



SOCIETY OF PHYSICS STUDENTS

An organization of the American Institute of Physics

Marsh White Award Report Template

Instructions: Please complete each section after reading the purple text describing what should be in that section. Then delete the purple text.

Project Proposal Title	Physics Outreach for the Entire Community: Reaching the Region at Hubfest
Name of School	The University of Southern Mississippi
SPS Chapter Number	6626
Project Lead (name then email address)	Kinsey Zarske
Additional Project Leads (two lists: names then emails)	
SPS Chapter Advisor	Dr. Michael Vera or Dr. Alina Gearba
Total Amount Received from SPS	\$300
Total Amount Expended from SPS	\$300

Summary of Award Activities

The University of Southern Mississippi has had a presence at a community festival called Hubfest for several years now with the assistance of the Marsh White Award. Hubfest is an excellent outreach opportunity because it gives us the opportunity to reach a larger cross-section of the community than our other efforts normally do.

Statement of Activity

Overview of Award Activity

The Overview should be a more detailed description of the proposed project/activity/event than the Summary.

This section should include:

- Brief description - Our chapter has done demonstrations at Hubfest for the past few years with the assistance of the Marsh White award. This event is great for outreach because it is a street festival that attracts a true cross-section of the population of the area surrounding our school. In 2013, the festival attracted approximately 10,000 people. This past year, we had a booth in one of the medium traffic areas, and we probably saw a couple thousand people and had several hundred stop and talk to us.
- Outcomes - We talked to lots of people about physics, and even talked to some people who were considering physics as a major. Additionally, we met a teacher from a local high school who invited us to her school for the 2014-2015 school year. We were also invited to do an outreach event that we regrettably had to turn down. It occurred during our exam week, and university policy prevented us from attending it as a club.
- Audience - The target audience was the region surrounding our campus. We also wanted to reach a more diverse distribution of ages than our normal high school outreach does. Hubfest is a great opportunity for this because we see all sorts of ages from infants to senior citizens, and all sorts of ages crowd around our booth.
- Context of the Project - Our chair really supports outreach, so this fits nicely in our efforts to reach more people. Also, he wants us to reach kids younger than senior year of high school because by then they have usually decided whether or not to go to college and what major they want. Hubfest is also good for this because of our ability to pitch physics to elementary and middle school age children as well as their parents.

Impact Assessment: How the Project/Activity/Event Promoted Interest in Physics

Our main goal was to talk to as many people as possible about physics and hopefully develop relationships with members of the community that we can use to gain further outreach opportunities. We managed to talk to several hundred people over the course of the day and get contact information that led to two possible outreach opportunities we wouldn't have had otherwise. Therefore, I would say that our project was successful.

2013-2014 Marsh White Award Final Report Template

Key Metrics and Reflection

Please answer the questions below. Please indicate if a question is not applicable to your project.

Who was the target audience of your project?	<i>Our local community</i>
How many attendees/participants were directly impacted by your project? Please describe them (for example "50 third grade students" or "25 families").	<i>Several hundred</i>
How many students from your SPS chapter were involved in the activity, and in what capacity?	<i>About 6 students and our faculty advisor</i>
Was the amount of money you received from SPS sufficient to carry out the activities outlined in your proposal? Could you have used additional funding? If yes, how much would you have liked and how would the additional funding have augmented your activity?	<i>The amount of money received was sufficient, however, additional funds are always useful. With additional funds, we could likely develop new demonstrations. As it is, we use and reuse a lot of the same demonstrations because we've already bought all the expensive supplies for them.</i>
Do you anticipate repeating this project/activity/event in the future, or having a follow-up project/activity/event? If yes, please describe.	<i>Yes, we plan to do this again next year. We may develop new demonstrations for 2015.</i>
What new relationships did you build through this project?	
If you were to do your project again, what would you do differently?	<i>We need to do a slightly better job of organizing student volunteers. We had one student no-show, which put a strain on the rest of the students who did show up.</i>

Expenditures

Please provide a brief explanation of your expenses. Include a written description of your expenditures below, those covered by your SPS funding and by other funding sources, and then fill in the table with the name and cost of each item purchased with your SPS funding. Add rows as needed.

Expenditure Table

Item	Cost
Hubfest booth registration	\$150
New liquid nitrogen dewar	\$50
Other miscellaneous supplies for the festival	\$50
T-shirt subsidies for volunteers	\$50
Total of Expenses	\$300

Activity Photos



A child crushes a frozen flower in a liquid nitrogen demonstration.



Three of our volunteers and a few visitors in the early hours of the festival...before the dewar got broken.



If you have any questions, please contact the SPS National Office Staff
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