

LOUISVILLE SCIENCE CENTER

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www.LouisvilleScience.org
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LOUISVILLE SCIENCE CENTER

2006 - 2007 Annual Report



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greetings

FROM THE CHAIRMAN AND EXECUTIVE DIRECTOR!

ASTC 2006, the annual conference of the Association of Science-Technology Centers, dominated much of Louisville Science Center activity for a significant portion of the past year. And what a great success it was! We hosted 1,700 science museum professionals from all over the world for five days in October at the Convention Center, at our Science Center, and all over downtown Louisville. We impressed attendees with the friendliness and competencies of our staff and volunteers, the active participation of our Board of Directors, our engaging award-winning exhibits, the excellent condition of our facility, and the warm hospitality and amenities of our city. We were very proud!

It was hard to come down from the exuberant “high” of ASTC 2006, but we easily re-gained focus on serving a large public audience with a high level of excellence. Our exhibits, films and educational programs served over 500,000 persons, including more than 172,000 students on field trips from schools in Kentucky and Indiana. An increase in the school group attendance is most likely due to *Science Source*, a new publication that keeps teachers informed of our offerings and helps them plan their Science Center visits.

A new initiative this year was a lecture series, begun in conjunction with the showing of *Hurricane on the Bayou* in the IMAX Theatre. These monthly lectures on a variety of current topics are primarily for adults and help provide informal science education to all age groups. It’s a reminder that the Louisville Science Center is not just for children!

We also continued our serious work in supporting the science and math initiatives of the formal education sector. In January 2007, Kentucky Secretary of Education Laura Owens toured the Science Center and praised our statewide role in furthering science literacy. Since 1992, our annual summer Teacher Institute, funded by the Kentucky Department of Education, has provided professional development to more than 4,000 educators from almost every county. And as we completed the fourth year of a successful GE-funded program for schools near Appliance Park, the GE Foundation awarded us a new \$100,000 grant to provide science instruction training for Jefferson County Public Schools middle school teachers.

As always, the Science Center’s Board of Directors played a significant role in the governance, guidance and sustainability of the organization. Through their personal generosity and their community connections, over \$1 million was raised in contributions, pledges, and in-kind donations. In response to a world that is rapidly changing, the Board created a new Technology Committee – possibly a first among science centers worldwide. This new committee will ensure that the planning, development and maintenance of technology that is used for exhibits, programs and services, as well as organizational infrastructure, position us well for future growth and development.

Other opportunities emerged. In January 2007, Mayor Jerry Abramson announced that the city would acquire the adjacent property at 745 West Main Street for the Science Center’s eventual use. Funds raised in **The World Around Us** campaign will underwrite the cost of renovating the first floor for a Science Education Wing, and future expansion into other floors will allow us to pursue our dreams. The Board’s strategic planning this year focused on opportunities associated with the acquisition of the adjacent property and opportunities for collaboration with our new neighbor-under-construction, Museum Plaza.

We ended the fiscal year on the eve of our 30th anniversary on West Main Street. Since opening our doors on July 2, 1977, we have been the grateful recipient of huge community support. We wish to share our accomplishments and thank those of you who supported us this past year, as well as thank those of you who have made it possible for us to achieve goals that were far beyond what anyone envisioned 30 years ago.

Joan Coleman
Chairman, Board of Directors

Gail R. Becker
Executive Director

mission

The Louisville Science Center encourages people of all ages to enjoy science, mathematics and technology in a stimulating and engaging environment that is educational as well as entertaining.



vision

The Louisville Science Center will be a 21st century leader in informal science education, serving a growing regional audience of families, teachers and students with innovative programs, exhibits and films.





FOR CHILDREN, TEACHERS, PARENTS AND GRANDPARENTS...

As the State Science Center of Kentucky, the Louisville Science Center is ready to play a key role in a bold new statewide plan for improvements in the state's **science, technology, engineering** and **mathematics (STEM)** education. STEM is now getting the attention it deserves in Kentucky, and it's an exciting time to be involved.

PROUD TO BE ON THE STEM TEAM FOR KENTUCKY'S FUTURE



FROM WORKFORCE TO TALENTFORCE

Clearly, the nature of work is changing in our technologically advanced world. The creation of 21st century jobs in Kentucky depends on STEM-educated workers.

However, Kentucky ranks near the bottom in nearly all studies measuring performance in science and engineering. The problem is not just Kentucky's. The nation's global leadership in science and mathematics is declining rapidly.

TURNING POINT

In November 2006, the Kentucky Council on Postsecondary Education appointed a STEM Task Force comprised of 110 leaders in business, government and education, including two senior members of the Science Center staff. This STEM Task Force, led by Dr. Lee Todd, president of the University of Kentucky, released eight key recommendations in a report titled "Kentucky's STEM Imperative: Competing in the Global Economy." They then designed action plans that will impact all areas of the state.

With a building brimming with exciting hands-on exhibits, fully equipped laboratories and inspiring educational programs encompassing all of the sciences, the Louisville Science Center is proud to be part of the solution to the STEM crisis.

With your financial support, we can expand our current educational programs to further enhance STEM education for everyone.

STEM crisis BY THE NUMBERS

KENTUCKY'S STEM RANKINGS AMONG ALL U.S. STATES

- 49th** in the number of bachelor's degrees conferred in science and engineering
- 48th** in science and engineering degrees as a share of degrees conferred
- 47th** in the number of scientists and engineers
- 45th** in the number of patents issued
- 42nd** in the number of high-tech jobs



STEM IS A NATIONAL CRISIS
America ranks 17th worldwide in the number of science graduates. It ranked 3rd in the 1980s. Asian universities annually confer eight times more engineering bachelor's degrees than the United States.

Source: Kentucky Council on Postsecondary Education



Appropriate Growth

Sustaining Institutional Advancement

HOSTING THE SCIENCE MUSEUM WORLD AT ASTC 2006



More than 1,700 science museum professionals from 44 countries came to Louisville in October 2006 as the Science Center hosted the annual conference of the Association of Science-Technology Centers (ASTC). ASTC is an organization of science centers and museums dedicated to furthering the public understanding of science among increasingly diverse audiences.

Hosting the premier professional development event for our colleagues was a true privilege. ASTC chose the Louisville Science Center because of the successful completion of its 12-year strategic plan that focused on developing new exhibits, calling it a “model for others in the field.”

The four-day conference explored how organizations like the Louisville Science Center are using appropriate growth to sustain institutional advancement with vision, creativity, good choices and community involvement.

The Science Center and Louisville notables rolled out the red carpet, and Science Center staff conducted 14 program sessions for their peers. At a Saturday night event, guests enjoyed dancing, dining and engaging with exhibits in the Science Center. ASTC attendees gave the Science Center and the conference rave reviews.



“

Let me add to the pile of kudos you must be receiving for a truly outstanding conference. Praise for...the entire Louisville Science Center team is well deserved, and we at ASTC add our thanks and admiration for an exemplary job of hosting the annual conference...The number of Board members, volunteers, sponsors and presenters that enthusiastically pitched in clearly demonstrated how highly the science center is valued in your community.

”

*Letter from Bonnie VanDorn,
Executive Director of the Association of
Science-Technology Centers (ASTC)*

ASTC 2006

GOOD NEWS: EVERY CORNER OF THE LOUISVILLE SCIENCE CENTER IS FILLED WITH EXCITING HANDS-ON EXHIBITS.

GIVING **CURIOSITY** ROOM TO GROW — NEXT DOOR

In January 2007, Mayor Jerry Abramson announced the acquisition of 745 West Main Street, the historic Alexander Building, for expansion of the Science Center. The Phoenix Hotel Development Company gave a generous gift to the community by agreeing to sell the building for \$1 million less than its appraised value.

“The investment we’re making in the future of the Science Center complex is an investment in the future of our workforce and our community,” Abramson said. “It’s an investment that will pay dividends for decades to come.”

The first floor of the building, to be called the Science Education Wing, will house state-of-the-art classrooms and hands-on workshop areas. The first step will be renovation of a 5,000-square-foot space to create four new labs for science education. Future plans for the building include:

- Expanded after-school programs
- Enhanced school field trips
- Extended teacher workshops
- Other engaging science and math experiences for teachers, students and families



BETTER NEWS: THE SCIENCE CENTER WILL SOON EXPAND INTO NEW SPACE FOR NEW PROGRAMS.



“

The best part is that the entire community will benefit through the continuing development of a downtown landmark, and the entire state will benefit through new opportunities for science and math education that are critical for economic advancement in the 21st century.

”

Joan Coleman, president of AT&T Kentucky and chairman of the Science Center’s Board of Directors

WHEN THE SUN GOES DOWN, SCIENCE GETS HOT

If you think the Science Center is just for kids, you’re missing out on a lot of fun. This year the Science Center introduced a monthly adult lecture series. Over dessert and coffee, adults at the first lecture learned fascinating details about Louisville’s Great Flood of 1937, comparing it with the devastation caused by Hurricane Katrina.

Make a date for the adult lecture series, typically held on the first Friday of each month.



CELEBRATING 30 YEARS ON WEST MAIN STREET

The Louisville Science Center marked 30 years on West Main Street with a celebration that was equal parts nostalgia and excitement for the future.

“THE LOUISVILLE SCIENCE CENTER HAS BEEN A VIBRANT AND POWERFUL DOWNTOWN LANDMARK AND TOURIST DESTINATION FOR THE PAST 30 YEARS,” SAID JOAN COLEMAN, PRESIDENT OF AT&T KENTUCKY AND CHAIRMAN OF THE SCIENCE CENTER’S BOARD OF DIRECTORS.

“WE LOOK FORWARD TO INCREASING OUR PRESENCE ON MAIN STREET, PARTICULARLY TO FOCUS ON INCREASING THE SCIENCE, MATH AND TECHNOLOGY KNOWLEDGE OF GENERATIONS TO COME SO THAT SCIENCE LITERACY CAN BE AFFECTED IN KENTUCKY.”

30 YEARS ON WEST MAIN STREET

- 1975** City buys the Carter Dry Goods building to house the Natural History Museum
- 1977** Museum of Natural History and Science opens at 727 West Main Street
- 1980** Apollo 13 astronauts reunite for opening of a new spacecraft exhibit
- 1987** KidSpace opens
- 1988** IMAX Theatre installed
- 1994** Renamed Louisville Science Center
- 1997** The World We Create opens
- 1998** Renamed KidZone renovated
- 2001** The World Within Us opens
- 2002** Designated the State Science Center of Kentucky by the General Assembly
- 2005** The World Around Us opens
- 2007** City purchases adjacent building for Science Center expansion
- 2008** Planned opening of the Science Education Wing

Science Saturdays make weekends special for families

Science Center educators, along with featured scientists and experts, led visitors through some amazing scientific journeys this year. In the popular Science Saturday program, parents, grandparents and other caregivers brought youngsters downtown for some fun, hands-on experiences with the science of everyday living.

This year’s Science Saturdays were focused on Chemistry, Healthy Living, the Science Center’s Mummy, Engineering, Dental Health, Brain Awareness, Aviation, DNA and Weather.



CORAL REEF ADVENTURE

Viewers tagged along with real-life ocean explorers Howard and Michele Hall as they explored the beauty and health of coral reefs, swimming from Australia's Great Barrier Reef to the corals of Fiji.

GREECE: SECRETS OF THE PAST

Audiences toured ancient Greece, experienced a volcanic eruption and visited the Parthenon on this archeological journey into the distant past.

A BIG YEAR FOR IMAX® THEATRE FILMS

HURRICANE ON THE BAYOU

Four musicians recounted their personal stories before, during and after Hurricane Katrina as they took viewers to the emotional heart of Louisiana.

THE LIVING SEA

Surfers, researchers, the Coast Guard and a rescue squad surveyed the interconnectedness of the world's oceans and our dependence on them, amazing viewers along the way.

MYSTERY OF THE NILE

Viewers went along with explorer Pasquale Scaturro and his team on their thrilling 114-day, 3,250-mile descent of the Nile River from source to sea.

RIDE AROUND THE WORLD

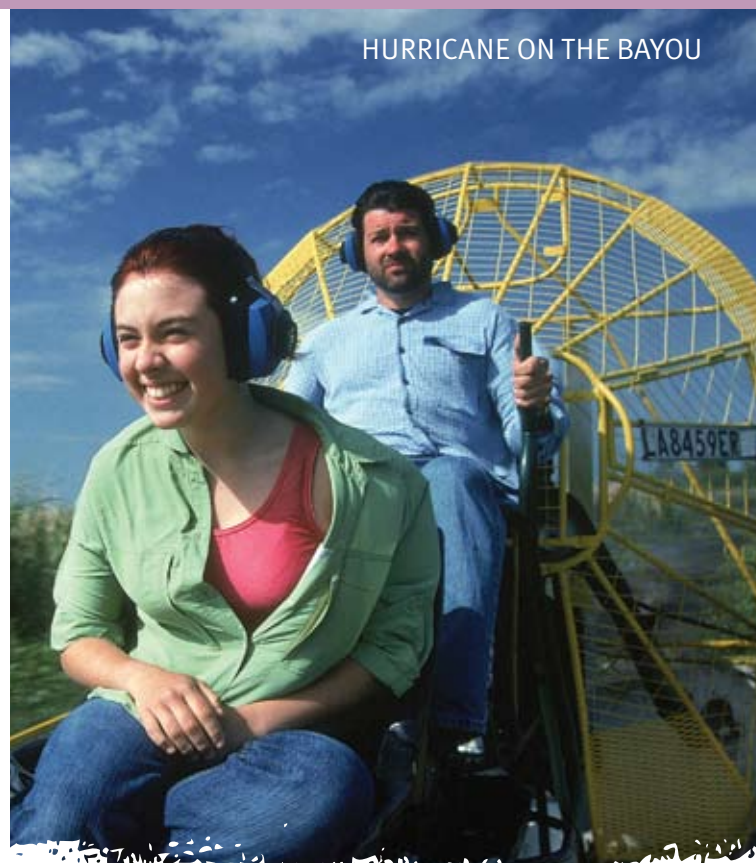
This spectacular horseback ride through Morocco, Spain, Argentina, Chile, Mexico, British Columbia and Texas introduced viewers to the rugged men and women who were the first to settle these wild frontiers.

SANTA VS. THE SNOWMAN

This classic holiday film told the story of a lonely snowman who pitted his army against Santa's elves in an attempt to take over the North Pole.

WILD SAFARI: A SOUTH AFRICAN ADVENTURE

Audiences experienced charging elephants, cunning leopards and more as they embarked on a 3,000-mile adventure through the game reserves of South Africa.



There's always something new... temporary exhibits

Inside Africa took visitors to the world's second-largest continent to meet its people and learn about its many cultures. Countries, cities, languages, religions and more came to interactive life in hands-on activities, multimedia presentations and African artifacts.

Jelly Belly® Presents Candy Unwrapped gave visitors a mouth-watering experience with the science of sweets and sours. This tasty exhibit explored the biology, chemistry, physiology and psychology of candy and even featured a jelly bean taste test and a super sour challenge. Sweet!

In Animal Grossology visitors got to know some of the slimiest, stinkiest and downright yuckiest creatures on earth. Complete with outrageous science and interactive learning games, this exhibit presented a distinctly different view of the Animal Kingdom.

There's no excuse for taking any material for granted after experiencing **Strange Matter**. Visitors explored the space-age materials that have become commonplace in everything from sneakers to CDs. They even turned a magnetic liquid to solid with the touch of a button.

SPREADING SCIENCE FAR FROM HOME

The World We Create traveling exhibit once again took to the road, reaching an audience of more than 85,370 people at the following locations:

- South Florida Science Museum, West Palm Beach, Fla.
- Children's Science Explorium, Boca Raton, Fla.



volunteers

KEEP IT REAL

There is just no substitute for the energy and real-life experience that adult and teen volunteers bring to the Science Center. On any day, you'll find them helping visitors, guiding exhibit experiences or working behind the scenes to help staff deliver high-quality educational programs. Volunteers keep the Science Center experience "real"...and really exciting.

Number of volunteers: 886

Number of volunteer hours: 16,605

Volunteer of the year

The Science Center gives an extra big "thank you" to Anne Miller, who was named the 2006-2007 Volunteer of the Year.



CELEBRATING SCIENCE AND THE PEOPLE WHO MAKE IT POSSIBLE

Ladysmith Black Mambazo performed in July 2006 to support the *All Africa All Day* summer promotion of the **Inside Africa** exhibit and IMAX film.

An Evening with Cowboys kicked off the debut of the IMAX film RIDE AROUND THE WORLD in September 2006.

Members got a sweet preview of **Candy Unwrapped** in September 2006.

The *Mad Scientist Ball* in September 2006 raised important funds for educational programs while delivering an elegant evening of fun.

Science with Santa entertained and educated young visitors in December.

A Big Fat Greek Party, held in January 2007 in partnership with the Assumption Greek Orthodox Church, helped open the IMAX film GREECE: SECRETS OF THE PAST.

What better way to kick off **Animal Grossology** in January than with *A Potpourri of Grossness*?

Thunderblast! in April 2007 raised much-appreciated educational funds while providing front-row seats for Thunder Over Louisville.

Cajun fun was in the air with *An Evening on the Bayou* in May, introducing the IMAX film HURRICANE ON THE BAYOU. In June, the Louisiana celebration continued with *Bayou Boogie* featuring Amanda Shaw, the teenage fiddling prodigy in the film.

SERVING UP

science TO THOUSANDS

Total served: 500,315

Total ticketed admissions: 366,545

Ticketed exhibits admissions: 174,511

Ticketed IMAX admissions: 119,188

Ticketed KidZone admissions: 63,448

Chemistry Kitchen demonstrations attendance: 14,784

BioLab demonstrations and labs attendance: 6,566

where students learn, and educators learn more

Total students served: 172,091

Total Kentucky students served: 141,333

Total teachers served: 857

Number of Kentucky counties represented: 69

Total Indiana students served: 30,758

Number of Indiana counties represented: 26

Midnight Magic Camp-in attendance: 1,486

Teacher Nights attendance: 275

Drop by drop, *Splash!* is making progress

Young visitors and their caregivers are excited about the progress made this year toward opening the new KidZone water table exhibit, *Splash!* Fund-raising for the \$500,000 project has advanced and is continuing in the new fiscal year.

Science meets art in the engaging *Splash!* exhibit design, created by noted children's museum architect Peter J. Exley. Irresistible pools of water, pumps with funky shower heads, water tables adorned with mosaics, shells and river rocks, a sail-and-sink lagoon, a water canopy, ice makers, and heat panels will capture everyone's imagination. Water tables will wrap around several walls, enabling 2-year-olds to play in one area while older children play in another.

The redesigned space will be accessible to children using wheelchairs or walkers. Modern construction materials will ensure safety and hygiene. And each play station of *Splash!* will be linked to age-appropriate national science standards.



Announcing **Science Source**, a newsletter especially for teachers. This new resource helped boost the number of educators bringing groups to the Science Center for field trips. Check out the most recent issue at www.LouisvilleScience.org/teachers.

Inside



KidZone: *Splash!* Water Table Replacement Fund

CAMPAIGN GIFTS AS OF JUNE 30, 2007

\$50,000 and over
The William E. Barth Foundation

\$5,000 to \$9,999
Holly and Joe Gathright
The Gilbert Foundation
The Honorable Order of Kentucky Colonels
Publishers Printing Company

\$1,000 to \$4,999
AT&T Kentucky
Gregg and Joan Coleman
Phillip and Kathy Gahm
Randy and Charlotte Hockensmith
Kosair Charities
Lee and Angela Leet
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Theresa and Michael Mattei and Family
Jane Hardy & David Schmidt
Drs. Stephanie and Greg Walton

\$500 to \$999
Drs. Stephanie and Wayne Gibson
Kevin and Emily Nolan
Barbara and Halsey Sandford
The Schalow Family
Randy and Beth Scherer

\$250 to \$499
Mark and Laurie Atwell
Crawford Williams Creative
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GE Consumer & Industrial Products
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Steffanie J.D. Brown
Harry and Norma Bryan
Dr. and Mrs. Ken Calhoun
The Cole Family
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Jon and Lesley Henney
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Rudolph Spencer III
Mr. and Mrs. B. Wayne Speedy
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Alfred B. Turner, Jr.
Joan and Harvey Turner
Mr. and Mrs. William P. Varga
Ms. Wendy Watkins
LTC James K. Burton and Ms. Wendy Weirick

Lily Wenz
Mr. and Mrs. George Wheeler
Sarah and Tom Williams
Audrey Wright (3) who loves the water table
Grant Wright (4) who really, really loves the water table!
Mark and Phoebe Wood
Younger Realty Co.

Matching Gifts for Water Table
AT&T Kentucky
GE Consumer & Industrial Products
The UPS Foundation
W.W. Grainger, Inc.

Annual Fund for Science

JULY 1, 2006 – JUNE 30, 2007

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Anonymous
Anonymous
Toyota Motor Manufacturing, Kentucky

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H. Doyle Mills
Mr. and Mrs. Dante Morassutti
Thomas and Mary Mueller
Bob and Bobbie Niblock
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Discoverer Level - (\$2,500 to \$4,999)
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Brinly-Hardy Company
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Qk4
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Woodward, Hobson & Fulton, LLP

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Upper Level
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JULY 1, 2006-JUNE 30, 2007

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14
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Sarah Parker



Grants Received

JULY 1, 2006 -JUNE 30, 2007

GE Foundation, \$100,000 for fourth year of *Inquire! Investigate! IMAGINE!*, a collaborative science education program for four schools near Appliance Park.

GE Foundation, \$100,000 for the *STEPS!* program.

Kentucky Department of Education, \$49,296 for summer 2007 Teacher Institutes.

BellSouth Foundation awarded \$35,000 for online programs.

Kentucky Department of Education, \$30,325 for summer 2007 Inquiry Summit.

Cralle Foundation, \$15,000 for *BioLab* programs

Manned Space Flight Education Foundation, \$15,000 for space education programs.

Kentucky Department of Tourism, \$14,218 for Matching Funds Program.

The Educational Equity Center at the Academy for Educational Development, \$5,000 to implement After School Math PLUS.

The Honorable Order of Kentucky Colonels, \$5,000 for *Chemistry Kitchen* supplies and materials

Kosair Charities, \$1,500 for the *KidZone Splash!* renovation.

Grants awarded in prior years and continued in fiscal year 2007

National Institutes of Health, National Center of Research Resources - Science Education Partnership Award, \$1,679,883 for **The World Around Us** KY-H.E.R.O.S. (Kentucky Health Education Rural Outreach Scientists) program.

National Science Foundation - Informal Science Education, \$1,580,119 for **The World Around Us** exhibit project.

U.S. Department of Housing and Urban Development, \$497,050 for the Science Education Wing, a federal earmark obtained by Senator Jim Bunning.

Institute of Museum and Library Services, \$150,000 for **The World Around Us** exhibit project.

LG&E Foundation, (E.ON U.S. Foundation) \$150,000 for **The World Around Us** exhibit project.

The Paul Ogle Foundation, \$150,000 for the Science Education Wing.

The C. E. and S. Foundation, \$50,000 for staff professional development for ASTC 2006.

William E. Barth Foundation, \$50,000 for *KidZone Splash!* renovation.

The Gheens Foundation, \$25,000 for first-floor renovations for ASTC 2006.

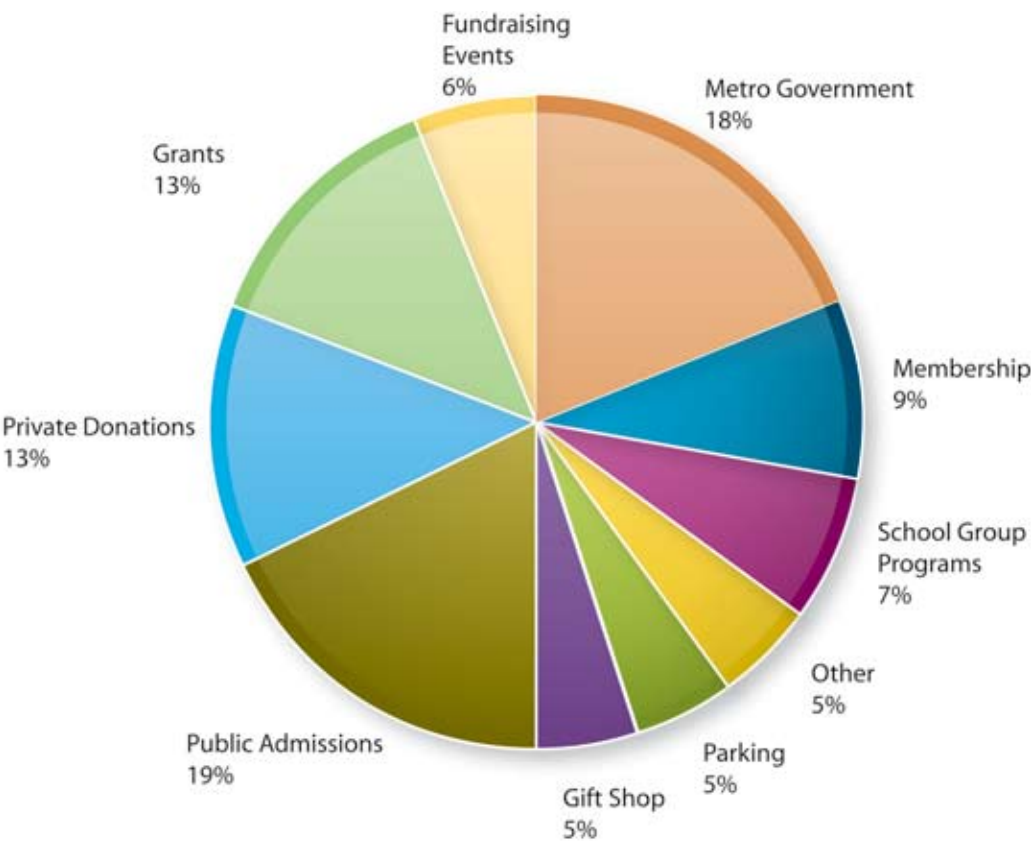
W. L. Lyons Brown Foundation, \$25,000 for **The World Around Us** exhibit project.

American Association for the Advancement of Science, \$10,000 for *Journey to Planet Earth* program.

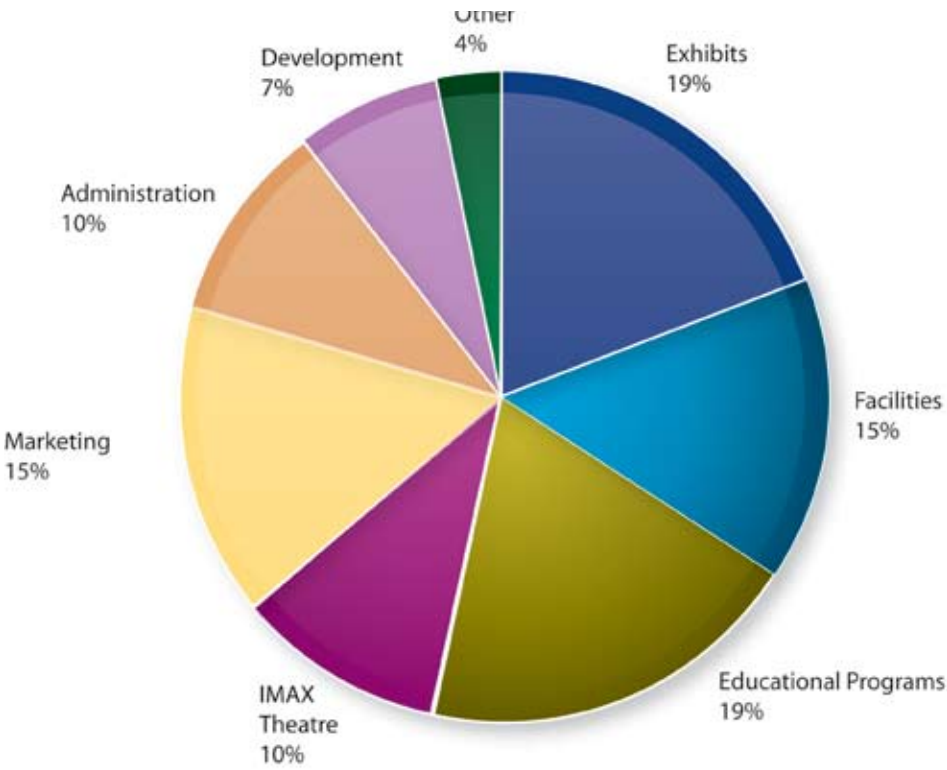
Anonymous, \$10,000 for educational program support.

Toyota Motor Manufacturing, Kentucky, Inc., \$10,000 for ASTC 2006 reception.

2007 Financial Summary



REVENUE



EXPENSES

