



# SOCIETY OF PHYSICS STUDENTS

An organization of the American Institute of Physics

## Marsh White Award Report

<b>Project Proposal Title</b>	Physics Outreach for the Entire Community: Reaching the Region at Hubfest
<b>Name of School</b>	The University of Southern Mississippi
<b>SPS Chapter Number</b>	6626
<b>Project Lead (name then email address)</b>	Robert McGrath robert.mcgrath@eagles.usm.edu
<b>Total Amount Received from SPS</b>	\$300
<b>Total Amount Expended from SPS</b>	\$300

## Summary of Award Activities

The University of Southern Mississippi has participated in 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 out to a larger scope of the community more so than our other outreach events normally do.

## Statement of Activity

### **Overview of Award Activity**

- 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 2014, 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 had the opportunity to reach out and talk to the community about physics and science in general, all the while having a fun time doing so. We met with a vast spectrum of people from toddlers to senior citizens.
- Audience – Our target audience was anyone and everyone in our surrounding community. We also wanted to expand from our usual target audience of highschools, and reach out to elementary, middle, or even home-schooled children.
- Context of the Project – Our department chair really supports outreach, so this fits nicely in our efforts to reach more people. He wants us to expand out to anyone and everyone we can possibly get to learn a little more about physics. 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 reach out 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 were able to meet and talk with several hundred people that stopped by and see our demonstrations. We hope to use the relationships we created to do more outreach events at local schools in the next year. With all we accomplished, I would say that our event was astounding success.

## Key Metrics and Reflection

Who was the target audience of your project?	<b>Our community and surrounding area.</b>
How many attendees/participants were directly impacted by your project? Please describe them (for example “50 third grade students” or “25 families”).	<b>Several hundred people who stopped by to see our demonstrations.</b>
How many students from your SPS chapter were involved in the activity, and in what capacity?	<b>6 students and our advisor, Dr. Vera.</b>
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?	<b>Yes the amount we received was enough to successfully meet our goals in this activity. Additional funding would be helpful in the creation of more demonstrations to further our outreach possibilities.</b>
Do you anticipate repeating this project/activity/event in the future, or having a follow-up project/activity/event? If yes, please describe.	<b>Yes it is our intention of continuing this event in the foreseeable future. It is our current plan to build a bachistochrone demonstration for next year.</b>
What new relationships did you build through this project?	<b>We fostered many new relationships not only with students, but with their parents as well.</b>
If you were to do your project again, what would you do differently?	<b>If we were to do this over again, I would say perhaps better organization on our part, there were some schedule mishaps between the student shifts.</b>

## Expenditures

### Expenditure Table

Item	Please explain how this expense relates to your project as outlined in your proposal.	Cost
Ballons	Used in demonstration with laser and Liquid Nitrogen.	\$12
Batteries	To run the laser	\$4.00
Liquid Nitrogen (1 Container)	Used to freeze our various food and	\$50.00

**2013-2014 Marsh White Award Final Report Template**

	flowers. The rest of our Liquid Nitrogen our department covered.	
Marshmallows	To Freeze and hand out to the public for people to consume.	\$12.00
Flowers	To freeze and crush using Liquid Nitrogen	\$15.00
Produce	To freeze and smash using Liquid Nitrogen	\$20.00
Hand Sanitizer	To make sure we have clean hands and utensils.	\$5.00
Paper Towels	To clean area, and hold our marshmallows	\$8.00
Wet Wipes	To ensure cleanliness of the area	\$4.00
Water	Case of water for working students to drink.	\$20.00
Hubfest Registration Fee	Cost to attend the Festival	\$150.00
<b>Total of Expenses</b>		<b>\$300.00</b>

## Activity Photos



Photo credit to Grant Tingstrom: Abigail Jacobson and Andrew Giovengo showing a frozen apple.



Photo credit to Andrew Giovengo: Showing our volunteers after a long day of smashing flowers fruit and other assorted items. In picture from Right to left: Brian Sawyer, Myer Milbrath, Abigail Jacobson, and Grant Tingstrom



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