Expanding Your Horizons

Conference Report

2017
INTRODUCTION

Expanding Your Horizons (EYH) is a one-day conference held annually at the University of Wisconsin-Madison (Appendix A - 2017 flier). EYH provides opportunities for middle school aged girls to explore careers that use math and science. Each year, up to 350 students from south-central Wisconsin participate in hands-on career sessions and have the chance to talk with women who work in careers that require a background in math, science, or engineering.

The objectives of the EYH conference are to:

- Increase the interest of young women in science, technology, engineering, and mathematics through positive, hands-on experiences
- Foster awareness of career options in math- and science-related careers
- Provide young women with opportunities to meet and interact with positive role models who are active in math- and science-related careers
- Involve young women who have limited opportunities for success in positive experiences in mathematics, science, and engineering

This report summarizes the conference history and purpose. It also provides details about the 2017 planning process, participants, program, evaluation, and financial status. The report concludes by identifying future plans for EYH.

HISTORY & PURPOSE: THE NEED TO EXPAND HORIZONS

For over 55 years, Madison-area educators and community members have sponsored events designed to support and encourage young women’s interest in math and science. In 1959, the UW-Madison chapter of Sigma Delta Epsilon - Graduate Women in Science held the first one-day workshop that brought together high school students and scientists for career-related discussions and activities. In 1981, the career day planning committee joined the Math/Science Network (expandingyourhorizons.org), a national, non-profit organization that promotes the education and professional advancement of girls and women in math, science, and technology. Among its endeavors, the Network supports Expanding Your Horizons in Science and Math conferences for 6th through 12th grade girls nationwide. Members receive materials and technical assistance from the Network. Local affiliation with the national EYH effort has helped enhance the conference with informative materials and innovative programming.

Are EYH conferences still needed in the 21st Century? YES! Although more women enter traditionally male-dominated occupations and have better opportunities than ever before, women are still underrepresented in many math/science fields. The Math/Science Network reports that by next year, two out of three new entrants to the labor force will be women, but women currently only comprise 16% of the science and engineering workforce. In fact, even though women earn over one-half of all bachelor's degrees awarded, only one-fourth of those are in natural science and engineering. Specifically, women earn only 17.5% of undergraduate engineering degrees, and only 18% of physics degrees; and although women earned 37% of undergraduate computer science degrees in 1985, they earned only 29% in 1994. According to the Math/Science Network, news at the pre-college levels is also disturbing. For instance, half the
girls in grades 5 through 8 say they will take only those math courses required to graduate from their public schools. In addition, 30% of high school girls report they have been advised against taking senior-level math.

Granted, there are no easy explanations for statistical trends. Nevertheless, young women need encouragement to study math and science so they can keep their options open. The nation’s future depends on a diverse workforce with high-level math, science, and technical abilities. By providing information, role models, activities, and first-hand experiences in the workplace, EYH helps young women identify the rewarding career options open to them if they keep their math and science interests alive.

PLANNING PROCESS: A COMMUNITY-WIDE COLLABORATION

The Madison EYH conference results from a yearlong planning process that relies on collaboration among people in academia, businesses and non-profit groups.

**EYH Planning Committee.** The Committee is made up of representatives from the conference sponsors, which include UW-Madison, Edgewood College and other community organizations (see Appendix B). Committee members have a wide variety of backgrounds, including K-12 and college education, scientific research, business management, organization directorship, and parenting. The common thread uniting the committee is the belief in the importance of keeping girls interested in math and science along with introducing them to available career opportunities.

**Conference Sponsors.** The EYH conference could not take place without generous contributions from academic, community, and corporate sponsors (see Table 1 and Appendix D). Their assistance is greatly appreciated, both through financial donations and by in-kind contributions of employee time to serve on the committee and to present career sessions at EYH conferences.

**Table 1. 2017 EYH Contributors—financial and in-kind**

**$2,000 and above**
Google, Madison Office

**$500-$999**
Heather Daniels and Alan Hiebert
Edgewood College
MRSEC, UW-Madison
School of Medicine and Public Health, UW-Madison
School of Veterinary Medicine, UW-Madison

**$100-$499**
School of Business, UW-Madison
School of Human Ecology, UW-Madison
School of Pharmacy, UW-Madison
Wisconsin Institute of Discovery, UW-Madison

**Under $100**
Aimee Arnoldussen
Katei Hayden
Matt Hiebert
Brooke Norsted
Amy Schiebel
Megan Spurgeon
Christa Tollefson

**In Kind Contributors**

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<tr>
<th>Institution</th>
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<tr>
<td>Edgewood College</td>
<td>University of Wisconsin-Madison</td>
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<tr>
<td>Graduate Women In Science-Sigma Delta Epsilon</td>
<td>Biotechnology Center</td>
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<td>Morgridge Institute for Research</td>
<td>Carbone Cancer Center</td>
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<td>Wisconsin Science Museum</td>
<td>Department of Geoscience</td>
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<td>Neuroscience Training Program</td>
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<td>Secretary of the Academic Staff</td>
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<td>Undergraduate Academic Award Office</td>
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These contributions helped cover major costs such as equipment rental, transportation, printings, mailings, and information packets (Appendix G). Additionally sponsors donated in-kind supplies and services. Because of the generous community-wide support, the registration fee for the daylong conference continues to stay at a reasonable rate--$35 per person.

**PARTICIPANTS: A DIVERSITY OF BACKGROUNDS**

Participants in the 2017 EYH conference included young women in 6th, 7th and 8th grades, the conference presenters, and the conference group leaders. Deliberate steps were taken to reach and represent participants from a diversity of ethnic, racial, economic, academic, and employment backgrounds.

**Table 2. 2017 EYH Student Participants**

<table>
<thead>
<tr>
<th>Category</th>
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<tr>
<td>Total Attendees</td>
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<tr>
<td>Schools Represented</td>
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<td>Full Scholarships Awarded</td>
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<td>Partial Scholarships</td>
<td>59</td>
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</table>

EYH continues to be an extremely popular event. In 2006, the conference size was increased in response to the large number of registrants. Those who attended spend the day in small groups of about 12-14 that have two volunteer undergraduate leaders.
Appendix C shows that participants attended from 35 communities and 52 different schools. Most students came from south-central Wisconsin however a growing number of participants are traveling over an hour to the conference. Seventeen students (5%), came from Madison. Several communities sent fairly large groups of participants: Edgerton (44) and Reedsburg (59). The number of participants from outlying areas suggests an increased interest from more communities to guide girls into post-secondary education and careers.

It has always been a priority of the Planning Committee to recruit minority, low-income, and disadvantaged students. The 2017 conference had fifty-six students self-identify as non-Caucasian. The enrollment for this group represents a steady percentage of registrants who are non-white over the past several years—13% in 2013, 17% in 2014, 17% in 2015, 17% in 2016 and 15% in 2017.

A variety of methods were used to recruit students and publicize EYH in south-central Wisconsin:
- Brochure sent to all public and private south-central Wisconsin schools with 6th, 7th and 8th graders; also sent to math/science teachers, guidance counselors, gifted/talented coordinators, diversity directors, principals;
- Announcements through University Communication;
- Press release to Madison media;
- Email sent to home school groups listed on the Internet.

**Conference Presenters.** The EYH conference could not take place without another important group of contributors: the career session presenters. This year, forty-four professional women (see Appendix D) generously volunteered their time, shared and demonstrated their expertise, and served as outstanding role models for the conference participants. It is through interaction with these presenters that the participants truly “expanded their horizons.”

**Group and Activity Leaders.** Another aspect critical to the success of the conference is our group and activity leaders. All of them are students from UW-Madison, Edgewood and Madison College who volunteered to spend the conference day working with the girls and attending different career sessions. The group and activity leaders’ role requires them to use tact, wise judgment, and nurturing skills to make the conference an enjoyable and educational experience for participants. During the day, EYH participants worked in small groups, each made up of 12 to 14 girls. The group leaders conducted getting-acquainted activities, accompanied the groups to the career sessions and lunch, and shared their own educational and work experiences. Also, college student volunteers conducted the closing activity including a question-and-answer session. Without their commitment to be role models for the girls, EYH would cease to exist.

**PROGRAM: A DAY OF INTERACTION & INFORMATION**

The EYH conference offers a full day of programming for students which is designed to allow each participant to attend two career sessions, as well as an opening session and a closing science activity (see Appendix E - Student Schedule). Career sessions allow the girls to interact with women working or studying in a career area, both on campus and at work sites around Madison.
When they register, the girls identify three career areas they want to know more about. They are assigned to small groups based on these career interests. These groups stay together throughout the day, with their group leaders. Ideally each girl learned about at least one career area in which she was already interested, and at least one she had never thought about.

Through the process of assigning each girl to a session that she did not select, she is able to “expand her horizons”. Evaluations show that this has a positive affect on many girls. For example, in 2005, only 10% of girls selected the Engineering track as their first or second choice of career sessions to attend. By comparison, Veterinary and Animal Science was selected by 57% of girls. However, engineering sessions as a whole received the highest overall rating (6.5 out of 7) by the girls attending those sessions. It seems that girls thought they wouldn’t like engineering but once they saw how engineering could be applied in the real world, they enjoyed it.

Students also had a chance to interact with their peers through a get-acquainted activity and a collaborative group activity. A packet of materials to read at home provided the girls with more information about the importance of math and science in many career areas.

**EVALUATION: STRENGTHS & OPPORTUNITIES**

The EYH participants rated their conference experiences very highly. All participants—students, group leaders, and presenters—fill out evaluation forms.

Students overwhelmingly liked the career sessions most of all. When asked to list, in general, what they liked best, some of their responses included:

- How much I learned overall and how positive everyone was.
- You got to get taught with real tools outside of a classroom.
- Overall it was a fun time to learn more about STEM!
- Interacting with others and learning new things.

Evaluations from the majority of the volunteers, group leaders, and presenters showed they enjoyed the day and would recommend the experience to a friend. Many have already volunteered to return for EYH 2018.

See Appendix F for a summary of the evaluation results. As always, the Planning Committee uses feedback from the evaluations to improve the program for the next conference.

**FINANCIAL STATUS**

Appendix G provides an Income and Expense Report. The numbers do not include the variety of in-kind donations provided by volunteers, including materials used in career sessions and handed out to participants. Registration income covers only about half the cost of the program; financial donor support is essential to keeping EYH an affordable opportunity for students.
LIST OF APPENDICES

A. 2017 EYH Brochure

B. Planning Committee

C. Schools and Communities

D. Career Session Presenters

E. Student Schedule

F. Summary of Evaluations

G. Financial Report
The Expanding Your Horizons Conference: A Day of Career Exploration Activities in Science, Engineering, and Mathematics for Young Women in Middle School

For registration information, go to www.eyh.wisc.edu

Registration deadline: October 20

**EXpanding YoU**R Horizons

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**Why EYH?**

Are you a **GIRL in GRADES 6, 7 or 8** who is thinking about your future? Are you unsure about what careers are out there? Do you like games and puzzles, computers, or working with your hands? Are you interested in nature, the environment, or health? Do you wonder about the stars above you or the earth beneath your feet? Do you enjoy math and science? You are not alone!

Middle school girls come to Expanding Your Horizons conferences nationwide to learn about the wide range of career options for women in science, engineering and math. Through hands-on workshops and visits to work places, they find out what it’s like to work in different careers. Student participants have a chance to interact with professional women who work in a variety of fields. And they have a chance to meet other girls who share their interests.

Here’s what past student participants said about their Madison EYH experience.

- You get to enjoy science.
- Overall I love meeting new people and this was a very fun experience.
- It made me realize what I want for my future.
- I recommend this to every girl out there.
- EYH made me think of science in a new way.
- Best day yet this year!

You will spend your day at the EXPANDING YOUR HORIZONS conference with a group of girls who share your interests. Your group will have college student leaders, and with your group you will participate in three different career exploration activities.

These active sessions will be led by women from universities, technical colleges and businesses and will give you a chance to try out some of the skills needed for success in a particular career. You might be able to see how researchers detect cancer cells or learn how web pages are constructed or learn how to design the inside of a building!

You will end the day with an activity where you can experience science in action!

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**Conference Schedule**

9:30-10:00  Registration – check in and meet your group (Varsity Hall, Union South)
10:00-10:10  Get Geared up for EYH

Locations for career exploration activities vary and may be held at on- or off-campus sites. Transportation to off-campus sites is provided.

10:30-11:30  Career Exploration Activity 1
11:50-12:20  Lunch (provided)
12:40-1:40  Career Exploration Activity 2
2:00-3:00  Career Exploration Activity 3
3:20-4:00  Science in Action Activity
4:00-4:15  Conference Wrap-Up
CELEBRATING 55 YEARS OF GROWTH AND LEARNING

EXPANDING YOUR HORIZONS

Women in Middle School Science, Engineering, and Mathematics for Day of Career Exploration Activities

Explore Your Horizons Conference 2017

University of Wisconsin-Madison
1030 Dayton Street
Union South
1000 W. Johnson St.
Saturday, November 4, 2017
10:00 AM - 4:15 PM

Women's Wisconsin - Women's Madison - Women's Education Group

Complete program information is also available on our

WEB SITE: WWPWEC.DU

LIVE ON FACEBOOK

6222 Madison St.
Ph: 608-263-9422

about the Program or Registration

Computers in Science

In this day-long series of workshops, we'll make the world a

better place.

Biology & Life Sciences

Computer graphics use math to create worlds.

Physics, Chemistry, and Medicine

Skein is essential for most areas.

Students will participate in these career

Can Explore Jobs You

Exposure to careers that you did not know to help you see where your interests could go.

Exploration activities will be at least one of your

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EXPANDING YOUR HORIZONS • REGISTRATION FORM • NOVEMBER 4, 2017

Please sign and return paper copy of this form by October 4, 2017. All payments must be received by October 4, 2017.

EXPANDING YOUR HORIZONS

INFORMATION ABOUT REGISTRATION:

1. The deadline for completing the registration form is October 4, 2017.

2. All payments must be received by October 4, 2017.

3. A registration form is required for each participant.

4. The registration fee is $50 per person.

5. Contact information for groups and departments is required.

6. Questions? Call 608-262-4932 or email evumadison@me.com

SELECT YOUR PREFERENCES:

- [ ] I will be attending the conference on site.
- [ ] I will be attending the conference via online.
- [ ] I will be attending the conference via phone.
- [ ] I will be attending the conference via video.

IF YOU NEED A PARTIAL SCHOLARSHIP ($50), CHECK HERE AND SEND IN $100.

MAKE CHECK OR MONEY ORDER PAYABLE TO EVH.

REGISTRATION FEES INCLUDE BREAKFAST, LUNCH, AND DINNER.

Cost: $50 per person

Link to Registration: evumadison.com

Student/Current address:

School:

Name:

Group Name:

Phone:

City/Phone/Zip:

State/Number:

Address:

City/Other:

Name:

Group Deadline is October 12.

Individual Registration Deadline is October 20, 2017.

Register Early! Programs fill quickly!
APPENDIX B

EXPANDING YOUR HORIZONS
PLANNING COMMITTEE
2017

Co-Chairs
Teresa Arauco, Division of Information Technology, UW Madison
Heather Daniels, Graduate School, UW-Madison
Marwa Bassiouni, School of Medicine and Public Health, UW-Madison
Liz Jesse, Biotechnology Center, UW Madison
Mallory Musolf, School of Medicine and Public Health, UW-Madison

Members
Val Blair, Wisconsin Institutes for Discovery, UW Madison
Anne Lynn Gillian-Daniel, MRSEC, UW Madison
Rachel Lancor, Chemistry, Geoscience and Physics Department, Edgewood College
Amy Schiebel, Biological Sciences Department, Edgewood College
Juli Speck, Department of Natural Resources, State of Wisconsin
Louise Stracener, Geoscience and Physics Department, Edgewood College
Julie Stubbs, Office of Undergraduate Academic Awards, UW-Madison
Total Number of Registered Participants: 367
Number of Schools Represented: 52

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<td>3 – Cross Plains, Glacier Creek MS</td>
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<td>41 – Adams, Adams-Friendship MS</td>
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<td>2 – McFarland, Indian Mound MS</td>
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<td>9 – Middleton, Kromrey MS</td>
<td>3 – Milton, Northside Intermediate School</td>
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<tr>
<td>30 – Verona (27) Savannah Oaks MS,</td>
<td>2 – Monroe, Monroe MS</td>
</tr>
<tr>
<td>(3) Badger Ridge</td>
<td>4 – Montello, Montello Jr/Sr High</td>
</tr>
<tr>
<td>13 – Watertown, Riverside MS</td>
<td>6 – Mt. Horeb, Mt. Horeb MS</td>
</tr>
<tr>
<td>4 – Marshall, Marshall MS</td>
<td>6 – Neillsville, Neillsville MS</td>
</tr>
<tr>
<td>25 – Sun Prairie, (5) Patrick Marsh,</td>
<td>14 – Waunakee, (1) Homeschool,</td>
</tr>
<tr>
<td>(19) Prairie View, (1) Cardinal Heights</td>
<td>(1) Madison Country Day School,</td>
</tr>
<tr>
<td>Upper</td>
<td>(6) Waunakee Intermediate,</td>
</tr>
<tr>
<td>3 – Wheatland, Wheatland Center</td>
<td>(6) Waunakee MS</td>
</tr>
<tr>
<td>2 – Wisconsin Dells, (1) Spring Hill,</td>
<td>1 – Pardeeville, Pardeeville M</td>
</tr>
<tr>
<td>(1) Wisconsin Dells</td>
<td></td>
</tr>
<tr>
<td>5 – Oregon, Oregon MS</td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX D
EXPANDING YOUR HORIZONS
CAREER SESSION PRESENTERS
2017

Marie Andrae, Madison College
Jean Bahr, University of Wisconsin – Madison
Joni Baker, University of Wisconsin – Madison
Madeleine Beasley, University of Wisconsin – Madison
Val Blair, University of Wisconsin - Madison
Naomi Biok, University of Wisconsin – Madison
Frank Castelli, University of Wisconsin – Madison
Grace Christensen, University of Wisconsin - Madison
Dawn Davis, University of Wisconsin – Madison
Julie Davis, University of Wisconsin - Madison
Lynn Diener, Mt. Mary College
Debra Deppeler, University of Wisconsin – Madison
Karla Esquilin, University of Wisconsin - Madison
Kelsy Green, University of Wisconsin – Madison
Nicole Gibbs, University of Wisconsin – Madison
Pupa Gilbert, University of Wisconsin – Madison
Jennifer Javornik, Filament Games
Penny Johnson, Madison College
Baila Khan, University of Wisconsin – Madison
Jennifer Lewis, Madison College
Ethan Ley, Wisconsin Science Museum
Kathleen Ley, Norback Ley LLC
Meishen Liu, University of Wisconsin – Madison
Marisol Lopez, Edgewood College
Maria Madsen, University of Wisconsin - Madison
Oana Martin, Madison College
Stephanie Metzger, University of Wisconsin – Madison
Colleen Moore, Madison College
Katie Mumman, University of Wisconsin – Madison
Johanna Oosterwyk, University of Wisconsin – Madison
DeAnne Pasold, Madison College
Pavana Prabhakar, University of Wisconsin – Madison
Belinda Prahl, Madison College
Christina Remucal, University of Wisconsin - Madison
Devi Santhosh, University of Wisconsin – Madison
Atreyee Sinha, Edgewood College
Melissa Skala, University of Wisconsin – Madison
Christy Stewart, USDA-ARS/ University of Wisconsin - Madison
Stephanie Thomsen, University of Wisconsin – Madison
Rebecca Vander Zanden, Edgewood College
Lena Vincent, University of Wisconsin – Madison
Britny Williams, Wisconsin Public Radio
Hannah Wolf, Madison College
Yashira Zayas Gonzalez, Madison College
APPENDIX E
EXPANDING YOUR HORIZONS
STUDENT SCHEDULE
2017

9:30-10:00 Registration – check in and meet your group
2nd Floor, Union South, Varsity Hall

10:00-10:10 Get Geared up for EYH

10:30-11:30 Career Exploration Activity 1

11:50-12:20 Lunch (provided)

12:40-1:40 Career Exploration Activity 2

2:00-3:00 Career Exploration Activity 3

3:20-4:00 Science in Action Activity

4:00-4:15 Conference Wrap-Up
Student Participants

From the Pre-Conference Survey

The students selected phrases to answer the question “What are the most important things for you to know about a job?” This is how they ranked what they wanted to know:

1 - How to prepare for it/education needed (69%)
2 - What a normal day is like/daily tasks (52%)
3 - How much money you make (49%)
4 - That I can do it and have a family (45%)
5 - That it is fun (46%)
6 - How hard it is (26%)

Comparing Pre- and Post-Conference

Students were asked to rate their interest in taking courses in high school in seven areas (math, computers, biology, environment, physical science, engineering, health/medicine). In the majority of the areas, the post-conference evaluations reflected increases to the option “I want to take as many classes [in this subject area] that I can”. The largest uptick was in biology where there was a 5% increase.

We also asked on the pre and post evaluations about participants’ interest in particular career areas. Most career areas showed an increase of interest from the beginning to the end of the conference. The greatest changes were in Biology (+13%) and Physical Sciences (+10%).

The students were asked in both pre- and post-conference surveys "After high school, what kind of education do you plan?" Their answers:

<table>
<thead>
<tr>
<th>Option</th>
<th>Pre-Conference</th>
<th>Post-Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>I don't know yet</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>Technical College (2-year degree)</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>College (4 year degree)</td>
<td>37%</td>
<td>34%</td>
</tr>
<tr>
<td>Professional Degree (more than 4 years)</td>
<td>33%</td>
<td>38%</td>
</tr>
</tbody>
</table>

Other data from the survey:

- 91% said they learned about some new careers
- 76% said they would recommend EYH to a friend.
APPENDIX G
EXPANDING YOUR HORIZONS
CONFERENCE FINANCIAL REPORT
DECEMBER 2017

Carry over from 2016 $11,414
Registrations 11,095
Donations:
  Google Inc. Madison 3000
  UW-Madison—School of Medicine and Public Health 500
    Human Ecology 250
    Veterinary Medicine 500
    Pharmacy 250
    Wisconsin Institute of Discovery 250
  Individuals 780
  Total Income $28,039

Expenses
  Brochure/copies 724
  Background Checks 1562
  Wisconsin Union (food & av) 5305
  Insurance for participants 110
  Presenter training 353
  Promotion/recruitment (bulk mail) 405
  Supplies and fees 224
  Transportation 1992
  Conference mementos/t-shirts for group leaders 4134
  Conference Data Entry 156
  Registration Refunds 150
  Registration Check Bounce 20
  Conference Wrap Up 112
  Total Expenses $15,427

Total Cash On Hand $12,612

**Edgewood College provided over $500 in kind purchase of science in action activity kits.
MRSEC provided over $500 in group leader training supplies and expenses. This expense and contribution are not included in the expenses above.