



Science Connected

www.scienceconnected.org

2019 Impact Report

Our mission is to increase scientific literacy by connecting the public with the latest scientific research, connecting scientists with the public, providing free STEM education resources, involving the public in scientific research, and translating science into non-geek-speak.

How are we doing?

Science Education

- 600 K-12 teachers received free science education textbooks
- 660 teachers experienced live demonstrations of inexpensive physics and ecology experiments for grades K-6
- 3 affordable books of NGSS-aligned science lessons published for grades K-6
- 2 books about environmental issues published for grade 10-adult

Science Communication

- 25 scientists trained in science communication best practices
- 561 articles published
- 187 articles published about biology, botany, and sustainable agriculture
- 158 articles published about environmental issues, including climate and ecology

- 76 articles published about human health
- 140,000 readers in 2019
- 28.6% increase in total readership over the previous year
- 32% of readers have expressed interest in information about green living
- 34% of readers are outdoor activity enthusiasts
- 43% increase in readers who want to learn more about science
- 35% of our readers live in San Francisco
- 30.34% increase in San Francisco readership over the previous year
- 56% of our readers are women
- 33.5% of our readers are age 18-24
- 30% of our readers are age 25-34

Partners

American Museum of Natural History

Biota Project

Conservation Folks

Goodnight Earth

It's Okay to Be Smart

Lab Roots

Life Science Exploration

MiSciWriters.com

MO DIRT

Nature.com Blogs

Neuroscience from Underground

PBS Digital Studios

PBS Eons

PLOS

ResearchGate

RiseandSci

SciStarter

Science with Sophie

Simon's Cat Logic

Techsploration

The 'Scope

Things I Tell My Mom

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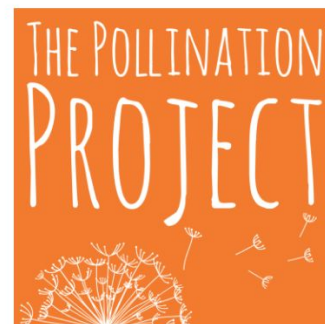


**Science
Debate**



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Thank You!



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