



Approved Minutes
Education Committee Meeting
3-East Conference Room
2500 West Broad Street

April 26th, 2018
1:00 p.m.

Present: Glenn Davidson, Mary Anna Broadbent, Kim Dye, Jacque Hale, Dr. Denise Walters

Staff Present: Rich Conti, Elizabeth Voelkel, Chuck English, Kim Jones-Clark, Eugene Maurakis, Jim Blow

Other Attendees: Cameron O’Brion, Assistant Attorney General, Office of the Attorney General.

Katie Wilkinson, Middlesex County Public Schools

Mr. Davidson called the meeting to order at 1:05 p.m., followed by a roundtable introduction.

Approval of Minutes

Mr. Davidson called for a motion to approve the January 25th, 2018 minutes. Ms. Broadbent made the motion which was seconded by Ms. Dye. Mr. Davidson called for a vote, and the minutes were unanimously approved without objection.

Inspiration Index Update

Mr. English highlighted the following from the Inspiration Index:

- Growth in programs has really picked up.
- Slime Night was the largest Science After Dark in the Museum’s history.
- 240 gallons of slime were made for Slime Night, all of it was given away at the end of the night.
- Science Within Reach has made great strides this quarter
- Julia from Sesame Street appeared at the latest Minds of All Kinds in partnership with WCVE.
- The Scout Camp-in has done so well that it will be split into two events next year

- Night Light Science is selling out, recent events have included Slime Night, Astronomy Night, and Transportation Night.
- Girls in Science was very successful.
- This year was the 10th annual March Ratness.
- Dr. Jeremy Hoffman was featured on the cover of Richmond Family magazine, which featured the Throwing Shade in RVA program.
- Chesterfield County STEAM day was a big success.
- Danville Science Center was nominated for two awards at the STEM-H Awards.

Mr. Conti discussed the role that Dr. Hoffman has played in transforming the Museum and the importance that federal grant money has made in the work that the Museum is able to do. Mr. English added that the Virginia Space Grant Consortium will be holding their meeting at the Museum on May 30th and will be viewing Cosmic Climate Cookbook in the Dome.

Ms. Voelkel discussed the Museums for All membership option that the Museum added in November. From November until March, 96 families have joined the Museum under this membership.

Collections Report

Ms. Voelkel highlighted the following:

- The A-7D Corsair has been successfully transferred to the Virginia Museum of Transportation.
- All 400-plus objects from the Virginia Aviation Museum have now been safely transferred to other institutions.
- In May the Museum will begin an condition assessment of the natural history and taxidermy specimens.
- Many of the specimens at Danville Science Center have been on display for over a decade.
- Local conservator Carol Boyers Givens will be assisting with the assessment.
- The assessment will help determine future conservation needs.
- Programming plans for the Broad Street Station Centennial Celebration on January 6th are underway.
- The Museum will be curating a small exhibit of historic objects from Broad Street Station and RF&P as part of the celebration.

Ms. Voelkel then showed the committee members some historic objects from the Museum's RF&P collection.

Body Worlds Animal Inside Out

Mr. Conti discussed the opening of Body Worlds Animal Inside Out:

- The exhibit is currently being installed
- Preview will be 5/3/18, opening to the public will be 5/5/18.

- This is the second summer show in the Dewey Gottwald Center.
- Animal-themed programming will be going on throughout the summer
- The Museum is in partnership with the SPCA for exhibit-related programming.

Coming Soon: Exhibits and Films

Mr. Conti discussed upcoming exhibits and films:

- Amazon Adventure opens next week in the Dome.
- Oceans: Our Blue Planet opens next month in the Dome
- Curious George is booked from January through the summer
- Pompeii: The Immortal City is in the final stages of booking for summer 2019 in the Dewey Gottwald Center.
- Planet Shark: Predator or Prey is booked for summer 2020 in the Dewey Gottwald Center.

Mr. English added that the Museum is currently partnering with the Department of Education working on the STEM education standards. The STEM standards will be available for public review later in the year.

Carpenter Science Theater Company

Mr. English told the committee that Larry Gard has retired as the Director of the Carpenter Science Theater Company, and introduced Kim Jones-Clark to discuss the future of the Company.

Ms. Jones-Clark discussed the following:

- The CSTC will be placing less emphasis on formal productions.
- In the future CSTC will be focusing on collaboration with other Museum departments and enhancement of projects.
- CSTC will bring drama, humor, and humanity to the science topics.

Dr. Maurakis added that the CSTC has created short skits for climate change content which has connected well with lecture audiences. At a recent NOAA conference in Boston, Ms. Jones-Clark was requested to perform a skit. NOAA is now using the Museum as an example of what other institutions should be doing.

Mr. English added that the CSTC created a music video called “Factual” that is being entered into the Museum Dance-Off competition.

Ms. Hale asked if the CSTC has developed any content for teacher training. Mr. English responded that not a lot of development has been done in that area, but it is a good area to explore.

New Business

Mr. Davidson asked what 21 and over events the Museum has planned. Mr. English replied that the first 21 and over event is scheduled for June 14th to support Body Worlds Animal Inside Out. Mr. Conti added that 21 and over

programming was a strategic work plan item this year, and that the Museum had conducted a marketing survey to identify the millennial persona and plan events to attract them. Other upcoming events may include subjects like the chemistry of alcohol. Dr. Walters added that the best attended American Chemical Society meetings are the ones that involve the chemistry of alcohol.

Adjournment

There being no further new business, Mr. English invited the committee to the renovated Barbara Thalhimer Theater to see Rat Basketball and *Blackbird: Legacy of Innovation*. Mr. Davidson requested a motion to adjourn. Ms. Broadbent made the motion, which was seconded by Ms. Hale. The motion carried without objection and the meeting was adjourned at 1:46 p.m.