

# Great Lakes Science Center New home of the NASA Glenn Visitor Center *Report to the Community - FY10*



## Dear Friends,

Great Lakes Science Center helps people of all ages achieve and maintain greater science literacy in order to sustain and improve our regional quality of life. Specifically, the Science Center has identified four industries which will push Northeast Ohio's economy forward and improve our region as a whole: Aerospace; Biomedical Technology; Fresh Water; and Advanced Energy. Our content areas and educational initiatives support these industries so that our students, the future STEM (science, technology, engineering and mathematics) workforce, become engaged in science and technology, increase their critical thinking skills and science literacy and eventually become Northeast Ohio's workforce in these four industries and beyond.

This year, we made tremendous progress in strengthening our Aerospace commitment by opening the NASA Glenn Visitor Center in March 2010. Making Great Lakes Science Center the home of the NASA Glenn Visitor Center was a community achievement and one of Great Lakes Science Center's largest successes and investments during the past year. NASA Glenn Research Center and Great Lakes Science Center sought to increase visibility and access to the NASA Glenn Visitor Center, strengthen our STEM workforce pipeline, supplement the Visitor Center with high-quality programming and build new interactive exhibits to more fully tell the story of the NASA Glenn Research Center.

The impact upon the community has been immediate and impressive. More than 250,000 people visited NASA Glenn Visitor Center last year during its nine months at Great Lakes Science Center - more than eight times the number of people who visited it the previous year at its former location. Hosting the NASA Glenn Visitor Center (one of only 10 NASA Visitor Centers in the country) furthers Great Lakes Science Center's goal to inspire, engage and inform students about aerospace careers.

In order to guarantee access for all students, Great Lakes Science Center implemented "Free Tuesdays" for youth. Every Tuesday, all students and youth (12th grade and younger) receive free general admission and a range of exciting space-related programs. During fiscal year 2010, nearly 30,000 students and youth took advantage of Free Tuesdays; this and other opportunities mean that more than 10 percent of Great Lakes Science Center's annual audience receives free admission. We are proud to serve our community in such a meaningful way.



Bringing the NASA Glenn Visitor Center on site has further increased the community's access to science, especially with the addition of rich programming experiences and interactive engagement that only Great Lakes Science Center can provide. We opened the Visitor Center with a dynamic slate of programs, including the film *Hubble* on the Cleveland Clinic OMNIMAX screen, Space Week, a Space Overnight, astronaut appearances and more. Simultaneously, we launched a major effort to develop the NASA Glenn Visitor Center into a more interactive, space-exploration-based experience.

Our donors understand that our earned revenue, while very strong, cannot cover the entire cost of our operations. In order to reach tens of thousands of underserved students, remain free for students on Tuesdays, provide need-based scholarships to our camps and classes, create the highest possible quality in our visitor experiences, and foster the excellence in science and technology that Northeast Ohio seeks, we need ongoing general community support.

The continued support of our Board of Directors, members, donors and staff makes all this possible. Thanks to all of our donors, we proudly exceeded \$1.5 million of contributed revenue this year. With your support, we can continue 2010's fiscal success into what promises to be a bright and exciting future for Great Lakes Science Center and Northeast Ohio.

We invite you to share in our successes during the past year, highlighted throughout this Report to the Community.

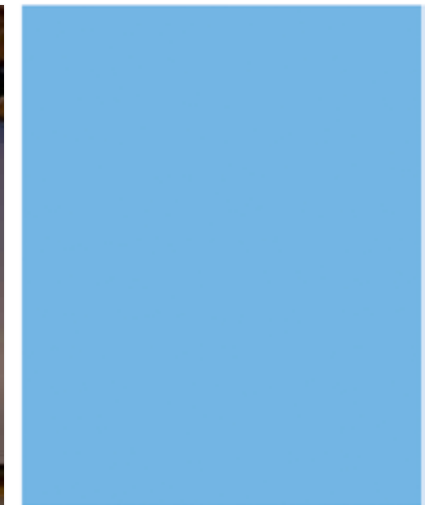
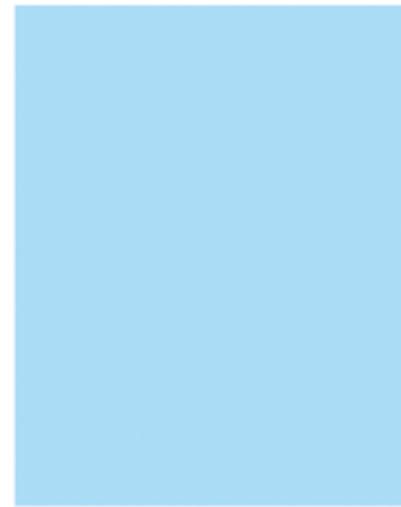
Regards,



**Paul Clark**  
Chair, Board of Directors



**Dr. Linda Abraham-Silver**  
President and Chief Executive Officer



*Moving Forward....*

*During 2010, Great Lakes Science Center moved forward on a variety of major strategic initiatives with donor capital support. As we continue to engage and motivate the next generation of science, technology, engineering and mathematics thinkers and discoverers, we are launching several major projects: to reimagine the NASA Glenn Visitor Center as a more interactive, experience-based venue for the exploration of space technology; to eventually make Steamship William G. Mather a year-round venue for interactive experiences related to fresh water-based commerce and industry; and to redefine Great Lakes Science Center galleries related to advanced energy and fresh water. Our donors and friends are helping bring all of this to life, and we are grateful for your vision and support in 2010 – watch for the impact of your generosity, as well as further opportunities for support, during the next several years.*

## **Educational Initiatives**

### **Great Science Day Camps**

Science Day Camps provide unparalleled educational experiences for students of all ages. Nearly 6,600 campers experienced our camps throughout the year, a huge increase in impact since the inception of the camps program in 2005. Whether baking s'mores in a solar oven for the "It's Easy Being Green" camp or providing on-the-spot science reporting as the Apollo Command Module entered the building, our region's students are increasing their critical thinking skills and strengthening their passion for science.

Great Lakes Science Center expanded its summer program this year to add the High School Summer Science Institute. High school students took substantive courses in various fields, working directly with area scientists and sharpening their academic and practical skills. Students took field trips to NASA Glenn Research Center, Cleveland-based biotechnology and engineering laboratories, and even an overnight trip to Ohio State University's Stone Laboratory on the Lake Erie islands. These experiences can change students' lives, opening up career possibilities they may not have considered or simply showing them that science is a valuable part of life and industry in Northeast Ohio.

Great Lakes Science Center achieved record summer camp attendance numbers in 2010, increasing its audience by more than 25% compared to summer 2009, a trend that is expected to continue through summer 2011.





*Many corporate and community funders help make our education programs possible. Thank you for your targeted support, which assures that our student and visitor experiences meet Ohio state education standards while maximizing impact through inquiry-based learning.*

*Also new in 2010 was a special effort to deliver science content to middle school students through after-school community-based groups whose leaders have been trained through the Treu-Mart Fellows program. Thanks to the Treu-Mart Fund of the Cleveland Foundation and the Jewish Federation, groups such as City Year, Juvenile Court, Boys & Girls Clubs and many others now have the opportunity to use Great Lakes Science Center as a resource for reaching students during a formative moment in their academic careers. The Science Center is proud to serve as the science content provider for the Treu-Mart Fellows and their important work.*



## Big Science Shows

Where else can you see 10 million volts of electricity flowing through someone's body and shooting out his or her fingers? Or be overtaken by a liquid nitrogen "explosion"? It's all a part of Great Lakes Science Center's Big Science Shows, presented by Time Warner Cable and unveiled during Summer 2010.

Science and showmanship artfully combine to bring visitors young and old to the edge of their seats during a Big Science Show. These high-energy, large-scale spectacles make science even more accessible and exciting to a broad audience. Our talented Visitor Experience team engages and entertains visitors with three rotating shows: *Strange Science*, wild experiments that take science to the extreme; *Liftoff!*, space travel through chemistry and physics; and *Power of Water*, demonstrations of water's remarkable physical and biological properties.

"Time Warner Cable is proud to sponsor the 'Big Science Show' because the show impacts young and old with the 'magic' of science and promotes renewed interest in the exploration of the sciences."

Bill Jasso, Vice President – Communication, Time Warner Cable NEO/WPA



## Core Content Initiative Biomedical Technology

### BioMedTech Speaker Series and Distance Learning

Great Lakes Science Center is uniquely placed to inspire and guide youth into STEM workforce areas that will lead our community forward. Biomedical Technology is a crucial element of Great Lakes Science Center's signature content areas, and we engage students and visitors at every opportunity. Our BioMedTech Speaker Series and Distance Learning programs bring cutting-edge research and revolutionary procedures to students and visitors and connect them directly with inspiring biomedical technology professionals.

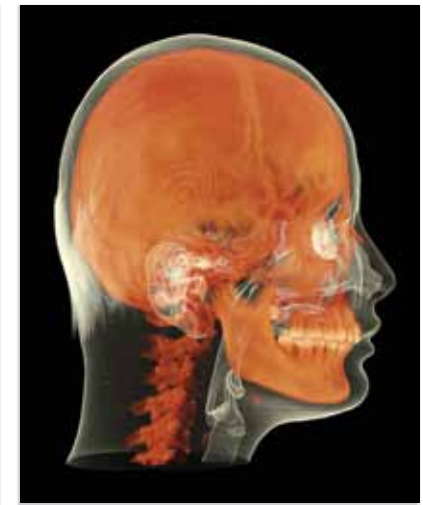
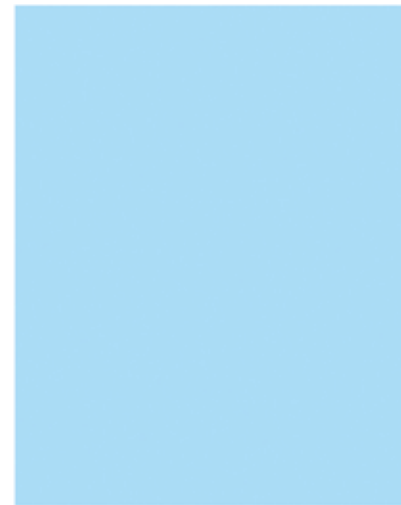
The professionals we bring to Great Lakes Science Center are often leaders in their field, and the staff at Cleveland Clinic is a prime example. When Cleveland Clinic achieved yet another global milestone by conducting the world's first face transplant, Great Lakes Science Center connected students to the Clinic's Face Transplant Team to learn about this history-making procedure and witness the amazing potential of careers in science and medicine. This kind of interaction exemplifies the opportunities that only Great Lakes Science Center can provide to young minds.

Our partners at Case Western Reserve University, including the Clinical & Translational Science Collaborative, and local biotechnology companies helped round out this exciting program of more than 10 monthly guest speakers. BioMedTech programming was made possible with a continuing grant through the National Institutes of Health's Science Education Partnership Award.

In other programming, Great Lakes Science Center hosted Health Careers Day, which provided students with opportunities to participate in direct conversation with medical and biotechnology professionals from several Northeast Ohio colleges, universities, medical institutions and industries. To broaden our reach and mission, Great Lakes Science Center provided free admission and transportation to underserved schools.

"The healthcare sector is one of the leading employers for our region. We help students learn about these careers and the opportunities they present."

Dr. Linda Abraham-Silver, President and CEO



## Core Content Initiative The Great Lakes

### *Water: H<sub>2</sub>O = Life*

By virtue of our location on Lake Erie and our name, it's clear that Great Lakes Science Center is heavily invested in the Great Lakes and remains one of Northeast Ohio's champions for the Great Lakes and fresh water.

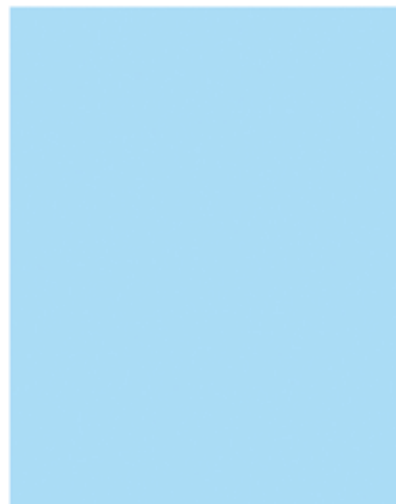
Great Lakes Science Center partnered with premier organizations and institutions worldwide to create the innovative exhibition *Water: H<sub>2</sub>O = Life*. Opening in November 2009, the exhibition inspired visitors to reconsider their relationship with water as it addressed the most compelling issues facing societies and ecosystems in the 21st century. In fact, more than two-thirds of the visitors surveyed indicated they would change their behavior to conserve water as a direct result of learning from and engaging with the exhibition.

We opened *Water: H<sub>2</sub>O = Life* with an evening lecture from Dr. James Powell, executive director of the National Physical Science Consortium, to explore the impact – and the controversy – of global warming in America. The lecture series continued in the spring with Rose George, an acclaimed international author from the United Kingdom, discussing the world's biggest public health crisis: why water-borne disease spread by waste kills more people worldwide than any single cause of death.

While fresh water is a global issue, Great Lakes Science Center also told our local story regarding the Great Lakes and Cleveland's role in the sustainable management of fresh water by partnering with the Northeast Ohio Regional Sewer District and Cleveland Division of Water.

“The Great Lakes will continue to grow as an economic driver for our region. Great Lakes Science Center is expertly placed to increase awareness of the power and value of this great resource, as well as communicate the importance of stewardship.”

Dr. Linda Abraham-Silver, President and CEO



## Science Literacy MC<sup>2</sup>STEM High School

Providing proactive leadership and an urgent response to increase science literacy in Northeast Ohio is a core value for Great Lakes Science Center. As a premier provider of informal STEM education for pre-kindergarten through 12th grade, we continually seek to broaden and deepen our impact.

We are committed to Cleveland Metropolitan School District (CMSD) and its students and are proud to be the home for the MC<sup>2</sup>STEM High School freshman class. One of CMSD's innovative schools, MC<sup>2</sup>STEM High School is a college preparatory environment that embeds students in a professional, science-based environment. Nearly 100 students come to Great Lakes Science Center for school every day.

We nurture these students, mentoring them first as volunteers and eventually as paid staff. NASA Glenn Research Center staff and engineers also serve as role models and career counselors for the students. Encouraging these students to take true ownership of our building and its mission is key to having a meaningful and sustained connection with them, and to inspiring them to explore careers in science.

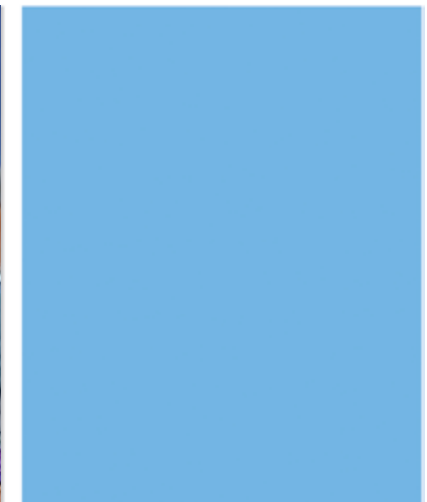
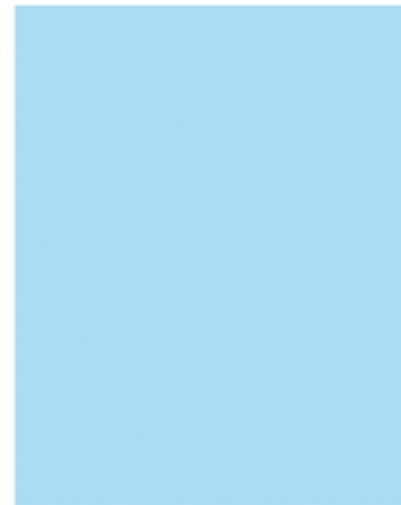
### Free Tuesdays for Youth

Great Lakes Science Center has made a critical investment in Northeast Ohio's students with Free Tuesdays for Youth. Every Tuesday, all youth (12th grade and younger) are granted free general admission. Nearly 30,000 students benefitted from this program during fiscal year 2010.

Free Tuesday school groups explore Great Lakes Science Center and the NASA Glenn Visitor Center and participate in space-themed demonstrations. The explosive growth of these free days demonstrates the value in Great Lakes Science Center's commitment to increasing access to STEM education and reducing barriers to underserved schools and youth.

"Thank you for letting us attend Free Tuesday. I enjoyed the Mars exhibit the most of all. I definitely would like to come back and observe everything again. This field trip was fun and exciting."

- Metro Catholic High School student



# Thank You

We gratefully acknowledge the financial support of these donors and funders in FY10

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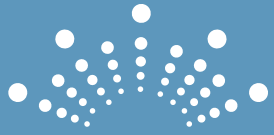
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Ellen and Daniel Worthington  
Peter Writt  
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Mrs. James Young  
Cheryl Zabrecky  
Traci and Dan Zhan  
John & Marilyn Zupal  
David Zuern  
Jane & John Zuzek

#### **In Memory of Jack Morrison**

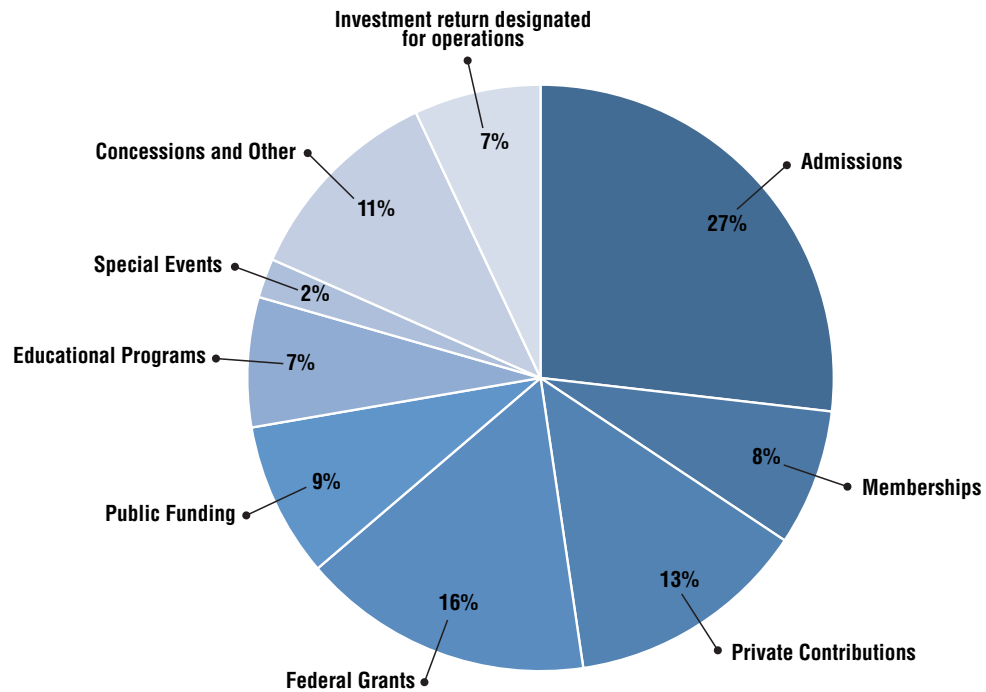
William Carpenter  
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#### **We are also grateful to the following donors, who during 2010 helped us launch the current phase of a multi-year campaign for the re-conceptualization and updating of our permanent galleries:**

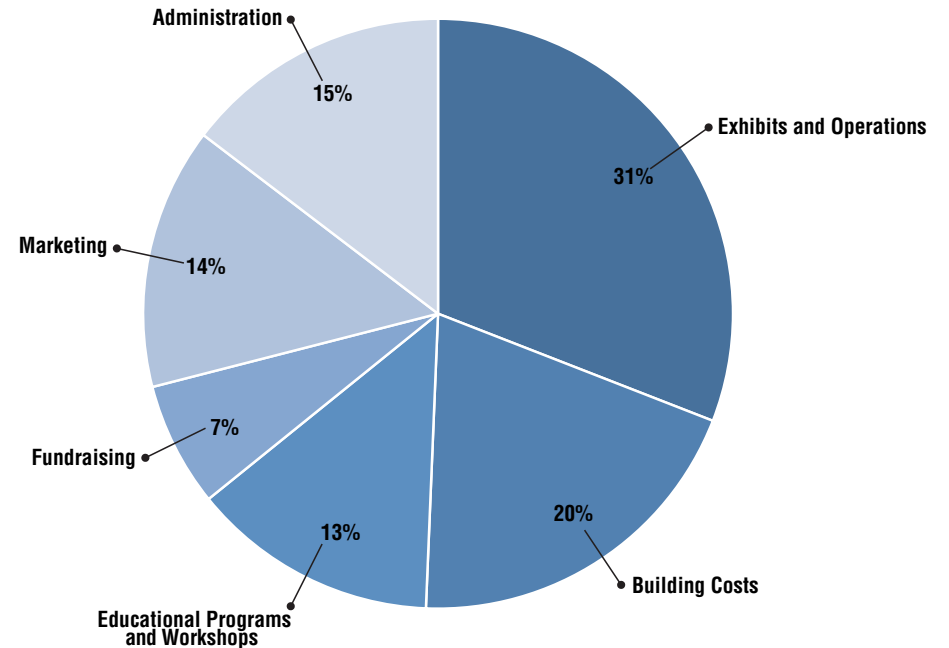
Anonymous  
The Estate of Ralph E. Berger  
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# Financial Information

## 2009-2010



**Operating Support and Revenue**



**Operating Expenses**

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## 2009-2010

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**Mission:** Stimulate interest in and increase understanding of the sciences, with a particular emphasis on the interdependence of scientific, environmental, and technological activities in the Great Lakes region.



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