Great Lakes Science Center

REPORT TO THE COMMUNITY









Dear Friends,

It is with great excitement that I report the successful results of our fiscal year 2013. And with equal enthusiasm, I extend my gratitude on behalf of Great Lakes Science Center for your unwavering commitment and generous support. With your help, we have made a difference in the lives of individuals, as well as the community-at-large, by stimulating curiosity and engaging interest in the science that surrounds us.

During the year, more than 273,070 guests visited the Science Center with approximately 85 percent of those guests from the Northeast Ohio area. Everyone from men and women, boys and girls, students and teachers, scientists and engineers, local residents and visitors from afar have joined us to learn and to be inspired. Each of these people not only learned about science, technology, engineering and math, but also have experienced them through hands-on engagement.

We made exceptional advances in improving and maintaining our financial stability and programming. Consider just a few examples:

- In April, we opened the newly renovated NASA Glenn Visitor Center, increasing the size of our gallery as well as the number of exhibits and artifacts emphasizing space science.
- We extended the number of scholarships provided for area youth from 30 to 72.
- We launched our Science After Dark event series for 21 and older audiences, surpassing expected attendance by 50 percent.

The Science Center has made great strides, but there is more to be done. And as a sophisticated and forward-looking institution, we will continue to make valuable changes through new and improved programming and exhibits.

As the new president and CEO of Great Lakes Science Center, I have discovered a passionate and talented staff, an inspired and strong community and a science center whose role in Northeast Ohio is vital. Through our people, our programs and our performance, we have become recognized as an institution that goes above and beyond just science.

Thank you for your continued generous support. Great Lakes Science Center is uniquely positioned in the region to make science and technology a relevant part of everyone's life. As we look to the year ahead, we remain committed to developing relationships, collaborations and community partnerships to stimulate innovation, improve STEM education and advance the 21st-century skills of our current and future workforce.

Kind regards,

-Kinst H. Elle

Dr. Kirsten Ellenbogen President and Chief Executive Officer



Great Lakes Science Center is the leading provider of informal STEM education for Northeast Ohio, and we could not imagine a better fit than Kirsten for our strategic direction." – PAUL DOLAN, BOARD CHAIR

We're Making a Difference...



...Inspiring Children

D uring the past year, Great Lakes Science Center encouraged and motivated hundreds of thousands in the community to consider and use science in their everyday lives. Among these curious minds was a virtual parade of children inspired by the opportunity to learn and grow through a wide variety of unique and sophisticated programs offered at the Science Center, including: summer camps, overnight experiences, workshops and exhibits. These special opportunities earned priceless smiles and positive endorsements from children and parents alike.

THE PARENTAL SEAL OF APPROVAL

When Debra Harris began evaluating summer camps to satisfy the appetite of her science-hungry, sixyear-old son, Rubin, she set two goals: 1. Allow him to grow and 2. Allow him to have a good time.

Rubin's mother knew outdoor athletic camps were not a fit for her son but she wanted to find a program that was just as invigorating, while also stimulating

10 camp locations





for Rubin's striking curiosity. "Great Lakes Science Center Summer Camp fit the bill perfectly. It is a really great, one-of-a-kind resource in Cleveland for the entire community," said Harris.

From classroom experiments to outdoor exploring, the Science Center summer camp provides memorable learning experiences for all participants. "I was just amazed by the interaction between the kids and the well-trained staff," said Harris. "The experience featured adventurous and engaging learning with games and exhibits that were fun for kids of all ages and learning levels."

Rubin was one of more than 2,000 campers – pre-K to high school – who attended summer camps offered at ten locations across Northeast Ohio. This growing attendance represents an increase of students by more than five percent from the previous year.

"The summer camp sparks curiosity with hands-on activities that children like Rubin don't get in the traditional classroom," said Harris. "Add to that a trained and certified staff, and Great Lakes Science Center becomes the gold standard for summer camps." ⁶⁶ The counselors and volunteers were outstanding! Registration was flawless and the weeks my sons attended the camp were the best weeks of their summer!"

- SUMMER CAMP PARENT

GROW UP GREAT IN CLEVELAND

This past year, the Science Center's new Grow Up Great with Science initiative used a hands-on, science, technology, engineering and math (STEM) curriculum to engage children ages three to five who attend local Head Start centers. The program, sponsored by the PNC Foundation, provides inclassroom, afterschool and science center-based experiences.

In FY13, 14 classrooms from six early childhood centers participated in a total of 40 field trips to the Science Center. In addition, each classroom was provided with STEM-related science materials, classroom support, professional development for teachers and family science nights at both the Science Center and their Head Start facilities. Each participating family was given a free, year-long Great Lakes Science Center membership to provide them with the opportunity to engage in STEM-related learning as a family unit.









...Supporting Schools

rom supporting teachers with professional development to engaging them and their students in STEM practices, the Science Center made a significant and positive impact through schools during fiscal year 2013.

THE SCIENCE OF EMPOWERING TEACHERS

The Center for Innovation in STEM Education (CISE) has brought exciting, new professional development opportunities to our region's educators during the past year. Created as a partnership with Cleveland Metropolitan School District's MC² STEM High School, Cleveland State University and the Ohio STEM Learning Network, CISE establishes an educational experience for students and teachers alike.

In keeping with the old proverb – teach a man to fish and you feed him for a lifetime – Whitney Owens, vice president of education, explains that Great Lakes Science Center is taking CISE to new heights.

"We're not only offering instruction in the highestquality STEM education techniques; our work is helping to change the way local districts teach," reports Owens. "A perfect example is the work we've done with the Parma School District."



Jeannette Dumot, the district science coach for the Parma School District, came to the Science Center this year for help in opening the District's first STEM school. "The learning experience provided by Great Lakes Science Center was amazing," said Dumot. "Not only do they have knowledgeable experts in Project-Based Learning and STEM education, but they offer numerous learning opportunities for our students."

Dumot and the new STEM school's entire K-4 teaching staff received specialized training in project-based learning and the FabLab from CISE experts.

"I would definitely recommend all the training classes we received," said Dumot. "We left with the knowledge of the components necessary for a STEM classroom and a STEM school."

HIGH SCHOOL



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A FABULOUS WAY TO LEARN

As its name implies, FabLab (short for Fabrication Laboratory) is a technology platform for learning and innovation: a place to play, to create, to learn, to invent, to mentor. In 2013, Great Lakes Science Center collaborated with CISE partners to manage the Mobile FabLab, a mobile trailer that brings FabLab science to the community and into the hands of teachers and students.

The Mobile FabLab includes a laser cutter that makes 2D and 3D structures, a sign cutter that plots in copper to make antennae and flexible circuits, a high-resolution milling machine that can cut wood and other materials, and a 3D plotter that creates physical structures. In short, the FabLab combines high-tech equipment with a user-friendly system to help students and teachers create everything from circuit boards to games and microcontrollers for robots.

Across the region, five schools, companies and community organizations have hosted the Mobile FabLab so far. This year, the Science Center worked with CISE to offer a series of "FabLab Fridays" to train teachers how to use FabLab equipment, integrate FabLab projects into their curriculum, and experiment with rapid prototyping as part of the engineering design process.

SUPPORT BEYOND THE CLASSROOM

This year, MC² STEM High School advanced Great Lakes Science Center's mission to help people of all ages achieve and maintain greater science literacy. Experiences outside the classroom provide inspiration through science, technology, engineering and math for students.



The value of education became evident from not only visitors, but also a staff member during 2013. Rita Mikita, a Visitor and School Engagement (VSE) part-time staff member, transitioned into her first year teaching physics at our 9th grade MC² STEM site.

As a VSE staff member, Mikita helped visitors of all ages gain an understanding of science concepts by facilitating hands-on-activities. "Working at Great Lakes Science Center during the past several years has given me a wealth of knowledge about science in the real world. The information I have learned has been an incredible stepping stone to help me directly translate concepts to my students," said Mikita.

"Now that I have classes to teach, I love the opportunities available at Great Lakes Science Center to extend my lesson plans," said Mikita. "How many teachers can spark a student discussion in the morning and have liquid nitrogen in their classroom by the end of the day to enhance the learning experience? This is our classroom and it allows education to come from real-life experiences instead of just a textbook."

Staff members like Mikita are perfect examples of the stability and growth the Science Center provides because of a dedication to interactively educate today's youth.

... Engaging Adults

Our 2013 programming opportunities provided science experiences for audiences of all ages. More than 136,032 adults visited the Science Center during regular hours, while an additional 1,200 engaged in after-hours events designed to foster adult-only science learning.

NEVER TOO COOL FOR SCHOOL

What's the perfect recipe for an evening of entertainment and education? Mix one part adults (about 1,000 of them) with one part interactive science activities – stirred, not shaken.

"The Science Center's second annual Yuri's Night celebration showcased the high level of engagement and critical thinking our exhibits can foster," said Laura Rayburn, vice president of development.

The 21-and-older event was held in April to commemorate cosmonaut Yuri Gagarin's first manned space flight in 1961. The adults in attendance, which doubled in number from 2012, were so engaged with the exhibits this year, staff had to gently inform people the event was over. "We always provide tools for visitors to think critically about the world around them, and our goal is to entertain them in the process," said Rayburn. "This adults-only event demonstrates the success of this approach."



The Science Center also debuted a new series of Science After Dark events in 2013 with adults 21 and older. The first fun and interactive evening — held as a kickoff for IngenuityFest — brought together scientists, artists, musicians and attendees to experience science with their peers. Attendance surpassed the Science Center's expectations, with 150 participants for the initial event.



...Connecting Employees

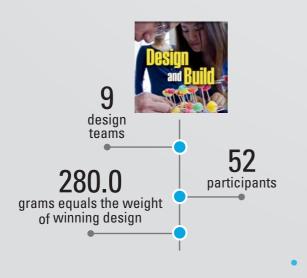
Throughout 2013, the Science Center connected area employers with area youth to promote practical science for all ages. Working with local businesses and institutions of learning, we engaged a range of students with science, competition and a lot of fun.

THE SCIENCE OF COMPETITION

Traditions continued as the Science Center held its Second Annual Design & Build Competition. This year's contest included representatives from local science and engineering companies, including four corporate teams – Keithley Instruments, Team Wendy LLC, Lincoln Electric and Nottingham Spirk – competing alongside our own Great Science Academy, MC² STEM High School and Louisa May Alcott Elementary students.

The 2013 challenge was to create a lunar landing device made from everyday household items, including: string, wire hangers, craft sticks, straws, rubber bands, cardboard, tape, balloons and a plastic bag. The device was required to protect and deliver a fragile payload to the "moon surface" six stories below.

Each of nine design team entries was unique, ranging in weight from 155 to 290 grams. Keithley Instruments was the champion of the corporate division, while the Science Center's Great Science Academy team was champion of the youth division.







...Welcoming Visitors

O nce again, Great Lakes Science Center staff created a warm and welcoming atmosphere that encouraged exploration and learning. Their actions not only increased memberships, but also influenced lives.

ONE SMALL STEP FOR SCIENCE, ONE GIANT LEAP FOR A CHILD

Striking up a conversation about science and space was once a favorite topic for Douglas. But after the loss of his grandfather in 2009, the then 6-year-old Douglas, who suffers from Asperger's – a disorder characterized by difficulties in social interaction – lost his passion for science and space.

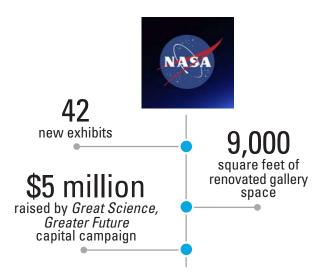
Then, a seemingly ordinary trip to Great Lakes Science Center this year changed everything. "We were visiting the new NASA Glenn Visitor Center and a staff member started a conversation about space with Douglas," recalls his mother, Tammy Wagner. "It was incredible to watch. They spoke for more than 30 minutes about *Columbia* and the *Challenger*, both learning from each other."

The opportunity to engage with the staff member literally re-sparked Douglas' interest in science and space, while also helping others learn. "The opportunity for children and adults to enjoy interactive learning is a big part of what makes the new NASA galleries unique and special," said Wagner.

Douglas, now 10 years old, often visits the expanded NASA galleries, especially to see the Buzz Aldrin space suit, as well as the 42 new exhibits featured throughout more than 9,000 square feet of new gallery space. "The space exhibits just make Douglas crazy happy," said Wagner. Today, Douglas aspires to become an astronaut and is an avid visitor to Great Lakes Science Center.

"We are there all the time; my son just loves the place," said Wagner. "The interactive experiences and the closeness of the staff at the newly expanded NASA galleries are amazing."

"The fact that Douglas has Asperger's syndrome, yet is able to have so much fun learning and interacting with staff and exhibits, is a credit to the stable, welcoming and comfortable learning environment at Great Lakes Science Center," said Wagner.





...Volunteering to Teach

Lugene Gordon, or as many know him, Grandpa Eugene, has been a volunteer at the Science Center for 13 years. As a retired salesperson, Grandpa Eugene hoped to meet new people and to experience a teaching and learning environment he never had in his former career.

Science is not the only thing Grandpa Eugene has learned during his volunteer hours. "I learn most from the kids because if you treat them with kindness, they will respond to you in a positive way," said Grandpa Eugene. This year at Great Lakes Science Center, Grandpa Eugene not only learned from the children, but also realized how special today's youth can make someone feel.

"My fondest memory this year was while I was doing a demonstration and my supervisor asked for my microphone at the end of the demo," explained Grandpa Eugene. "Then she told the more than 125 first, second and third grade children watching that it was my 85th birthday. I could not have been touched more than the way those children sang happy birthday to me."



Grandpa Eugene says he couldn't have a better experience than volunteering at Great Lakes Science Center. "I look forward to coming here two days a week to volunteer about 12 hours," says Grandpa Eugene. "If working with wonderful children and seeing them be inspired isn't good enough, the Science Center gives volunteers so many opportunities and they treat us so special. Every day I am there, I feel welcome and appreciated."



⁶⁶ It's always exciting to see a child and a grandparent discuss what it felt like when the first man stepped on the moon. Watching the generations interact through the exhibits here really shows how valuable learning about science can be." – VAL DAVILLIER, VICE PRESIDENT OF EXHIBITS

...Fostering Fun Learning

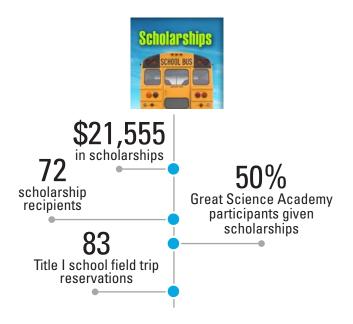
Throughout 2013, the Science Center focused on fostering learning that is accessible to and engaging for all visitors. More than \$100,000 were invested in programs designed to maintain accessibility to learning for everyone.

A FAIR AND BALANCED APPROACH

The average American spends less than five percent of their life in classrooms; as a result, most science is learned outside of school. Unfortunately, socioeconomic conditions place many students at a disadvantage. Great Lakes Science Center recognizes this truth and strives to encourage learning for every student in every environment.

This year, for example, free Monday through Friday field trips were offered to all Title 1 school groups in Northeast Ohio. In all, 61 schools and 13,389 students participated in this program. The opportunity inspires all students to be engaged in science with easy access to the Science Center.

However, funding for field trips is just one of many ways the Science Center is helping to create learning opportunities for area youth.



In FY13, the Science Center awarded 72 needbased scholarships to children throughout the region to provide camp and youth program opportunities. Additionally, 50 percent of the 60 children who participated in the Great Science Academy, an immersive and hands-on science program for exceptional students in grades 6 and 7, attended on need-based scholarships. Also, Grow Up Great with Science programming enabled 250 preschoolers and their families to engage in focused, 30-minute lab sessions and age appropriate live science demonstrations.

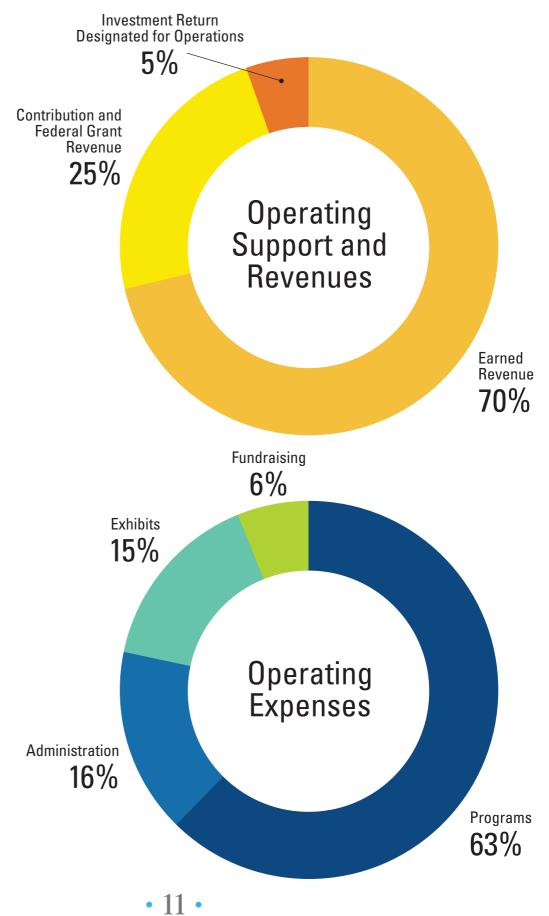




Financial Information 2013

Growth in earned revenue, contributions and returns on our endowment investments generated a positive increase for operating support and revenue, making fiscal year 2013 a financial success for Great Lakes Science Center.

In addition, well-managed operating expenses – a hallmark of the Science Center's best practices – resulted in a surplus of nearly \$37,000. Combined with a successful Phase II of our Capital Campaign, the Science Center was able to complete three new NASA Glenn Visitor Center galleries.



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