ANN ARBOR HANDS-ON MUSEUM

Annual Report
DEAR MUSEUM FRIENDS,

I’m pleased to report that 2015–16 was far more than just a “good year” for the Ann Arbor Hands-On Museum (AAHOM).

We’ve certainly had amazing successes in creating and enhancing exhibits, providing educational experiences, and developing an amazing variety of public programs, all of which further our mission to inspire people with the wonders of science, technology, engineering, art, and math. And we’ve definitely seen an overwhelmingly positive response to those efforts by way of record-setting attendance and visitors who decided to join the Museum as members.

But what really pushed this year into being momentous was that the Museum took a step forward it had never taken before, one that few non-profits ever consider: We started the year in quiet discussions with longtime partner Leslie Science & Nature Center (LSNC) about the possible benefits of a closer relationship, and concluded the year with a vote to merge our organizations and our boards. Nature and environmental exhibits and activities have long been some of the most requested features at the Museum, leading to a long-term partnership with LSNC before we ever considered merging. Now, this official unification—what we call Unity in Learning—will help us fulfill those requests in an even stronger way.

Unity in Learning will enhance the abilities of both sites to promote and deliver educational activities; provide our visitors and members with more opportunities to learn and play; and give our many out-of-town guests more reasons to come to, and to stay longer in, Ann Arbor—all while maintaining the same specialized focus of each facility including the same names you have come to love (with appropriate enhancements in the future).

We use these reports to let you know about our successes, none of which would be possible without your support. There’s a risk in bragging about record visitation and membership, because it suggests we might not need your help. But dues and admissions, important as they are, don’t fully cover the costs of running facilities, maintaining exhibits, or providing educational programs. Through Unity in Learning, we have opportunities to do even more for the kids of today who will become the scientists, engineers, and naturalists of tomorrow. Thank you for all you do for the AAHOM (and LSNC), and thank you for your continued support.

DAVID ESAU
Chair, Board of Trustees

We thank the many individuals, foundations, and businesses whose generosity helped make this past year’s successes possible.
DISTANCE LEARNING PROGRAMS REACHED 7,293 CHILDREN ACROSS MICHIGAN, CANADA, MEXICO, AND 44 STATES INCLUDING ALASKA

WE WELCOMED 320,549 ATTENDEES MAKING US ONE OF THE MOST POPULAR INFORMAL SCIENCE CENTERS IN THE STATE

WE REACHED 3,158 4TH GRADERS IN DETROIT PUBLIC SCHOOLS

WE BROUGHT WIND ENERGY PROGRAMS TO 17,498 STUDENTS IN MULTIPLE COUNTIES

MORE THAN 8,000 ACTIVE FAMILY MEMBERSHIPS

MORE THAN 37,803 STUDENTS VISITED DURING FIELD TRIPS

MORE THAN 631 SCHOOL GROUPS VISITED THE MUSEUM ON FIELD TRIPS

416 SCOUTS PARTICIPATED IN OUR BADGE WORKSHOPS AND PROGRAMS

WE BROUGHT WIND ENERGY PROGRAMS TO 17,498 STUDENTS IN MULTIPLE COUNTIES

MUCH, MUCH MORE THAN 5,500 HOURS WERE GIVEN BY NEARLY 1,000 VOLUNTEERS

SCIENCEWORKS LABS PROVIDED 12,298 STUDENTS WITH IN-DEPTH HANDS-ON EXPERIENCES

OUR DIGITAL EXHIBIT EXPERIENCE PROGRAM DEEP WON SEVERAL NATIONAL AWARDS

Brand Connections
Joel Bregman & Elaine Pomeranz
Broken Egg
Gary & Shelley Bruder
Don & Roberto Burke
Toby & Judy Burt
Burt Forest Products Co.
Mary Lynn & Edward Callaghan
Susan & Oliver Cameron
CareEvolution
Nareen Carrigan
Cynthia Cartron
Nathan Coaly
Charles Reinhart Company Realtors
City of Ann Arbor
Michael & Marie Cole
Concordia University Ann Arbor
Howard & Anne Cooper
Jennifer Cornell & Darin King
Cornerstone Design, Inc
Michelle & Aaron Crumm
Martha Darling & Dr. Gil Omenn
David L. DeBruyn
Delphinus Medical Technologies, Inc
Lois Jean Dickinson
Directions in Research
Disher-Design & Development
JPaul & Kerri Dixon
Molly Dobson
Stephen & Judy Dobson
Emerson Elementary School
David & Jill Esau
Esperion Therapeutics
Mason Perry
Thomas Finholt & Stephanie Teasley

Dr. Michael Fitzsimmons & Dr. Hope Hasenf
Joe & Beth Fitzsimmons
Kevin Flattery
William Clay Ford, Jr. & Lisa Ford
Nicholas Ford
Tim & Stephanie Freeth
Franzette Fulton
John B. Fyfe
GameStart

Eden Foods
Jane Eisner
Aubrey & Bettye Elkins
Bruce & Cheryl Elliott
Emerson Elementary School
David & Jill Esau
Esperion Therapeutics
Mason Perry
Thomas Finholt & Stephanie Teasley

DTE Energy Foundation
Joyce Dwiggins
ECO PHYSICS INC
DEAR FRIENDS & SUPPORTERS,

Summarizing the past year in a few paragraphs is nearly impossible as it has been another record-breaking year for the Museum. Thanks to our team of talented educators, craftsmen, administrators, volunteers, trustees, and community collaborators, we continue to thrive—and grow. We are grateful to our friends and supporters. Due to your support and unwavering belief in our mission, the Ann Arbor Hands-On Museum continues to play a vital and leading role as a true champion of informal science learning in our community and in communities near and far. The figures in this report underscore the tremendous impact we’ve had this past year.

However, most significantly, we began merging with our longtime friends, the Leslie Science & Nature Center. By uniting our organizations, we will become a single provider of science, nature, and environmental education through our Unity In Learning initiative.

We thank our trustees, donors, volunteers, collaborators, guests, and our team for making our growth and success possible. We are grateful for your support and continued belief in the Museum.

We hope you will join us in celebrating these achievements through your continued visitation and support.

MEL J. DRUMM
President and Executive Director
We are dedicated to making Science, Technology, Engineering, Arts, and Math (STEAM) concepts come alive for our entire community. There is no end to the way we incorporate STEAM into our work, and its components are limited only by our imagination. Embracing our location in the STEAM hub of Southeast Michigan, we have also built collaborative partnerships across the region. As a nationally-recognized leader in informal science centers, this year was yet another year of record attendance in our programs.

Of the 631 school groups that visited the Museum on field trips, 12,298 students had an in-depth hands-on experience by participating in our ScienceWorks labs.

Our Outreach Programs served 54,574 students all across the state of Michigan. We are especially proud of reaching 3,158 4th graders in Detroit Public Schools with our States of Matter workshops as part of the Science Enrichment Experience project made possible by Bosch Community Fund. We also brought Wind Energy programming to 17,498 students in multiple counties with the support of a grant from the U.S. Department of Energy and the City of Ann Arbor.

Our Distance Learning programs reached 7,293 students not only across Michigan, but in Canada, Mexico, and 44 states including Alaska. We were also once again honored to be the recipient of a Pinnacle Award (our fifth!) from the Center for Interactive Learning and Collaboration (CILC), an industry group that annually recognizes outstanding performance by Distance Learning content providers. In addition, our team helped establish the Pinnacle Education Collaborative, an international group of content providers who seek to promote distance learning globally, guide CILC initiatives, and provide a collaborative professional network.

Our growing Scouts program brought hands-on STEAM experiences to 416 Boy Scouts and Girl Scouts through our specially-designed badge workshops and programs, including our new favorite experience, SCIENCE AFTER SUNDOWN.

Last year our evening workshops continued to grow and expand with new programming. We welcomed SLITHERING INTO PYTHON, a monthly computer coding class led by Huron High School students; two Junior League KIDS IN THE KITCHEN workshops including SENSIBLE EATING and EAT YOUR ABCS (we were even honored in 2016 with the Junior League’s Community Impact Volunteer Award!); and introduced multiple workshops including ROLLERCOASTERS, a physics-activity for the family, and two University of Michigan programs: WALK THIS WAY: THE SCIENCE OF LOCOMOTION, and 3-D PRINTING (for children and adults alike!).

In partnership with the Ann Arbor Public Schools’ Community Education and Recreation, our educators ran four summer camps and introduced a new favorite camp theme: ROBOTS IN THE AIR, ON LAND AND SEA which included Underwater ROVs, Drones, and Lego Mindstorms.

Eating is a integral part of our educational programming.

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**OUR OUTREACH PROGRAMS SERVED**

52,620 STUDENTS ACROSS 18 COUNTIES

**KEY**

- Counties served by AAHOM outreach programs in the last five years. Includes all of the Lower Peninsula, with the exception of Baraga and Keweenaw Counties.
- 55 of 83 counties in Michigan have been served by AAHOM outreach programs.

Our programs span the state of Michigan, reaching students in different regions:

- **Alcona**
- **Alpena**
- **Bay**
- **Berrien**
- **Calhoun**
- **Geneva**
- **Ingham**
- **Kalamazoo**
- **Kent**
- **Lenawee**
- **Newaygo**
- **Ottawa**
- **Shiawassee**
- **Southeast Michigan**
- **St. Clair**
- **Wayne**
- **Wexford**
Without the multi-faceted expertise of our incredible Exhibits Department, the Museum would not be the exciting, continually evolving place it is today. From maintaining existing exhibits to building new experiences, this was another banner year of accomplishments for the entire team.

We welcomed a new exhibit suite, **WIND POWER: HARVESTING WIND ENERGY IN MICHIGAN**, which looks at electrical generation, distribution and storage, and the science behind air flow. The exhibit included both demonstration and permanent exhibits that were conceptualized and built thanks to a grant from the City of Ann Arbor and the U.S. Department of Energy.

Given the significance of issues surrounding energy use as they relate to climate change, our Museum staff and community partners saw a need to update our popular *BUILDING IN A BUILDING* exhibit. This second generation, called **TOWARD NET ZERO**, brings current and coming trends in residential building to life through exciting new interactive exhibits and cutaway construction. Multiple donations, including grants from the Michigan Council for Arts and Cultural Affairs, Alice Landau, and Meadowlark Builders, made this work possible.

Thanks to a generous individual, we designed, built, and installed the **INFINITE DREAM MACHINE**—an interactive ball-and-ramp exhibit—at the Pediatric Infusion Center of C.S. Mott Children’s Hospital. Designed to share the Museum’s joy of exploration and discovery with patients and their families, we are thrilled to provide a hands-on experience at Mott. To see The Infinite Dream Machine in action, we invite you to visit [https://youtu.be/mKr_DlUYkBY](https://youtu.be/mKr_DlUYkBY).

Our perennial favorite, **H2OH!** received an upgrade of a giant, working water wheel and a laminar flow exhibit to add further scale and even more excitement to our multi-station water exhibit.

Among the many updates the Preschool Gallery received this year were a reinstalled tropical fish tank and an Archimedes screw joining the gallery’s mini water exhibit.

To create a more cohesively designed experience, nearly every label and sign throughout the Museum was redesigned with eye-catching imagery.

Unity in Learning allows us to do even more for the kids of today who will become the scientists, engineers, and naturalists of tomorrow.
Our annual CREATURE FEATURE in October, where we were joined by animal presenters from The Creature Conservancy, Little Creatures Company, Leslie Science & Nature Center, and All Creatures Animal Clinic, completely sold out with a record crowd. We also kept our community occupied during winter break with our HANDS-ON HOLIDAYS programming from December 26 to early January.

Adults-only nights made their return this year for a second year. A NIGHT OF WINE AND CHOCOLATE in February welcomed nearly 300 guests to learn about the science of wine and chocolate, and we finished out the year with nearly 200 of our closest friends who joined us for Ciders and Sliders, exploring the science of hard cider while tasting ciders and sliders.

Additionally, our 8th annual fundraiser, TECHTWILIGHT, raised $68,000 to support the Museum. An annual event that provides local companies and startups with an opportunity to share their innovations with Museum guests and each other, TechTwilight welcomed nearly 40 groups who featured and demonstrated their advanced interactive technologies or science-based achievements. Many companies also supported regional student participants, thereby enabling young learners to share their science aspirations and knowledge through demonstrations, inventions, and activities.

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Volunteers

This year, nearly 1,000 volunteers gave over 5,500 hours of their time to the Museum, necessitating the addition of another volunteer coordinator position in January 2016. Though we have a variety of volunteer opportunities, the most popular is to be an Activities Facilitator—individuals who work alongside staff to run hands-on activities on weekends, school breaks, and special events. We’ve also developed strong relationships with various University of Michigan classes that require volunteer hours, and the Museum is consistently a coveted assignment for volunteering students. We were also excited to build upon our partnership with Washtenaw Intermediate School District. In January 2016, we began partnering with the Young Adult Program to provide inclusive volunteer opportunities for young adults with special needs. In fall 2016, we piloted an expansion of this collaboration—GROWING TOGETHER. Growing Together partners college students with their peers in our special needs community to create a unique service learning program. Growing Together partnerships learn lifelong skills by facilitating hands-on activities, interacting with visitors and exhibits, and assisting with special projects.

Last year also saw the continuation of THE LIVING LAB, a project with the University of Michigan Psychology department where our young visitors—with their parent’s permission and involvement—took part in research studies at the Museum. The Living Lab Program at UM gave adults and children the chance to see social/behavioral science in action and to ask questions about the researchers who are part of that science.

Financial Overview

TOTAL REVENUE FOR 2015–2016
$3,050,713

Earned Revenue

52% ADMISSIONS & MEMBERSHIP
11% EDUCATION PROGRAMS
4% NET STORE SALES
2% OTHER EARNED REVENUE

Community Support

6% RESTRICTED DONATIONS
7% UNRESTRICTED DONATIONS
3% SPECIAL EVENTS
5% IN-KIND DONATIONS
10% GOVERNMENT GRANTS

21 FULL TIME EMPLOYEES
42 PART TIME EMPLOYEES
345 BIRTHDAY PARTIES
3 MEMBER NIGHTS

My Turn

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