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Science Museum

http://www.smm.org

Small Agency Profile

Mission:

Turn on the science: Realizing the potential of policymakers, educators and individuals to achieve full civic and economic participation in the world.

Statewide Outcome(s):

Science Museum supports the following statewide outcome(s).

Minnesotans have the education and skills needed to achieve their goals.

Context:

The Science Museum of Minnesota (SMM) offers focused opportunities to multiple constituencies for informal science, technology, engineering and math (STEM) education. Priorities address both a statewide audience of individuals, families, teachers and students and a primary funding stream of earned income. These priorities include:

- Building sustained relationships with a diverse array of statewide communities
- Deepening science and science communication capabilities
- Developing and implementing 21st century science learning opportunities
- Strengthening the agency's financial base through earned income

The agency's state general fund appropriation accounts for about three percent of total budget, however, its unrestricted nature allows using it for things like keeping the building clean, safe and comfortable. These general expenses are critical to operations but are unlikely to come from private and corporate donors. In addition, the agency received $500,000 in FY 2012 and FY 2013 from the Arts and Cultural Heritage Fund for new program development.

Strategies:

SMM offers a wide array of one-time and sustained opportunities for STEM education targeted to various audiences reinforcing that STEM is for everyone.

- Program examples are:
  - Science Fusion events that showcase African American, Asian and Latino contributions to science
  - Girls in Science events designed to foster girls' enthusiasm for science by highlighting female scientists in wide-ranging fields of science and technology
  - Great Tix, a program of discounted tickets for low income visitors
  - Expanding collections to better tell and preserve Minnesota stories
  - Tying exhibits to Minnesota state education standards in science, math and other subjects so teachers and students can more directly tie their museum visits to their classroom work
  - Bringing world class exhibitions like Tut and developing premier exhibitions like Maya Worlds for Minnesotan's to learn from and enjoy
- Providing resources to partners in formal educational settings to enhance the education achievement of their students through:
  - Field Trips of students from across the state to the museum
  - Outreach programs bringing the Science Museum experience into classrooms statewide for day or week long programs
  - Teacher Professional Development (TPD) programs working to increase STEM literacy and eliminate STEM achievement gaps
- Continually recognizing the agency's responsibility to its primary funders:
  - Earned Income: tickets, memberships, food sales, gift shop
  - Corporate partnerships
  - Annual fund

Results:

SMM measures success both quantitatively and qualitatively. Quantitative measurements include:

- Total number of people served through its programs. While the majority of these people are Minnesotans, this number also reflects out of state visitors who recognize SMM as one of the premier tourist destinations in the Twin Cities.
- Number of resources offered to enhance the visitor experience - such as online teacher guides tying exhibits to Minnesota state education standards.
- Total number of school districts in Minnesota utilizing one or more specific K-12 education offerings - field trips, outreach programs, teacher professional development.
- Amount raised annually from individual and corporate donors.

A variety of anecdotal quotes from program participants and beneficiaries have been gathered through agency evaluation. These key pieces of qualitative data are used to show how the agency's work is making a difference in the lives of Minnesotans.

Performance Measures	Previous	Current	Trend
Total number served	933,526	781,734	Worsening
Identification and documentation of state science standards explicitly connected to exhibits and museum theater shows	No standards explicitly identified	76% K-5 65% 6-8 45% 9-12	Improving
Total number of Minnesota school districts served	278	277	Stable
Amount raised in annual fund	$2,270,531	$2,402,449	Improving

Performance Measures Notes:

Factors driving performance trends between the fiscal years ending June 31, 2011 and June 31, 2012 are similar to those found in other agencies and industries relying on the public. The decline in attendance reflects trends in consumer purchasing decisions during the economic downturn. In FY 2011, SMM was one of only seven cities in the country to host the traveling exhibition, Tutankhamun: The Golden King and the Great Pharaohs. Being in a select group of museums is a testament to the agency’s industry reputation but also drove attendance to levels it does not expect to experience every year. SMM is in the process of introducing new permanent exhibits and continually evaluates and revises class offerings in an effort to provide the highest value to visitors. The museum expects attendance to improve as the economy grows stronger. The stability in school service shows that, even faced with economic constraints, schools value SMM programs and services. It also reflects an ongoing commitment to make programs for this audience as cost and time effective as possible. The increase in annual fund giving shows the value local corporations and individual contributors place on the work of the museum.

Science Museum
Current, Base and Governor's Recommended Expenditures
(Dollars in Thousands, Biennial Totals)

	General Funds	Other State Funds	Federal Funds	All Funds
Current Biennium Expenditures (FY 2012-13)	$2,136	$131		$2,267
Current Law Expenditures (FY 2014-15)	$2,136			$2,136
Governor's Recommended Expenditures (FY2014-15)	$2,158			$2,158
$ Change from FY 2014-15 Current Law to Governor's Rec	$22			$22
% Change from FY 2014-15 Current Law to Governor's Rec	1%			1%

Science Museum
Sources and Uses
(Dollars in Thousands)

	Biennium FY14-FY15			
	General Funds	Other State Funds	Federal Funds	Total Funds
APPROPRIATION	$2,158	$0		$2,158
SOURCES OF FUNDS	**$2,158**	**$0**		**$2,158**
EXPENDITURES	$2,158			$2,158
PAYROLL EXPENSE				
GRANTS, AIDS AND SUBSIDIES	$2,158			$2,158
USES OF FUNDS	**$2,158**			**$2,158**

Science Museum

Governor's Changes

(Dollars in Thousands)

		FY 14	FY 15	FY 14-15 Biennium	FY 16	FY 17	FY 16-17 Biennium

Investment in Museum School Programming

The Governor recommends funding to expand museum school programming to all 87 Minnesota counties. This could be in the form of field trips from a school to the museum or outreach visits by the museum staff to the school or other education programs.

Performance Measures:
Programming would be expanded to four counties not currently covered by the program.

General Fund	Expenditure	11	11	22	11	11	22
	Net Change	**11**	**11**	**22**	**11**	**11**	**22**
Net All Change Items	General Fund	11	11	22	11	11	22
	Net Change	**11**	**11**	**22**	**11**	**11**	**22**