



REPORT

TO THE

COMMUNITY



**Science
Museum**
of Minnesota®

JULY 2018-JUNE 2019



“

The museum is always buzzing with activity, always changing.

It's part of our ongoing journey toward making the museum a great place for people from every corner of our vibrant community to connect with science and each other as they explore and make memories together.

But now the undercurrent of that change feels different. It is different.

Last year we adopted our Statement on Equity and Inclusion, stating loudly and proudly that the museum is actively working to increase access to STEM and undo systems of inequity.

As we think about everything we do — and we do mean everything — through the lens of equity, we are both exhilarated by what we've accomplished, and humbled by the work ahead, which will require us to understand and break down often-invisible barriers so that we can be a truly inclusive organization.

Just as science is an unending process in which one discovery builds upon the last, so is our equity work. We are both student and teacher, searching for meaningful ways to connect and learn from each other so that we can best respond to community needs.

It's work that's never done, and that's okay.

The theme of this year's report is **Science + People = Impact**.

When we use an equity lens to think about **Science** more deeply, and **People** more broadly, the possible **Impact** of our work together is expanded exponentially. And that's truly exciting.

As we get ready to mark 20 years in our “new” building, we're reminded that the museum holds a special place in the hearts and minds of so many in our region. It's time we stopped creating barriers that prevent people from seeing themselves in science.

What a year it's been. Thank you for being part of this journey with us.

ALISON REMPEL BROWN, PRESIDENT & CEO
BRYAN PHILLIPS, CHAIR, BOARD OF TRUSTEES





We take the **lead** on important issues facing our society

Last year we proudly debuted our Statement on Equity and Inclusion. Today those words are prominently displayed in our lobby, a visible reminder that we are actively working to increase STEM access and undo systems of inequality.

The museum logged **157,000** moments of equity engagement this year. We believe that science is for everyone, and we're putting that belief into action.

One way we're living that out is through the work of our newly created Access & Equity department. Partnering with the Saint Paul Public Housing Authority, we provided Great Tix discounts to all housing site residents and recruited seven residents to become new museum volunteers. These community members meet monthly with our Community Engagement Specialist, Erica Valliant, to develop ideas for new hands-on STEM events they will host at their housing sites.

We do global climate work right **here**

We take our role as a trusted source of scientific information seriously. That's why we were the first museum member of We Are Still In, a coalition determined to make good on the Paris Climate Agreement's promises. We were honored to lead the way in advancing awareness of these crucial climate issues.

The Museum's **electricity use** dropped for the **8th** year in a row — even in the midst of our building renovation project!

Of course we educate about climate change — but we also lead by example. We've retrofitted the museum to dramatically cut our energy consumption. Thanks to two heat recovery chillers (which reuse excess heat energy) and solar panels, we've reduced our carbon dioxide output by *two million pounds annually*, cut our electric bill by \$315,000, and we created a model for other large facilities.

When people connect with science, it creates meaningful impact. Thank **you** for connecting with us. 

**SCIENCE +
PEOPLE
= IMPACT**

We bring **STEM** to students all across Minnesota

STEM (science, technology, engineering, and mathematics) unlocks countless opportunities for young people. Whether it's forging a path for a future career or building the confidence to be part of an informed and engaged society, it's critical that every young mind is exposed to STEM.

Science Museum educators have reached students in every one of Minnesota's **87 counties** for six consecutive years.

That happens easily enough for the 100,000+ students who visit the museum annually through field trips. But we know it's not always possible to hop on a bus and come to Saint Paul. That's why we send our outreach instructors out on the road. Last year, they visited 70,000 kids at 500 schools across our state, touching every one of Minnesota's 87 counties.

More than **three million** people connected to the museum last year

People make science possible.

And by people, we don't mean "just" scientists (although they are vitally important). We need to connect to people who have not had access to science. When that happens, the possibilities are endless — and endlessly exciting.

This year the museum has been a jumping-off point for engagements across our state, our nation, and our world.





RACE in Greater Minnesota

Small-scale versions gifted to three cities

Since its 2007 debut, the *RACE: Are We So Different?* exhibition has been seen by more than 4.5 million people in 54 museums, libraries, and community centers across the U.S.

Last year, it also was on display in Rochester's shopping mall.

That was the brainchild of the Rochester Advisory Council — and it's a terrific example of one of the many ways the *RACE* experience was personalized by the three cities in Greater Minnesota that received a smaller-scale version of the exhibition as a gift from the museum with support from the State of Minnesota's Arts and Cultural Heritage Fund and the Institute for Museum and Library Services.

Moorhead residents were invited to share stories of their families' migrations through a "Where I'm From" poetry workshop. Worthington youth journeyed to Saint Paul for a weekend of connection with young people from the museum's Kitty Andersen Youth Science Center, which even included catching a Jungle Theater show together.

In all, nearly 20 different programs — everything from using music to promote cultural understanding to dialogues,

workshops, and a book club — added depth to the *RACE* exhibitions in ways that were meaningful to the individual community, while providing a platform for the racial justice work taking place locally.

"We quickly realized how different all these communities are, and that a 'one-size-fits-all' approach wouldn't work," recalls Tony Williams, Science Museum Community Engagement Specialist. "We built authentic relationships that opened up two-way avenues for learning and collaboration. That meant we could support real equity work in these communities."

The impacts and possibilities of *RACE* continue to grow, as each city plans to share its small-scale version throughout the region. Exhibitions of *RACE* are planned for Northfield, Granite Falls, Pipestone, Owatonna, and Decorah, Iowa in the coming year.



Community members' efforts made this a very deep learning experience for everyone. They're the real **heroes**.

TONY WILLIAMS, COMMUNITY ENGAGEMENT SPECIALIST,
SCIENCE MUSEUM OF MINNESOTA

This activity is made possible by the voters of Minnesota through a grant from the Metropolitan Regional Arts Council, thanks to a legislative appropriation from the arts and cultural heritage fund.





Super-Sized Science

Our new paleontologist digs deep into our prehistoric past to predict the future



In his first year as the Science Museum's Fitzpatrick Chair of Paleontology, you could say that Dr. Alex Hastings is making a titan-sized impact.

After all, as a graduate student Dr. Hastings was part of the team that discovered the largest snake our planet has ever seen — *Titanoboa*, an anaconda-style predator longer than a school bus that squeezed its prey with so much force that bones crunched like dried leaves. Oh, and did we mention the rows of needle-sharp teeth?

Donning Justice League Converse high tops and a gleeful excitement over all things prehistoric, Dr. Hastings is bringing his contagious enthusiasm for science to Minnesotans.

Case in point: Dr. Hastings was the mastermind behind the museum's first-ever Dino Fest this summer. This one-day event gave visitors a chance to interact with fossils from the museum's collection, chat with real-life scientists, and meet modern-day birds and reptiles — including a silkie bantam chicken and a modern day alligator — that trace their lineage back to prehistoric times.

All of this ties to larger scientific insights about our planet, particularly climate change and the effects of rising global temperatures.

"There are plenty of times when the Earth was hotter than it is today, like the prehistoric period in which *Titanoboa* lived," explains Dr. Hastings. "Humanity may not have seen these kinds of temps before, but our planet has. By looking far into the past, we can gain new insights about how our planet will react to hotter temperatures, and even create models to help predict those impacts."



There's a huge appetite for interacting with science in our community.

That energizes me to make paleontology as accessible as possible for as many different people as possible.

DR. ALEX HASTINGS



Giving The **Gift** Of Learning

“It’s an investment in the future of all children.”

Tim and Chris Etter have been supporting the Science Museum for so long, even they forget how many years they’ve been giving. (We checked, and it’s an eye-popping 19 years!)

The Twin Cities couple, who enjoy travel, downhill skiing, and doting on Wylie, their English Cocker Spaniel, started with a basic membership in 2000.

A behind-the-scenes museum tour inspired them to deepen their involvement. “We saw students learning high-level science in such a fun way, and it really struck a chord with us,” Chris recalls. “Then we heard about the buses the Science Museum sends to schools that can’t afford transportation and, well, the more we learned about the museum, the more impressed we were.”

With his father in the Air Force, Tim moved a lot as a child, while Chris never strayed far from her roots in Bayport, Minn. Both credit their modest upbringings with shaping their generosity. “We see from our own experience the impact science education can make — we need to inspire kids to be critical thinkers and problem solvers, and encourage them to keep moving forward in science,” Tim reflects.



We see from our own experience the **impact science education can make. We want to open kids up to learning and encourage them to keep moving forward.**

TIM AND CHRIS ETTER

The Etters are so committed to inspiring the next generation that they’ve included the museum in their estate planning. “It’s important to make a difference,” Tim notes as Chris adds “...and it makes us feel good to do something good for children.”





HealthPartners



stepped in, lending their content experts in orthopedics, concussions, exercise, nutrition, and sports medicine to help create the exhibit.

The result? Museum visitors get serious health information in a playful, accessible manner.

“We know that 80 percent of a person’s health comes from things outside the clinic,” notes Donna Zimmerman, senior vice president, Government and Community Relations, HealthPartners. “So it’s important for us to get health messages out in a different way.”

With *Mental Health: Mind Matters*, HealthPartners and the museum again found their goals aligned. HealthPartners was launching “Make It OK,” a campaign to encourage conversation about mental health, just as the Science Museum was developing an exhibition to deepen understanding and break down the stigmas around mental health.

Again, the two organizations came together in the spirit of co-creation. And again, the real winners are museum visitors who get access to high-quality information and resources in the approachable manner that is a hallmark of a museum visit.

“We’re really good partners for each other,” continues Zimmerman. We couldn’t agree more.

From top: Exploring emotions through body language and facial expressions in Mental Health: Mind Matters. Measuring a high jump and racing in Sportsology.

A Win-Win-Win Partnership

Visitors, HealthPartners, and the Science Museum benefit from collaboration

It doesn’t take long to spot HealthPartners’ logo at the Science Museum. The company has been a steady supporter of museum programs over the past decade, sponsoring visitor favorites like *Sportsology* and *Mental Health: Mind Matters*.

But what’s less obvious are the layers and layers of behind-the-scenes collaboration between HealthPartners and museum exhibit developers.

Take *Sportsology*, for example.

The exhibition is filled with fun, hands-on activities all about the body in motion — just what you’d expect from a museum creation. But behind the science of scoring a goal, making a basket, or racing a *T. rex* are important messages about how to improve health. That’s where HealthPartners



The Science Museum has been a wonderful partner. We have a **shared** mission to improve lives through trusted relationships.

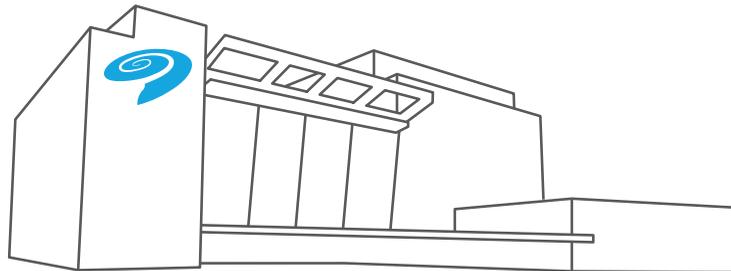
DONNA ZIMMERMAN,
HEALTHPARTNERS

A Year in Review

The Science Museum of Minnesota shared amazing experiences

3,896,000 times

with the public, through our programs, exhibits, and films — onsite and online, nationally and internationally.



81,791

students, Members, families, and individuals participated in museum programming through our **Access programs.**



212 corporate and foundation donors, support the Science Museum, along with

27,416

members and donors.

12,077

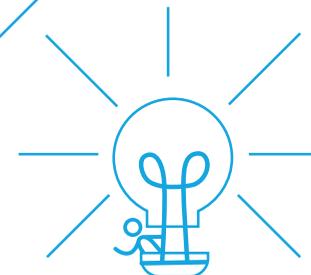
attendees enjoyed our **Science Fusion event series** celebrating African Americans, Latinx Americans, Native Americans, and Asian Americans in Science.

800 volunteers dedicated **59,032** service hours.

The Science Museum of Minnesota is one of the **15 largest private employers** in downtown Saint Paul.

586

young people participated in a Kitty Andersen Youth Science Center program.



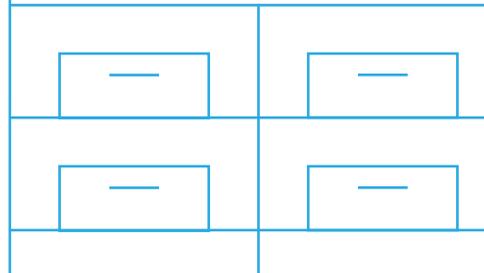
Year of the Engineer programs shared the power of engineering with

2.3 million people.

Nearly **11,000 people** participated in Science Museum programs in local communities.



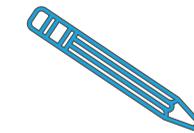
Scientific researchers from **all over North America** used the museum's collections to further scientific discovery.



103,212

students

from around the region experienced a field trip to the Science Museum, including **26% of Minnesota Public Schools.**



Science Museum education programs reach **all 87 Minnesota counties.**

The RACE exhibit visited Worthington, Moorhead, and Rochester, engaging an estimated

3,000 people.

2,612 people toured the Science Museum's world-class collections, getting a glimpse at the **2 million objects** in the vault.

Annual Report Data FY19

STATEMENT OF FINANCIAL POSITION

Assets

| | |
|-----------------------------------|--------------------|
| Cash and cash equivalents | 1,711,035 |
| Accounts receivable, net | 8,424,082 |
| Other assets | 1,062,753 |
| Investments | 47,761,539 |
| Property and equipment, net | 84,810,359 |
| Total Assets | 143,769,768 |

Liabilities and Net Assets

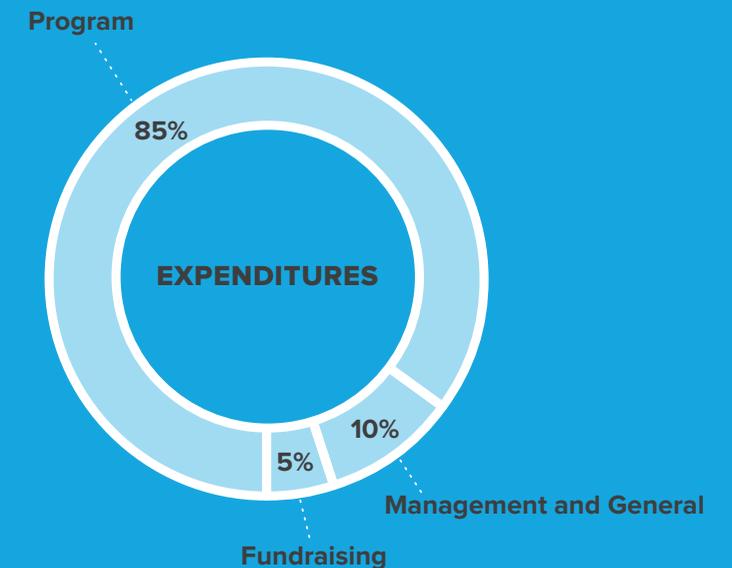
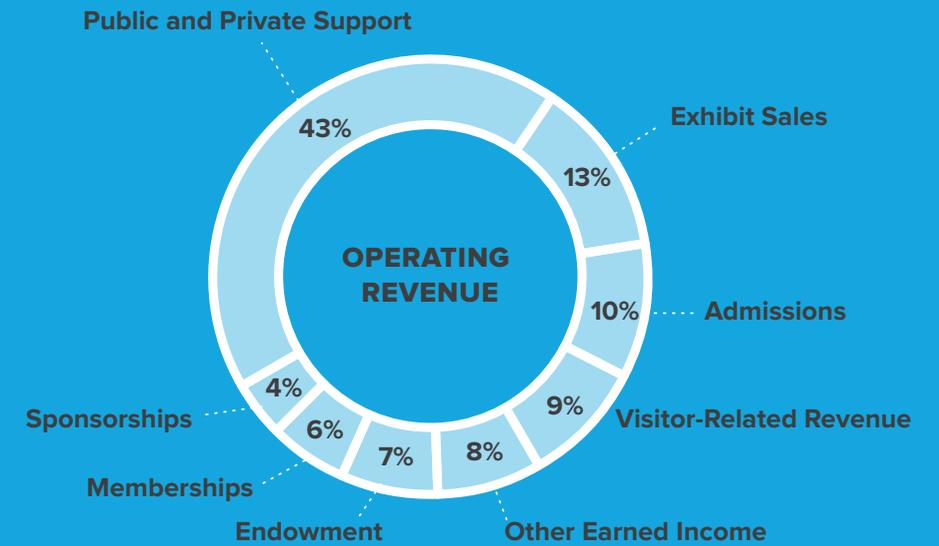
Liabilities

| | |
|--------------------------------|-------------------|
| Accrued expenses | 6,705,603 |
| Deferred revenue | 1,605,571 |
| Debt | 13,209,167 |
| Total Liabilities | 21,520,431 |

Net Assets

| | |
|----------------------------------|--------------------|
| Without donor restrictions | 84,932,704 |
| With donor restrictions | 37,316,723 |
| Total Net Assets | 122,249,427 |

| | |
|---|--------------------|
| Total Liabilities and Net Assets | 143,769,768 |
|---|--------------------|



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