



# Annual Report 2016

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# FROM THE TOP

Dear Friends and Supporters of McWane Science Center,

2016 was a banner year for McWane Science Center. We welcomed our largest attendance since we opened in 1998, nearly 400,000 visitors, and we had the most family memberships in our history – 10,600. We unveiled a new dinosaur species, welcomed new community partners, premiered a new Body Worlds Traveling Exhibit – Body Worlds RX, increased our investment in science education and science engagement, and we set our course for the future as we adopted our five-year strategic plan.

All of this, and everything we do, is only possible because of you.

In 2016 you contributed your resources, your time, and your talents to help us provide outstanding experiences across the science, technology, engineering and math spectrum. Together we were able to excite and inspire inquiry and innovation in our children and our society. As a nonprofit institution, it would be impossible to deliver the exhibits, educational programs, and experiential learning opportunities without your continued support. Thank you!

As 2016 contributors, we hope you have seen the impact of your investment, but in case you have missed something, it is our pleasure to present McWane Science Center's 2016 Annual Report. The enclosed Annual Report includes the following sections:

- McWane's Year in Review
- 2016 Financial Overview
- McWane by the Numbers
- A Tribute to our Contributors

Also, we would like to take this time to thank our 2015 outgoing Board Chair, Scott Adams. His dedication and commitment to the sustainability and growth of our science center led to the opening of Itty Bitty Magic City— Birmingham's Children's Museum — and the completion of the strategic planning process for 2016-2021. Scott exited his role at the end of 2015 with McWane Science Center well-positioned for long-term success, and we are honored we could work alongside him to change lives through science and wonder.

Thank you again for your dedication to the mission and vision of McWane Science Center, and we look forward to seeing you in our museum soon.

Best Wishes,



Gordon G. Martin  
Board Chair



Amy Templeton  
President and CEO



# NOTEWORTHY ACHIEVEMENTS

## Adoption of the Strategic Plan

In 2016, McWane Science Center formally adopted a new five-year strategic plan featuring a new organization mission statement, vision statement, strategic goals and objectives. The purpose of this endeavor was to document the organization's roadmap and create a solid foundation for moving forward.

**Mission:** Through its exhibits, educational programming, events, and collections, McWane Science Center provides outstanding experiences across the science, technology, engineering, and math spectrum enhancing subject matter literacy, creativity, and critical thinking.

**Vision:** To excite and inspire inquiry and innovation in our children and our society.

### Strategic Goals:

- 1. Center/Attraction:** McWane Science Center will be a top-rated destination and an innovative, dynamic, and interactive attraction, entertaining and educating across the range of science, technology, engineering, and math concepts.
- 2. Academy/Programs:** McWane Science Center will be known throughout the state and the region as an indispensable contributor to science education and the development of a 21st century workforce.
- 3. Garnering Support:** The story of McWane Science Center's impact and reach will be widely known, enabling us to broaden engagement of current and potential supporters.
- 4. Partnerships:** McWane Science Center will identify and pursue selected partnerships with organizations that complement our expertise, share our interests, and are committed to move the community forward in Science, Technology, Engineering and Math concepts and careers.
- 5. Team Development:** McWane Science Center will develop and support the team necessary to enable us to fully realize our mission and vision.





# Expansion of our School Outreach Programming

Think Like a Scientist: Think Like a Scientist is a combination of an outreach program and subsequent field trip experience that introduces challenge-based learning to late elementary-aged students. The program was developed and successfully piloted in 2016 with the purpose of helping children better understand and use the scientific method, specifically helping develop basic science processing skills like:

- **Observing** - using the senses to gather information about an object or event.
- **Inferring** - making an “educated guess” about an object or event based on previously gathered data or information.
- **Measuring** - using estimates to describe the dimensions of an object or event.
- **Communicating** - using words or pictures to describe an action, object or event.
- **Classifying** - grouping or ordering objects or events into categories based on properties or criteria.
- **Predicting** - stating the outcome of a future event based on a pattern of evidence.

McWane Science Center programs and exhibits provide students with the opportunity to become engaged with and inspired by science. Programs like this one “encourage students to ask questions, share inferences, and reach conclusions based on their own observations.” (Lawrence Cooper)



# Discovering a new dinosaur

## **Eotrochodon orientalis**

Remains of the world's newest known dinosaur, *Eotrochodon orientalis*, were discovered in a creekbank in Montgomery County in 2007. The roughly 83 million-year-old skeleton is 12-13 feet long. After years of excavation and research by McWane Science Center staff, volunteers, and local experts in the field, the dinosaur was named by the *Journal of Vertebrate Paleontology* in January 2016, effectively legitimizing the discovery and making history in the state of Alabama and the United States. The remains are safely maintained and displayed within the Explore Lab at McWane Science Center.

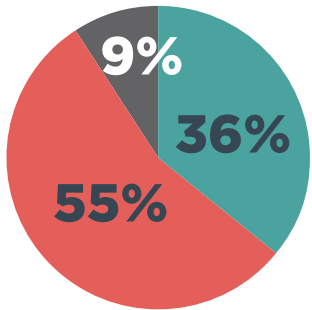


## Science Engagement

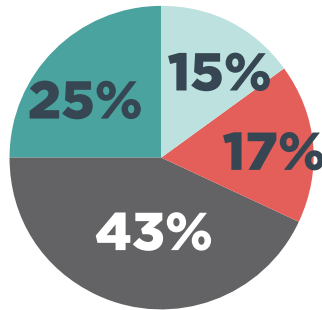
McWane Science Center made a deliberate effort in 2016 to expand science engagement on our exhibit floors. We hired a Director and a Coordinator of Science Engagement, and we created nine science presenter positions in the main part of our museum and nine additional presenter positions were created for Itty Bitty Magic City. This will allow regular and ongoing learning opportunities within our museum — helping make science come to life for our visitors of all ages. Science engagement programs and demonstrations highlight electricity, combustion, engineering, chemistry, biology, zoology, robotics, physics, and so much more.

# BY THE NUMBERS

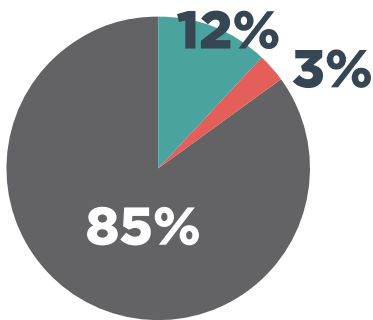
## Contributed Revenue



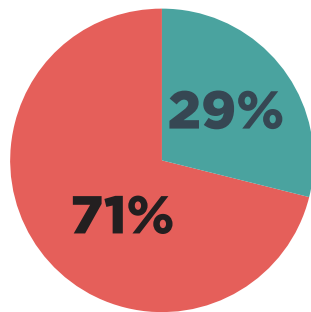
## Non-Contributed



## Expense Allocation



## Non-Contributed vs. Contributed



## 2016 Service Numbers

Total Attendance in the Museum for 2016:

**377,368**

Total Outreaches in the Community:

**22,000**

Total Combined:

**399,368**

Total Member Families at the end of 2016:

**10,676**

Number students who attended Field Trips/Groups in 2016:

**82,881**

Total students benefitted from scholarship:

**22,669**



# KEY ACTIVITIES IN 2016

**SPRING 2016**

## Body Worlds



**INSIDE OUT:** The mysteries of the human body are on display as you explore the many facets of Body Worlds Rx.

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Knowledge that will change your world



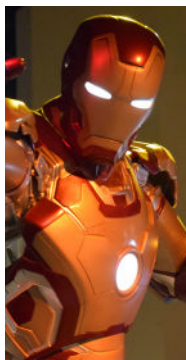
Thanks to the advances in preservation by Dr. Gunther von Hagens, we can now see with our own eyes the inner workings of humanity.

**SUMMER 2016**

## Hall of Heroes



Children and adults got to channel their inner super hero in Hall of Heroes





FALL 2016

# Winter Wonderland



Back for its 9th year in a row, the Magic of Model Trains and Winter Wonderland returned to spread some holiday cheer and amaze guests.



PRESENTED BY



ROYAL CUP  
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## EDUCATION

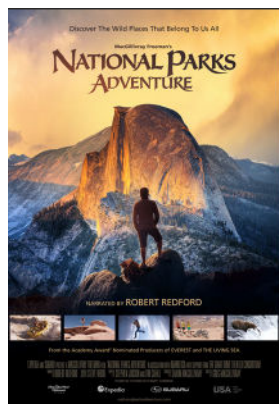
# Celebrate Science

Each year the McWane Science Center invites teachers and students to participate in an exciting opportunity to be a part of Celebrate Science. As a class project, students design an exhibit for McWane Science Center and win cash prizes for their classrooms. This creative, cross-curricular project incorporates science, math, writing and technology.



## 2016 SCHEDULE

# IMAX



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