



# REPORT TO THE COMMUNITY

July 2020-June 2021



Dear friends,

Your support helped the Science Museum adapt and inspire learning during another year of the extraordinary challenges of the pandemic. Trust in science is more important than ever, and science museums are essential to building STEM confidence and showing all people that there is a place for them in STEM. Despite the pandemic's limitations, I am enormously proud of the work we've done together this year to deliver science and education centering equity.

We are grateful for the steadfast support of our Members, donors, partners, and friends, as well as for the critical funding we received through programs like the U.S. Small Business Administration's Paycheck Protection Program (PPP). This support directly reflects the museum's ability to provide science education to all Minnesotans and will be critical as our future takes shape.

In the pages of this report, you'll find some of this year's biggest accomplishments—exciting work carried out by our amazing staff and volunteers. Together, we conduct scientific research and bring it out of the lab and into community conversations. We create and deliver educational resources to meet the changing needs of the kids and families we serve. We provide opportunities for meaningful shared experiences for families and friends. Together, we lay the groundwork for our growth and service to our communities in the years ahead.

We will continue our work to transform what a museum is, who it is for, and how it engages its audiences in new ways. We will be bold, with our strategic plan to guide us. We will do scientific research to help us understand our planet and how to limit the impact of climate change while highlighting the sustainable innovations that will help combat them. We will recognize our role in upholding white supremacy and use our tools and resources to dismantle systems of oppression. And we will continue to provide memorable science learning experiences that will spark future generations to pursue careers in STEM.

These programs and initiatives are yours, too—they wouldn't be possible without your support, particularly during this ongoing pandemic.



**ALISON REMPEL BROWN**, PRESIDENT & CEO





## SCIENCE

Amid a worldwide public health emergency and the increasing urgency of the climate crisis, science is more important than ever in helping us understand our world. Your support meant that research could continue in earnest this year at the Science Museum, even with the pandemic's challenges.

### Return to field work

Whether it was a team of researchers from the St. Croix Watershed Research Station looking for evidence of harmful algal blooms in Lake of the Woods, an archeology crew excavating a site in southwestern Minnesota with a 10,000 year history of human occupation, or a team taking inventory and creating digital records of items in our collection, scientists from the Science Museum's Center for Research and Collections (CRC) conducted field work, gathered data, and cared for items in our collection that shed light on our changing planet.

### A new face

Dr. Catherine Early joined the CRC in 2020 as Barbara Brown Chair of Ornithology. Dr. Early will direct the biology department, curate its collection, build the avian collection, conduct research, and collaborate with other scientists at museums across the country. She brings an interest in the cranial anatomy of modern-day and fossil birds, along with a wealth of research experience and an energetic passion for sharing diverse perspectives and inspiring future generations to explore science.

### A critical achievement

Thanks in large part to a subscription to Xcel Energy's Windsource program, which allows customers to partially or fully power their homes or businesses with regionally generated wind energy, the Science Museum reduced its carbon emissions by 50%—nine years ahead of our 2030 goal! The museum's climate innovations played a starring role in its Action for Earth campaign, which kicked off in April 2021.



# EDUCATION

Science learning is essential. When COVID-19 turned our world upside down, the museum turned to creativity, flexibility, and the support of its community to serve the education needs of thousands in our state and around the world.

## Education resources go virtual

In response to the need for resources to support virtual learning, the Science Museum offered a variety of online content at no charge to schools in 2021. Generous support from partners and donors made these programs possible, eliminating barriers and increasing access to learning experiences. From programs like *Dino Discovery* and *Dino Dentist* to Science Matters outreach made possible by Flint Hills Resources, more than 50,000 students and educators experienced virtual exploration in paleontology, engineering, and much more.

## St. Paul City School students went Full STEM Ahead with distance learning

In October 2020, the Full STEM Ahead program connected the Science Museum's resources to students from St. Paul City School who faced big distance learning challenges. Instructors from the Kitty Andersen Youth Science Center helped them with their distance learning assignments and led them in exploring STEM as a tool to dismantle inequitable

systems. Full STEM Ahead, made possible by your generous support, helped 36 students overcome significant distance learning barriers and empowered them to see themselves in science.

## Summer camps served kids from the metro, greater Minnesota, and beyond

The Science Museum's beloved summer camps looked a little different in 2021. In person programs had new safety protocols in place and, for the first time ever, virtual programs served those who felt safer at home. More than 1000 campers participated in this new hybrid approach to camp, along with campers from Wisconsin, South Dakota, and even California. One parent said this in a post-camp email:

“*My children LOVED science camp! They both cried at the end of the week, and desperately want to go back again. It was a highlight of the summer!!*”







## EQUITY

The Science Museum is deeply committed to using STEM as a tool to understand and dismantle systems of oppression. This past year, we focused our resources and influence on equity, inclusion, and ensuring access to STEM through both in-person and online programs.

### Science is All of Us

Experiences, tools, and resources to promote conversation and a better understanding of race came together for our first-ever Science is All of Us campaign. Led by the re-opening of the award-winning *RACE* exhibit, the campaign also included exhibitions like the Smithsonian's powerful *The Bias Inside Us*, *Skin: Living Armor*, *Evolving Identity*, the museum's own *We Move and We Stay*, and brand new online experiences like *The Idea*, an online video and guided discussion that explores how conversations about race can challenge relationships. Science is All of Us also highlighted the transformational equity and STEM Justice work of the museum's Kitty Andersen Youth Science Center and IDEAL Center. Journalist and commentator Jonathan Capehart delivered a compelling keynote address to help launch the campaign at its virtual kick-off event.

### Biologically, race isn't real. The lived experience of racism is as real as it gets.

*RACE: Are We So Different?* premiered at the Science Museum in 2007, then went on a ten-year tour of the nation that touched more than four million people. Created in partnership with the American Anthropological Association, *RACE* highlights the history, biology, and contemporary lived experience of race and racism in the United States. Thanks to support from Otto Bremer Trust, the museum's award-winning experience development group has updated *RACE* to reflect stories that are dominating today's headlines, addressing issues like race in housing, education, and the criminal justice system. Its powerful new components are getting visitors thinking and talking about the ways national conversations about race have shifted in recent years.

### Co-creating conversations to further justice

The Science Museum has explored its relationship with the community for decades, through projects like Science Fusion and community advisory boards. Amid the unrest following the murder of George Floyd, the museum sought to find ways to support conversations about racial justice. A grant from the National Science Foundation provided the museum with an important opportunity to partner with racial justice advocates in Fargo/Moorhead, Rochester, and the Twin Cities metro area to collaborate and co-create, supporting people's ability to understand, process, and work toward dismantling systemic racism in our communities.





## EXPERIENCES

Woven into Minnesota's cultural fabric, the Science Museum is known for its unforgettable science learning experiences. The past few years have challenged us to re-imagine the way those experiences look and feel, but our goal remains unchanged: to provide moments that help our visitors see themselves in science. Your help makes it possible.

### New old friends

The Dinosaurs and Fossils Gallery has been a visitor favorite for decades, and it has grown over the past year. The newly-expanded gallery features stunning soaring and standing models of *Quetzalcoatlus*, a giant flying reptile that lived at the same time as *T. rex* and *Triceratops*, as well as *Prestosuchus* and *Massospondylus* specimens. It's a perfect spot for discovery—and selfies!

### Action for Earth

The 2021 Action for Earth campaign put climate in the spotlight. Signature features included *Cardboard City*, an engineering studio that brought familiar materials and imagination together in the spirit of ingenuity and reuse, and *Crane Call*, a community art project led by artist Christopher Lutter-Gardella that resulted in giant sandhill crane sculptures with feathers created from

recycled materials. An immersive Omnitheater experience about oceans, Learn from Home articles and activities that showcased the expertise in the Center for Research and Collections, online events, and the introduction of the museum's new Statement of Global Climate Change rounded out a season of learning about a critical topic that touches our lives daily.

### Expanding our reach beyond our walls

Discovery is never in short supply at the museum—and inspiring experiences are finding audiences online, as well. Coffee with a Curator virtual events introduced attendees to our scientists, gave them glimpses, behind the scenes, and dove deep into all kinds of topics—from birdwatching to coffee roasting to Indigenous foodways. And online events like our Science Celebration, which kicked off Action for Earth, introduced audiences to marine biologist and climate advocate Dr. Ayana Elizabeth Johnson, gave them sneak peeks of museum experiences, and gave them the chance to engage in conversation with experts and each other—all from the comfort of their homes.

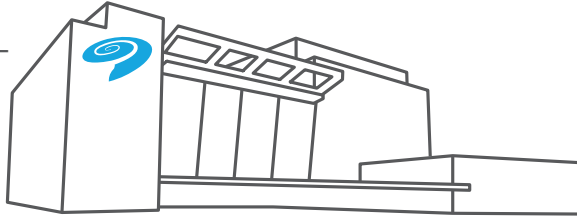


# A YEAR IN REVIEW

The Science Museum of Minnesota shared amazing experiences

## 1,564,150 times

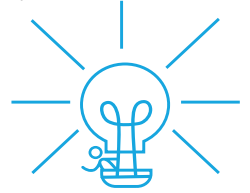
with the public, through our programs, exhibits, and films — onsite and online, nationally and internationally.



## 268

young people

participated in a Kitty Andersen Youth Science Center program, reaching more than 1600 through their work.



With the museum closed for nearly five months of FY21 due to COVID-19, an amazing

## 1.3 million

of those engagements were through online channels.

The support of more than **10,500 individual** and **corporate donors** powered our science and education that centers equity.

Attendance was

## 72,976.

14% of in-person visits were possible through **Museum Access programs.**



## 14,698

Member households helped sustain the museum through the pandemic.

Center for Research and Collections scientists made

## 23 trips

into the field **to** **conduct research.**

Virtual school programming reached **50,822 students and educators in 52 Minnesota counties.**

The virtual programming allowed for a wider national reach, putting museum programs in 17 different states.



There were

## 931,950

web sessions on the SMM website over the course of FY21, consisting of

## 586,480

unique web visitors.



We hosted 22 online events with **1,560 attendees.**

We shared museum news, resources, and tools via email nearly

## 8.5 million times.



# ANNUAL REPORT DATA FY21

## Statement of Financial Position

### Assets

Cash and cash equivalents. ....	3,332,231
Accounts and grants receivable, net. ....	4,196,465
Contributions receivable, net. ....	1,213,319
Other assets. ....	1,082,132
Investments. ....	46,565,501
Property and equipment, net. ....	81,605,470

<b>Total Assets. ....</b>	<b>137,992,118</b>
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### Liabilities and Net Assets

#### Liabilities

Accrued expenses. ....	2,948,214
Deferred revenue. ....	874,062

Debt. ....	16,539,499
<b>Total Liabilities. ....</b>	<b>20,361,775</b>

#### Net Assets

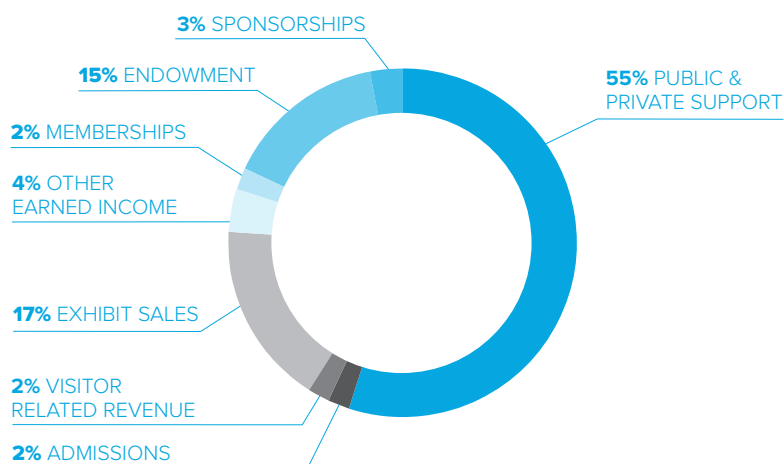
Without donor restrictions. ....	77,412,758
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With donor restrictions. ....	40,217,585
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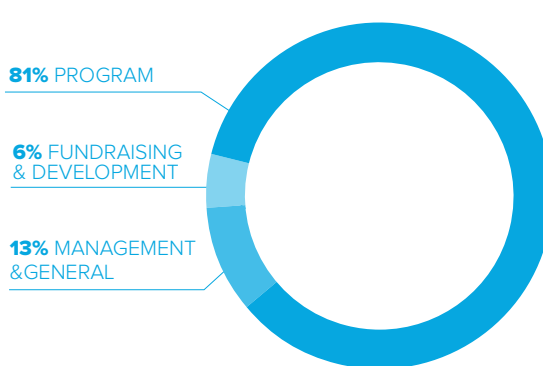
<b>Total Assets. ....</b>	<b>117,630,343</b>
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<b>Total Liabilities and Net Assets. ....</b>	<b>137,992,118</b>
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### OPERATING REVENUE



### EXPENDITURES





# THANK YOU TO OUR CONTRIBUTORS!

## \$100,000+

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# GOVERNMENT GRANTS RECEIVED FY21

## State of Minnesota

**BUDGET APPROPRIATION:** Unrestricted Operating Support

**LCCMR** (Legislative-Citizen Commission on Minnesota Resources)

- Invasive Didymosphenia threatens North Shore streams
- Unprecedented change threatens Minnesota's pristine lakes

## City of Saint Paul

**Cultural STAR:** Exploring Equity in Minnesota Education

## Institute of Museum and Library Services (IMLS)

**MUSEUMS FOR AMERICA:** Digitizing the Wannagan Creek Fossil Collection

## National Oceanic and Atmospheric Administration (NOAA) / MN Dept of Natural Resources (MN DNR)

**MN's Lake Superior Coastal Program:** Rocksnot threatens Superior's North Shore

## National Science Foundation (NSF) *Advancing Informal STEM Learning Program*

'All Are Welcome Here?' Understanding visitors' sense of belonging in science and natural history museums

**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, RE: COVID-19 (STEM-RJ)

# NGO GRANTS RECEIVED FY21

## Comfort Lake - Forest Lake Watershed District (CLFLWD)

Paleolimnological Study in the Comfort Lake-Forest Lake Watershed District - Phase III

## Minnesota Historical Society

Historical & Cultural Heritage Grant

- 10,000 Years on Minnesota's Prairies: Opening New Windows into the Pedersen Archaeological Site
- Historical Environments of the Pedersen Site and the Lake Benton Region

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*Morpho (Grasseia)  
amathonte amathonte* Deyrolle

*Morpho (Grasseia)  
didius didius* Hopffer

*Morpho (Grasseia,  
godarti godarti* Gué

male

*Morpho (Grasseia)  
menelaus menelaus* (Linnaeus)

female

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