

Grow
with *Science*



Annual Report
Fiscal Year 2016

July 1, 2015 – June 30, 2016

Inspire with *Science*

As we mark the midpoint of our 5-year strategic plan “Unbridled Science”, we are proud of our accomplishments to date of expanding our reach and impact across the region. In FY16 Kentucky Science Center programs and services touched 258,511 individuals in 98% of Kentucky Counties and 89% of Indiana Counties. This is a broader footprint in a single year than ever before, though our work now turns to sustaining these efforts in deeper ways. There is much yet to do as we work to INSPIRE with science.

The world needs ambassadors of scientific values. Children who are encouraged to play, tinker, test, try again, communicate and collaborate, will grow into adults empowered to think critically, listen respectfully, dialogue openly, and solve problems creatively. These skills are essential for the board room, laboratory, construction site, or classroom....and everywhere in between.

External validation came this year as Kentucky Science Center was named a “Top 5” children’s museum in the U.S. by tripping.com, the world’s largest travel search engine for family vacation destinations. This accolade is due in large part to the more than \$3 million of improvements to our early childhood gallery, *Science in Play*, representing an innovative approach to learning through fully open-ended, loose-parts play.

As this year unfolds you will hear more about our commitment and involvement in helping young children all across the Commonwealth arrive prepared to succeed in Kindergarten and beyond, primarily through *Science in Play2Go* already traveling to libraries across Kentucky in partnership with the Kentucky Department of Libraries and Archives.

We are working on other inspired ideas too, from a full-scale renovation of our health & life sciences gallery to a revamp of our content-driven dialogues for teens and adults. This year, as every year, science matters. As you continue to read you will see our accomplishments and hear about some exciting opportunities in the near future. Thanks for being part of our “Unbridled Science” journey. If you have thoughts, questions, ideas or inspiration....I’d love to hear from you! Email me at Joanna.haas@louisvilleky.gov .

Do science,
Joanna Haas

The World Within Us

STEM fields are constantly evolving – chief among them are advances in health and medicine. Our full-scale permanent upgrade of the 3rd floor gallery *The World Within Us* will also begin with a year of change. Throughout the next year or so, Kentucky Science Center staff will create innovative, ephemeral installations starting with three on the theme of health. Similar to our approach while developing *Science in Play*, each multi-month installation will give us the chance to test content, engage our partners, and listen to feedback, meaning we need you to play crucial role in our hands-on exhibits’ next evolutionary leap.

Human Machines, March – May, 2017

Everyday Athletes, June – August, 2017

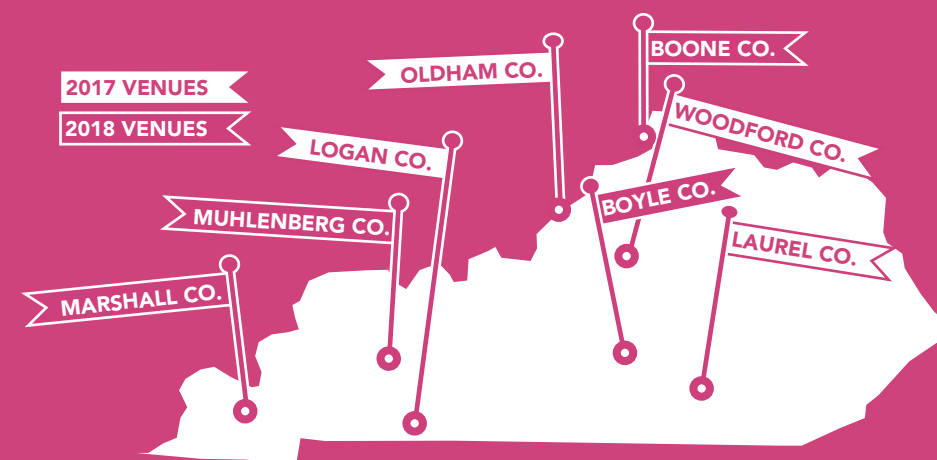
Highway to Health, September – December, 2017

STEMinar and Scientific Proofs

We’re upping the ante on content-driven dialogues with two programs that feature presentation by STEM professionals active in local research. Scientific Proofs is getting a serious upgrade with monthly meet-ups at Mellow Mushroom’s St. Matthews location where families can geek out together. We’re also putting our resources behind STEMinar, a monthly STEM presentation that began at Manual High School and is geared toward students in middle and high School, but open to undergraduate students and families of all ages. Kentucky Science Center’s Youth Infusion Board will help the program grow by making introductions to STEM professionals while keeping it “for teens and by teens”.

Science in Play2GO

In partnership with the Kentucky Department of Libraries and Archives and with support from Genentech and PNC Grow Up Great, Kentucky Science Center launched our statewide early-childhood learning initiative in December. With 3-month residencies in libraries across the Commonwealth, and comprised of elements from the permanent exhibit, *Science in Play2GO* seeks to improve Kindergarten readiness by empowering communities to learn through play.





Reach with *Science*

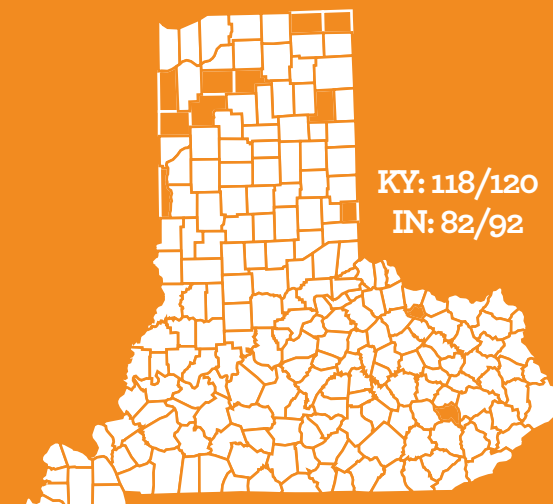
Amplify STEM

With economic growth being driven by technology and innovation, and only 50 percent of Kentucky's kindergarten students prepared to start school, Kentucky Science Center's role is clear: bolstering efforts to advance science literacy at both ends of the education and workforce pipeline is essential. While we connect to communities "beyond the borders of our building" through all of our programming, our strategic effort to amplify STEM across Kentucky is truly taking hold.



Total Served: 258,511
a 5% increase from FY15
226,747 onsite | 31,764 offsite

Counties Reached



Science Festivals
35 programs, serving 2,346 people



Onsite Camps
2,685 campers



Offsite Camps
35 camps, 401 campers, 5 locations



After-School Programs
109 Sessions, 1,598 students



Distance Learning
213 programs, 7,845 reached



Outreach
66 events, 19,561 reached



Youth Science Summits
4 events, 400 middle & high school students



Challenger Learning Center
31 missions, 1,300 astronauts



MakerPlace
28 workshops, 250 makers

Prestonsburg Residency

Armed with a blank periodic table and a warning "not to trust their senses," five schools in Floyd County Kentucky joined Ion Jones on an adventure, discovering elements, exploring polymers, and uncovering states of matter along the way. Kentucky Science Center's traveling van programs help teachers meet critical state standards in chemical and physical properties with dynamic hands-on experiments and demonstrations that wow entire auditoriums of students. Schools in Floyd County are doing remarkable work, using limited resources to set their students up for academic success. With support from the PPG Foundation, we were able to amplify STEM and enhance their success by introducing approximately 1,800 students to fundamental science phenomena in just one week.

Advance Early Childhood

Although the seeds of *Science in Play* powered by PNC Grow Up Great first began to germinate more than 5 years ago, Kentucky Science Center's permanent early-childhood learning experience officially turned one-year-old at the end of FY16. In its first full year *Science in Play* welcomed more than 226,000 visitors, increased return visits and new memberships, and served as a springboard for new programs, services, and partnerships. It has also drawn attention and praise from children's and science museums across the world as a leading example of advancing 21st-century skills through open-ended play.

As with any milestone, *Science in Play's* first birthday was as much a chance to evaluate as it was to celebrate. The first of what will now be bi-annual impact studies affirmed *Science in Play's* ability to empower children and their caregivers to learn together, and for life, through the power of play.



Success with SIP helped KSC leverage an additional \$350K in funds directed toward new early childhood initiatives



Kentucky Science Center named top 5 children's museum by tripping.com, international family trip planning search engine

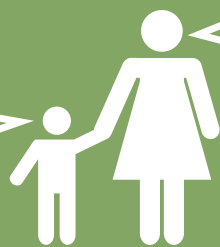
82%

of those surveyed say visits to SIP correlate to increased readiness for or success in school.

64%

of repeat visitors came back 3 or more times

Science in Play helps me...



communicate
take risks
solve problems
learn persistence
recall
add new layers
invent
collaborate

feel more confident in my ability to nurture my child's science learning **69%**

extend learning by asking my child questions and encouraging new skills **81%**

improve my child's critical thinking skills **82%**

think of new ways to encourage learning at home **74%**

“ I am always impressed with how easily the children - my own and the others participating - interact with each other and work cooperatively together. Some projects and activities automatically become team efforts working towards the same unspoken goal and, to me that is a truly amazing thing to witness and something I want to nurture in all facets of our lives. I hope that it is something that sticks with them always.” – Jenea Walker, member for 3 years.

Lead with Science





Expand with *Science*

Animate the Flagship Facility

As we approach our 40th anniversary as an anchor attraction on West Main Street, our home at 727 is perhaps more vibrant than ever – and it isn't by chance. In FY16 Kentucky Science Center continued to invest right here at home with upgrades, new additions, and revitalized programs. The result is nothing short of impressive.



Of 43,570 total field trip visitors 1/3 came from IN & 49% of KY Counties were represented



Our 9 SCIENCE CELEBRATIONS engaged 14,300 visitors



When school was out, 2,685 kids camped with us



243 people spent the night in the museum

more than **20%** increase in brand new members.

92% of visitors said they learned something new during their visit

89% of visitors found our staff to be helpful

we collaborated with **150** external partners

At Kentucky Science Center, science matters because we make it personal, fun, participatory, and relevant.

Relevant

If you're looking for a large-scale feat of engineering, you needn't look farther than your own backyard. Developed in collaboration with bridge engineers and project managers, *Ohio River Bridges Project: the Exhibition* opened April 1, 2016 as the newest addition to "The World We Create" gallery, helping visitors explore STEM within the context of the history and creation of the Downtown and East End bridges.

Participatory

The only thing better than one visit to the Science Center is a year of visits to the Science Center. The number of Science Center members continues to increase for many reasons; according to member surveys, chief among them is the value of making science something you do every day.

"We LOVE the Science Center and generally spend at least 5 hours there every time we visit. We are always learning and love the demos. We have tried at home several of the things we've learned on trips to the Science Center."

– Katie Vonberg, member since April 2016.

Personal

Every parent wants what's best for their child. Not every parent has the same resources. Sponsorship from Norton Healthcare made early-childhood PlayDates available for free to 3,077 visitors this year. As word continues to spread, PlayDates are attracting more and more lower-income families who rely on this opportunity to encourage learning through play, and depart confident in their abilities to recognize and do science everywhere.

Fortify Equity with Stakeholders

Partnerships enrich programming, and Kentucky Science Center excels at engaging a diverse group of stakeholders—from educators and businesses to volunteers and visitors—within most of our program formats in order to increase relevance and real-world connections. Whether collaborating with Lexmark to craft a reverse science fair at our Lexington Youth Science Summit; exploring the science of taste with help from Moonshine University at our Socialize with Science event, hypotheSIPS; or welcoming the Army Corps to volunteer at the Engineers Week Science Celebration – every bridge built into the community is a chance to demonstrate the applications of science that are all around us every day.



No Limits
8 programs, 63 children



Volunteen Program
143 teens representing
49 schools in 9 counties



Cultural Pass
4000+ visitors



Scientific Proofs
250 adults



Volunteers
986 donated 14,980 hours
valued at \$343,505



**exBEERiment, hypotheSIPS,
GAMEology, megaBITE**
888 adults reached

The 21st Century Museum

“Science in Play has helped my developmentally delayed toddler become more independent and able to explore and play on her own. Since becoming science center members, I have noticed that she is more likely to try to solve problems on her own, and this has translated to both home and daycare.” - Bridget Nickerson, member since June 2016.

The ability to ask questions, think creatively, and solve problems – skills developed as a child through experiences like *Science in Play* – are the same tenants of Science Literacy that empower individuals of all ages and their communities to work toward a better quality of life for all.

As a bedrock cultural institution, Kentucky Science Center embraces its responsibility to, in addition to being a resource, reflect our community. Compassionate communities inspire institutional empathy; principles such as inclusiveness, cultural awareness, civic responsibility, and information literacy are at the core of what it means to be a 21st-century museum. In addition to being visitors, members, volunteers, and partners, our stakeholders are comprised of mission-aligned organizations that enrich programming and reinforce our values.

In 2016, Kentucky Science Center



partnered with four Metro United Way Excellence Academy sites to provide

- Teacher Professional Development workshops
- Science Festivals in their facilities
- Two Field Trips to the Science Center per Academy
- 250 complimentary three-year memberships to Excellence Academies’ families



helped pave the path to higher education as part of 55,000 Degrees with

- 2,268 students at Pulse of Surgery
- 416 students at Youth Science Summits
- 301 students as VolunTeens
- 6,287 middle and high school students attending Science Celebrations, Field Trips, and other programs at the flagship facility



Engage
with *Science*

Cultivate

Professional Excellence

The fun, productive, and rewarding workplace environment valued by Science Center employees is intentionally crafted through professional development, an annual review process, team-directed internal projects, and by fostering a sense of ownership over our mission to Do Science. Listening to our team and contributing to their ongoing successes are essential tools for building the foundation of our day-to-day operations.



Meaningful Feedback

While it may seem intuitive, listening and responding to our team's feedback is indispensable. Exciting highlights from this year's Employee Culture Survey include:

100% agree that we are undeniably and comprehensively focused on the Kentucky Science Center's mission for the 3rd year in a row

100% are motivated to see the strategic plan succeed

100% agree that the Kentucky Science Center is flexible with respect to family responsibilities



Professional Development

In our efforts to support each individual with the specific tools they need to advance, the professional development opportunities offered are diverse. Throughout the year, team members participated in public forums, community engagement events, professional conferences such as ASTC and Points of Light, internal staff retreats and courses, short-term project leadership and participation experiences, and presenting at professional workshops.

Culture of Service

The mere fact that we close our doors only five days per year speaks volumes about our annual Give & Glow Day. Outside of the corporate environment, it's rare to find employers who recognize the benefits of community service, let alone welcome volunteerism as a facet of the workplace culture. On Give & Glow Day our staff members volunteer in teams at employee-selected community partners such as Backside Learning Center, Kentucky Refugee Ministries, and LVL1. Employees are further encouraged to engage with the community by serving on local and regional boards, many of which directly align with the Science Center's values.

In FY16, employees represented the Science Center on 14 boards:

Gheens Science Hall and Rauch Planetarium Advisory Board · Girls Scouts of Kentuckiana · Greater Louisville Inc. Arts and Cultural Attractions · International Facility Management Association, Greater Louisville Chapter · International Facility Management Association, Museum / Cultural Institutions Council · Learning For Life Lincoln Chapter · Local Independent Business Association · Louisville Energy Alliance · Louisville Metro Green Team · Louisville Regional Science Fair · Main Street Association · Presentation Academy, Marketing Advisory Board · LVL1 Hackerspace · Sullivan College of Technology and Design, Advisory Board for HVAC-R Program · Kentucky Science & Technology Corporation



Operating Budget

	FY 2016 Actual	% of Total
Earned Income		
ADMISSIONS.....	\$922,084	20%
MEMBERSHIPS.....	\$584,874	13%
CAMP PROGRAMS-ONSITE.....	\$307,386	7%
OFFSITE FEE PROGRAMS.....	\$124,606	3%
ONSITE FEE PROGRAMS.....	\$122,170	3%
SCHOOL GROUPS.....	\$276,419	6%
EDUCATION PROGRAMS.....	\$66,257	1%
CHALLENGER.....	\$79,883	2%
GIFT SHOP & CONCESSIONS.....	\$231,646	5%
RENTALS & GROUP SALES.....	\$134,146	3%
PARKING LOT.....	\$404,112	9%
FOOD SERVICE LEASE.....	\$37,980	1%
THUNDERBLAST.....	\$83,522	2%
OTHER INCOME.....	\$9,430	0%
Total Earned Income.....	\$3,384,515	73%
Support & Release of Restrictions		
LOUISVILLE METRO SUPPORT.....	\$812,500	17%
SPONSORSHIPS.....	\$63,683	1%
ANNUAL FUND DONATIONS.....	\$110,484	2%
SCIENCE WITH A TWIST.....	\$128,969	3%
RELEASES FROM RESTRICTIONS.....	\$114,628	2%
IN-KIND CONTRIBUTED SERVICES.....	\$40,348	1%
Total Support and Releases.....	\$1,270,612	27%
Total Revenue.....	\$4,655,127	100%

	FY 2016 Actual	% of Total
Expenses		
FULL TIME SALARIES & BENEFITS.....	\$1,912,101	44%
PART TIME SALARIES & BENEFITS.....	\$536,627	12%
MERIT INCREASE/BONUS.....	\$29,700	1%
MARKETING.....	\$375,335	9%
ADMINISTRATION.....	\$254,742	6%
OPERATIONS.....	\$692,378	16%
THEATER.....	\$133,691	3%
VISITOR EXPERIENCE.....	\$164,319	4%
VISITOR SERVICES & GIFT SHOP.....	\$101,595	2%
GRANT EXPENSES (EXCLUDES PAYROLL).....	\$2,704	0%
SCIENCE WITH A TWIST.....	\$31,677	1%
THUNDERBLAST.....	\$33,162	1%
DEVELOPMENT.....	\$8,628	0%
VOLUNTEER SERVICES.....	\$7,620	0%
IN-KIND CONTRIBUTED SERVICES.....	\$55,583	1%
Total Operating Expenses.....	\$4,339,862	100%

Net Operating Income..... \$315,265

Annualized depreciation (non-cash) \$904,447

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