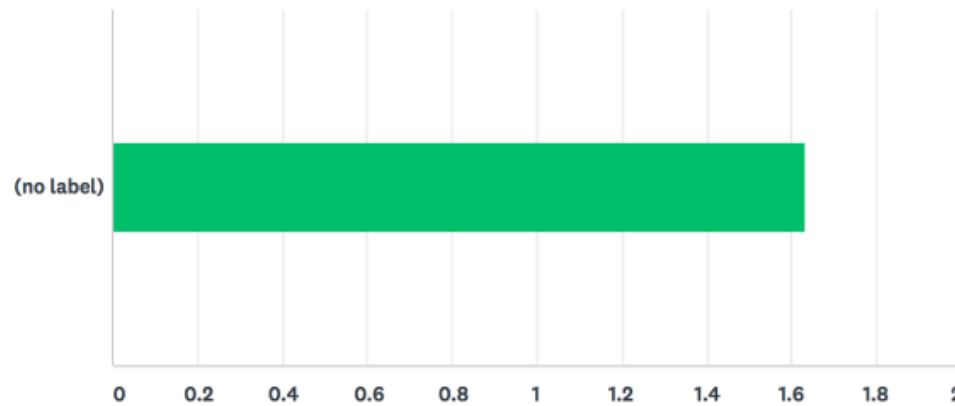
ANSWER CHOICES	RESPONSES	
Yes	26.83%	257
No	73.17%	701
TOTAL		958

Objectives – Did we do what we set out to do, introduce or re-introduce

Fermilab Open House Survey

Q16 How likely are you to visit Fermilab again?

Answered: 1,479 Skipped: 213



	VERY LIKELY —SEE YOU SOON!	LIKELY	ABOUT AS LIKELY AS NOT	UNLIKELY	VERY UNLIKELY – I DIDN'T HAVE A GOOD TIME	VERY UNLIKELY – I LIVE FAR AWAY	TOTAL	WEIGHTED AVERAGE
(no label)	53.48% 791	37.32% 552	5.14% 76	1.15% 17	2.50% 37	0.41% 6	1,479	1.63

Objective #4 – Did we do what we set out to do, receive positive feedback

- Receive positive feedback from the media and public via news articles, surveys, social media or word of mouth after the 2017 Open House.
 - Feedback via social media about the event started at the beginning of the day on Sept. 23. A common thread of positive feedback were about the bus system and organization of the event.
 - The “Orange Shirts” were helpful and friendly
 - People enjoyed the day and had a great time learning. A respondent said that, “I felt like I was inside of a giant Science Channel Special.”
 - https://www.facebook.com/events/1396735527062030/?active_tab=discussion
 - Coverage in local newspapers

Objective #5 – Did we do what we set out to do continued

- Reinforce the director's message that lab employees should see Fermilab as one lab and increase morale of employees by creating an opportunity for all employees to work as one on the day of the event.
 - The common threads in the feedback that was received from employees was that employees had a fun day welcoming the public to the lab and interacting with the public. Most employees do not interact with the public day to day.

Feedback from workers – what could we do better next time

- Upgrade the bus product to include air conditioning and an upgraded public address system.
- Elevate the service level of the visitor registration system to include ticketing and cancelation features.
- Schedule a day that is 65 degrees and cloudy.
- Disburse the crowd so that they do not spend so much time at Wilson Hall. Get visitors out and about more quickly.
- Improve the lunch service or provide a different solution.
- Needed more helpers and workers on the day of the event.
- Increase training of all helping on the day of the event.
- We had 10,000 people at the lab and some areas seemed to be at capacity.

Ongoing challenges: User communication, outreach in general

- All-user list is large & dominated by users who aren't frequently on site
 - We are conservative about sending messages to the full list
 - Some users subscribe to daily/weekly news digests
- Pool of (non-Open House) outreach volunteers did not increase as much as we had hoped during 2017
 - Ambitious plans for expanding some initiatives: some were not completely fulfilled did not always come to fruition
 - Core group (communication, education offices, stalwart volunteers) made sure that booths were staffed, activities were executed
 - Must re-evaluate priorities heading into 2018

Questions?

