



Children's Museum
of Southern Minnesota

224 Lamm Street
Mankato, MN 56001
cmsouthernmn.org
507.386.0279

HF680 TESTIMONY 3.19.21

Incorporated in 2006. Opened in 2015.

2011-2020 received a total of \$1.385 Million in Legacy Funds.

100,000 Visitors per Year (see lower left map below)

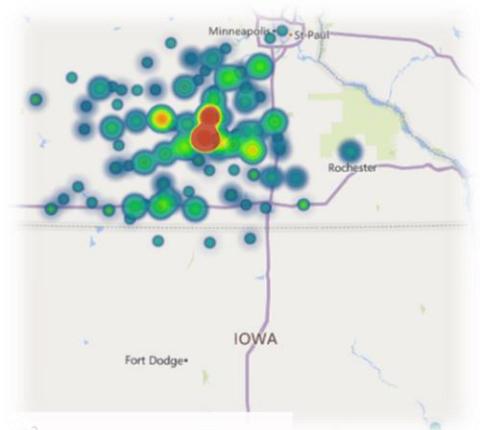
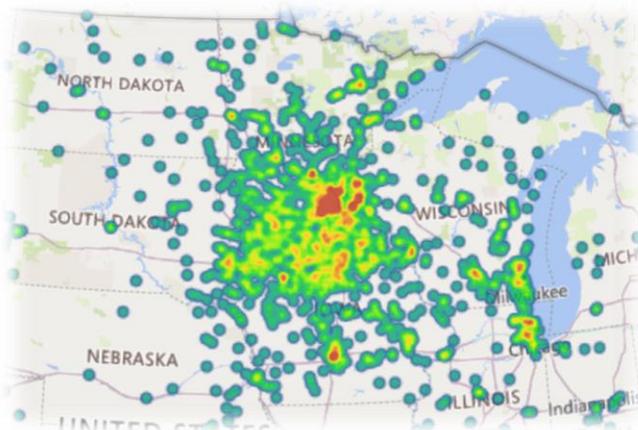
- 75 of 87 Minnesota Counties
- 49 States and Six Countries

Access Programs

- Gateway to Play Memberships for families in need
 - 2020 Total = 668 GTP Memberships, 33% of total
 - 50 Community/Regional partners identify families
- School Group Visits = 8-9,000 2nd & 3rd grade students on STEaM (lower right map)
- Military Appreciation Events
- Special Needs Play Time Events

Education Focus areas

- Ag & Nature
- STEaM
- Health & Wellness
- Manufacturing
- Dakota Language and Cultural Heritage



PLAY. It's what we do.



Children's Museum
of Southern Minnesota

224 Lamm Street
Mankato, MN 56001
cmsouthernmn.org
507.386.0279

2021 CMSM ACCESS AND DEAIB INITIATIVE GOALS

Diversity - Equity - Accessibility - Inclusion - Belonging

1. Gateway to Play Memberships: Goal = 480
2. Access Admissions: Goal = 1,000 (10% of all Museum admissions)
 - a. Including Free Family Passes, Blue Star and Military initiatives, Brother/Sister Program
3. Value of Access Memberships and Admissions in 2021
 - a. Access Memberships: 480 x \$108 = \$51,840
 - b. Access Admissions: 1,000 x \$9 = \$9,000
4. Gateway to Play Outreach Community Partners: 50 Total
 - a. Addition of 12 organizations to current listing of 38 active partners
5. Goals associated with demographic audience engagement via Gateway to Play Memberships and other *DEAIB Initiatives:

Racial or Ethnic Identification	MN Kids Count Data	MAPS Demographics	CMSM Goals
White - Non-Hispanic	67%	73%	70%
Black/African American	10%	14%	14%
Hispanic/Latino	9%	6%	7%
Asian/Pacific Islander	6%	2%	3%
American Indian	1%	<1%	1%
Multi		5%	4%
Families where a second language is spoken in their home.		7%	7%
Students enrolled in Special Education	19%	15%	18%

**In addition to CMSM visitor and community engagement, the lens and application of DEAIB values encompass all dimensions of Museum operation:*

- Foundational – Vision & Values, Leadership, Governance, Resources
- Internal – People and Operations (HR), Vendor Diversity
- Public-Facing – Community Engagement, Services/Exhibits/Programming, Communications
- Evaluation – Data collected and used to inform DEIB practice and assess performance

PLAY. It's what we do.