



REPORT TO THE COMMUNITY

July 2019-June 2020

Dear friends,

2020 proved to be one of the most unique and challenging years in the Science Museum of Minnesota's long history as a trusted resource for the community's science learning.

Back in 1907, our founders set out to "promote among all classes of people the knowledge and enlightenment that are essential to right living and good citizenship." Among the offerings that first year were lectures on the spread of contagious diseases, among many other topics. It's fascinating to consider our organization's roots in light of today's events and the renewed interest in the science of public health.

Looking back on our history, we are struck by what has changed over more than a century — and what remains the same. And perhaps most of all, we're struck by the Science Museum's impressive track record of evolving to meet the changing needs of the community.

The museum continues to evolve. It's part of who we are, and the challenges of the past year demanded it. We were on track to meet or even exceed our goals for FY20 when the pandemic hit. Like so many other businesses and organizations, we saw major revenue losses as a result of an extended closure to help slow the spread of COVID-19. We had to make extraordinarily difficult decisions to weather the crisis — decisions that resulted in a smaller organization and a significant reduction in staff.

Despite challenges like we've never experienced before, the Science Museum remains deeply committed to serving our community through *science and education that center equity*. Trusting science is critical to our advancement as a society, and engaging STEM experiences that help our audiences see themselves in science are more important than ever.

Alison Brown, CEO & President and
Bryan Phillips Chair, Board of Trustees



The pandemic has affected the community in disproportionate ways, magnifying the disparities already present along race, income, occupation, and gender lines. With these disparities in mind, we focused on how we could serve the community in critically-needed ways. We are proud of the new ways we've cultivated to engage with them virtually, and we look forward to using these new tools to connect with new audiences around the world.

As we close out the year, we commit to equity with renewed vigor. The world was shocked by the images they saw of George Floyd's murder. We were too. We commit to challenging our own systems and continuing to break down those that lead to inequities. We commit to using our resources, staff time, and dollars to create equity. Thank you for your partnership as we work to be part of the solution for addressing the significant racial inequalities in our country and state.

Your support makes our vital work possible. Thank you

Sincerely,

Handwritten signatures of Alison Rempel Brown and Bryan Phillips in black ink.

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

THANK YOU, BRYAN PHILLIPS

Thank you, Bryan Phillips, for your outstanding service to the Science Museum's Board of Trustees.

Bryan has been an active board member since 2014, serving on the Human Resources, Presidential Search, Executive, and Governance & Nominating committees. Deeply supportive of the Science Museum's commitment to equity, Bryan was a key player in the adoption of the Statement on Equity and Inclusion. As chair, he championed the museum's involvement in the American Alliance of Museums' Facing Change Initiative, which provides the framework, training, and resources for museum leaders to build inclusive cultures that reflect the communities they serve.

Thank you, Bryan, for your thoughtful leadership and steadfast support.





SCIENCE

Real science — with real and enduring implications for the world we live in - is happening every day in the Center for Research and Collections (CRC).

Archaeology curator Dr. Ed Fleming led the documentation of thousands of objects from a dig site in southwestern Minnesota — objects that will shed light on 10,000 years of periodic human habitation. Fitzpatrick Chair of Paleontology Dr. Alex Hastings scouted dig site locations in Montana. Dr. Catherine Early became Barbara Brown Chair of Ornithology, where she will direct the biology department, conduct research, and build the museum's avian collection. The St. Croix Watershed Research Station expanded its water quality research to larger lakes like Lake of the Woods with the donation of a 21-foot *Hurricane* deck boat from the Polaris Foundation.

And the Global Change Initiatives department led the museum's efforts to achieve carbon neutrality by 2050.

The care and stewardship of the museum's collection — and the digitization of its objects and specimens — was a unifying thread. Thanks to funding from the Clean Water, Land and Legacy Amendment and support from the Legislative-Citizen Commission on Minnesota Resources, CRC staff captured imagery and data from more than 13,000 items from the collection this year.

This work is reaching far beyond the labs and vault. Collaborations with other departments, key board members, and external partners have led to CRC research and expert perspectives appearing on the museum floor, in summer camp programming, at special events, in the media, and online.



EDUCATION

The Science Museum is a key resource for students and teachers across Minnesota, even during a pandemic. Having welcomed more than 50,000 students on field trips and engaging another 42,000 through outreach programs, we were well on track to achieving our goal of reaching all 87 Minnesota counties in FY20. We had served 81 of those 87 counties when the pandemic put a temporary pause on our work.

The world slowed down as we closed out FY20. We were unable to gather at the museum or bring our programs into communities, but we remained true to our commitment to being a statewide STEM resource. During our COVID-19 closure, we focused on developing compelling content and professional development for educators to access safely online. While Minnesotans were safe at home last spring, students and educators accessed this content — expert perspectives, at-home activities, and even a virtual version of our beloved Omnifest — more than 38,000 times from school platforms like Schoology and Google Classroom.

The pandemic prevents us from connecting in person, but it has also given us the opportunity to develop new ways of being together. While we can't wait to work with students in person in a post-pandemic world, we're eager to unveil virtual versions of our valued STEM education programs at no cost to schools in early 2021.



EQUITY

The Science Museum's commitment to dismantle white supremacy guides all the work we do as we strive to support museum audiences to see themselves in science. As historic social and racial unrest rocks our nation, this work is more important than ever.

Equity work at the museum manifests itself in many ways. The Access and Equity department connects and co-creates with audiences in whom the museum has historically underinvested, specifically Indigenous, Black, and people of color, and people with limited wealth. This work has resulted in the implementation of family passes for residents of Saint Paul's Promise Neighborhood, as well as the creation of a partnership with Saint Paul Public Housing Authority that enlisted the help of a group of resident volunteers to develop meaningful STEM activities for their communities.

The coming year will bring intensive programming work into the spotlight. The museum's award-winning Experience Development group spent this year refreshing the content of the *RACE: Are We So Different?* exhibition to reflect stories that are dominating today's headlines, addressing issues like race in housing, policing, and the criminal justice system. The new version of *RACE* premieres in early 2021, alongside a full complement of programming designed to inspire reflection, conversation, and action.



EXPERIENCES

It ended with significant challenges, but this past year also brought extraordinary memorable experiences that inspired and delighted visitors. In October 2019, the William L. McKnight-3M Omnitheater unveiled brand new digital technology, becoming only the third IMAX Digital Laser Dome in the world and securing its place as a pioneer in the giant screen industry. The experience now features even sharper images, brighter colors, and heart-pounding sound, immersing viewers in science stories as only the Omnitheater can.

The newest member of the Science Live team is also the most photographed. A life-sized juvenile *T. rex* puppet made its debut this year. Together with its human handler, the strikingly realistic animal shared stories about prehistory and thrilled visitors of all ages.

And this year, extraordinary research that's underway in the Center for Research and Collections came out of the lab and into the exhibit gallery. In the *Science Superheroes* exhibit, visitors met the museum's own scientists and discovered the real-life research that is helping the museum inspire learning, inform policy, and improve lives.

A YEAR IN REVIEW

The Science Museum of Minnesota shared amazing experiences

2,247,490 times

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



421

young people

participated in a Kitty Andersen Youth Science Center program.



57,239

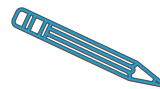
students, Members, families, and individuals participated in museum programming through our **Access ticketing programs**.

The support of more than **18,700 individual and corporate donors** powered our science and education that centers equity.

Nearly

93,000

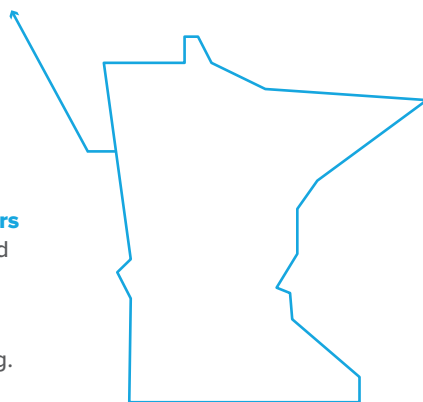
students from around the region experienced a STEM Education program, either on site or in their schools.



24,215

Member households made the year's achievements possible.

Science Museum education programs reached **81 of Minnesota's 87 counties** before COVID-19 put a pause on our work.



More than

22,500

visitors attended events with an **equity focus**, specifically **Science Fusion**, **Girls in Science and Technology**, and **Youth Science Day**.

586 volunteers dedicated

27,800

hours to support museum programming.

We launched our

Learn From Home

web content during our pandemic closure in March 2020.

186,000

web sessions led users to these pages in the last quarter of FY20.



Web users visited the Science Museum's website nearly

one million

times over the course of 2020.



Science Museum-produced exhibits drew

690,942

visitors

to host museums across the country.

ANNUAL REPORT DATA

FY20

Statement of Financial Position

Assets

Cash and cash equivalents.	6,095,281
Accounts and grants receivable, net.	1,235,452
Contributions receivable, net.	2,043,125
Other assets.	857,219
Investments.	40,726,423
Property and equipment, net.	86,830,070
Total Assets.	137,787,570

Liabilities and Net Assets

Liabilities

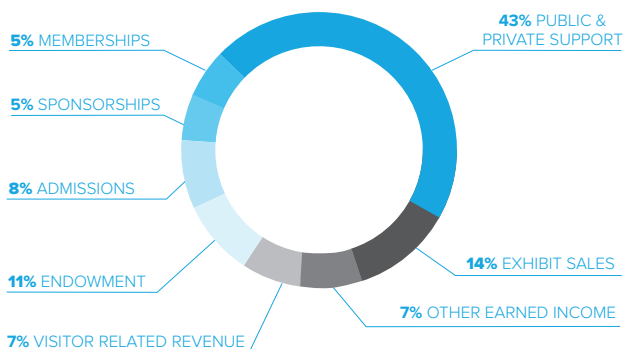
Accrued expenses.	2,705,750
Deferred revenue.	1,118,280
Debt.	21,160,826
Total Liabilities.	24,984,856

Net Assets

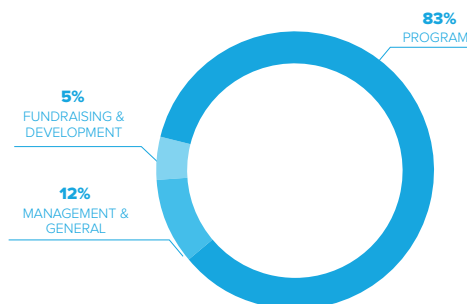
Without donor restrictions.	78,247,105
With donor restrictions.	34,555,609
Total Net Assets.	112,802,714

Total Liabilities and Net Assets. 137,787,570

OPERATING REVENUE



EXPENDITURES



THANK YOU TO OUR CONTRIBUTORS!

\$100,000+

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BUDGET APPROPRIATION: Unrestricted Operating Support

ARTS & CULTURAL HERITAGE FUND: Support of the museum's Statewide School Initiative and for *RACE: Are We So Different* exhibits and programming in Greater Minnesota

National Aeronautics and Space Administration (NASA)

BUILD A MARS HABITAT – SURVIVE & THRIVE: An addition to the Sun, Earth, Universe Exhibition

National Science Foundation (NSF)

Advancing Informal STEM Learning Program

BELONGING: Understanding visitors' sense of belonging in science and natural history museums

BRAINS ON! THE MOVE: STEM podcasts as facilitators of automobile-based family learning experiences

CARDBOARD ENGINEERING: Building more inclusive museum makerspaces to support informal engineering learning experiences

IPAGE 2.0: Understanding and supporting transformative change toward equity in the Informal Science Education Sector (ISE)

RAPID: Addressing families' COVID-19 information and education needs through podcast media

RAPID: Advancing conversations that Intersect STEM and Racial Justice (STEM-RJ)

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