¡explora!

Annual Report July 2013 – June 2014

**Explora:
creating opportunities
for inspirational discovery
and the joy of lifelong learning
through interactive experiences
in science, technology, and art.**

Connect, listen, engage

"During our series of community listening sessions, we've learned much about our community's shared aspirations. One listening session inspired a collaboration with Partnership for Community Action (PCA) to co-develop a bilingual engineering club, *Explora Ingeniería*.

When I visited *Explora Ingeniería* at the Alamosa Community Center, a janitor directed me, 'Right down that hall where all the excited kids are.' I saw 12 kids and 8 parents, all doing engineering activities facilitated in Spanish. Three boys and a girl were stomping a modified bike pump to launch rockets they had designed, then running back to re-engineer their rocket's fins and re-test them. Cheers or groans announced how each modification fared.

Nearby, a little brother was on mom's lap, experimenting with balance. Every time the mother placed an object on a wire, it fell off, and the little one laughed. Then, he'd try. Our educator gave the boy extra paper clips to add weight and help balance the object. When the boy succeeded, he snuggled into his mom's neck with a satisfied giggle.

Collaboration is a critical piece of this project. PCA found a home for the engineering club and recruited the students. They also helped Explora disseminate no-cost Explora memberships to 90 families. Sandia National Labs/Lockheed Martin provided support for the engineering club, along with a Spanish-speaking engineer from the Labs to work alongside Explora's bilingual educator and provide a career mentor for the students. This is a story full of connections, bringing people and resources together for positive change. Working together we will make a real difference in our community."

Kristin Leigh,
Explora Deputy Director &
Director of Community Engagement

A bright light in the community

This year, Explora received national recognition for its community engagement efforts. Explora was awarded the Noyce Foundation Bright Lights Community Engagement Award, which shines a light on science centers and museums tha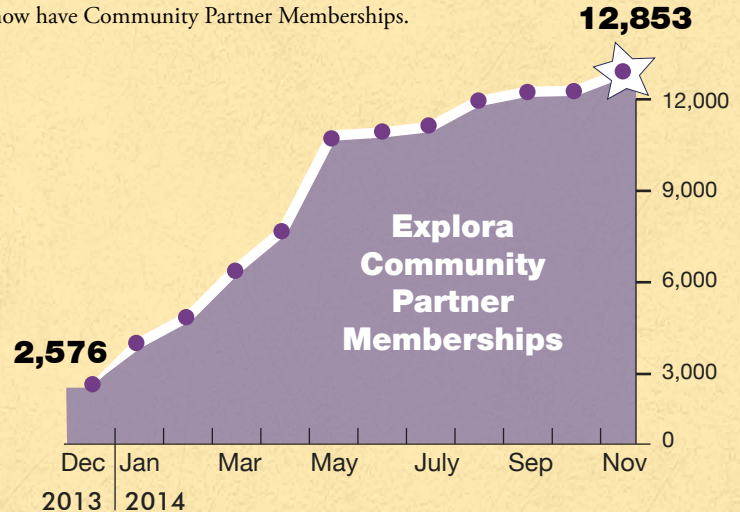t excel at systemic community engagement, especially in the areas of science, technology, engineering, and math (STEM). The Foundation said, "Explora reached out to every community-based organization they could find to explore what they could achieve together as partners. The result is the discovery of atypical science center partners, and a significant increase in families and underserved populations finding a home and sense of belonging in the science center."

Community Memberships Grow 500%

Committed to increasing access to Explora through its Community Partner Membership program, Explora has increased the number of memberships provided at no cost to families by partnering with over 70 schools, social service organizations, and non-profits. Over 12,800 families now have Community Partner Memberships.

Explora Community Partner Memberships

12,853

2,576

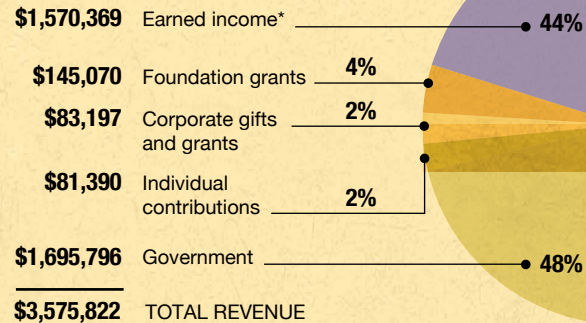Dec 2013 | Jan 2014 | Mar | May | July | Sep | Nov

By the numbers

- Explora serves more than 238,000 people a year and facilitates over 2,700 educational programs in science, technology, and art to more than 62,000 students.

- Since 2004, Explora has provided 34,400 no-cost memberships to low-income families working with over 70 different partner organizations.

- Last year, Explora educators made over 100 trips around the state, as part of our statewide educational outreach programs.

- Explora has served residents in all 33 counties of New Mexico and in 86 of the 89 school districts.

- Explora, the New Mexico Museum of Natural History & Science, and the National Museum of Nuclear Science & History co-hosted the 2013 Association of Science and Technology Centers' annual conference, which brought over 1,600 people from 43 countries to Albuquerque. Explora opened its doors to leaders in the science community, hosting workshops, tours, and a community science day at Tiguex Park. Participants from around the world praised this conference as one of the best ever!

Explora's dollar allocations for fiscal year 2013-2014 from audited year-end financial reports
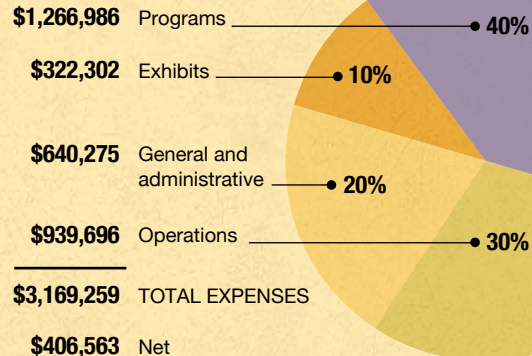

Revenues

$1,570,369	Earned income*	44%
$145,070	Foundation grants	4%
$83,197	Corporate gifts and grants	2%
$81,390	Individual contributions	2%
$1,695,796	Government	48%
$3,575,822	TOTAL REVENUE	

*Includes program fees, admissions, memberships, rentals, and store sales

Expenses

$1,266,986	Programs	40%
$322,302	Exhibits	10%
$640,275	General and administrative	20%
$939,696	Operations	30%
$3,169,259	TOTAL EXPENSES	
$406,563	Net	

$809,258   Year-end operating cash and cash equivalents

Exhibits and programs grow

This year, Explora's exhibits team introduced a new suite of "Exhibit All Stars" onto the exhibit floor. Visitors can experiment with rotating objects on a powered turntable, observe water with a high speed camera, use strobe lights to control and observe water patterns, and explore pendulums.

In partnership with the New Mexico State Library *STEM to READ* program, Explora educators developed and facilitated a series of interactive, materials-based science programs for preschoolers and adult caregivers at five libraries around the state.

Explora's partnership with APS Title I grew this year to serve approximately 20,000 people, offering 30 Family Science Nights for school children and their principals, teachers, and extended families.

Explora and the Rotary Club of Albuquerque (RCA) partnered to develop a new 4,000-square-foot exhibit space at Explora, called *Working Together to Build a Village*. From a list of competing proposals, RCA selected Explora to be the beneficiary of their Centennial Signature Project, in celebration of 100 years of service. This new area, slated for completion on Explora's east deck in 2016, will enable people of all ages to experiment with a number of science and engineering principles as they explore architecture.

Thank you

Eames Society

The Eames Society recognizes and honors those who make a financial contribution to Explora of $10,000 or more.

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The da Vinci Society recognizes and honors those who make a financial contribution to Explora of $100,000 or more.

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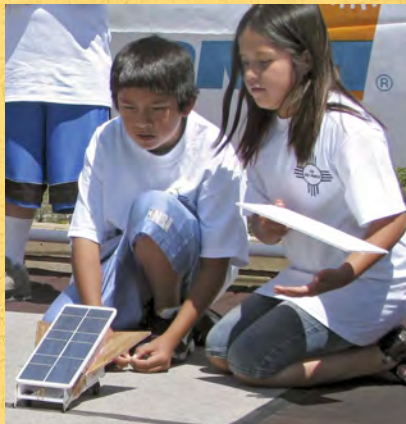Bernalillo County

Jane Flax 2013
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Chief Information Officer
and Vice President of Science
and Technology,
Sandia National Laboratories

Community Stories

Explora's community engagement initiative is based on the idea of membership—of belonging and feeling at home. We want the diverse groups of people who make up our community to be members of Explora—to belong—and we want Explora itself to be an integral community member. Here are three ways different groups call Explora home.

- Over 250 Native American fifth graders from eight Pueblo schools, along with their families and friends, gather annually on Explora's deck for the PNM Zia Solar Car Races, the culmination of a solar engineering project with PNM. This year, NM State Senator Benny Shendo, from Jemez Pueblo, greeted the group.

- Initiated by powerful community listening sessions, Explora co-developed early childhood/parent programming with partners like Nurse Family Partnership (NFP) and Cuidando los Niños (CLNkids). NFP's monthly mom meetings moved from a medical clinic to Explora's *Knee High Sci* area. Visiting nurses counsel moms about ways to use Explora, suggesting Explora as a place to study for their GED exams while their babies are engaged with safe, child-friendly learning experiences. Explora facilitates its *Growing a Scientist™* program during existing parent education classes at CLNkids, a daycare center for families experiencing homelessness.

- Parents consistently praise children's learning experiences at Explora Family Science Nights, a partnership with Albuquerque Public Schools Title I. Two moms working with their children in our *Aire en movimiento / Moving Air* area during one such night commented on how these evenings provide rare chances for kids and parents to come together and learn concepts they are being taught in school, while having fun as a family. Comments included, "It's like the science they learn in school comes alive here," and "This is the place where my kids, who are different ages and have different styles of learning, are safe to explore," and "They are having so much fun they don't even realize all the learning that is built in here, but I can see it!"

New Mexico Communities Served by Explora

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