



Museum of Arts and Sciences
Children's Museum
Grant # 06-16 and 08-09

Name of Person Completing this report: Pattie S. Pardee
Mailing Address: 352 s. nova road, Daytona Beach, FL 32114
Email: ppardee@moas.org
Phone Number: 386-255-0285 x 339

MEMBERSHIP: MOAS Membership is at 4,213 units which comes out to around 17,940 individual members (more or less), as a great number are family or senior citizen couple memberships.

HOURS OF OPERATION:

Is the facility open to the public (Yes or No)? Yes.

What days and times is the facility open to the public?

Tues-Sat. from 9 – 5 and Sun. 11 – 5 (open to guests on Monday holidays, i.e., Memorial Day, Labor Day, etc.)

Are the hours of operation seasonal (Yes or No)? No.

If yes, please explain.

PROGRAMS:

Does your facility offer classes or other scheduled programming (Yes or No)?

Yes.

If yes, please explain in the spaces below, or attach a schedule to this form.

See attached programming related to Charles and Linda Williams Children's Museum

POPULATION SERVED:

What method do you use to track the number of customers coming into your facility?

Admissions data and surveys

Using the method indicated in the above question, how many customers did this facility serve last year (from April 2008 to April 2009)?

Since opening November 2008 through April 2009, the Museum has served 35,381 visitors

What percentage of total customers are repeat customers?

Approximately 17%

How did the number of customers served last year compare to the year before (if applicable)?

If exact numbers are not available, please provide a reasonable estimate.



Video Light Microscope

Since the Children's Museum opened in November 2008, attendance at the Museum has increased by 47%.

What percentages of your customers are low income families or otherwise underserved populations? The most recent guest surveys report indicates 16% minority attendance and 10% indicating annual household income under \$25,000.

What data did you use to make this determination? Guest surveys.

OPERATIONAL BUDGET:

Do your programs/service revenues earned pay for your total operational budget (Yes or No)?

No.

If not, list specific funding sources that help pay your operational budget?

Operational income sources: admission fees, membership fees, tuition fees, retail sales, interest on investments, and contributed income (individual, corporate, and state, local and foundation grants).

Do you believe your operational budget is sustainable in the long term (Yes or No)? Yes

Please explain. MOAS remains debt-free and financially stable due to steps taken this year to ensure long-term viability in light of current economic challenges. Budget cuts were implemented with careful consideration in order to mitigate any adverse effects to program quality or to the service of our mission. Staff reductions were made earlier this year with Monday closings. Prior to this, MOAS was open to the public 363 days a year. As a result of these budget adjustments, current financial reports reflect the good health of the organization. MOAS maintains eight permanent endowment funds with a combined value of \$6,965,477 (as of 5/30/09).

ECONOMY:

Due to the current downturn in the economy, many facilities have experienced increases in customers while experiencing decreases in funds. For each of the areas listed below, please explain whether your facility has experienced an increase, decrease, or no effect.

Customer Base: With the opening of the new Charles and Linda Williams Children's Museum, general attendance at MOAS has steadily increased (47% through 6/30/09); however, we have seen marked increase in First Tuesday attendance (free admission on the first Tuesday of every month with proof of Volusia County residency) which may reflect the current economic climate.

Total Number of Volunteered Hours: With unemployment figures approaching double digits, MOAS has seen an increase in requests for volunteer hours – a result of requirements related to the continuation of unemployment benefits.

Fundraising: Contributed income for 07-08 was down from 06-07, particularly in the areas of grants. Most fundraising associated with the Children's Museum took place in the fiscal year ending September, 2007; however, since opening November 2008, three new exhibitions installed in the Children's Museum were completely funded through contributions.

Operational Budget: The operational budget has decreased due to state and local government budget cuts affecting funding for culture and education. Expenses were adjusted to balance loss of income through grants and other related income sources.

Other (use this space to describe any other effects of the economy that you think would be useful information for ECHO staff):



ELECTRIC CIRCUITS



CLASSROOM

GOALS:

Please list the program goals and measurable objectives contained in Tab 4 and 5 of your grant. Describe in detail how those objectives have been achieved, or why they have not been achieved.

Operational Goals –

1) Increase attendance figures for school children by 10% the first two years and 5% the third year:

This goal has not only been met, but exceeded. Since the Charles and Linda Williams Children’s Museum opened late November 2009, general attendance has increased an average of 54% each month as compared to the same months the previous year. Attendance by school-aged children has increased by 40% as compared to the same period last year (November through April).

2) Increase revenue for fee-based programs by 15% each year for three years:

Again, this goal has been exceeded in the first five months since the opening of the Charles and Linda Williams Children’s Museum. Fee-based programs have increased by 39% in this period of time compared to the same period last year.

Program Goals –

1) The Museum will install new, built-in, hands-on educational displays focusing on science themes such as engineering, physics, electricity and weather. Traveling science exhibits with related themes will be incorporated into the Museum’s changing exhibits schedule as available.

Measurement:

The Museum has installed approximately 12 hands on exhibits designed to teach visitors about engineering, physics, electricity, and sound.

The following exhibits are currently installed in the Museum:

- Build A Roller Coaster-Gravity
- Tennis Ball Launcher-Air Pressure and Gravity
- Electrical Circuits-Electricity
- 2 Building Block Centers-Engineering
- Gears-Mechanical Engineering
- Laser Harp-Sound and Lasers
- Build A Race Car-Engineering

- Pull yourself Up-Pulleys
- Bubble Organ-Sound and Lights
- Ball Fall-Gravity
- The Pizza Place-Creative Play

15 Traveling exhibits based on the concepts in the wing have been created. They support our program called "Family Science Nights"

These exhibits supplement the content in the Charles and Linda William's Children's Museum. During the 2008/2009 school year, the Museum visited 17 schools and conducted programming after school hours for students and their families.

This program covered 2 counties Volusia and Flagler (Outreach)

During the upcoming exhibition *Reflections: Paintings of Lost Florida 1865-1965 From the Collection of Cici and Hyatt Brown*, we will be incorporating Florida weather patterns into our planetarium shows. Many of the paintings in the show depict typical Florida atmospheric conditions. We will be incorporating the science of weather in our programming.

- 2) The Museum will create new science and interdisciplinary programs aimed at utilizing the new Children's Museum. These programs will become part of the Museum's regular education program that includes hands-on classes for children and adults, weekend and afterschool programs, family festivals, and the Summer Learning Institute.

Measurement:

The Museum has created many interdisciplinary courses that support the exhibits in the new wing, including:

- Hands On Electrical Circuits-45 minute class in which students create circuits with light bulbs, small motors, sound buzzers. Students learn about open and closed circuits, batteries, and positive and negative charges.
- The World of Energy Stage Show--50 minute interactive stage show that teaches electrical circuits, mass, sound energy, lasers, and light energy. During the 2008/2009 school year, this show was presented 16 times for approximately 19,000 students.
- Pre school classes-4,5 and 6 year old age group (Open to the Public)
 - Science Wonders-Physics Class
 - Building Blocks-Engineering
 - The World of Transportation
 - Science Center Spectacular-Physics
 - C is for Chemistry
 - You Got the Music in You--Sound
 - Simple Machines
 - Science of Magnets
- 7-14 year old classes (Open to Public)
 - *Laser Harp*
 - Control Experiment
 - Newton's Laws of Physics
 - Science of Flight
 - Chemistry
 - Simple Machines
 - Physics of Racing
 - Mysteries of Matter
 - Slimy Goo
 - Science of Magnets



- Weekend Classes (Open to Public)
- The World of Circuits-Electricity
- Science Spectacular-Physics
- Newton's Law
- Physics Gone Mad
- Science of Magnets
- Science of Race Cars
- May the Force Be With You-Science of Force and Gravity
- Special Programs (Children's Wing)
 - Teacher Open House
 - Homeschool Open House
 - Scout Day
 - McDonalds Science Night-Daytona Shores
- Summer Learning Institute:

The Museum has created many summer classes based on the new wing.

 - PHYSICS AND BEYOND JULY 13 – 17 1:00-4:00
It's never too early to learn about physics and the forces that make life Possible on earth. Students will learn how to make simple machines and use our new Children's Museum exhibits to explore the world of physics.
 - I WANT TO BE A SCIENTIST JULY 27 – 31 1:00-4:00
Your pint size scientist will be ready for college after this science class. There is no limit to the science people can study and this class explores all of them. Students will learn about astronomy, paleontology, biology, physics,and more.
 - SCIENCE MANIA JULY 6 – 10 9:00-12:00
One day the class is about slime, the next day hair raising electricity. In this class the students will be learning about a diverse array of sciences. One day to the next you never know what to expect.
 - SIMPLE MACHINES AUGUST 3 – 7 1:00- 4:00
Machines are an everyday part of our lives and this class explores the concepts that make our mechanical world easier to live in. Students will learn about simple machines like pulleys and gears. Kids will explore machines in our new Children's Museum. Learn about gravity, force, and motion through simple projects that teach these concepts
 - LEGO® BUILD OFF JUNE 22 – 26 9:00-12:00
Have fun with Legos® while learning to build modern structures like towers, bridges and skyscrapers. Junior architects can plan and create something new each day as the daily challenge changes.
 - MAD SCIENCE JULY 6 – 10 1:00-4:00
Have you ever wondered what it is like to be a scientist? Explore careers in science, from astronomy to zoology. Work with test tubes, microscopes and many other tools of the scientist. Learn about some famous historical discoveries, how they have benefited humanity and what you can do to help future generations.
 - SCIENCE SPECTACULAR JULY 20 – 24 1:00-4:00

Have you ever wondered what it is like to be a scientist? Explore careers in science, from astronomy to zoology. Work with test tubes, microscopes and many other tools of the scientist. Learn about some famous historical discoveries, how they have benefited humankind and what you can do to help future generations.

- SCIENCE CHAOS JUNE 22 – 26 9:00-12:00
Every day is different. One day the class is about electricity the next a nature-walk investigation. Whether it is a crime scene investigation or building a rocket this class really keeps the students on their toes.

- FANTASTIC PHYSICS JUNE 15 – 19 1:00-4:00
Explore in depth the Museum's new Children's Wing and learn the physics behind the exhibits. Learn about pulleys, air pressure, gear ratios, electricity, and more. Create your own simple machines and discover the importance of Physics in everyday life.

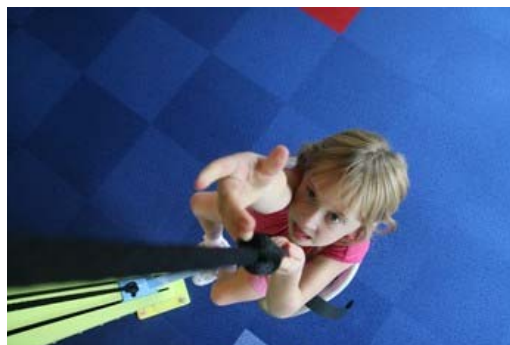


- 3) The Museum will broaden its outreach offering with up to 20 hands-on sciences stations from its exhibits collection that may travel to regional museums, libraries or other public community centers to reach a broader audience of Volusia residents and visitors.

Measurement:

The Museum currently has 12 traveling exhibits at South Daytona Elementary and the Dickerson Center. The Museum also setup hands on science exhibits at the Volusia County Fair for two weeks in which over 2,300 people visited our center. The Museum will be expanding new science stations that include robotic arms, engineering, astronomy, and light energy. The Museum is working with GE Volunteers to help create these new science exhibits. Three of the five new exhibits are already built or are currently in construction.

- 4) The Museum will offer an internship position (at least one semester per year) to a student from a regional university's education, art, history, humanities, foreign language or other related department, to work with the Museum's Education Department, creating new programming, writing new curriculum driven by Sunshine State Standards, training as a docent to give guided public tours (bilingual when possible), and other similar duties.



The Museum has completed three college internships in the last year. Diana Lopez from University of North Florida (Bi Lingual) led tours, performed research in science, art and history/supervised summer camps; instructor Shannon Kidd from Florida State

University created curriculum for summer science camps; and instructor Alison Moore from Florida State University researched science centers, science center programing, and science center exhibits; Amy Hamilton from Flagler College created curriculum on Simple Machines for Pre K, supervised summer camp, instructed sessions.

All four gave tours, conducted research on exhibits including those in the Charles and Linda William Children's Museum. Each intern taught classes based on physics, engineering, and general science.