



FISCAL YEAR 2023 Impact Report



REFLECT
KENTUCKY
SCIENCE CENTER

Name your
feelings.

Many moments, agree there are six basic emotions that can be expressed through distinct facial expressions. Within those six basic categories are many words that you can use to describe the different variations and intensities of those emotions. These descriptions and details all describe different ways you experience how something feels.

Learning a wide variety of words and using them to describe your feelings to yourself and others is the first step in being able to act more intentionally and less reactively in strong emotions.

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**Donor
Appreciation**

Donor Science.

enrich explore



A MESSAGE FROM OUR CEO

This year, Kentucky Science Center has been more committed than ever to making Science Matter. From opening our Uniquely Human experience, to increasing attendance at our Science Celebrations, to expanding the scope of our STEAM Carts, we made a significant impact on our society, the families and individuals who are our guests, and our future workforce. Without your investment, none of this would have been possible.

One of the more exciting things to happen this year was the opening of our long-awaited permanent third-floor exhibit experience, Uniquely Human. Aimed primarily at teens and young adults, Uniquely Human explores the connection between health and humanity and how those connections shape who we are, how we think, and what we feel. This exhibit empowers guests to ask questions, think creatively, and connect with those around them, encouraging science literacy that leaves its mark on our society.

While we are always thrilled to open new exhibits, we are also proud of the reach that our current programming has. This year's Science Celebrations had over 10,000 people in attendance and partnered with more than 65 organizations thanks to our generous sponsors who bolstered them. These celebrations spark curiosity amongst the students, families, and individuals who participate, which helps them find intellectual ways to better understand their world.

Programs like our Science Celebrations bring guests to us, but we value expanding our reach outside of the walls of our Center. Initiatives like our STEAM Carts have helped students from five different counties in Kentuckiana advance their understanding of STEAM career applications. Kentucky Science Center strives to develop our future workforce through programs like this one so that our future leaders are best prepared to seize the opportunities and face the challenges of the 21st century.

That is just a brief snapshot of what is going on at Kentucky Science Center. The following report will help you understand more fully all of the exciting things that happened this year. It is your generous philanthropic support that helps make Science Matter to the Commonwealth of Kentucky and beyond.

Thank you for your investment in Kentucky Science Center and in the future of Science for All.



Mike Norman
Mike Norman
Chief Executive Officer



Workforce

MOBILE STEAM CARTS

Science class gets a makeover with our Mobile STEAM Carts! Hands-on science activities help to inspire the next generation of engineers, scientists, and medical professionals, providing a strong workforce now and in the future.

Thanks to sponsorships from Toyota Motor Manufacturing of Kentucky and Samtec Cares, we took our beloved MakerPlace out of the flagship and into the classroom! Elementary schools in Jefferson County and Scott County, Kentucky, along with schools in Harrison County, Indiana, enjoyed their very own Mobile STEAM Cart for six months of hands-on science.

The Mobile STEAM Carts provide students with an engaging way to learn 21st century science skills and inspire them to ask questions and solve problems. Each cart contains six months' worth of STEAM activities for teachers to share with their students. Highlights include coding with Ozobots, creating prosthetic legs for stuffed dogs, and working with 3D pens.

Teachers at the elementary schools who received the Mobile STEAM Carts were enthusiastic about the carts and the impact on their students. One teacher shared that while using the carts, students said things such as, "This is the best day I have ever had at school!"

Mobile STEAM Carts are making their way to new elementary schools in Clark County, Indiana, and Jefferson and Marion Counties in Kentucky for this school year. Investment from our committed community supporters makes this impact possible.

6

*months of
STEAM activities*

10+

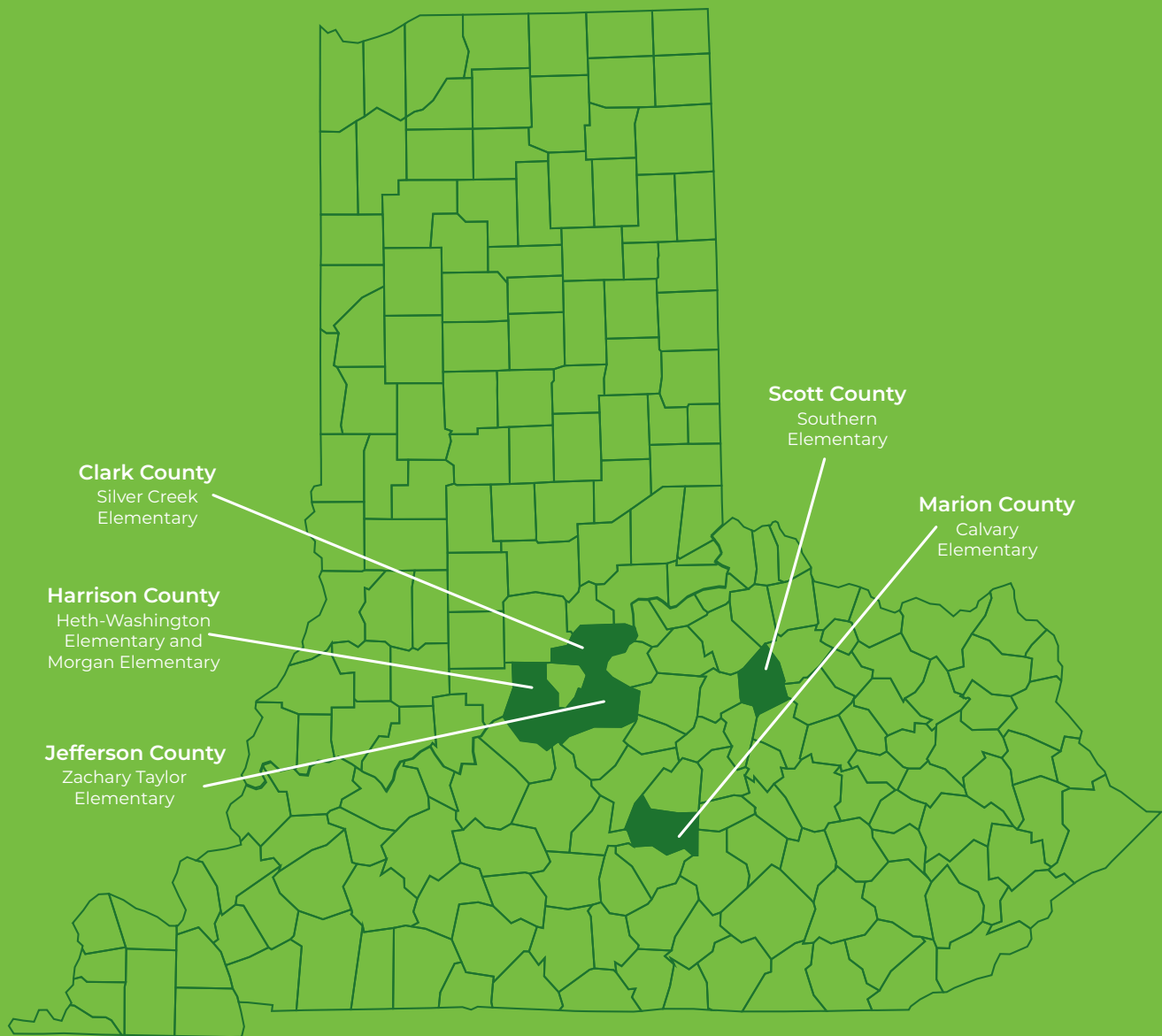
*1-hour hands-on
activities*

7

*30-minute
hands-on
activities*

28

*distinct
activity lessons*



“The experience has benefited our students in many ways —

from learning how to **communicate collaboratively** with one another on a problem; to **understanding the scientific method and process** and following the engineering process; to **harnessing creativity** and **exercising critical thinking skills** to approach real-world challenges while exploring new ideas and skills.”

Hope Ida, 5th grade teacher





Race is not biological. But racism is still real.

Despite having no basis in science, race still has a powerful influence on society. Unequal treatment of racial groups gives people different access to opportunities and resources. The structure of American society creates advantages to being white. This affects everyone, whether we are aware of it or not.

Society-defined racial groups everywhere, including the U.S., differ in average life outcomes. But that's not due to genes. Rather, it stems from systemic differences in opportunities, and from institutional racism. This occurs when a system, such as public education, health care, or criminal sentencing, has an outsized negative impact on some racial groups.



Race is a social concept, not a scientific one.

Across the biological and social sciences, it's clear that race is not an accurate representation of human variation. Genetically speaking, you share about 99.9% of your DNA with everyone else. Most genetic variation is between individuals, not cultural groups. The trait, or characteristic, distinguishes all members of one group from another. Modern humans haven't been around long enough to develop distinct subspecies—we're always mixed, mated, and mixed our skin. In fact, we are one of the most genetically homogenous of all species.



Society

UNIQUELY HUMAN

What does it mean to be part of a community? How can better understanding of ourselves improve the world around us? These are just a few of the questions visitors can explore in Uniquely Human. Encompassing a bright, welcoming space, Uniquely Human invites guests to consider the intersection of health and humanity and how those connections shape who we are, how we think, and what we feel.

Aimed especially at teens and young adults, Uniquely Human offers the opportunity to learn more about mental and emotional health, empathy, and the science behind bias and racism. It also encourages young people to act on the changes they want to see in the community. A Teen and Young Adult Advisory Committee worked closely with Kentucky Science Center staff to develop the exhibit. Much of Uniquely Human's content and design comes from this committee's feedback.

Moving forward, we're excited to incorporate programming that will feature Uniquely Human themes and community partners. That programming will begin this fall with Making Insight adult events, Teen Nights, and our Youth Science Summit. We are grateful to supporters from Caesars Foundation of Floyd County, Givaudan Sense Colour, Gheens Foundation, Greater Good Science Center, Heaven Hill Brands, James Graham Brown Foundation, National Endowment for the Humanities, and several individual donors who helped make Uniquely Human and its programming happen!

“When I walked through the gallery, I was blown away by the intentionality and thought-provoking elements of Uniquely Human. I’m excited to share this with my daughter, and for us to have these important conversations around issues of race, bias, mental health, and equality. The conversations that will happen here will make our community stronger.”

Dr. Giavonne Rondo

Topics you'll encounter in *Uniquely Human*

Bias

Humans are biased. Our brains are hard-wired to look for patterns and categorize things – a vital survival skill early in our evolutionary history.

Emotions

We express our emotions through words, gestures, body language, and facial expressions. Expressing your emotions is an important part of communicating.

Identity

We all experience multiple identities – race, gender, age, sexual orientation, occupation, and more. And we maintain them at all times, even when they don't overlap.

Mental Health

Uniquely Human explores the mind-body connection in a variety of ways and acknowledges the powerful impact that poor mental health can have on our physical health, personal relationships, and general outlook.

Race & Racism

Race has no basis in genetics or science. But the concept of race still has a powerful impact on society. Unequal treatment of racial groups ensures that only some people – typically white people – have access to certain opportunities and resources.

Perception

Perception is the process through which the brain identifies and responds to outside stimuli. We might assume that two different people exposed to the same stimulus would have a similar response





Families & Individuals

SCIENCE CELEBRATIONS

Exploring chambers of the heart. Interacting with a robot. Discovering how service dogs learn to do their jobs. Our annual Science Celebrations bring engaging community partners to our Flagship location to celebrate Maker Days, Engineering Days, Brain Days, Dog Days, and Touch a Truck. These fun events offer families and school groups the opportunity to interact with regional businesses and STEAM practitioners as they showcase their own real-world experiences.

Thanks to sponsors Kentucky NSF EPSCoR, Lexmark, and Verizon, more than 10,000 families, students, and community members were able to attend these events. Partners who attended Science Celebrations this past year include NAMI (National Alliance on Mental Illness), American Printing House for the Blind, Greenhill Therapy, Mobile Vet, Purdue Polytechnic Institute, C&I Engineering, UofL Bioengineering, Louisville Academy of Music, Louisville Water Company, and many more.



**TOUCH
A TRUCK**



MAKER DAYS



BRAIN DAYS



**ENGINEERING
DAYS**



DOG DAYS

10K+

*families, students, and
community members in
attendance*

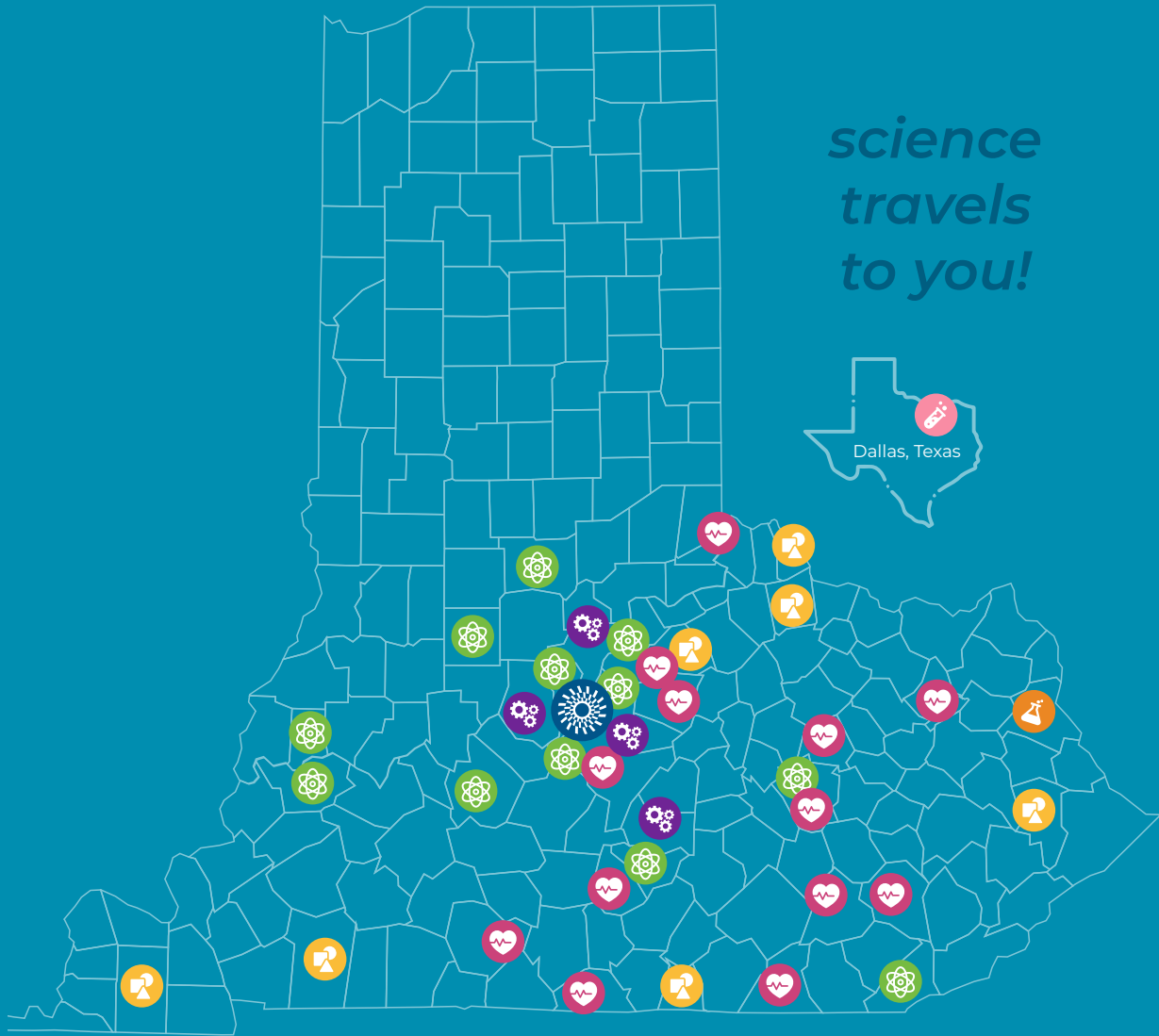
65

*on-site community
partners*





*science
travels
to you!*



 Flagship Location

 Pulse of Surgery

 Youth Science Summit

 STEAM Cart

 Farthest Assembly Program

 Farthest Field Trip

 Science in Play2Go

12,289
miles traveled

Special Events
\$262,153

Individual, Corporate,
Foundation &
Government Support
\$1,749,070

Other Flagship
Revenue
(gift shop, rentals,
parking, other)
\$1,038,956

Education Revenue
\$1,101,557

Memberships
\$930,103

Public Admissions
\$1,234,904

Operating
Income
\$6,316,743

Special Events
\$117,704

Administration & Philanthropy
\$395,365

Membership & Marketing
\$248,022

Education & Visitor Services
\$482,442

Facilities
\$1,128,770

Salaries &
Benefits
\$3,799,083

Operating
Expenses
\$6,171,386



Making a Difference

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Libraries and Archives
Sandra Frazier

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