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Science Museum of Minnesota

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smm.org/

AT A GLANCE

Highlights of FY 2019:

- More than 788,000 people visited the museum and outreach sites statewide
- More than 182,000 students were served statewide through school outreach, field trips, and teacher professional development. This represents over 40% of MN public schools across all 87 counties.
- 81,791 visitors paid no admission fee

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."

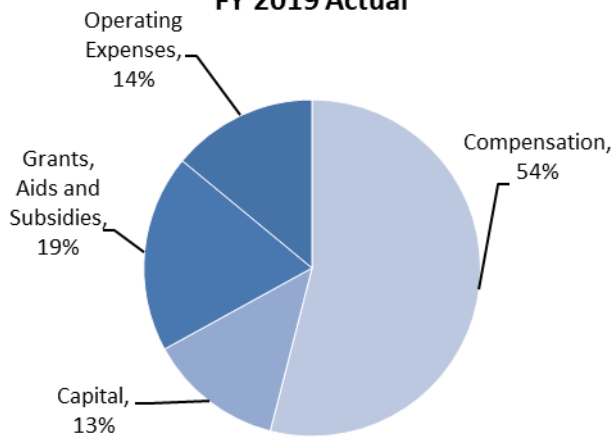
ROLE: The Science Museum of Minnesota (SMM) offers informal STEM (science-technology-engineering-math) learning opportunities to a variety of people including: adult learners; families with school-age children; K-12 teachers, students, and school districts; diverse under-served urban youth; and state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

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

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

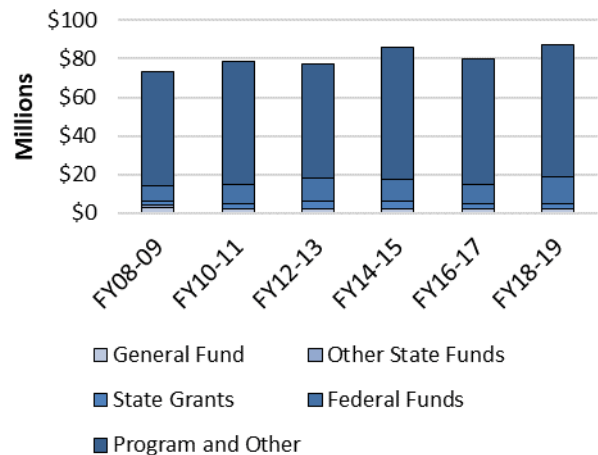
**Spending by Category
FY 2019 Actual**



Source: SMM Audited Financial Statement

Note: FY19 spending by category includes all SMM spending regardless of funding source.

Historical Spending



Source: SMM Audited Financial Statements

The museum budget uses diversified sources of funding. The General Fund category of the budget includes the State appropriation, which is \$1,079,000 annually for the FY20-21 biennium. The Other State Funds category

includes other direct state funds. The State Grants category includes funds awarded 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

Public Visitor Place.

- SMM produces and presents world-class special exhibits such as *RACE: Are We So Different?*, *Sportsology*, *Apollo: When We Went to the Moon*, and *Skin: Living Armor, Evolving Identity* for audiences at its facility and museums nationwide.
- Per the current strategic plan, *Strategic Plan: 2020 & Beyond*, SMM will “Improve equity of, and access to, the museum experience and educational programs to attract the broadest audiences and ensure a positive, meaningful STEM learning experience for all visitors, with a focus on girls and women, people of color, and low-income households.” To ensure accessibility to the broader community, SMM offers free and reduced admission to families, individuals from low-income households, and schools in need. SMM offers a broad variety of STEM education programs for families, children and youth (pre-K through post-secondary), and adult learners.
- While these goals remain SMM’s key priorities, short-term investments in safe in-person and virtual experiences will strengthen the museum for the future as it addresses the impacts of the COVID-19 pandemic.

Programs and Resources for K-12 students, teachers, and school districts.

- SMM is one of Minnesota’s leading destinations for school field trips.
- School outreach programs reach K-12 classrooms statewide through both in-person and virtual learning platforms.
- SMM provides professional development to educators statewide, focused on promoting equity and inclusion in STEM education and professions with regard to ethnicity, gender, gender identification, cultural background, and socioeconomic circumstances.
- SMM’s Kitty Andersen Youth Science Center (KAYSC) offers year-round out-of-school time programs and follows a STEM Justice framework in which STEM learning is used to solve community problems. The majority of KAYSC participants are youth of color from low-income households.

RESULTS

SMM measures success quantitatively and qualitatively:

- The total number served includes both people who visit the museum and those who take part in offsite programs statewide. 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.
- The percentage of visitors who rated their museum experience as the highest quality rating on a 5-point scale.
- Each year the museum must raise private funds from individuals, corporations, foundations, sponsors, and museum members. SMM’s ability to raise funds from private donors is an indicator that members of the public resonate with the museum’s value proposition and the delivery of the educational mission.
- SMM is growing its capacity to deliver online content to Minnesota educators and students. The museum saw an increase in online classrooms (such as Google Classroom, Seesaw, etc.) accessing SMM content in FY20.

- SMM’s school network tracks the MN counties the museum serves through field trips, school outreach residencies and assemblies, and teacher professional development. While the goal was not met due to the pandemic, SMM was slated to reach all 87 counties again in FY20.

<i>Type of Measure</i>	<i>Name of Measure</i>	<i>Previous</i>	<i>Current</i>	<i>Dates</i>
Quantity	Number of public engagements	788,000	408,490	FY19 and FY20
Quality	Highest experience quality rating given by % SMM visitors	40%	36%	FY19 and FY20
Quantity	Amount of private funding raised	\$10,552,243	\$8,892,365	FY19 and FY20
Quantity	Number of sessions originating from online classrooms	24,516	38,395	FY19 and FY20
Quantity	Number of MN counties served	87	81	FY19 and FY20

Science Museum

Agency Expenditure Overview

(Dollars in Thousands)

	Actual FY18	Actual FY19	Actual FY20	Estimate FY21	Forecast Base	
					FY22	FY23

Expenditures by Fund

1000 - General	1,079	1,079	1,079	1,079	1,079	1,079
2050 - Environment & Natural Resources	227	400	186	259		
Total	1,306	1,479	1,265	1,338	1,079	1,079
Biennial Change				(182)		(445)
Biennial % Change				(7)		(17)

Expenditures by Program

Science Museum Of Minn	1,306	1,479	1,265	1,338	1,079	1,079
Total	1,306	1,479	1,265	1,338	1,079	1,079

Expenditures by Category

Grants, Aids and Subsidies	1,306	1,479	1,265	1,338	1,079	1,079
Total	1,306	1,479	1,265	1,338	1,079	1,079

Science Museum

Agency Financing by Fund

(Dollars in Thousands)

	Actual FY18	Actual FY19	Actual FY20	Estimate FY21	Forecast Base FY22 FY23	
1000 - General						
Direct Appropriation	1,079	1,079	1,079	1,079	1,079	1,079
Expenditures	1,079	1,079	1,079	1,079	1,079	1,079
Biennial Change in Expenditures				0		0
Biennial % Change in Expenditures				0		0
2050 - Environment & Natural Resources						
Balance Forward In	622	395	345	259		
Direct Appropriation		350	100			
Balance Forward Out	395	345	259			
Expenditures	227	400	186	259		
Biennial Change in Expenditures				(182)		(445)
Biennial % Change in Expenditures				(29)		(100)

(Dollars in Thousands)

	FY21	FY22	FY23	Biennium 2022-23
Direct				
Fund: 1000 - General				
FY2021 Appropriations	1,079	1,079	1,079	2,158
Forecast Base	1,079	1,079	1,079	2,158