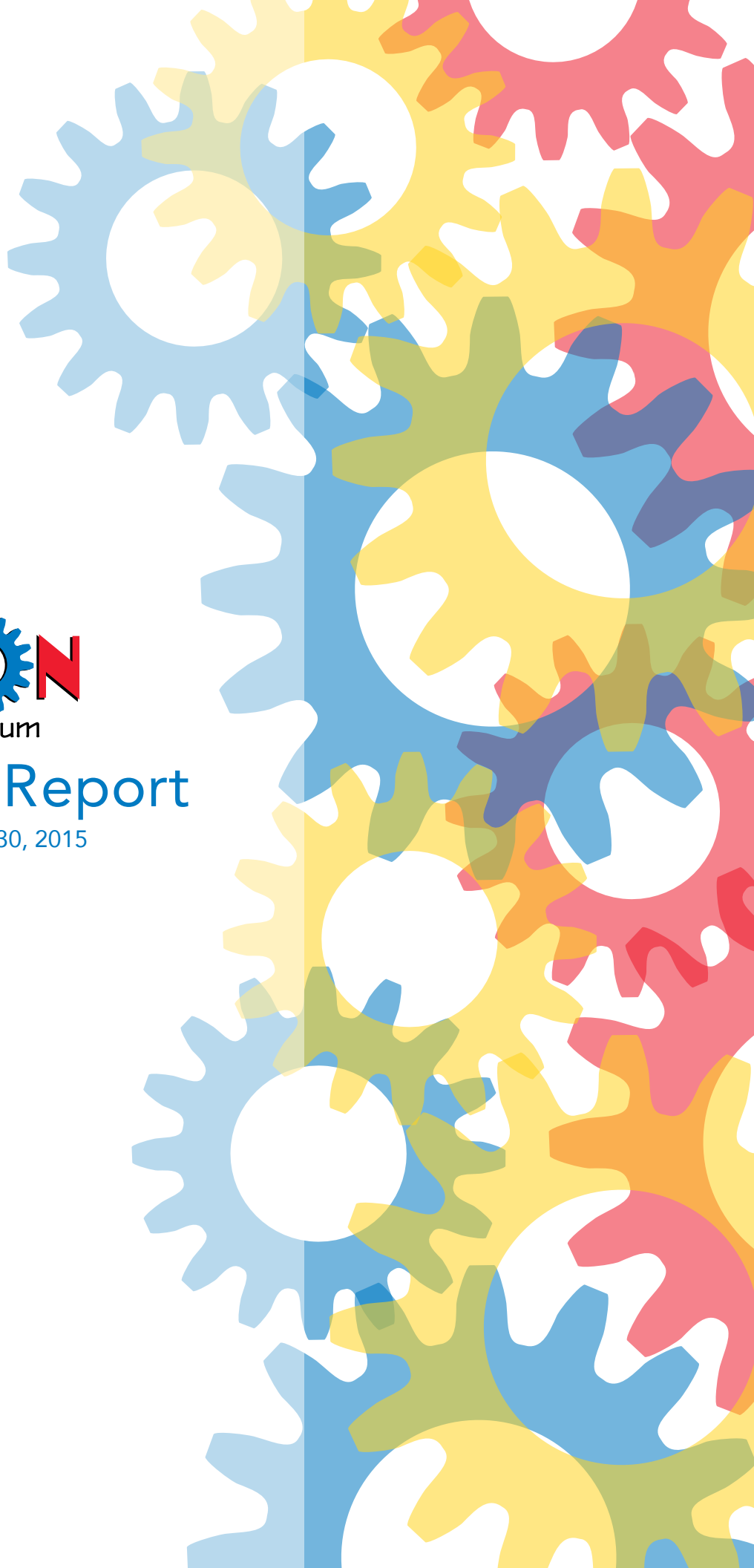




# 2015 Annual Report

October 1, 2014 – September 30, 2015



## Dear Friends and Supporters:

As another year is added to the record books, it is a challenge to determine which achievements to share in this report. Shall we celebrate our all-time attendance record of 295,464? Highlight our membership of 7,700 families? Describe how our social media reach blossomed to 21,000 Facebook followers? These and other facts are impressive, yet they tell only part of our amazing story.

**Our Exhibits team has been on overdrive**, renovating favorites and creating new experiences:

- The Lyons Country Store's collection has been digitized and offers information at the touch of a finger.
- Make a Circuit, a redesigned version of our circuit table, is now in the World Around You Gallery.
- Beam, an interactive projection system, engages visitors in the Legacy Gallery.

**Our Education team soared to new heights** delivering learning programs for members and visitors alike:

- Morning at the Museum, a pilot program for children with Autism Spectrum Disorder was such a success that we are planning to expand it to a year-round, community-wide initiative.
- The Little Scientist Club is focused on literacy and science through hands-on activities for pre-school and kindergarten children and their siblings.
- Kids in the Kitchen is a signature project of The Junior League of Ann Arbor and is a prototype for healthy eating programming at the Museum.
- Nature programs continue to grow thanks to our partnership with Leslie Science & Nature Center.
- A Pint at the Museum was the first in a new series of adults-only, after-hours events.

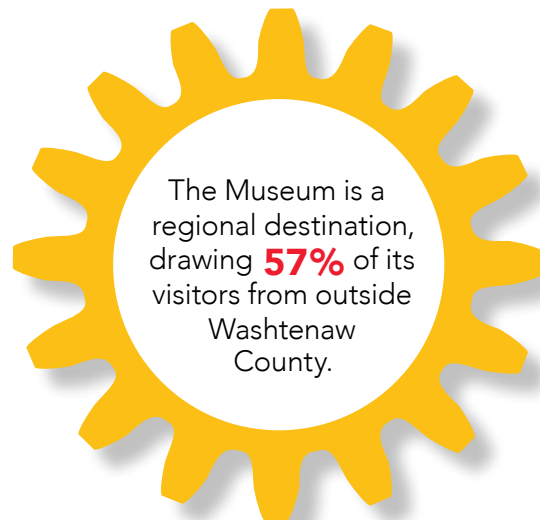
**Our Operations team made huge strides.** In addition to the tremendous work the team members do just to keep our facility running, they completed many other projects, including:

- The Nursing Nook is a new area for nursing mothers, sponsored by C.S. Mott Children's Hospital.
- Two sets of renovated restrooms welcome our visitors with new fixtures, tile, and paint.
- New Wayfinding signs have been placed throughout the Museum.

I thank our trustees, donors, volunteers, collaborators, and guests for making our growth sustainable. We are grateful for your support and belief in the Museum.

*Mel J. Drumm*

President and Executive Director



## Dear Museum Friends:

Forward momentum continues at the Museum, underscored by our growth in attendance and membership. Likewise, the rising geographic radius of our impact can be seen in the ascending number of visitors including and outside of Washtenaw County. This does not occur in a vacuum; collaborative relationships with other informal science centers, academic institutions, libraries, community centers, and nonprofits all contribute to the widening influence our Museum enjoys. Individuals, corporations, and foundations remain at the forefront of funding for these efforts.

### Highlights Include:

- Bosch Community Fund, underwriting Outreach to all DPS fourth-grade students.
- The Carls Foundation, in support of our Healing through Hands-On Science initiative with C. S. Mott Children's Hospital.
- Community Telecommunications Network, for continuing work on connected learning.
- Phillip and Elizabeth Filmer Memorial Charitable Trust, for our Discover Science Assistance Fund.
- Matrix Head Start, for professional development.
- Michigan Council for Arts and Cultural Affairs, for operating support and a capital improvement grant for the Building in a Building exhibit.
- ITC Holdings, for our Discover Science Assistance Fund.
- PNC Foundation, for our Discover Science Assistance Fund.

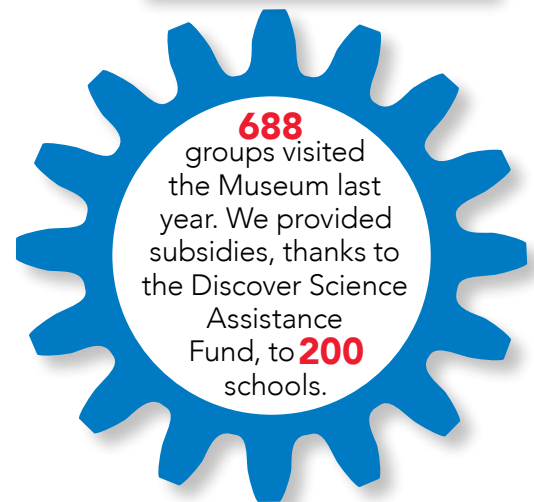
Many other entities contributed to our success; please look for them later in this report. Combined, their support enabled us to connect with over 295,000 attendees last year, including tens of thousands served off-site through Outreach and Distance Learning.

Our efforts off-site cover a majority of counties in Michigan, including an annual trip to the Upper Peninsula. These visits (including a few in surrounding states) are increasingly popular thanks to the quality of our programs and the value they offer relative to costs associated with field trips to the Museum. Indeed, value is a key component of community engagement with the Museum and a primary driver behind record membership of more than 7,700 families.

Our hard work is paying off. Many of the experiences we offer in conjunction with our mission—to inspire people to discover the wonder of science, technology, engineering, art, and math—are becoming benchmarks for informal science centers nationwide. With your continued support, we will set the bar progressively higher and deliver ever more engaging experiences for all.

**Emily Palacios**

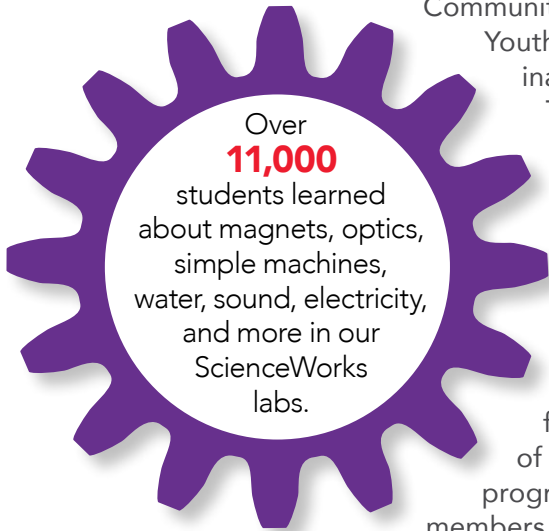
Chair, Board of Trustees



## Education Department Update

In November a new partnership was launched with Matrix Human Services in Detroit, the largest Head Start provider in the city. In its continuing efforts to remain at the forefront of innovative service delivery to children and families, Matrix engaged the Museum to provide professional development training for over 160 Head Start teachers. A team of Museum educators delivered training that combined early childhood pedagogy with lots of hands-on activities that the teachers could take back to their classrooms. The overwhelmingly positive results led to an ongoing relationship between the two organizations, including plans for additional training and program development in the coming year.

Thanks to funding from the Ann Arbor Area Community Foundation's Youth Council, we inaugurated a new Thursday evening workshop series for middle schoolers called "Slithering into Python." Participants learn the fundamentals of computer programming from members of the Huron



High School Computer Science Club! They work in Python to create "Hello World" and learn basic logic such as conditional statements, loops, and data types.

Another new partner, The Junior League of Ann Arbor, offered one of their signature programs, "Kids in the Kitchen," part of a national initiative to encourage healthy eating and reduce childhood obesity. Two sold-out classes were piloted in August and we are working with them to run a new series next year.

In July, the Museum was awarded a contract from the City of Ann Arbor (with funding from the U.S.



Department of Energy) to develop and deliver outreach programs focused on wind energy. Topics to be explored include energy transfer and power transmission. Students will design and test a wind sail car, plan a wind farm, and test different designs for effective turbine blades.

At the end of September, the Museum piloted an exciting new offering, "Morning at the Museum." This event was designed for children with Autism Spectrum Disorder and their families. Dr. Roger Lauer and colleagues from the Center for Neuropsychology Learning & Development and teachers from AIM High School in Farmington Hills delivered training to the Museum's staff and volunteers. Exhibits and experiences were reprogrammed to reduce sensory stimulations to create a calm, peaceful environment.



“ This year marks an especially exciting addition to our staff: Lorrie Beaumont, Ed.D., as the Museum’s new Director of Education. With over 20 years’ experience in early childhood education, exhibit and program evaluation, and research studies for informal learning institutions, Lorrie hit the ground running full speed, including creation and/or oversight of the education activities and initiatives covered in this report! ”



## Exhibits Department Update

Daily upkeep, maintenance and repair, project design and manufacture, exhibit placement, and display all keep the Museum's Exhibits Department busy. Our challenge is to manifest the excitement of science, technology, engineering, art, and math in ways that engage our visitors yet withstand the exuberance of their curiosity.

Our ever-popular HVA Ambulance has a new interactive dispatch and siren sounds in the cab and a new video display in the patient compartment. The interiors were upgraded with colorful and easily-cleaned surfaces. Children love to explore the ambulance and pretend to drive it!



We also welcomed several brand new additions to the Museum last year, like the live Grey Tree Frog now on display in the Michigan Nature Gallery. This exhibit—designed, built, and installed by our friends at the Leslie Science & Nature Center—is a reproduction of a wetland habitat for Michigan's only tree frog.

Beam is a computer-driven interactive projection on the floor of the Legacy Gallery. Various game sequences are controlled by body movements.

The Make a Circuit table in the World Around You Gallery has brightly colored LED lights to demonstrate series and parallel circuits. These circuits can be connected to a hand-crank generator in numerous sequences that illustrate how circuits work.



The Lyons Country Store's historic artifact collection has been digitized and now offers detailed photographic and cultural information on each artifact. This addition brings the collection to life and connects us to the people of the past and the items they used every day.

Our Large Lever exhibit, which demonstrates the math and mechanical advantage of a lever arm, was developed by the Museum's Exhibits team and a local Eagle Scout.

We have even more on deck for next year for use inside the Museum and in our growing Outreach initiatives. From one year to the next, there's always something new to share.





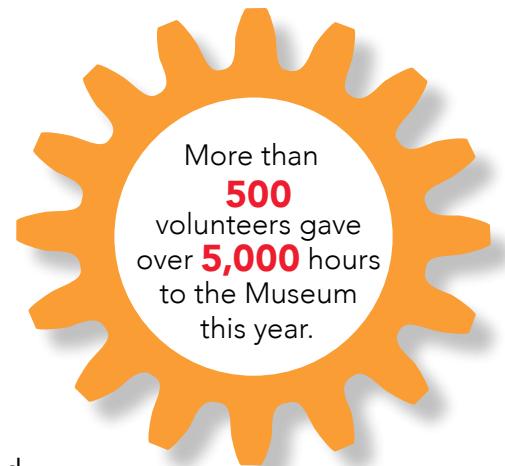
## Public Programs Update

This year, we expanded many of our public programs, especially those over school breaks. For spring break, we explored nanoscience and technology thanks to a mini-grant from the Nanoscience Informal Education Network (NISE Net). This includes hands-on activities covering a variety of topics, from size and scale to how nanotechnology is found in our everyday lives (like in stain resistant pants!) to the magnification and cutting-edge technologies (such as invisibility cloaks), that are coming closer to reality. We also teamed up with Beverly Meyer, The Music Lady, who developed an original show that introduced preschool and early elementary students to nanoscience with shaking, sticking, and sliding to song (just like nanoparticles)!



## Other highlights include:

- Kicking off the Little Scientist Club, which includes stories, science experiments, and games for our youngest visitors and their families.
- Expanded programming in June, July, and August with "Summer of Science" activities.



## Research at the Museum with National Living Laboratory

The Museum has been a part of the National Living Laboratory (NLL) collaboration since 2012. NLL is a partnership between child development/



psychology researchers and science centers. The researchers have a station on the Museum floor where they are able to run studies and talk to visitors about the science of social research.

This year, the Museum received a grant to expand our program by developing and building special play-based research tools. These tools incorporate hands-on activities based on published psychology research. Specially trained facilitators take the child through the activity, while explaining to the caregiver the research behind the activity.

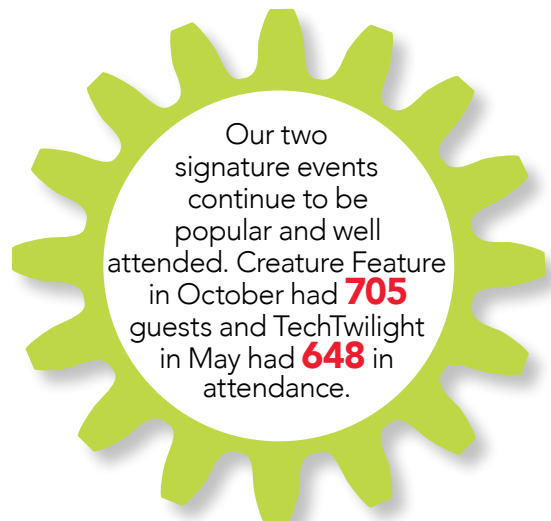


# CREATURE FEATURE and TECHTWILIGHT

## Creature Feature

Our 12th annual Creature Feature was a sold-out event, yet again. This annual, after-hours program brings in animal presenters from our lead partner The Creature Conservancy, along with Little Creatures Company, Leslie Science & Nature Center, and All Creatures Animal Clinic. Children of all ages treasure this special event where they get up close and personal with insects, reptiles, mammals, and birds from around the globe. Please join us in thanking our generous sponsors who provided funding, in-kind goods, and volunteers to make this event a wild success.

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



## TechTwilight

Our 7th annual TechTwilight event welcomed 648 visitors, 39 exhibitors, 39 sponsors, and 9 student groups for a rousing evening of discovery. Corporate leaders, tech companies, academic institutions, and students of all ages demonstrated cutting-edge technology to the general public and mingled in a one-of-a-kind setting brimming with excitement, exploration, and innovation. This event is one of our primary engagement vehicles for recognition and expansion of our programming in the community. All of the proceeds from TechTwilight were allocated to the Discover Science Assistance Fund, a subsidy fund for resource-challenged schools seeking access to Museum programming.



- |   |                                     |                                |                                |
|---|-------------------------------------|--------------------------------|--------------------------------|
| Allied Integrated Marketing             | Cornerstone Design Inc              | Levanto Financial, Inc         | Thermo Fisher Scientific       |
| Altair                                  | Delphinus Medical Technologies, Inc | Maker Works                    | TorranceLearning               |
| Ann Arbor SPARK                         | Domino's Pizza                      | Menlo Innovations, LLC         | Toyota Technical Center        |
| Arbor Research Collaborative for Health | ECO PHYSICS, INC                    | Michigan Aerospace Corporation | UM CYGNSS                      |
| Atomic Object                           | Esperion Therapeutics               | NSF International              | UM Center for Entrepreneurship |
| Bank of Ann Arbor                       | Google                              | NuStep, Inc                    | UM Lego Robotics               |
| BD Biosciences                          | Hylant Group                        | Optiflow, Inc                  | UM Tech Transfer               |
| Brain Monkeys                           | in2being, LLC                       | People's Food Co-op            | Warmilu, LLC                   |
| Concordia University                    | Integrated Sensing Systems          | Plante Moran                   | Xoran Technologies, LLC        |
|   |                                     | Quantum Signal, LLC            | Zingerman's Mail Order         |

## A Pint At The Museum

On September 25, we launched our first adults-only night at the Museum! Tickets sold out well in advance for this lively evening of fun and learning about the science of beer. Our sponsors were Wolverine State Brewing Company, People's Food Co-op, and Knight's on Liberty. Attendees made alcohol tiles and were given commemorative pint glasses. We will schedule additional events in 2016.



“So much fun experiencing the Museum in a completely different way. Can't wait for the next one!”



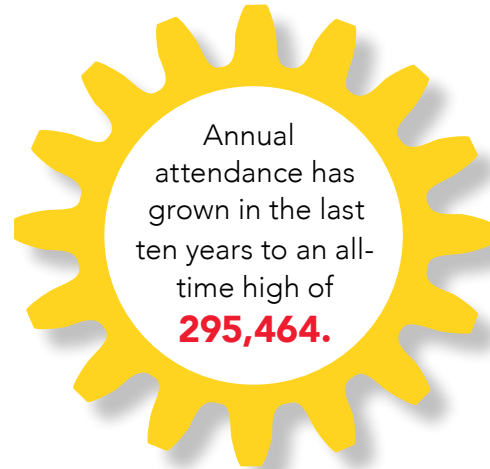


## Financial Overview

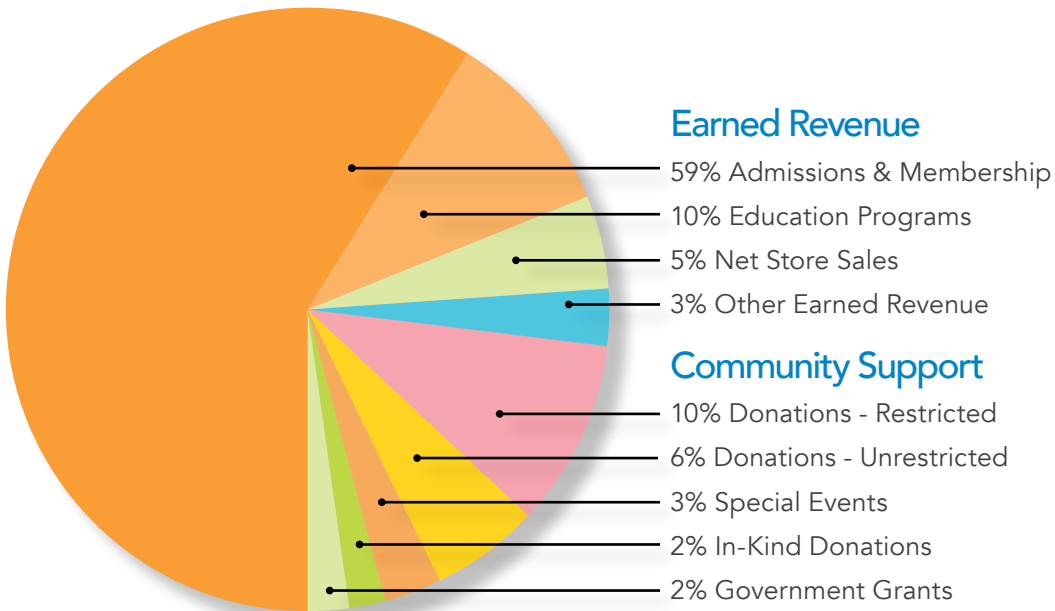
Financial overview 2014-015

Balanced budget of \$2.67 million helps support:

- 20 full-time staff members
- 40 part-time staff members
- 316 birthday parties
- 3 Members' Night events
- 327 Distance Learning programs
- 578 Outreach programs



Where the \$2.67 million comes from:



“The Museum is a fantastic value. Even if you visit here only a couple of times a year, the reciprocal admission with other museums makes membership a great deal.”



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Technology,  
University of Michigan



## 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 throughout the community that join with us year after year to reinforce the Museum as a premier informal learning and gathering destination.

Aim High School  
Ann Arbor Art Center  
Ann Arbor Symphony Orchestra  
Artrain  
The Arts Alliance  
Center for Neuropsychology Learning & Development  
Child Care Network  
Clean Energy Coalition  
Community Action Network  
The Consortium for Space Science Education  
The Creature Conservancy  
Community Television Network

CultureSource  
Desktop Drones  
Disher Design & Development  
Great Lakes Renewable Energy Association  
Huron High School Computer Science Club  
Huron Valley Ambulance  
Junior League of Ann Arbor  
Leslie Science & Nature Center  
MakerWorks  
Michigan Aerospace  
C.S. Mott Children's Hospital-  
Department of Child & Family Life

NOAA  
NovoDynamics, Inc.  
PNC Bank Grow Up Great  
REcharge Labs  
TorranceLearning  
Toyota Technical Center  
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UM Athletics  
UM Department of Biostatistics-  
StatCom  
UM Department of Materials  
Science and Engineering

UM Department of Mechanical Engineering  
UM Department of Psychology-  
Living Lab  
UM Robotics and Motion (RAM) Lab  
UM Society of Physics Students  
UM Woven Wind  
Washtenaw Dairy  
Windustry  
Yankee Air Museum

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	ITC Holdings			
	Laura Jolin			
	Andy Jones			

*If there are any errors or omissions, please email [development@aahom.org](mailto:development@aahom.org).*





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