

Mission

Kentucky Science Center encourages people of all ages to do science in engaging, educational and entertaining ways to inspire a lifetime of learning.

Vision

Science Matters! Science literacy empowers society. Scientifically literate individuals are those best suited to excel in the 21st century. Everyone is curious, and that innate curiosity can flourish when liberated. At Kentucky Science Center, science matters because we make it personal, fun, participatory and relevant. We are ambassadors of scientific values.

Summary of Programs and Accomplishments: 2013-2014

Fiscal year 2014 marked the first year of the Science Center's five-year **Unbridled Science** strategic plan. The plan identifies five key areas to expand the Science Center's efforts in support of science literacy across the region. The key initiatives include: Advancing early childhood initiatives, anchored by Science in Play; Amplifying STEM programs and partnerships both on-site and throughout the state; Animating the "flagship facility" through new exhibit experiences and science celebrations; Fortifying equity with stakeholders in order to demonstrate our value as an essential state resource, and; Cultivating professional excellence through growing leaders at all levels of the institution. In this first year of **Unbridled Science**, the Science Center expanded its efforts to address the importance of STEM for the betterment of society, to improve the workforce pipeline for 21st Century jobs, and to inspire curiosity in children and adults. As such, key elements of the Science Center's 2013-2014 fiscal year focused on the four initiatives listed above.

Advance Early Childhood

The early childhood exhibit, *Science in Play*, anchored the first half of FY13 and continued to build upon the Science Center's capacity for serving families with young

Amplify STEM Programs and Partnerships

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Animate the "Flagship Facility"

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Fortify Equity with Stakeholders

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Cultivate Professional Excellence

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The early childhood exhibit, *Science in Play*, anchored the first half of FY13 and continued to build upon the Science Center's capacity for serving families with young children. Developed in partnership with Hands On, Inc., a Florida-based exhibit design firm, *Science in Play* served as a test bed to inform the design and approach to a permanent early childhood exhibit that is currently in the fundraising process and is slated to open in the coming years. The exhibit saw more than 100,000 visitors over seven months and built upon the notion of children as capable, confident and enthusiastic science learners. The exhibit was a perfect means of encouraging parents and caregivers to view their children as scientists while conveying early science terminology to young children.

Key findings from a self-reported visitor survey include showed that 50% of visitors surveyed stayed 1-2 hours in *Science in Play*, with 8% of visitors reporting that they stayed 3-4 hours. Moreover, 21% of respondents reported visiting more than four times in a six month period. Because of the popularity of the exhibit, one of the exhibit's components, the Science Depot, was moved permanently to the Curiosity Lab, the Science Center's early childhood classroom, when the exhibit closed in January 2013. Another program introduced during the run of the Science in Play was a series of monthly, free early childhood playdates designed for children ages 0-4 to explore the Science Center with heavy interaction with Science Center educators. Playdates also continued after the exhibit's close and see an average of 100 visitors at each session.

Early in the planning stages for *Science in Play*, the Science Center formed an Early Childhood Advisory Council to guide the early childhood education efforts of the Science Center throughout the state. The Council is comprised

of 19 individuals representing public and private educational institutions, as well as the Governor's Office of Early Childhood, and provides suggestions and references on the Science Center's early childhood efforts. With the support of the Council, the Science Center also continued and enhanced the teacher trainings it had been providing for early childhood teachers. Science Center educators expanded their reach to early childhood teachers, and introduced new teacher trainings and professional development opportunities for them in early 2013.

Fundraising for the Science Center's permanent early childhood experience kicked off in FY13 and by the end of the fiscal year, the Science Center reached half of its fundraising goal for the campaign, built largely on the success and popularity of *Science in Play*. A catalytic \$750,000 gift was awarded to the project by the James Graham Brown Foundation, representing the first significant gift from the foundation in recent years.

Statewide Positioning

Annual Statement of Accountability

July 1, 2013 – June 30, 2014

In addition to continuing the growth of early childhood platforms, the Science Center also continued building programs and partnerships throughout the region. A gift from Toyota Motor Manufacturing of Kentucky provided support to take the Science Center's highly successful *School's Out Science Camps* programs on the road to Scott County, KY. With support from Southern Elementary School, the Science Center hosted two LEGO Robotics camps during summer 2013 for nearly 30 elementary and middle school students. Twenty students were funded through scholarships from Toyota with a number of unused scholarships carrying over to additional Scott County camps planned for fall 2013.

The Science Center's *Pulse of Surgery* program also expanded in FY13 with additional technology infrastructure allowing classrooms throughout the region to virtually connect to the program without being physically present at the Science Center. Seeing interest in the expanded program, the Kentucky Medical Association provided funding for 500 students to participate in the program virtually. The Science Center's outreach efforts, which in recent years have focused on events in the surrounding counties alone, also expanded to serve more than 8,300 people through seven outreach events outside of Jefferson County.

The *Youth Science Summit*, one of the Science Center's signature events, entered its third year in FY13 and branched out to include an additional event site in Lexington, KY. Hosted in June 2013, the signature Louisville *Youth Science Summit* served more than 100 middle and high school students and connected them with practicing scientists from around Louisville. The first Lexington *Youth Science Summit* was held at Lexmark, Inc. in Lexington, KY and also served more than 100 students. By adding a second event this year, the Science Center was able to capitalize on interest in STEM opportunities from middle and high school students in the Lexington area while building relationships with the local businesses and school district.

In October 2012, Science Center Executive Director Joanna Haas received recognition from the Association of Science-Technology Centers (ASTC) for her leadership toward making Kentucky Science Center the state science center of Kentucky. A governing member of the ASTC Board of Directors, Haas was recognized with the Roy L. Shafer Leading Edge Award for Experienced Leadership in the Field. A jury of her peers and fellow STEM education professionals selected her for the wealth of science center experience she brings to Kentucky Science Center.

Program Expansion

The Science Center bolstered its programmatic offerings in FY13 with not only the addition of new events but also by revamping annual events and programs. *Captain Current vs. the Electricity Vampires*, the traveling outreach program which first launched in FY12, expanded to serve more than 5,500 students in 17 schools around the state. The school assembly style program, which focuses on teaching about energy and energy efficiency, grew with support from additional marketing efforts and targeted school offerings. The Science Center also engaged with Jefferson County Public Schools to collaboratively design a six-week enrichment program for five elementary schools in order to boost science proficiency among a group of 50 students. Post-enrichment testing showed a positive impact on student ability to understand simple science themes.

In early 2013, the Science Center collaborated with the Girl Scouts of Kentuckiana to design *MakerPlace*, a series of family-friendly makerspace-style workshops led by Science Center educators and hosted at Girl Scouts

Annual Statement of Accountability

July 1, 2013 – June 30, 2014

headquarters. Through early pilot programs and summer camp offerings at the *MakerPlace*, the Science Center is now launching a full program in 2013 designed to let visitors design, build, tinker and experiment with a plethora of gadgets while exploring the science of inventing and engineering on a smaller scale.

A number of new programs were introduced in FY13 targeting adult audiences. *ExBEERiment* was hosted at the Science Center in October 2012 with a focus of introducing audiences to the science behind the process of brewing beer. Nearly 200 people attended the event in its inaugural year and attendance is expected to double for the event planned October 2013. Two additional offsite programs geared toward adults were also offered in FY13, including *Adult Dig Day* where attendees explored the archaeology of the Ohio River Valley, and *Adult Canoe Day* where attendees canoed in Jefferson Memorial Forest and explored the natural landscape of Kentucky.

One of the Science Center's signature annual events that saw a restructuring in FY13 was *ThunderBlast*. The event featured a lower ticket price than previous years in order to attract a larger audience. As a result, there was a 25% growth in ticket sales at the event with a total of 1,779 tickets sold. Guests enjoyed a covered, riverside view of the air show and fireworks display, access to the Science Center's permanent and temporary exhibit galleries including *BODY WORLDS Vital*, indoor restrooms, activities and demonstrations for adults and children.

The Science Center also took a new approach to its grassroots exhibition platform, the *Great Big Science To-Do*. Launched originally for three months in 2011, the 2013 iteration of the *Great Big Science To-Do* was dubbed *SENSEational* and focused on activities that tested visitors' senses. Planned and designed entirely by Science Center team members, the exhibit saw more than 17,000 visitors during its June 2013 run.

Below is a listing of programs, special events, exhibits and film offerings for FY2014.

Films:

- *Air Racers*
- *Flight of The Butterflies*
- *Born To Be Wild*
- *The Human Body*
- *Grand Canyon Adventure*
- *Hubble*
- *Forces of Nature*
- *Titans of The Ice Age*
- *The Last Reef*

- *Jerusalem*
- *Watermelon Magic*
- *Tornado Alley*
- *The Hunger Games: Catching Fire*
- *Thor: The Dark World*
- *Ride Along*
- *Jurassic Park 3D*
- *For No Good Reason*
- *Planes*
- *Peabody and Sherman*
- *D-Day 3D*
- *We The People*
- *The Land Before Time*
- *E.T.*
- *Back To The Future*
- *Lewis and Clark: The Great Journey West*

Education programs for the year included:

- School's Out Science Camps – Holiday, Spring Break, Fall Break and Summer Camps
- Science Celebrations
 - Space Day
 - Advanced Manufacturing Science Celebration
 - DNA Day
 - National Chemistry Week
 - BOOnanza
 - Noon Year's Eve Celebration
 - National Engineers Week
 - Nano Days
- Pulse of Surgery
- Super Saturdays
- Kindergarten Countdown
- Whitney Young Scholars Science program with Lincoln Foundation
- Captain Current Vs. The Electricity Vampires
- Animal Antics
- exBEERiment
- megaBITE
- diSEXTion
- Idea Festival and IF Kids
- Research! Louisville
- Teacher Appreciation Nights
- Early childhood playdates in *Science In Play*
- Scientific Proofs:

Special Events:

- *Science with a Twist: It's All Fun and Games*
- ThunderBlast
- Members Only Events:
 - Science in Play member preview, July 13-14, 2013.
 - Members-only Family Science Night, December 17, 2013
- Business Partners for Science weekends
- Louisville Youth Science Summit
- Lexington Youth Science Summit
- Paducah Youth Science Summit

Outreach:

- Waterfront Festival, Louisville KY
- Adath-Jeshurun Science Festival, Louisville KY
- Kaleidoscope Science Festival, Louisville KY
- Mommy's Nest, Louisville KY
- Louisville Family Fun Day, Oldham County KY
- YMCA Calypso Cove, Louisville KY
- Teacher Institute for HPSE, Louisville KY
- KET Super Saturday, Lexington KY
- Teach Tech Learn Conference, Louisville KY
- Kindergarten Countdown, Louisville KY
- JCPS New Teacher Induction, Louisville KY
- Home School Opportunity Fair, Clarksville IN
- Actor's Theatre 50th Anniversary Block Party, Louisville KY
- Kentucky State Fair, Louisville KY
- Bernheim Connect, Clermont KY
- Pure Tap 5K, Louisville KY
- NuLu Fair, Louisville KY
- Maker Faire, Louisville KY
- GE Appliances Anniversary Party, Louisville KY
- Adventures in Water Festival, Louisville KY
- Bernheim Colorfest, Clermont KY
- Cub Scout Jamboree, Leitchfield KY
- KSTA, Lexington KY
- Alton Brown pre-party at Kentucky Center for the Arts, Louisville KY
- Time Warner Cable Employee event, Louisville KY
- GEMS for Girl Scouts of Wilderness Road, Lexington KY
- High powered demos, Muhlenberg KY
- Breckenridge Elementary, Lexington KY
- KWAC Science Fair, Lexington KY

- Scouting University, Louisville KY
- University of Louisville Engineering Expo, Louisville KY
- Summer Camp Kickoff, Louisville KY
- Louisville Collegiate, Louisville KY
- Jacob Elementary, Louisville KY
- Kentucky State Science Fair, Richmond KY
- Comic Con, Louisville KY
- Metro Parks Summer Fair, Louisville KY
- Lexington Summer Camps, Lexington KY
- Earth Day at the Louisville Zoo, Louisville KY
- Kid Tech Summit, Oldham KY
- Math Enrichment, Glasgow KY
- Louisville Zoo outreach, Louisville KY
- Girls Idea Festival, Louisville KY
- Derby Fest-a-Ville, Louisville KY
- Pegasus Parade Preview, Louisville KY
- Hometown Tourist Celebration, Louisville KY
- Buy Local Fair, Louisville KY
- Summer Reading Kickoff, Louisville KY
- Madison County Library, Berea KY
- Madison County Library, Richmond KY
- Bell County Public Library, Pineville KY
- Bell County Public Library, Middlesboro KY
- Pulaski County Public Library, Somerset KY
- Spencer County Public Library, Taylorsville KY
- Warren County Public Library, Bowling Green KY
- Marshall County Public Library, Calvert City KY
- Boys and Girls Club programming, Louisville KY and Jeffersonville IN

Volunteers

Science Center volunteers provide support to staff and help to make each visitor's experience as memorable as possible. Volunteers fill a myriad of roles such as guiding exhibit experiences, facilitating activity stations in the exhibit galleries, working in the gift shop, serving as hosts in the lobby to answer questions, and even work behind the scenes in the collections, membership and exhibit departments.

- 681 Volunteers
 - Adults – 296
 - Teens – 385
- 10,775 Total Hours Served
 - Adults – 4,088
 - Teens – 6,687

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\$100,000 or greater

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\$15,000 - \$49,999

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Annual Statement of Accountability

July 1, 2013 – June 30, 2014

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Stantec
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Tom Doran
USA Image Technologies, Inc.
Voluforms
Yum! Brands, Inc.

Financial Information

Net Assets	
Unrestricted	\$4,619,289
Temporarily Restricted	\$ 1,206,455
Permanently Restricted	\$407,507
Total Net Assets	\$6,233,251



