



SHARING OUR VALUE

LEGISLATIVE REQUEST FY 2024-25

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PRESIDENT'S LETTER

Dear Friends,

In 2023, the Science Museum of Minnesota celebrates 116 years as one of our state's most prized cultural assets. COVID-19 challenged us in extraordinary ways. Invaluable public and private support helped us meet our audiences where they wanted us most. We delivered our signature brand of science and education centering equity online, in communities across the state, and in adapted museum experiences made safer because we led with science.

As a nation, we now realize the pandemic's powerful implications for our young people — the new generation of innovators and problem solvers that will lead us into a future that relies heavily on STEM. This year, for the first time since the National Assessment of Educational Progress (NAEP) tests began tracking student achievement in the 1970s, 9-year-old students lost ground in math, and reading scores fell by the largest margin in more than 30 years (New York Times, September 1, 2022). At the same time, profound long-standing educational disparities persist and widen across racial, ethnic, and socio-economic groups. Unfortunately, these disparities keep bright minds from the most critical conversations in STEM. With our focus on breaking down barriers to participation and showing young people there is a place for them in STEM, the Science Museum is well-equipped to address these disparities in innovative ways. With your support, we can build our state's STEM pipeline and set up Minnesota for success.

This work plays a critical role as we look to a future where STEM is accessible to everyone. In addition to building pathways to STEM, we are committed to delivering high-quality museum experiences and transformational programs that encourage reflection and dialogue on topics like race, mental health, and climate change. We can shape Minnesota's future by creating positive changes through a plan of expanded STEM learning and impact in three critical areas: understanding and addressing climate change; meeting food, energy, and water needs in sustainable and equitable ways; and exploring what it means to be human through identity, culture, livelihood, and health — all while elevating equity and justice as foundational to science and education.

We have big dreams that will help us change what a museum is, who it is for, and how it can meet the needs of its communities. Your support is integral to making those big dreams a reality.

With pride and gratitude,

Alison Rempel Brown
President & CEO



BUDGET REQUEST

Budget Request for FY24 and FY25

Operating Support

Current Appropriation (FY22 and FY23).....	\$1,079,000 annually
Request for FY24.....	\$2,234,000 annually
Request for FY25.....	\$2,392,000 annually

One-Time Preservation Request

Request for FY24.....	\$3,000,000
Request for FY25.....	\$2,000,000



EDUCATIONAL VALUE

The Science Museum of Minnesota was able to shift its resources during the pandemic to adapt to the new demands of remote learning. By creating new cross-divisional teams, the museum developed online learning environments for Minnesota’s formal education communities.

Prior to the pandemic, the museum was able to serve over 180,000 students annually in all 87 of Minnesota through field trips and outreach programs. FY22 proved to have challenges, yet the museum served 42,000 students across 70 of 87 counties.

Museum staff worked diligently to provide STEM-based educational experiences that provided care and enrichment for the whole student – placing emphasis on the emotional needs of young people. These programs and resources were available free of charge online through the museum’s website and, in the case of physical activity kits, were packed and delivered to schools for distribution.

Online lessons make learning more accessible

Water is Life

This is an adaptation of our existing water assembly and residency programs for grades 3-4. Museum instructors joined classrooms via Google Meet or Zoom and led students through two sessions of 30-45 minutes all about water content. The format consisted of live facilitation mixed with slideshows, videos, demonstrations built in Scratch, and student Q&A.

Automata: Be a Storyteller

This is a hands-on engineering activity kit for grades 3-5. With the use of commonly available materials, learners can build a moving machine, complete with artistic additions, while learning about the Maya relationship to corn throughout North American history. Made in collaboration with Gina Kan-Balam, this activity is a new take on engineering content to engage learners of all backgrounds and perspectives.

Big River: Plant for the Future Story Map

This is a new lesson developed for grades 7-8 with funding from the National Park Foundation. The Science Museum worked in close partnership with the Mississippi Park Connection and the National Park Service. The format consists of a series of pre-recorded interviews, photos, and interactive maps that explore the ecosystem in Crosby Farm Regional Park, community science, and the Plant for the Future project.

“Through this pandemic, it has been great to see SMM create and offer virtual offerings for distance learners and for school districts that would never have the opportunity to have access like this! Please continue to offer virtual components or even programs for rural school districts in greater MN!”

— Teacher who responded to the FY21 Nearpod Survey

COMMUNITY VALUE

The Science Museum of Minnesota is deeply invested in inspiring learning about the world around us. People often think of nature as a place untouched by humans - high on a rugged mountain or deep in a remote canyon. But nature is thriving in our cities, prairies, forests and towns. We depend on interconnected natural systems to make our communities livable.

SMM experiences like *The Nature All Around Us* exhibit challenge the notion that urban and natural environments are separate or at odds by showing the many ways they are inextricably linked. Visitors discover the hidden worlds and rich ecosystems within familiar places from their own backyard to Main Street. They explore the ways our daily lives are intertwined with nature—how trees cool our neighborhoods, how streams carry storm water away from our homes, and how spending time in nearby nature keeps us healthy.

By looking at the value of nature across Minnesota, our communities can better understand the implications of our environmental choices and how to inform decisions. Visitors can meet citizen scientists who record nature in their communities and learn more about how to get involved in their own communities.



FY22 Field Trip coordinators had this to say about their student's experiences:

"I am a special education teacher and I felt that all my students, no matter their ability, had something to explore and learn from."

"One of my 5 year old students shared "This is better than Disney World! I hope I can come back."

SHARING OUR CULTURAL VALUE

The Science Museum values memorable, accessible learning and being truly inclusive, inside and out. To increase access to museum offerings, we offer a diverse array of access programs that serve audiences with limited incomes.

- In FY22, the museum welcomed 46,145 visitors through Access programs.
- Nearly 1 in 7 of the museum's 314,675 moments of engagement in FY22 were made possible by its Access programs.

In 2021 and 2022, the museum celebrated science and innovation and brought some of our groundbreaking research out of the labs and onto the exhibit floor:

Science is All of Us

The Science is All of Us campaign, which ran from January through early April 2022, is the Science Museum of Minnesota's celebration of diversity in STEM, with existing and new exhibitions, new online experiences and activities, and in-person and virtual events. By sharing stories of diversity in STEM, Science is All of Us creates a strong sense of community by increasing representation and expanding the idea of who belongs in STEM fields.

Action For Earth

The Action for Earth campaign is a series of climate science-themed events, initiatives, and activities, including museum experiences and resources that provide a deeper understanding of the reality and impacts of climate change in our daily lives. The campaign also engages visitors and Online audiences in topics related to the environment, climate change, sustainability, and Minnesota's #1 resource...water!

Days of the Dinosaurs

Dinosaurs and fossils are an accessible entry point that can lead to expanded interest in other science topics. With the Days of the Dinosaurs campaign, in addition to resident dinosaur and fossil exhibits, the museum welcomed new and exciting digital and in-museum experiences, including a new Omnitheater movie, a new exhibition, activities, events, and more. Days of the Dinosaurs featured the State Fossil Campaign, with online voting opportunities, the Dino Dana Omnitheater preschool film experience, and #fossilfriday social media posts featuring Dr. Alex Hastings, Fitzpatrick Chair of Paleontology.

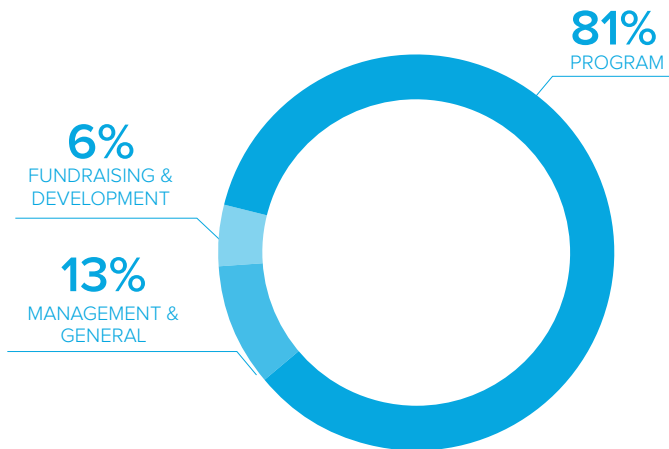
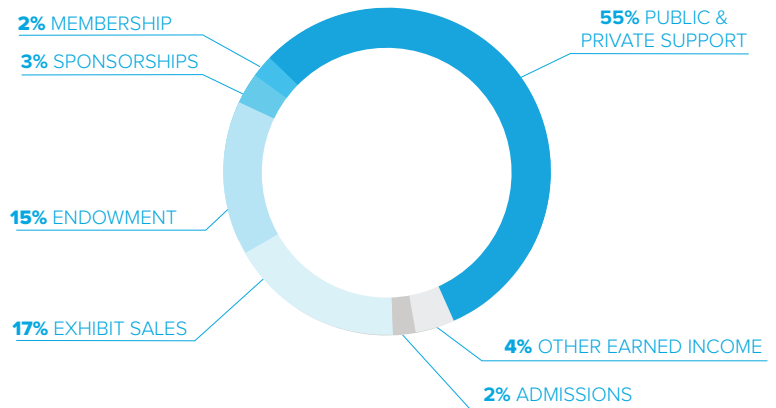
The Science Museum is honored to receive funds from the Arts and Cultural Heritage Fund of the Legacy Amendment. This funding allowed us to reach students in all 87 Minnesota counties with education outreach and field trip programs prior to the pandemic – a goal we are working to attain once again! We convened conversations throughout the state to understand how we can better serve Minnesota families, and we were able to develop an integrated user portal to provide greater online access to our Minnesota-based anthropology collections. While the pandemic interrupted our program timelines, we were still able to digitize 6,000 cataloged records and add 5,000 objects and their images to the database. We are deeply grateful for the generous and ongoing support provided by the Arts and Cultural Heritage Fund.

FINANCIAL STEWARDSHIP

Our diversified revenue streams allow us to be nimble and to capitalize on opportunities, while also being better positioned to weather financial hardship. The Science Museum uses funds wisely, seeking to maximize return on investment, to provide the best value to our supporters and stakeholders.

OPERATING REVENUE

- Public and Private Support **55%**
- Other Earned Income **4%**
- Admissions **2%**
- Exhibit Sales **17%**
- Endowment **15%**
- Sponsorships **3%**
- Membership **2%**



EXPENDITURES

- Program **81%**
- Management & General **13%**
- Fundraising & Development **6%**

EARNING OUR KEEP

Earned income represents key diversified revenue at the Science Museum. Ticket and membership sales, summer camps, facility rentals, and exhibit development and production services are just a few of the business lines contributing to the bottom line.

Examples of revenue-producing activities include:

Summer Camps

Science learning doesn't have to take a summer vacation. Science Museum summer camps offer kids the chance to be imaginative, creative, and build lifelong STEM skills.

In 2022, the Science Museum engaged 1,356 summer campers in topics ranging from carpentry to coding. During the twelve-week season, we offered more than 76 in person camps.

In response to the pandemic, the museum offered a combination of in-person and virtual camp experiences. Its 10 virtual camps had 69 registered campers. Virtual participants received a kit of supplies, either via pickup or mail, to allow for at-home activities.

Exhibit development and production services

Hundreds of thousands of people enjoy Science Museum original exhibits on site each year. Many don't realize that these experiences appear across the country and around the world.

With decades of experience and a team of award-winning exhibit professionals, the Science Museum is a leading museum producer of exhibit experiences. In FY22, our diverse client portfolio included museums from North Dakota to Ohio to Kuwait.

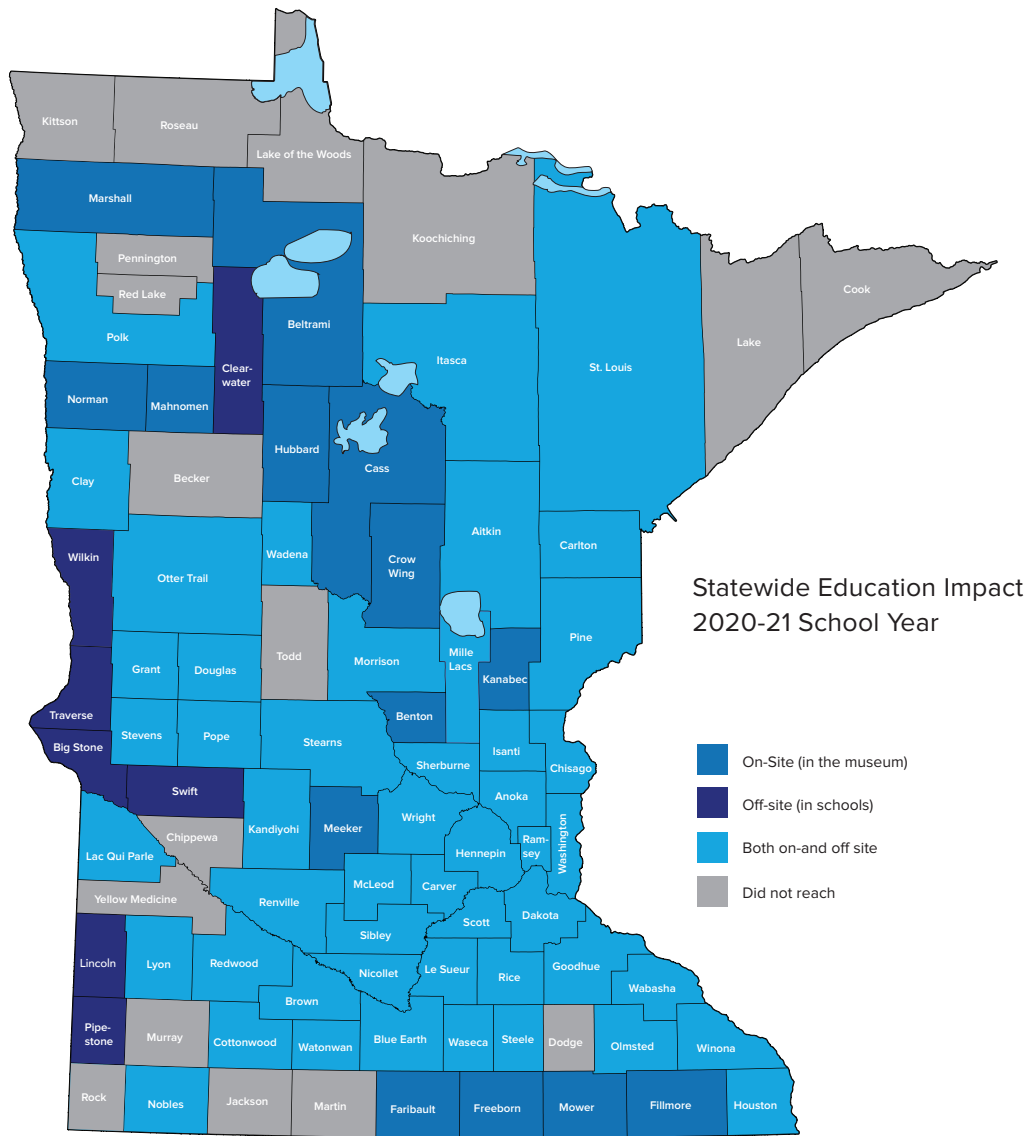
In addition, the museum frequently collaborates or advises on content development through grant-supported activities like the National Informal STEM Education Network.

Ready to join Minnesota's economic revitalization

A 2022 study by the American Alliance of Museums shows that museums are experiencing an average of 62 percent of their normal, pre-pandemic, attendance. One in four museums are working under 30% capacity, and nearly three out of four museums are struggling to restore all of their staff. Government funding is proving to be vital in order to retain staff and get back to pre-pandemic standards of operation.



STATEWIDE IMPACT



- **Field Trips:** Students and their teachers visit Science Museum exhibits and the Omnitheater from all over the state. For maximum accessibility, each student group receives a substantial discount on museum admission.
- **School Outreach:** The Science Museum reaches students and schools statewide through assembly programs, residency programs, and other outreach programs.

FIELD TRIPS AND OUTREACH BY COUNTY IN FY22

County	On-site (in the museum)	Off-site (in schools)	Both on- and off-site experiences
Aitkin	23	150	173
Anoka	1,712	60	1,772
Becker	0	0	0
Beltrami	54	2	56
Benton	478	0	478
Big Stone	49	0	49
Blue Earth	444	29	473
Brown	49	420	469
Carlton	203	0	203
Carver	1,536	27	1,563
Cass	139	0	139
Chippewa	0	0	0
Chisago	239	66	305
Clay	86	25	111
Clearwater	34	36	70
Cook	0	0	0
Cottonwood	64	54	118
Crow Wing	0	19	19
Dakota	2,834	1,233	4,067
Dodge	0	0	0
Douglas	104	10	114
Faribault	152	0	152
Fillmore	161	0	161
Freeborn	0	225	225
Goodhue	755	35	790
Grant	8	31	39
Hennepin	5,268	3,625	8,893
Houston	318	0	318
Hubbard	58	0	58
Isanti	115	29	144
Itasca	4	0	4
Jackson	0	0	0
Kanabec	46	3	49
Kandiyohi	163	97	260
Kittson	0	0	0
Koochiching	0	0	0
Lac Qui Parle	146	0	146
Lake	0	0	0
Lake of the Wood	0	0	0
Le Sueur	220	17	237
Lincoln	1	2	3
Lyon	261	0	261
Mahnomen	60	0	60
Marshall	48	0	48

County	On-site (in the museum)	Off-site (in schools)	Both on- and off-site experiences
Martin	0	0	0
McLeod	21	3	24
Meeker	120	0	120
Mille Lacs	291	2	293
Morrison	64	2	66
Mower	157	2	159
Murray	0	0	0
Nicollet	210	30	240
Nobles	0	5	5
Norman	0	1	1
Olmsted	660	217	877
Otter Tail	175	0	175
Pennington	0	0	0
Pine	634	0	634
Pipestone	72	0	72
Polk	78	0	78
Pope	273	0	273
Ramsey	3,680	1,717	5,397
Red Lake	0	0	0
Redwood	135	17	152
Renville	145	0	145
Rice	434	109	543
Rock	0	0	0
Roseau	0	0	0
Saint Louis	269	349	618
Scott	1,314	70	1,384
Sherburne	91	15	106
Sibley	167	4	171
Stearns	243	486	729
Steele	388	21	409
Stevens	199	0	199
Swift	0	200	200
Todd	0	0	0
Traverse	87	0	87
Wabasha	385	0	385
Wadena	48	56	104
Waseca	334	0	334
Washington	874	554	1,428
Watsonwan	51	0	51
Wilkin	108	0	108
Winona	54	0	54
Wright	696	26	722
Yellow Medicine	0	0	0
Total	28,266	9,773	38,039



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