

www.smm.org/

AT A GLANCE

Highlights of FY 2016:

- Over 860,000 people visited the museum and outreach sites statewide;
- Over 181,000 students served statewide through school outreach, field trips, and teacher professional development
- 91,000 paid no admission fee
- Schools served in all 87 Minnesota counties
- SMM.org features a searchable database linking museum exhibits and learning resources with Minnesota Academic Standards

PURPOSE

VISION *We envision a world in which all people have the power to use science to make lives better.*

MISSION: *"Turn on the Science: Inspire learning. Inform policy. Improve Lives."*

ROLE: The Science Museum of Minnesota (SMM) offers informal STEM (science-technology-engineering-math) learning opportunities to a variety of people including: adult learners, families with school-age children; K-12 teachers, students, and school districts; diverse under-served urban youth; and state policy makers.

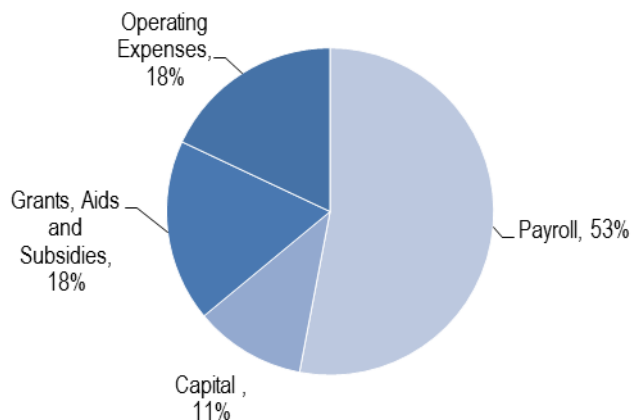
The SMM is a top tier science and technology center with innovative interactive exhibits emphasizing hands-on learning; and is a natural history museum with scientific collections and interpretive exhibits.

STATEWIDE OUTCOME:

Minnesotans have the education and skills needed to achieve their goals. SMM provides excellent informal science, technology, engineering, and math (STEM) education services to reinforce the achievement of Minnesota academic standards, background and preparation for STEM workforce development, and lifelong learning.

BUDGET

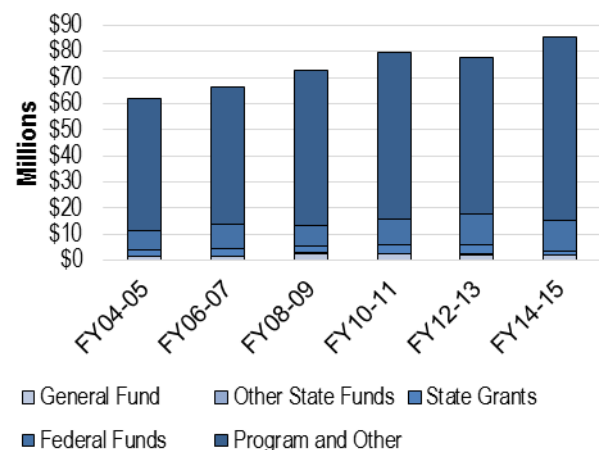
**Spending by Category
FY 15 Actual**



Note: FY15 spending by category includes all SMM spending regardless of funding source.

Source: FY15 Audited financial statements

Historic Spending



Footnotes:

General Fund includes State appropriation

Other State Funds includes other direct state funds

State Grants includes funds awarded directly to the Science Museum of Minnesota from other state agencies.

Federal Funds includes funding received directly to the Science Museum of Minnesota for grant support (such as funds received from The National Science Foundation).

Program and Other includes all other Museum spending from all other sources.

Source: Audited Financial Statements FY02-FY13

STRATEGIES

Public Visitor Place.

- SMM produces and presents world class special exhibits such as Space: An Out-of-Gravity Experience and Body Worlds for audiences at our museum and at museums nationwide.
- SMM features the first convertible dome Omnitheater in the U.S. and is the leading museum producer of STEM educational films for Giant Screen formats in the U.S. Per our Strategic Plan, we will “broaden public participation by improving access and increasing relevance and value.” To ensure accessibility to the broader community, we offer free and reduced admission to families and individuals from low-income households. SMM offers a broad variety of STEM education programs for families, children and youth (pre-K through post-secondary), and adult learners.

Programs and Resources for K-12 students, teachers, and school districts.

- SMM is one of Minnesota's leading destinations for school field trips.
- Our school outreach programs reach K-12 classrooms statewide.
- Our Teacher Professional Development Group provides professional development to educators statewide, focused on promoting equity and inclusivity in STEM education and professions with regards to: ethnicity, gender, gender identification, cultural background, and socioeconomic circumstances.
- Between field trips, outreach programs, and teacher professional development programs, the museum reached every county in Minnesota in FY 2016.
- SMM went live in 2014 with a searchable database for teachers and parents linking specific museum exhibits and learning resources with Minnesota State Education Standards in STEM and social studies. Since then, we have redesigned our website and now this resource is even more accessible to the public.
- SMM's Kitty Andersen Youth Science Center (KAYSC) offers year-round OST (out-of-school time) programs and is a designated provider of OST programs by the St. Paul Public Schools, reaching a majority of youth of color from low income households.

RESULTS

SMM measures success quantitatively and qualitatively:

1. The total number served includes both people who visit the museum and those who take part in our offsite programs statewide. The overwhelming majority of these are Minnesotans with the remainder representing out of state visitors who recognize SMM as a premiere tourist attraction in the Twin Cities. This number is an important “bottom line” indicator of success.
2. Each year the museum must raise unrestricted contributions from individuals, corporations, and private foundations for the Annual Fund. It is an important indicator of how well our case is resonating with stakeholders and their level of satisfaction with our work. The fact that we have grown the Annual Fund in terms of dollars raised five years in a row is noteworthy in light of a competitive philanthropic environment.
3. In January 2014, SMM established a searchable database for teachers and parents that links the museum's exhibits and educational resources with Minnesota State Education Standards. A program audit strongly indicated the importance of this to K-12 educators. After a website re-design, we increased access by ten-fold to an important resource of a searchable standards database.
4. Our school network tracks the MN counties we serve through field trips, school outreach residencies and assemblies, and teacher professional development. We are pleased to share that we again reached all 87 counties in FY16.

<i>Type of Measure</i>	<i>Name of Measure</i>	<i>FY15</i>	<i>FY16</i>	<i>Dates</i>
Quantity	Total number served	808,000	860,647	7/1/15-6/30/16
Quantity	Amount raised for the Annual Fund	\$2,842,007	\$2,860,726	7/1/15-6/30/16
Results	Searchable Standards Database pageviews	3,073	30,737	7/1/15-6/30/16
Quantity	Number of MN Counties served	87	87	7/1/15-6/30/16