



Fermilab Family Open House Wrap-Up

Fermilab Family Open House History



2020 Fermilab Family Open House

- The Family Open House, held annually, attracts over 4,000 people to Fermilab.
- Events include a Physics Carnival, site tours, The Great Neutrino Hunt, performances by Mr. Freeze and many chances for the public to interact with Fermilab staff.
- In 2021 the event was held virtually
- Example activities included:
 - “Be a Part of pARTicles” art exhibit
 - Fermilab Story Reads
 - Virtual Classroom visits
 - “Iron Scientist” competition

2021 Fermilab Family Open House Week Long Events

On-Demand Interactive Activities:

Pre-recorded or live video demonstrating different physic concepts for people to do at home

Be a part of pARTicles:

Community art show with submissions coming in from around the world!

Kids Interviewing Lab Staff:

Office of Communications will workshop questions with students (elementary) and will then set up a schedule to record interviews with lab staff to post each day.

11:00 AM & 2:00 PM Wednesday through Friday

Teachers can sign up their classes to meet with lab staff

7:00 PM

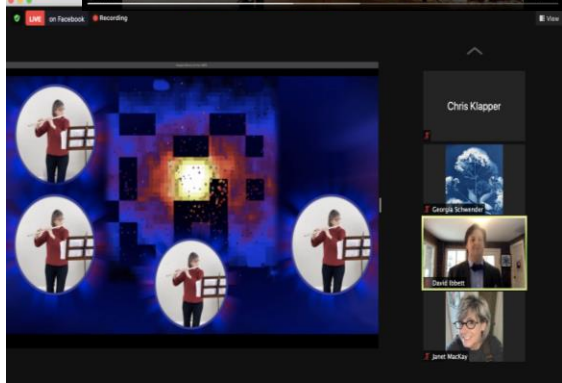
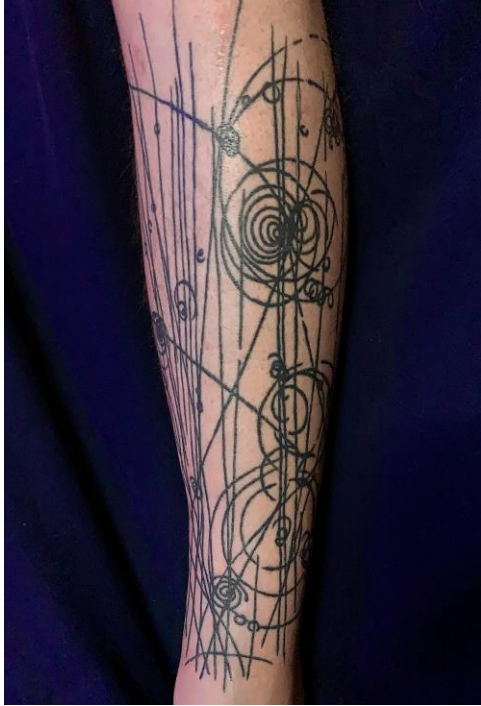
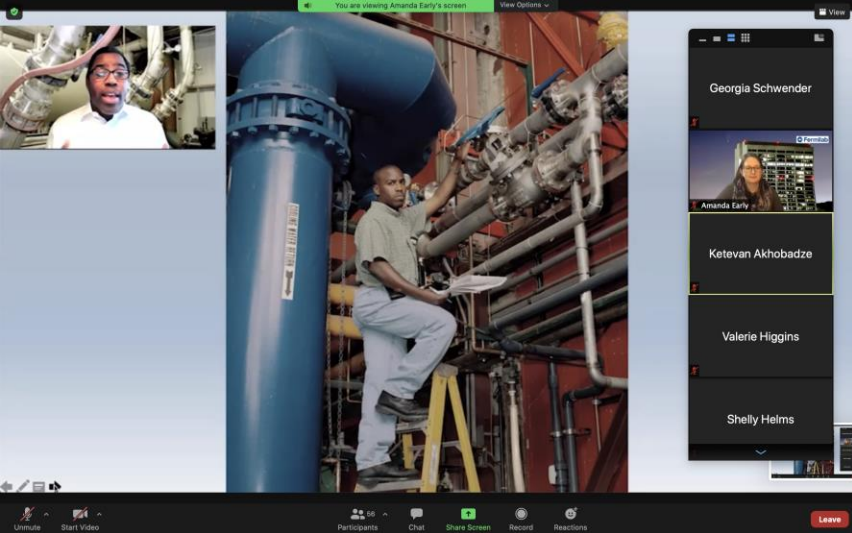
STEM Story Walk: Facebook Live

Lab staff read STEM stories to kids

2021 Fermilab Family Open House Live Event Schedule

Wednesday, February 10	Thursday, February 11	Friday, February 12	Saturday, February 13	Sunday, February 14
10:00 AM Introduction to Science at Fermilab	10:00 AM Quantum Lab Virtual Tour	10:00 AM From Concept to Experiment Talk	10:00 AM ProtoDUNE Virtual Tour	1:00 PM Ask-a-Scientist: Science of Physics Demos
1:00 PM Cosmic Ray Lab	1:00 PM Lederman Science Center Virtual Tour	1:00 PM Ecology Virtual Tour	1:00 PM Fermilab Trivia	2:30 PM Art and Science at Fermilab
4:30 PM Fermilab's Bird Monitoring	4:30 PM Fermilab Prairie Seed Harvest	4:30 PM What are soil scientists investigating at Fermilab?	2:00 PM Ecology Talk	3:00 PM Simon Says Make an Electromagnet
	7:30 PM Finding the Significant in the Insignificant: Jim Jenkins	7:30 PM Pecha Kucha	Mr. Freeze	3:30 PM Bats in Illinois and around Fermilab
			7:30 PM Particle Physics Contribution to Medicine - Panel	7:30 PM Iron Scientist

Highlights



Final Statistics

Live Zoom Logins-2,492

Post Live Event and Asynchronous Content Video Views-6,050

Art Gallery Virtual Visitors-1,900 individuals, 4,000 visits

Family Open House Website Hits- 20,000

Fermilab Staff Participants (Non EPE)- 92

Total Engagements-10,444

Representing 45 states and 20 countries

Total including digital engagements-32,544

These totals will continue to increase as content is still available online and summary content will be posted on the Fermilab YouTube channel

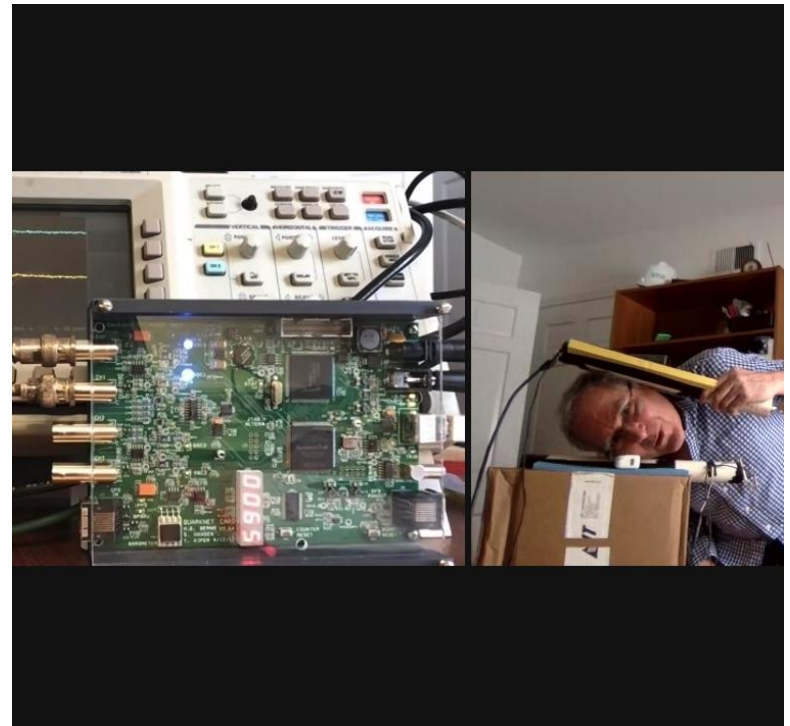
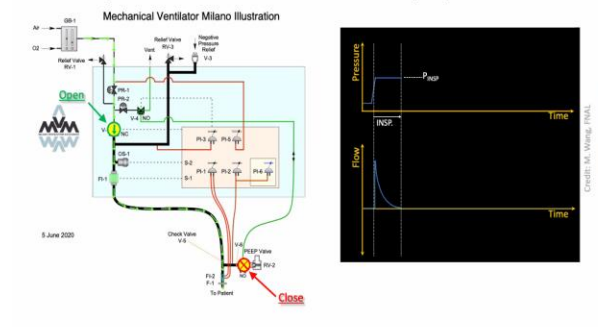
Successes

- Facebook Live allowed for immediate access to videos as compared to the lag time of posting on YouTube.
- STEM Story Time was very well attended
- Be a part of pARTicles Art Gallery was quite successful
- Classroom visits were well received, both for virtual and in-person classrooms
- Ecology pieces were included and a utilized the expertise of a Community Advisory Board Member
- Very few tech problems
- Content will remain on the website and substantially increases the content available when new website launches

Less Quantifiable Successes

- Fully integrated arts programming with education programming
- Lab-wide, meaningful participation
- In a year where teamwork and connections are difficult, the office came together as a group to make this event happen

Modes of Operation: Pressure-Controlled Ventilation (PCV)



Lessons Learned and Looking Forward

- Weekend activities were not as well attended as those during the school days.
- Potentially too much programming which split audiences
- Not every video was as high quality as was needed. Mr. Freeze in particular needs a better quality video, though he still received quite a few views
- For virtual school events, time slots need adjustments, e.g. 10am CST not 9am CST
- Assume a higher percentage of no-shows for virtual events and expand registration caps for non-webinar events
- Make time zones much clearer, state timezone for every event, not just on the Open House page
- Allow for people to register for multiple events at once
- Increase advertising for specific events. Events target different audiences so advertising individually may help attendance

Next Year and Next Month

Next Year (Planning for in Person)

- Be a Part of pARTicles (art gallery) can be done in a hybrid model
- Iron Scientist will be done in person
- Arts and Lecture event held in the evening in conjunction with the Open House
- Kids being Science Journalists can be done in a hybrid model
- Virtual events, such as classroom visits and bedtime stories, leading up to the on-site event

Virtual Programming to Continue All Year

- STEM Story Time
- Continue Virtual Art Gallery both now and after in-person resumes
- Expand Virtual Classroom Visits (improved model, broadens Fermilab's reach)
- Continue finding ways to build on teamwork and integration of arts programming with education programming in support of Fermilab Mission

Upcoming Events

- **Saturday Morning Physics** Graduation April 3rd featuring a talk on Physics and Society by Joe Lykken. Over 100 students expected to complete the program
- March 26th Arts and Lecture at Home: **A Graphic Talk about the Universe by Clifford Johnson**
- Saturday April 17th Arts and Lecture Special Event: **What can Wobbling Muons Tell Us About the Particles in our Universe? (The first result from the Muon g-2 Experiment)**
- Wednesday, April 21st: **STEM Career Expo**, introducing high school students to STEM careers through panels, videos, and networking through GatherTown
- April 30th: **Physics Slam!** Goes Virtual. Unlike previous years, the virtual edition can't sell out, so tickets are still available. Hear about Fermilab science in fun new ways and vote for the Slam! Champion

