

THE WONDERLAB MUSEUM OF SCIENCE, HEALTH AND TECHNOLOGY

THE YEAR IN REVIEW: 2009

ACTIVITY

ATTENDANCE AT THE MUSEUM:

- Total of 80,933 visitors (42% members, 35% nonmembers, 17% groups, 6% rentals & parties)
- Overall, the number of museum visitors increased by 4% as compared to 2008, and by 20% as compared to 2004 (1st full year of current facility)
 - 12% increase in paying, nonmember visitors over 2008
 - 29% increase in rental and birthday party attendance over 2008
- Total of 487,442 visitors between March 29, 2003 (current museum open) and Dec. 31, 2009
- Total of 526,749 visitors between Jan. 10, 1998 (interim museum open) and Dec. 31, 2009

AWARDS AND HONORS:

- *Lester P. Bushnell WonderGarden named as "Certified Wildlife Habitat."* Awarded by: National Wildlife Foundation, 2009
 - *Winner of "Bloomington INBloom Curb Appeal Contest" for Lester P. Bushnell WonderGarden.* Awarded by: Bloomington Board of Realtors, 2009
 - *"Hidden Treasure."* Awarded by: Indy's Child magazine, 2009
 - *"Best Place to Volunteer."* Awarded by: Indiana Daily Student, 2009
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DEVELOPMENT DEPARTMENT:

- MAJOR GIFTS & GRANTS (Corporate, Foundation & Government Sources \$2,000+):
 - Alpha Phi Omega (\$2,103 for Connecting to the Community)
 - 21st Century Community Learning Center (\$13,268 for afterschool programs for elementary students in MCCSC)
 - Baxter Pharmaceuticals (\$3,050 for general support)
 - Bloomington Area Arts Commission (\$2,261 for "The Science of Sculpture" month-long program)
 - Boston Scientific Foundation (\$12,000 for school fieldtrips)
 - Brabson Education and Library Foundation (\$42,000, teacher professional development)
 - Community Foundation of Bloomington and Monroe County (\$3,500 of \$15,000 pledge for "Toys – The Inside Story" traveling exhibition in 2011)
 - Community Foundation of Bloomington and Monroe County/Precision Health (\$6,959 for health-related programming)
 - Eye Center of Southern Indiana (\$5,000 for exhibits)
 - GeoFlo Products Corporation (\$3,650 for school fieldtrips)
 - General Motors Bedford Powertrain (\$3,000 for Vapor Ball exhibit)
 - Indiana University Credit Union (\$2,500 for IU student wages)
 - Lennie's 20th Birthday Celebration (\$8,707 for general support)
 - Raymond Foundation (\$15,000 for salaries of staff who provide educational services and \$10,000 for general support)
 - The Sanders – McClure Foundation (\$3,500 for general support)
 - Solution Tree (\$5,500 for "Water: Wet, Weird and Wonderful" exhibition)
 - Southern Indiana Pediatrics (\$2,500 for "Water: Wet, Weird and Wonderful" exhibition)
 - Southern Indiana Physician Health Foundation (\$10,000 for general support)
 - Vectren (\$2,000 for Lester Bushnell WonderGarden)

- PROGRAM SPONSORSHIPS:
 - A total of \$13,815 was raised to sponsor programs at the Museum. Examples in addition to above include: F. Rudolf Turner (\$5,000 for “The Science of Color”); Bloomington Iron and Metal (\$1,000 for Take Apart Day); SIRA (\$1,500 for Dollar Day).
- NEIGHBORHOOD ASSISTANCE PROGRAM:
 - Total of \$31,380 raised in donations leveraged by availability of NAP tax credits.
- SPECIAL EVENTS:
 - “She Blinded Me With Science” in May 2009 produced a net profit of approximately \$440, with 66 guests.
 - Science Night Out in September 2009 produced a net profit of \$114,165 with approximately 450 guests.

EXHIBITS DEPARTMENT:

- NEW AND UPGRADED EXHIBITS:
 - Design and fabrication of four new custom exhibits: Cloud Ball, Strobe Drops, Fog Table and Streamliner
 - Bubble Wall exhibit upgraded
 - Completion of basic system and four interactive elements (Vortex, Morphable Stream, Pour and Explore, Build a Channel) of the new "Water Works" water table exhibit, with Wilson's Water Works. The remaining two elements (Build-A-Pipe and Laminar Lifter) will be fabricated and installed in 2010. The exhibit is sponsored by a \$35,000 grant from the Old National Bank Foundation.
 - All of these exhibits, plus existing water-based exhibits, modification of Discovery Garden Sound Cave to feature “Symphony of Water”, water-themed preschool book area and specially prepared video, formed the basis of the “Water: Wet, Weird and Wonderful” exhibition that was featured at WonderLab from May 2009 – January 2010.
 - Purchase of the Crane exhibit from the Louisville Science Center.
 - Procurement of Northern Walking Stick Insect eggs to establish a colony at WonderLab.
- EXPAND CAPACITY OF ORGANIZATION:
 - Creation and successful staffing of Exhibits & Facility Assistant Manager position @ 20 hours/week. Entering 2010, the total effort for exhibits and facilities is 100 hours/week
- PLANNING FOR THE FUTURE:
 - "Toys - The Inside Story" traveling exhibition reserved for Summer 2011.
 - Ongoing discussion regarding future major exhibits and scheduled trip in 2010 to visit other museums to see and assess possible exhibit choices

GALLERY AND PROGRAMS DEPARTMENTS:

- EXPERIENCES FOR THE PUBLIC:
 - 58 days of Discovery Time and Science Soup early childhood programs for 1,375 preschool-age children and their caregivers
 - 21 days of hands-on construction, science craft and cooking workshops: Wonder Workshop (building wooden model kits donated by Lowe’s), “Science From Scratch” workshops (construction of a lava lamp or clocks from basic parts), Build a Radio, The Potter's Wheel, Spring Break Adventure Series workshops (making hovercraft, East African beading, making African music), Savory Science (healthy cooking workshops), Science of Being Green (building small greenhouse, building composting station, make your own paper).
 - 14 days of special live-animal presentations: "Owls in Winter," African animals, exotic birds, "Snapper, Gator and Python," "Survival in the Wild," "Leapin' Lemur: Live Primate," "Reindeer Reserve."
 - 13 days of adventure programs during spring vacation season (mid March – early April) on "Space Trek: A Galactic Science Adventure"; "African Journey: A Cultural Science Adventure";

- "Ocean Escapade: A Sun and Sand Science Adventure." Examples of activities designed and presented by museum staff and volunteers include: development of a working hovercraft for participants to ride; spectacular appearances by costumed Star Wars characters from the Star Wars Imperial Costume Group; presentations of a new liquid nitrogen demonstration; African folklore story-tellers; underwater archeologists with real artifacts from sunken ships; and a presentation of beautiful live exotic birds.
- 13 days of special "blockbuster" weekend programs, such as "CSI: WonderLab," "Weekend Wizard: Return to WonderWarts," "Take Apart Days," and "Meet the Instruments." Several of these are done in partnership with local organizations and groups such as the Bloomington Symphony Orchestra, Bloomington High School North Japan Club, Bloomington Music Together, the Indiana State Police's Forensic Analyst, and the Indiana University Jordan Hall Greenhouse. Over 40 community partner volunteers assisted with Meet the Instruments weekend programs.
 - 9 days of weekend programs in February on the "Science of Sculpture," featuring local artists demonstrating in limestone carving, glassblowing, ceramics and ice carving, as well as 8 hands-on activities designed and presented by museum staff and volunteers for visitors to try out related art mediums and take home their own memory of the experience. Developed plans for "Art and Science of Color" series for February 2010.
 - 8 days of weekend programs in April on the "Science of Being Green," with topics such as Green Thumb = Green Home, Erase Waste: a Pollution Solution, Conservation Celebration, and Smart Energy.
 - 3 special teens-only nights at the museum, featuring special programming with local band Xenosound, the IU Chemistry Department and CSI Science activities, serving 120 teens.
 - 2nd year of grant-funded medical careers programming – "Real Life Science: Examining Medical Careers," which hosted over a dozen medical professionals, educators and student groups. New additions included Ivy Tech Community College Radiation Technology and dentistry. In total, over 80 community partner volunteers were on-hand to educate pre-teen and teen visitors about careers in the field of medicine.
 - 1 Monday open to the public for community celebration of Martin Luther King, Jr. Day, with special science activities focusing on the work of minority scientists.
 - Development and presentation of new Science on the Spot activities, which are rotated regularly to provide fresh hands-on experiences. Examples include: hydrophobic reactions, densities of liquids, water as a magnifier, cohesive water strength, properties of electrolytes, decomposition rates, proper hand washing techniques, construct a virus, leaf matching, form & function of bird beaks, bird bones, animal tracks.
 - Development and implementation of Celebrating Science activities, which feature a hands-on activity that highlights a notable day in science history.
- EXPERIENCES FOR SCHOOLS, TEACHERS AND OTHER GROUPS:
 - Record-setting number of fieldtrip participants from schools, preschools and groups (4% increase over 2008)
 - 88 special demonstrations to school groups (e.g. Van de Graaff, Animal Adaptations, Liquid Nitrogen, Stuffedee, Changes in Nature), serving 4,893 students and teachers; 27% increase over 2008
 - Developed new interactive Lab Sessions (Cell Works, Great Gravity, Hot Technology) for school fieldtrips.
 - "Science Standards in a Snap" summer institute for 25 elementary teachers on a variety of science topics, involving IU science faculty as presenters. Institute filled to capacity, with a waiting list.
 - "Workshop for Educators" provided 6 participants of the summer science institute with three IU graduate credits.
 - "Insects All Around" teacher workshop for 10 elementary teachers provided inquiry-based activities about insect biology presented by IU biology faculty and WonderLab staff.
 - Partnership established with IU School of Education's P-16 Center. The IU Coordinator of Pre-K-STEM Outreach assists with the development of WonderLab's first preschool teacher education workshop, to be held in spring 2010.

- **PARTIES AND AFTERHOUR MUSEUM RENTAL EVENTS:**
 - 23 after-hour rental events (e.g., IU events, wedding events, birthday parties, corporate events, school events) for total of 2,252 guests; 15% increase over 2008
 - 110 birthday parties for 2,311 guests; 8% increase over 2008. Four Birthday Party Assistants working through the Indiana University Work Study Program hosted majority of 2009 parties.
 - Continued success of the new themed party plan and development and implementation of new standard birthday activities to keep parties refreshed.
- **EXPANDING THE MUSEUM EXPERIENCE:**
 - Artwork displayed throughout the year included dimensional weavings by Martina Celerin, multi-media mosaics by Stonebelt, art quilts by Daren Redman and Betsy Glassey, and oil paintings by Dawn Adams.
- **OFF-SITE EXPERIENCES:**
 - Initiated afterschool science enrichment program in six local elementary schools as part of the MCCSC's 21st Century Community Learning Center's "After School EdVentures" program.
 - 532 summer science camp sessions; 17% increase over 2008. For the first time in camp history, duplicate sessions were offered for four K-1 camp sessions due to high demand.
 - 20 outreach events for 1,741 children and adults; 29% increase over 2008
 - After 10 years of publication, the WonderPage half-page science feature, which had been published in up to 5 regional newspapers, ceased publication due to financial difficulties at the newspapers. This resulted in a loss of \$22,000 in in-kind newspaper advertising.

MARKETING DEPARTMENT:

- **ADVERTISING & VISIBILITY:**
 - Total value of advertising effort: \$109,700. Includes cash outlays of about \$10,000, plus \$3,900 in grant funding, \$36,000 in trade print and broadcast media advertising, \$4,800 for in-kind printing for rack cards, and \$115,740 trade value with AT&T Real Yellow Pages for cover graphic on three area telephone books and inside listings.
 - Helped generate record-breaking 25,273 general admission visitors (12% annual increase) through enhanced marketing efforts to non-member audiences in Monroe County and in the wider region, sometimes through partnerships with other groups.
 - Maintained presence in community calendars such as Convention & Visitors Bureau (CVB) website, downtown events kiosks, Herald-Times Arts & Entertainment calendar, WFIU events calendar, "Indy's Child" events calendar, Indiana University ArtsWeek calendar, BEAD weekly e-announcements, and selected other media and social service agency events calendars.
 - Increased WonderLab's presence on the B-Line Trail by maintaining an events calendar on a dedicated kiosk near the museum.
 - Increased visibility of WonderLab's website from average of 175,000 hits/month to approximately 225,000 hits/month.
 - Increased number of fans for WonderLab's Facebook page from less than 100 when launched in late 2008 to current level of 500 fans.
 - Maintained WonderLab's presence in print by coordinating production of four LabNotes member/donor newsletters (circ. 3,000 per issue), helping produce member e-updates (approx. 2/month), producing electronic School Information Bulletins (approx. 6/year), writing press releases and public service announcements (approximately 6/month), producing monthly "Coming Up" fliers, creating event and specialty (e.g. bridal) print and/or online ads, overseeing production of posters, distributing about 15,000 full-color brochures, and distributing about 25,000 event and/or exhibition rack cards.
 - Maintained presence in the annual Breakaway Bloomington tourism guide with a listing and participation in the Alliance of Bloomington Museums group ad.
 - Participation in CVB tourism promotions and presence on CVB website

- **PROMOTIONS:**
 - Ran numerous targeted admission and gift store promotions and participated in joint promotions with other community agencies: Alliance of Bloomington Museums (Summer Quest); Cardinal Stage Company and Bloomington Hampton Inn (2009 winter holiday travel package); CVB (hotel packages and the “Passport Program” for Convention Center visitors); WFIU/WTIU (MemberCard benefit)
 - Passes provided to out-of-county school groups to encourage return visits by families
 - Discounts for group visit chaperones during selected months
 - Annual discounts in gift store provided for members of AAA, the Kirkwood Club and the Monroe Bank PrimeTime Program.
 - Awarded \$2,900 grant by CVB for regional promotion of June 2010 Limestone Month (with multiple community partners).

MEMBERSHIP DEPARTMENT:

- 1,670 (+/- 3% error margin) member families as of December 31, 2009 (as compared to 1,755 in Year 2008)
- Membership renewal rate of 51%
- Collaborated with Marketing Department to gain advertising with the Herald Times through their “Buy-It-Now” program
- Continued to organize special benefits for members, e.g., restaurant discounts, free admission to Indianapolis and Columbus Children’s Museums; theater discounts
- Continued creating email updates to members to promote upcoming events, member benefits, and in the process of developing renewal reminders (to save on paper and postage) after two paper reminders are sent
- Incorporated better tracking of click-through rates within the e-updates (a passive way to get a sense of what most interests members)
- Membership department routinely designs and sends out Constant Contact messages to members for other departments
- Instituted a new policy allowing non-member visitors to use their receipt from a previous visit, up to two-weeks, to apply towards the purchase of a membership
- Perceived drop in new and renew members at the beginning of the year, but that appears to have picked up towards the end of the year.

VISITOR SERVICES AND GIFT STORE DEPARTMENTS:

- Updated handbooks and reference guides for admission desk and overall museum policies, ESI software use, concierge services, and more.
- Creation of an employee log book, to facilitate daily communication.
- Developed specific schedule policies for all staff and communicated with interviewees.
- Developed new procedures for ordering, receiving and tracking gift store inventory.
- Hired and trained a new Visitor Service Assistant Manager.
- Coordinated with Membership Department regarding new policies on membership renewals and new purchases, in order to encourage higher revenues.
- Coordinated with Marketing Department about accessibility and usage frequency of special promotions and other marketing tools.
- Coordinated with the Program Department to develop alternate ideas for program and event admissions, as well as the ideal price points for special programs and events.
- Promotions throughout the year to enhance gift store sales, e.g., 20% off one item discount coupons included in birthday party bags, 20% member-only sale in November.

- Initiated project with Kelley School of Business Net Impact Fellow to research and assess effectiveness of the gift store, develop monitoring tools, and suggest changes to improve its effectiveness and profitability.

VOLUNTEER DEPARTMENT:

- Total of 864 volunteers in 2009 (41% adults, 35% college students, 21% high school, 3% middle school). High retention of adult and high school volunteers.
- Total of 15,388 volunteer hours.
- 8 volunteer training sessions with additional, expanded informal on-the-job training provided. A total of 318 people were trained, include 180 adults and 138 teens.
- Revised volunteer departmental procedural manual and volunteer database user manual.
- Expanded mentoring of young teens.
- Recruited and trained 69 high school interns for summer science camp, as well as three unpaid, full-time college interns to supervise teen interns.
- Over 40 letters of reference for teens and college volunteers (nominations for awards, college applications and scholarships).
- Two volunteer appreciation after-hour events.
- Served as liaison to Alpha Phi Omega fundraiser for Connecting to the Community
- 21 volunteers received Presidential Service Awards (17 teens and 4 college students)

GENERAL:

- "CONNECTING TO THE COMMUNITY": WONDERLAB INCREASES ECONOMIC ACCESSIBILITY TO THE MUSEUM:
 - Reduced admission days: 1,361 visitors on First Fridays (19% increase over 2008); 857 on "Dollar Day"; 434 on "Real Life Science" Day
 - Free admission for 1,239 children and chaperones from schools, groups and organizations that serve mainly low-income individuals. These included Banneker Center, Boys & Girls Club, Carousel Day Care, Christole, Fairview Elementary School, Girls Inc. Bloomington, Girls Inc. Indianapolis, Greene Academy, Hamilton Center, Head Start, Lena Dunn Elementary School, Middle Way House, Monroe County United Ministries, Salvation Army Child Care, The Rise, Youth Outreach Program and Youth Services Bureau. Counties represented included Brown, Daviess, Greene, Marion and Monroe.
 - Free admission for 447 Big Brothers – Big Sisters participants, a 44% increase over 2008
 - Full and partial scholarships provided to 46 children of low-income families for a combined 83 half-day, week-long summer science camp sessions. Counties represented included Lawrence and Monroe.
 - Free admission passes distributed to Head Start, Middle Way House and Habitat for Humanity, supported by dividends from the Donna Lou Creek Memorial Fund.
 - 603 free passes and 3 family memberships provided to 58 organizations in and beyond Monroe County.
 - Free admission pass for each visiting child on school fieldtrips from Brown, Johnson, Greene, Lawrence, Marion, Parke, Orange, Daviess, Martin, Bartholomew and Putnam Counties.
 - Grant support received from Boston Scientific provided accessibility for visits by rural schools that serve mainly low-income families. Boston Scientific funded school fieldtrips for 883 K – 6th grade children and chaperones from four elementary schools in Greene County Community School Corporation, and Geo-Flo Products Corporation funded transportation costs for 661 children and chaperones from 8 schools in North Lawrence Community School Corporation).
- SERVING OTHER AUDIENCES:
 - WORK OPPORTUNITIES FOR INDIANA UNIVERSITY STUDENTS: Hosted more than 40 IU students in 2009 as interns or assistants, who worked in such areas as animal care assistant, birthday party assistants, assistant to summer camp director, coordinator of high school interns at

- WonderCamp, graphic design interns, marketing assistant, membership assistant, museum assistants, visitor services assistants, volunteer services assistants, website assistant.
 - WORK OPPORTUNITIES FOR HIGH-SCHOOL STUDENTS: Hosted one high-school student, who worked weekly with museum staff on exhibit and facility maintenance.
 - WORK OPPORTUNITIES FOR ADULTS WITH DISABILITIES: Hosted 17 Stone Belt clients and their supervisors, who provided weekly services of plant watering and cardboard recycling, for a total of 54 hours.
 - INTERN OPPORTUNITIES FOR UNIVERSITY/COLLEGE STUDENTS WITH DISABILITIES: Five IU and Ivy Tech students with cognitive disabilities served as interns for a total of 121 hours in 2009. These students are enrolled in the College Internship Program at the Bloomington Center, which serves IU and Ivy Tech students with Asperger's Syndrome and other learning differences.
- WONDERGARDEN:
 - Master gardeners work with groups of volunteers from IU and the community, in addition to WonderLab staff, to maintain the award-winning WonderGarden. There are two or more work sessions per month in the spring, summer and fall, as well as monthly sessions in March and November. In 2009, 82 volunteers provided 443 hours of service.
- IU RESEARCH GRANT PARTNERSHIPS
 - Developed science education projects to support the "broader impacts" requirement for competitive research grant proposals submitted by eight IU science faculty members to federal funding agencies (4 IU Biology, 3 IU Physics, 1 IU Information Technology). Total amount pending: \$130,668 over 3 years for 6 grants).
- REPRESENTATION IN COMMUNITY AND CIVIC ORGANIZATIONS:
 - Staff are involved in community groups to raise awareness about WonderLab, protect museum's interests and promote partnerships: Alliance of Bloomington Museums, Bloomington Entertainment and Arts District (BEAD) Advisory Committee, Bloomington Rotary Club, Downtown Bloomington Inc. Promotions Committee, Limestone Trail Planning Group, WTIU Advisory Board.
- STAFF PROFESSIONAL DEVELOPMENT:
 - All gallery staff and other staff who provide direct services to the public received training or recertification in first aid and CPR.
- PLANNING FOR THE FUTURE:
 - Initiated a new 5-year strategic planning process for development of the 2011 – 2015 strategic plan, involving Kelley School of Business partnership with Net Impact Fellow.
 - WonderLab has created donor-established endowment funds to provide long-term funding for selected purposes. By the end of 2009, these included: Donna Lou Creek Memorial Fund (individual passes to 3 selected organizations serving low-income families); The Lilyan and John Carlson Fund (summer camp scholarships); Keaton Eric Piper Memorial Fund (programming); WonderGarden Fund (garden maintenance). In addition, WonderLab has an endowment at the Community Foundation of Bloomington and Monroe County.

Last Updated: 6:05 pm, March 9, 2010

FINANCES

REVENUES: Total of \$981,290 (decrease of 3% from 2008)

EARNED REVENUES: Total of \$513,357

- Earned revenues comparable to 2008.
 - Increases over 2008: 26% for birthday party and rental revenues; 24% for summer camp revenues; 11% for general admission revenues; 2% for group admission revenues.
 - Decreases from 2008: 18% for membership revenues. Membership fees were increased on Jan. 1, 2009. Members could renew 2009 memberships in late 2008 at old rates, which reduced 2009 membership revenues.

DONATIONS, GRANTS & SPECIAL EVENTS: Total of \$466,248

- Overall decrease by 6% from 2008
 - 26% increase in special event revenue as compared to 2008.

EXPENSES: Total of \$986,149 (comparable to 2008)

PERSONNEL: Total of \$448,206

- Personnel expenses decreased by 1% from 2008.

NONPERSONNEL: Total of \$491,626

- Nonpersonnel expenses decreased by 1% from 2008.
 - Increases over 2008: primarily accounting & professional fees; repairs & maintenance; gift store merchandise; printing. Of these increases, \$37,468 was carryover from 2008, and \$4,278 was covered by 2009 donation.
 - Decreases from 2008: \$47,674 (24%) in mortgage & rent. Building was purchased in 2009, with projected mortgage savings \$69,744/full year. Off-site storage was moved to free location, resulting in savings \$4,824/full year.

CAPITAL: Total of \$46,317

- \$7,410 increase from 2008: large expenses related to design and fabrication of new water table exhibit and other exhibits in "Water: Wet, Weird and Wonderful" exhibition. \$14,000 in final water table expense is carried over to 2010.

OTHER (not included in Operational Cash Flow):

- \$58,935 received by WonderLab at building purchase loan closing and used, in part, to support increased building repairs & maintenance expenses.
- All funds borrowed from the Line of Credit were paid off by the end of 2009.
- Loan 2 (\$50,000 borrowed in 2008) remains to be paid off. Set-aside account in 2010 will begin process for paying off this loan.

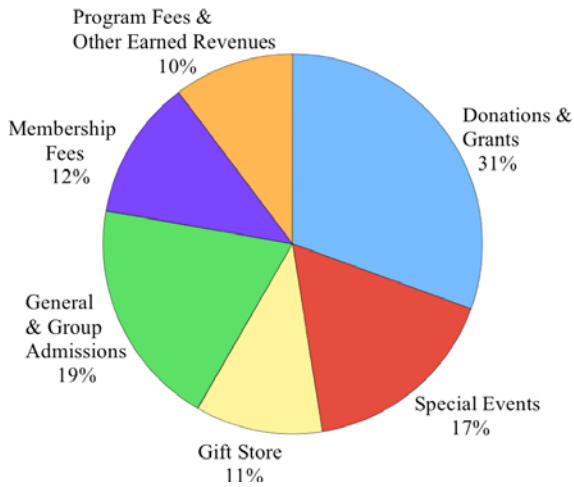
OPERATIONAL CASH FLOW:

-\$9,285 (as compared to \$24,466 in 2008)

CASH FLOW:

+\$54,594 (as compared to \$24,313 in 2008)

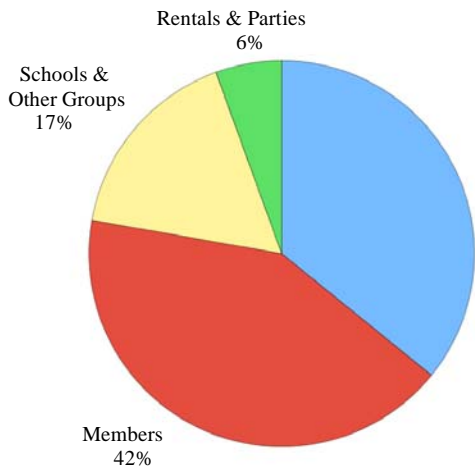
2009 Revenues
Total = \$981,290



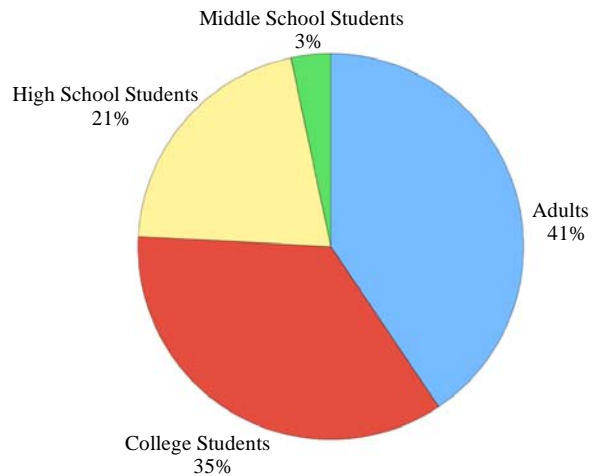
2009 Expenses
Total = \$986,149



2009 Attendance
Total = 80,933



2009 Volunteers
Total = 864 people



Museum Attendance, January - December

