

# EXPERIMENTAL EXPLORE SCIENCE & IMAGINATION 2014 DISCOVER ANNUAL REPORT



10.1.2013 to 9.30.2014

Ann Arbor  
**HANDS-ON**  
Museum



Thanks to a generous grant from a local family foundation, we were able to expand the Preschool Gallery, making it more comfortable and appealing for our visitors.





## DEAR FRIENDS AND SUPPORTERS OF THE MUSEUM,

This year was one of the most exciting in our history. In October we launched two new programs for our Museum audiences:

1) Healing through Hands-On Science is a collaborative project with the Department of Child and Family Life at C.S. Mott Children's Hospital. Throughout the year, we delivered bi-weekly outreach programs at Mott for patients and siblings, along with a series of weekend programs. These programs are similar to our outreach programs at schools, yet adapted for the hospital setting; 2) Critters up Close is a monthly program held at the Museum and presented in partnership with the Leslie Science & Nature Center. Leslie brings live animals and we provide a suite of themed activities. Both collaborations align with our overarching concept of providing informal learning opportunities through community ownership and engagement.



Thanks to the remarkable generosity of an anonymous donor, we were able to purchase and install H2Oh!, an exhibit fabricated by Huttinger Exhibits in Nuremberg, Germany. We have set new monthly records in attendance and membership each month

since it opened in July. Many guests have described it as a game-changer for the Museum. We wholeheartedly agree.

In this Report you will read about programs, exhibits, and events that engaged audiences of all ages at the Museum, as well as offsite through outreach and distance learning. We set another annual attendance record – 280,885 – despite a grueling winter and days of school closings.

I acknowledge and thank our talented and dedicated staff, trustees, donors, volunteers, and collaborators for their commitment to provide our visitors with exceptional STEAM experiences full of learning, inspiration, and discovery. From our youngest visitors in the Preschool Gallery to the hundreds of school groups who visit on field trips, and the record-setting numbers of visitors to the Museum, we strive to reach the highest standards possible in informal science learning.

You can keep up to date on Museum programs, events, and exhibits by visiting our website, [www.aahom.org](http://www.aahom.org), Facebook page, or Instagram. Thank you for being part of the Hands-On family of supporters; it is truly an amazing place to work, learn, and visit!

Mel J. Drumm  
President and Executive Director

## DEAR MUSEUM FRIENDS,

In this past fiscal year we set a new record for attendance and the reason is obvious: we continue to provide visitors with exceptional hands-on learning experiences through our programs, exhibits, and events, both on and offsite.



This is accomplished by our talented and dedicated staff and through the generosity of our donors and sponsors:

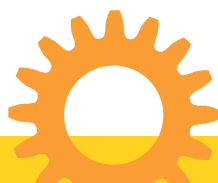
- The Community Telecommunications Network in Detroit, along with the Ann Arbor Area Community Foundation, awarded us funding to develop RFED (Radio Frequency Education): A New Generation of Interactive Learning in a Museum Environment.
- The Detroit Auto Dealers Charitable Foundation Fund (through the Community Foundation for Southeast Michigan) provided a grant to pilot Healing through Hands-On Science.
- The Ann Arbor Area Community Foundation, Carroll J. Haas Foundation, and the James A. & Faith Knight Foundation provided grants for Critters Up Close.
- The DTE Energy Foundation funded a planning grant to develop Energy on the Road, a new outreach program for schools.

Foundations, including PNC, Consumer's Energy, and Verizon, and individual donors continue to support the Discover Science Assistance Fund, which subsidizes field trips to the Museum, as well as outreach and distance learning programs at schools. Last year we earmarked the proceeds from TechTwilight to this fund and distributed over \$68,000 in subsidies. The demand for these subsidies continues to increase as transportation costs make it challenging for schools to afford museum experiences.

You can help with a gift to the Discover Science Assistance Fund, exhibits, programs, or general operating support. Your gift will have a direct impact on the more than 200,000 visitors who come to the Museum and the 80,000+ who participate in programs offsite.

Thank you for your ongoing support of our mission to inspire people to discover the wonder of science, technology, engineering, art, and math (STEAM)!

Emily Palacios  
Chair  
Board of Trustees 2013-2014





## DELIVERING AWARD-WINNING EDUCATION PROGRAMS AT THE MUSEUM, IN OUR SCHOOLS AND COMMUNITIES, AND AROUND THE WORLD

The Museum's education programs continue to reach ever-wider local, regional, national, and international audiences.

Field trips are the gateway to the Museum for schools and other groups. This year we welcomed almost 37,000 in groups, including scout troops who participate in overnight "Camp-Ins." These programs allow scouts to explore the Museum after hours, participate in themed hands-on activities, and then spend a real night at the Museum.

Outreach programs reached a new record this year, with 614 programs at schools, community centers, libraries, festivals, and public events statewide. Museum programs align with Michigan Grade Level Content Expectations and Next Generation Science Standards, and feature either classroom workshops or 10-20 hands-on activity stations in a mini-museum setting. For example, "Family Science and Math Nights" engage parents and children in learning together in a fun, dynamic environment.

Museum outreach programs expanded this year to include Healing through Hands-On Science. Patients and their families appreciate the distraction provided by these fun and interactive activities; Mott staff members are thrilled as well.

Another new outreach program is Energy on the Road. We developed an auditorium program for sixth grade classes that compares fossil fuels and renewable energy resources. The program piloted at Scarlett Middle School in Ann Arbor and included an innovative game show format. We also provided curriculum materials to the teachers so that the students could perform classroom energy audits.

We now deliver distance learning programs from our onsite studio to 41 states and 4 countries. We also collaborate with other organizations in order to provide new and engaging programs in science and nature. Here, there, and everywhere, the Museum's education programs are fostering next-generation scientists and interest in STEAM disciplines.

*"I am truly grateful for all the hard work you and the staff carried out to make our visit such a fun and memorable one."*

**Sister Maria Kolbe, O.P.  
Spiritus Sanctus Academy in Plymouth**

## OH, WHAT A YEAR: THREE NEW EXHIBITS AND RFED

We are thankful for a record year of activity in the Exhibits department. In July we installed **H2Oh!**, an exhibit all about water, featuring multiple components and stations. Visitors can crank, spin, pump, push, and pour water; float, roll, throw, lift, and balance plastic balls; and learn complex concepts about fluid dynamics—all while having a great time!

**Nano** is another new permanent exhibit that we acquired through our relationship with the Nanoscale Informal Science Education Network (NISE). Hands-on exhibits (in English and Spanish) present the basics of nanoscience and engineering, introduce real work applications, and explore the societal and ethical implications of this amazing technology.

During the summer, we showcased **L is for Laser**, a laser art display created by Ann Arbor-based artist Mike Gould, along with musician Ken Kozara. It comprised five pieces of laser art with a central alphabetic theme that intersects art with technology. Using a Microsoft Kinect system, the artwork tracked viewer movements and used that information to control various aspects of the laser display.

Radio Frequency Education, or **RFED**, is a ground-breaking STEM project which utilizes Radio Frequency Identification (RFID) tag software developed by NovoDynamics and a content delivery system from TorranceLearning. RFED will revolutionize the way the Museum delivers educational content to students, educators, and other visitors. RFED content will be installed in exhibit tablet labels which visitors can access with lanyards that are equipped with RFID chips. This project is a direct outcome of NovoDynamics and TorranceLearning participating in TechTwilight.

*“I just wanted to take time out to personally thank you and the donors that made it possible for both of my 3rd grade classes to attend at a discounted rate by benefit of the scholarship program. Many of my students would not have had the opportunity to experience all that the museum had to offer without your help.”*

**Ms. Dayna Peoples**  
**Voyager Academy in Detroit**





# EVENTS EXTEND THE MUSEUM'S REACH IN THE COMMUNITY, FORGE NEW AND STRONGER PARTNERSHIPS

## Creature Feature 2014

The 12th annual Creature Feature was a sold-out event yet again. This annual, after-hours program featured animal presenters from The Creature Conservancy, Little Creatures Company, Leslie Science & Nature Center, All Creatures Animal Clinic, and other groups. We thank our generous sponsors who provided support, in-kind goods, and volunteers to make this event a success.

- |                               |                                   |                              |
|-------------------------------|-----------------------------------|------------------------------|
| Afternoon Delight             | Lake Trust Credit Union           | Switchback, LLC              |
| Ann Arbor Pediatric Dentistry | Lindamood-Bell Learning Processes | Tea Haus                     |
| Ann Arbor State Bank          | Macy's                            | Westarbor Animal Hospital PC |
| Brain Monkeys                 | People's Food Co-op               | WideWorld Sports Center      |
| The Broken Egg                | Pet Supplies Plus                 | Willis & Jurasek, P.C.       |
| Emerson School                |                                   |                              |

## TechTwilight 2014

Our 6th annual TechTwilight event was one for the record books. We hosted 818 visitors, 31 exhibitors, 32 sponsors, and 8 student groups. This event is a key way we extend our reach into the community. The scope of TechTwilight was expanded this year to include a significant focus on school group engagement and participation. The Rotary Club of Ann Arbor, Toyota Technical Center, Bank of Ann Arbor, and others sponsored student groups from area schools and the University of Michigan. All of the proceeds from TechTwilight were allocated to the Discover Science Assistance Fund. Thanks to all of our sponsors, including:

- |   |                                   |                          |
|---|-----------------------------------|--------------------------|
| Altair Engineering                      | Google Inc.                       | NSF International        |
| Ann Arbor SPARK                         | Hylant Group                      | NuStep, Inc.             |
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## Bat Festival

New this year, the Museum was invited to co-host the 2014 Great Lakes Bat Festival with the Organization for Bat Conservation. Held at Washtenaw Community College, over 1,800 people attended this regional event. The Bat Festival featured activities for children, families, educators, and conservation professionals. Live animal presentations and displays, hands-on activities, crafts for kids, bat walks, and interactive exhibits provided a full day of fun and environmental education.



## NEW PUBLIC PROGRAMS

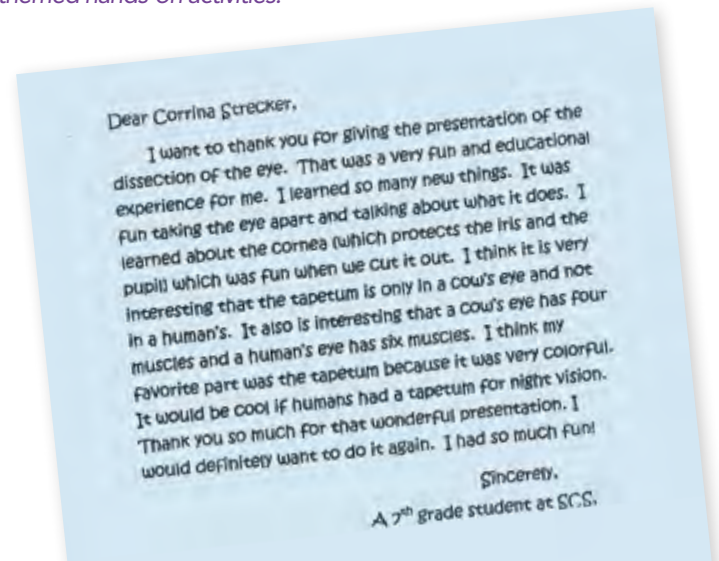
This year we piloted Pop-Up Makerspace, a creative, free-building activity space where visitors are encouraged to Design It! Build It! Test It! Visitors have access to a variety of materials, from cardboard to PVC pipe to rubber bands, and are given a building challenge such as Bridges, Make It Float, or Happy City. Pop-Up Makerspace is unique because it encourages extended experimentation, keeping some families engaged for over an hour! Because of its popularity with adults and kids alike, Pop-Up Makerspace is now offered every month as a part of our regular weekend public programs.

Other highlights included:

- ScienceFest: National Chemistry Week in October aligned with American Chemical Society's theme, *Energy: Now and Forever*.
- A new collaboration with GameStart School, including Minecraft programming workshops.
- Celebrating Children's Vision Day with hands-on activities provided by Bennett Optometry.



*Critters up Close is held on the second weekend of the month, on Saturdays and Sundays from 1-4 p.m.; Leslie Science & Nature Center staff bring in reptiles, mammals, amphibians, and insects for interactive programs with visitors. The Museum provides themed hands-on activities.*





## VOLUNTEER FOCUS: PATRICK LAWTON

Patrick Lawton, a student at Franklin High School, in Livonia, has a keen interest in physics. He developed a “Kid’s Physics Kit” for a language arts project at school and realized he enjoyed talking about science—a lot! So much that he figured a science museum would be a great place to spend his time. He visited us and was “blown away by how much the Museum has to offer.” Starting in April, Patrick began volunteering on a regular basis. He developed several new presentations for public programs on the topics of black holes and scale, as well as a video about the Museum. In the winter of 2015, Patrick will have an internship here, assisting the U-M Living Lab Program, to have visitors test toys that encourage critical thinking skills. Student volunteers like Patrick serve as powerful role models for younger visitors about the excitement of STEAM learning!



## CROSS-TRAINING VOLUNTEERS WITH MOTT

Along with the outreach programs delivered onsite at the hospital (see page 4), Healing through Hands-On Science also has a volunteer component. A cohort of volunteers was trained to deliver outreach activities at Mott and facilitate programs at the Museum. In addition, Mott staff volunteered here with two health-based programs: Science is for Everyone and the new ScienceFest: Healing through Hands-On Science.



*At the popular “Teddy Bear Clinic,” children donned white lab coats and performed mock surgeries on stuffed animals with the help of operating room staff. This fun program helped educate visitors about complicated medical procedures.*





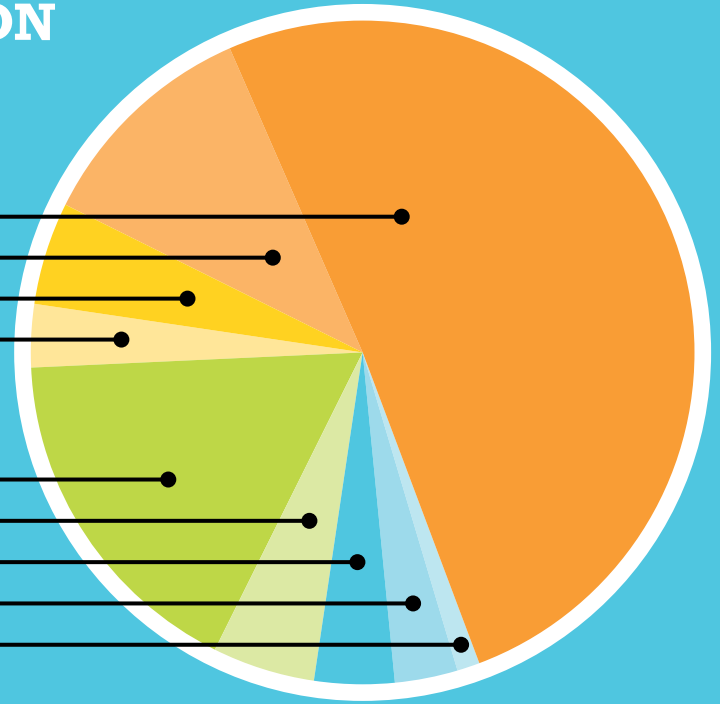
# WHERE THE \$2.6 MILLION COMES FROM

## 70% Earned Revenue:

- 51% Memberships & Admissions
- 11% Education Programs
- 5% Gift Shop Net
- 3% Other Revenue

## 30% Community Support:

- 17% Restricted Donations
- 5% General Operating Donations
- 4% In-Kind
- 3% Special Events
- 1% Government Grants



## MATCH DAY

On May 6, the Ann Arbor Area Community Foundation sponsored "Give Local Ann Arbor Area," nicknamed "Match Day." We designated our gifts to the Museum's endowment fund, held at the Foundation, because of our commitment to the long-term financial stability of the Museum. Our endowment ensures that our uniquely hands-on science programs and amazing STEAM activities will ignite curiosity in people of all ages for generations to come. We want to thank the many donors who stepped forward to raise \$36,392 for this fund. They are:

- |                                 |                                 |                          |                           |                      |                        |
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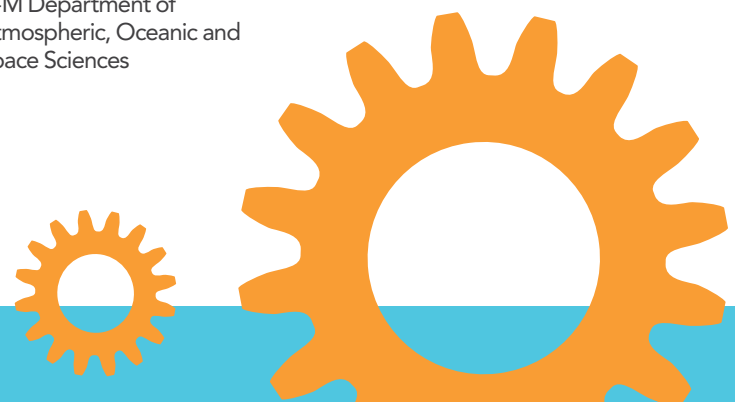
## COMMUNITY COLLABORATORS

The Ann Arbor Hands-On Museum collaborates with organizations throughout the community. These partners provide resources and expertise that expand and enhance our visitor experience. We gratefully acknowledge our colleagues in academia, the nonprofit sector, and businesses that join with us to reinforce the Museum as a premier informal learning and gathering destination. Our partners include:

- All Hands Active
- Ann Arbor Art Center
- Ann Arbor Community Recreation & Education
- Artrain
- Arts Alliance
- Bennett Optometry
- Child Care Network
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- Community Television Network, Ann Arbor
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- Leslie Science & Nature Center
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220 East Ann Street  
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