

AstroDay Chile 2023

Summative Evaluation Report



On 24 March 2023 NSF's NOIRLab coordinated its first in-person version of the annual *AstroDay Chile* outreach event since the pandemic. The event was held at the Colegio Seminario Conciliar in La Serena, in conjunction with the event's traditional partners: Las Campanas Observatory, CEAZA, Astronor, Alfa Aldea, Universidad Central, Corporación Gabriel González Videla, and many others. This year's event enabled visitors to learn about the activities of the observatories and their exploration of the Universe. Some of the activities visitors participated in included planetarium shows, workshops, visits to Tololito, and a star party.



Evaluating the Impact of the Program

As the pandemic prohibited an in-person *AstroDay* experience for the previous two years, the 2023 evaluation of the event focused on understanding the impact the event had on the local community. Traditional metrics, staff observations, and an evaluation form were used to measure the overall impact of the event.

AstroDay 2023 Key Deliverables



Community Engagement

The local community engaged in a star party that concluded the *AstroDay* events. Participants were able to take a close look at a few of the bright objects in the evening sky.



Exploring the Universe

The hands-on workshops, visits, and planetarium shows of *AstroDay* provided the public with immersive opportunities to explore and learn about the Universe.



Promoting STEM Careers

Interactions and presentations from various staff members provided an opportunity for students to learn about potential future opportunities for working with the next generation of large telescopes.

AstroDay 2023 Key Figures



1
Star Party



36
Workshops



24
StarLab Shows



12+
Volunteers



1800+
People

Evaluation Results

An evaluation form was administered digitally during the *AstroDay* events. The evaluation form was submitted by 222 participants and gave us valuable feedback about their experience.

Family-Friendly Event

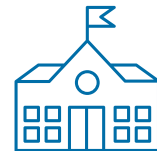
The *AstroDay* events included activities appropriate for people of all ages. The participants ranged from young children to older adults.



86%
attended with
their family



7.7%
attended
individually or
other



6.3%
attended for a
course or with
an institution

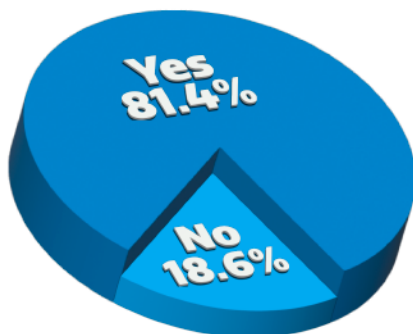


100%
of participants
enjoyed this
year's *AstroDay*
activities!

First time attending *AstroDay*

For the majority of participants, it was their first time attending the event.

Is this your first time attending *AstroDay*?



Highlights of *AstroDay*

Participants enjoyed the planetarium, workshops, the visit to Tololito, and talks from astronomers.

What was your favorite part of *AstroDay*?

