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Science Museum of Minnesota

Agency Profile 1

<https://new.smm.org/>

AT A GLANCE

Fiscal Year 2023 Highlights:

- World-class science & technology center and natural history museum with over 2 million objects housed in its Center for Research and Collections
- Leading informal STEM education institution serving MN educators through field trips, outreach programming, online resources, and teacher professional development
- Nearly 1,475,075 visitors to the museum and outreach sites statewide
- Over 8,547 of visitors paid no admission fee through its suite of access programs
- More than 105,756 teachers and students were supported by SMM’s in-person and online experiences

PURPOSE

VISION: We envision a world in which all people have the power to use science to make lives better.

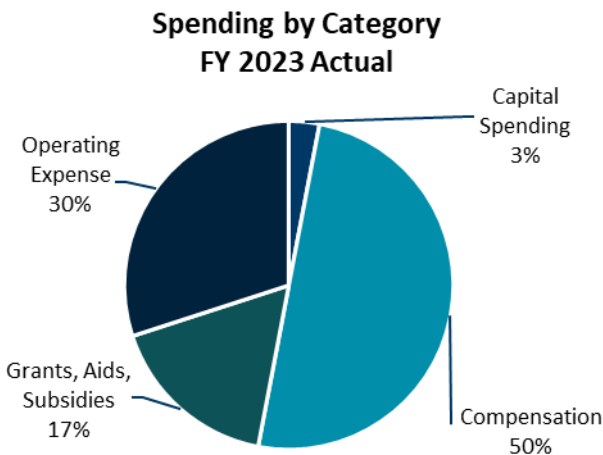
MISSION: "Turn on the Science: Inspire learning. Inform policy. Improve Lives."

ROLE: The Science Museum of Minnesota (SMM) offers informal science, technology, engineering, and math (STEM) learning opportunities to a variety of people including adult learners, families with school-age children, K-12 teachers, students, and school districts, diverse under-served urban youth, and state policy-makers.

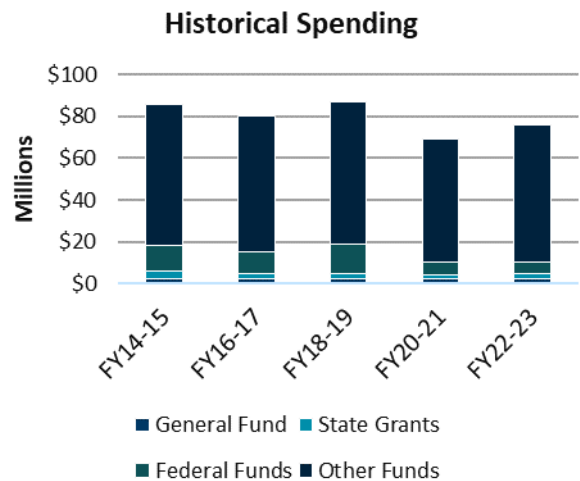
The SMM is a natural history museum with scientific collections and interpretive exhibits and is a top tier science and technology center with innovative interactive exhibits emphasizing hands-on learning.

The SMM provides excellent in-person and online informal science, technology, engineering, and math (STEM) education programs to reinforce the achievement of Minnesota academic standards, background and preparation for STEM workforce development, and lifelong learning.

BUDGET



Note: FY 2023 spending by category includes all SMM spending regardless of funding source.



Source: FY 2023 Audited financial statements
Source: Audited Financial Statements FY14-F23

The museum budget uses diversified sources of funding. The General Fund category of the budget includes the state appropriation. The State Grants category includes funds awarded directly to the Science Museum of Minnesota from other state agencies. The Federal Funds category includes funding received directly to the Science Museum of Minnesota for grant support, such as funds received from the National Science Foundation. The Program and Other category includes all other Museum spending from all other sources.

STRATEGIES

Through museum experiences that have captured the imaginations of generations of visitors, educational programs that reach Minnesotans across the state, science research throughout Minnesota and around the world, and efforts to use STEM as a tool to advance equity and dismantle oppressive systems, the museum is deeply woven into the cultural fabric of our region, consistently delivering meaningful and memorable experiences to the audiences it serves.

The pandemic, while enormously challenging, fueled the museum's conviction to build a future where STEM is accessible to everyone—especially those who have not been historically welcomed into the conversation. The Museum's 2030 Strategic Plan challenges the museum to examine what a museum is, who it is for, and how it can meet its audiences' changing needs.

To meet the challenges and opportunities ahead, the Science Museum will move forward with aggressive goals to continue serving audiences throughout Minnesota with high-quality museum experiences; signature STEM education programs that reach students and educators in all 87 counties; transformational programs that encourage reflection and dialogue on critical topics like race, mental health, and climate change; and initiatives that engage new audiences in strategic and innovative ways.

The Science Museum will:

1. Transform the Organization
 - Culture: Implement organizational changes that promote a culture of equity, inclusion, and accessibility to intentionally address inequities and injustices while preventing future ones.
 - Sustainability: Transform into a sustainable nonprofit business model by equally emphasizing contributed revenue and growing endowment to ensure the necessary resources, talent, staff, volunteers, and financial support to achieve our vision.
 - Partnerships: Secure partnerships with equitable, mission-aligned organizations to enhance the delivery of our mission impact, and to elevate existing conversations and programs that inspire transformative change in science, equity, and education.
2. Deliver Bold Experiences & Science to Inspire Change
 - Create inspiring, relevant digital and physical experiences and programs that invite broad creative input and participation, and illuminate museum processes, expertise, and assets that turn the museum inside-out for our audiences.
 - Conduct and amplify scientific research, and steward and promote the scientific collection to contribute to the broader body of knowledge.
 - Inform and activate the public, and influence policymakers about important issues facing people, communities, and the planet.
3. Advance STEM Success for BIPOC, Girls/Women, Trans and Non-binary People, and People with limited resources
 - Address Minnesota's educational disparities by delivering impactful and effective STEM education programs for students and educators, both in-person and online, with an increased emphasis on removing barriers and providing opportunities and support.
 - Inspire more young people to pursue STEM careers, and support STEM career retention, through existing and new programs, partnerships, and experiences that create culturally specific and accessible ways to see themselves in science.

RESULTS

SMM measures success quantitatively and qualitatively to ensure that it meets the needs of Minnesotans now even as it transforms itself for the future. The museum chooses these thoughtfully in ways that represent its core values and ongoing commitment to change. The comparison number for each category is drawn from FY21 to show what the museum accomplished amidst the pandemic, and the FY23 number shows how the museum progresses in its recovery. The Museum’s strategic plan indicates how the museum is working to meet and exceed these numbers in the coming years.

Measure name	Measure type	Measure data source	Historical trend	Most recent data
<i>Briefly write what is being measured.</i>	<i>Select quantity, quality, or result. Please try to include 1 of each.</i>	<i>Describe how the data for this measure is collected.</i>	<i>Describe the change over time.</i>	<i>If currently collected, provide most recent data for this measure. If not currently collected, please write N/A.</i>
Number of direct public engagements ¹	Quantity	This is tracked as how many interactions our audience had through face to face experiences at the museum, outreach at schools, and community events.	Significantly increase the number of direct public engagements as the museum opened up its doors after having to close during the height of the pandemic. (In FY21-77,987)	478,000
Percentage of visitors who give the highest experience quality rating ²	Quality	The Science Museum conducts surveys of museum patrons as they exit the museum.	Slight increase as the museum continue to improve and provide more resources and programming. (In FY21- 46%)	48%
Amount of private funding raised ³	Quantity	Our internal PNL defines Private Funding as any revenue within Annual Giving (Supporting Membership, Foundation, Corporate, Individual giving) and Project Grants	Slight increase as the museum able to provide more opportunities to be funded (In FY21-\$4,337,926)	\$4,999,808
Number of MN counties reached through school engagement ⁴	Quantity	Counties are tracked for all school field trips and outreach programs by the museum’s evaluation department.	There is a significant increase as the museum was able to provide more opportunities for schools. (In FY21- 52)	75

Measure name	Measure type	Measure data source	Historical trend	Most recent data
Percentage of MN public school that attended SMM on field trips ⁵	Quantity	The schools that have been reached via field trips or other outreach are tracked by the museum’s evaluation department.	There is a significant increase as the museum was able to provide more opportunities for schools. (In FY21- 0%)	19%
Free Admissions – total (including financial need, veterans, and indigenous access programs) ⁶	Quantity	This data is tracked across ticket purchases.	There has been a significant increase as the museum has expanded its options for free admissions and has had more success in getting patrons to use this option. (in FY21- 2,729)	8,547

Performance Measure Notes:

1. The total number of direct engagements includes people who visit the museum and those who take part in statewide off-site programs. The overwhelming majority of these are Minnesotans with the remainder representing out of state visitors who recognize SMM as a premier tourist attraction in the Twin Cities. This number is an important “bottom line” indicator of success. This number was much lower in FY21 as the museum was closed a large portion of the year due to the pandemic.
2. The percentage of visitors who rated their museum experience as the highest quality rating, Outstanding, on a 5 -point scale. In alignment with industry practices, the museum uses a skewed scale (guests can rate their experience as Poor, Fair, Good, Excellent, and Outstanding), so this measure serves as a rigorous marker for a truly high-quality experience.
3. SMM’s ability to raise funds from private donors, including individuals, corporations, foundations, sponsors, and museum members, is an indicator that members of the public resonate with the museum’s value proposition and the delivery of the educational mission.
4. Reaching across the entire state is core to our mission. SMM tracks the Minnesota counties the museum serves through school programs, including field trips, school-based residencies and assemblies, and teacher professional development.
5. The museum also strives to reach as many schools as possible. While not every Minnesota school can make the trip to St Paul, it is an ongoing stretch goal. Tracking the overall percentage of schools that come is a way to make sure that the museum is on track to reach all 87 counties in support of Minnesota schools. Additionally, the museum was unable to host any field trips in FY21 due to the pandemic and CDC guidelines.
6. The museum provides free access to exhibits and experiences through its low income, veteran, and indigenous access programs.