

Exhibitor Survey

Instrument Purpose: This instrument is designed to gather information on exhibitors at a STEM-oriented event. This includes information on their preparation, training, and impressions during the event itself.

Part 1: Completed by Exhibitors at Event

1. **We'd like to know what you have gained from presenting today. For each item, please select how much you agree/disagree that you have personally experienced these:**

Today...	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel happy watching people engage in STEM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm better able to talk about my field/business after presenting today.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to do more of this type of event.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participating today made me excited to share my knowledge about STEM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel like I've made a difference in people's lives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I've learned more about my field by presenting today.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel more a part of the scientific community after presenting today.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I've learned more about my field by talking to other exhibitors today.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I've learned more about my field by attending other activities today.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel like I've made a contribution to my community today.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm more excited about my field after presenting today.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel more like a scientist after presenting today.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. **How successful was your specific event/booth/activity, etc. (not the overall festival) in achieving each of the following?**

Today...	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
My event increased attendees' interest in STEM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My event made STEM learning fun.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My event helped attendees learn something new about STEM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My event encouraged children/youth to consider careers in STEM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. **Was your event hands-on? In other words, did attendees physically engage in a STEM activity?**

Yes No

4. **Which of the following best describes your affiliation?**

- | | |
|---|--|
| <input type="checkbox"/> College/University STEM Faculty | <input type="checkbox"/> College/University Non-STEM Faculty |
| <input type="checkbox"/> Medical/Allied Health Professional | <input type="checkbox"/> Graduate Student, STEM Field |
| <input type="checkbox"/> Graduate Student, Non-STEM Field | <input type="checkbox"/> Undergraduate Student, STEM Field |
| <input type="checkbox"/> Undergraduate Student, Non-STEM Field | <input type="checkbox"/> Professional in a STEM Business/Lab |
| <input type="checkbox"/> Professional in a Non-STEM Business/Org. | <input type="checkbox"/> Community Group Member |
| <input type="checkbox"/> Other: _____ | |

5. **Gender:** _____

6. **With which of these groups do you identify? Select all that apply.**

- | | | |
|---|--|---|
| <input type="checkbox"/> American Indian or Alaska Native | <input type="checkbox"/> Hispanic or Latino/a | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> Asian | <input type="checkbox"/> Native Hawaiian or Other Pacific Islander | <input type="checkbox"/> Other; <i>please describe:</i> |
| <input type="checkbox"/> Black or African American | <input type="checkbox"/> White or Caucasian | |

7. **What is your email address?** _____



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karen peterman
CONSULTING

Part 2: Completed by Exhibitors Post-Event

Thank you for being a part of our program. We know your time is valuable, but as part of our effort to improve and evaluate the program, we are asking all program providers to fill in a short survey. Some of you may have answered some questions at the event itself, but now that it is done, we'd like to get a better idea of your overall experience. We appreciate all you have done to help make this year a success! This survey should take you about 15-20 minutes. Your participation is voluntary, and there is no penalty for not participating. You can stop at any time you want, and you can skip any questions you do not wish to answer.

1. What is the name of the event you presented at?

[open ended]

2. Which of the following best describes your affiliation? If more than one fits, please select the option that most closely describes your affiliation in terms of your participation at the event.

- | | |
|---|--|
| <input type="checkbox"/> College/University STEM Faculty | <input type="checkbox"/> College/University Non-STEM Faculty |
| <input type="checkbox"/> Medical/Allied Health Professional | <input type="checkbox"/> Graduate Student, STEM Field |
| <input type="checkbox"/> Graduate Student, Non-STEM Field | <input type="checkbox"/> Undergraduate Student, STEM Field |
| <input type="checkbox"/> Undergraduate Student, Non-STEM Field | <input type="checkbox"/> Professional in a STEM Business/Lab |
| <input type="checkbox"/> Professional in a Non-STEM Business/Org. | <input type="checkbox"/> Community Group Member |
| <input type="checkbox"/> Other: _____ | |

3. We'd like to know what your own goals were for the booth/activity, etc. you presented at the event. For each item, please select how much you agree/disagree that this was a goal you personally had:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I wanted attendees to learn STEM content.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted attendees to have a "hands-on" activity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted attendees to learn about my profession itself, (i.e., day to day activities, tasks, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted attendees to see that STEM can be fun.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted attendees to become more positive about STEM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted to encourage youth that they could enter a STEM profession.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted attendees to know how my field can help people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted to promote my business or organization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I wanted under-served minorities in STEM to attend my booth/activity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted women to attend my booth/activity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Now we want to know what *you* have gained or experienced from presenting at the event. For each item, please select how much you agree/disagree that you have *personally* experienced these:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I gained insight into the concerns that people have about STEM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I felt enlightened by ideas shared by participants.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It gave me a better understanding of how people think about the kinds of work that STEM professionals do.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I helped participants connect science to their every day lives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It provided me with an opportunity to learn from the broader community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe that participants will make more informed decisions using STEM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoyed presenting at the event.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm better able to talk about my field/business after presenting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to do more of these types of events.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participating made me excited to share my knowledge about STEM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel like I've made a difference in people's lives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I've learned more about my field by presenting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel more a part of the scientific community after presenting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm more excited about my field after presenting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel more like a STEM professional after presenting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Eval Fest

Instrument Developed by Karen Yanowitz

Funded by NSF Grant # 1423050

Validity Evidence: No, Field Tested Only

5. **What made the strongest impact on you as a result of presenting at the event?**

[open ended]

6. **What was your favorite thing that happened at your event?**

[open ended]

7. **Would you have liked specific training or information on how to prepare a booth activity for the following purposes? *[select all that apply]***

- Encouraging minorities to develop a more positive attitude towards STEM.
- Encouraging women to develop a more positive attitude towards STEM.
- Encouraging youth to develop a more positive attitude towards STEM.
- Encouraging minorities to feel they can be successful in STEM activities.
- Encouraging women to feel they can be successful in STEM activities.
- Encouraging youth to feel they can be successful in STEM activities.
- Communicating STEM content to the general public.
- Training/information in other area.
- I do not feel I needed any specific training/information.

8. **What would you do differently next time?**

[open ended]

Now we would like to ask you some questions about your event. We are using the term “event” rather generally; we know there was a wide variety of what people did! Please consider only the event/booth/activity/etc. that you presented, not the overall festival itself.

9. **Was your event “hands-on”? In other words, did attendees physically engage in a STEM activity at your booth?**

- Yes No

10. **Did you personally design your event?**

- Yes, I was the only person who designed the event.
 Yes, I worked with other people on designing the event.
 No, I did not contribute to the design of the event.

11. **Who was your event geared for? *[select all that apply]***

- Adults (18+) Youth (13-17 years) Children (12 and under)

12. **Did you personally talk to attendees at your event?**

- Yes No

13. **What specific STEM domain/field did your event focus on?**

[open ended]



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14. **What is your gender?**

[open ended]

15. **What is your age?**

[open ended]

16. **With which of these groups do you identify?** *[select all that apply]*

American Indian or Alaska Native

Hispanic or Latino/a

Prefer not to answer

Asian

Native Hawaiian or Other Pacific Islander

Other; *please describe:*

Black or African American

White or Caucasian

Part 2, Question 4 of this survey instrument was adapted in part from [Peterman, K., Robertson Evia, J., Cloyd, E., & Besley, J. \(2017\) Assessing Public Engagement Outcomes by the Use of an Outcome Expectations Scale for Scientists. *Science Communication*, 39\(6\), 782-797.](#)



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