

Campaign for the Science Museum Future of Minnesota

The Science Museum of Minnesota is a thrilling gateway into the most important questions of our times. Open and welcoming to everyone, we empower people—*and especially children*—to use scientific inquiry and environmental justice perspectives to explore climate change solutions; the future of food, water, and energy; and even what it means to be human.

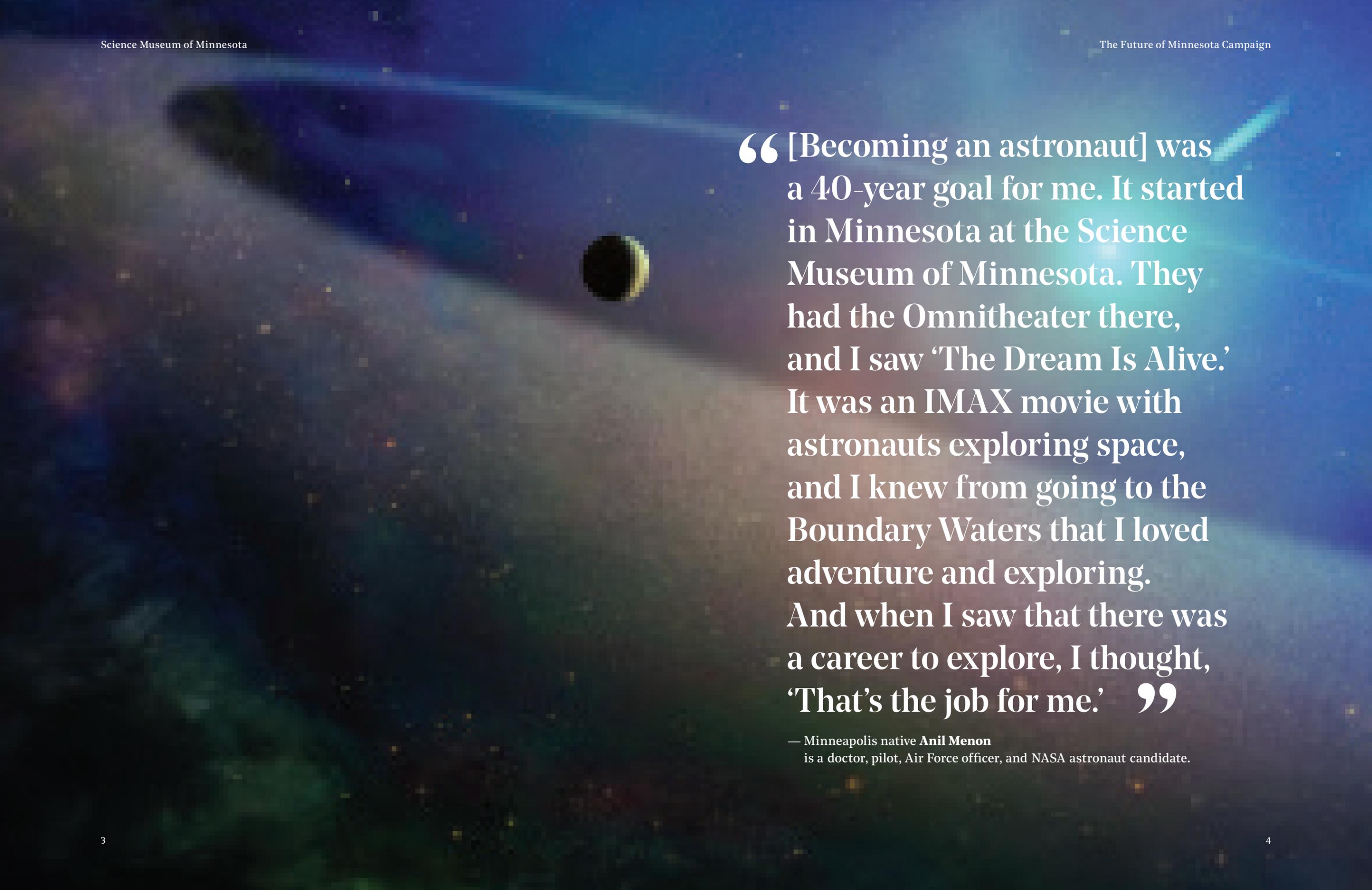
While learning about our world, visitors also learn *about themselves*. The biggest, most transformative discovery any visitor makes is: we can all use science to realize our full potential.

The Science Museum helps *every Minnesotan* recognize and develop their own capacity to use STEM skills and become the innovators we need. To realize this vision, we are launching a capital campaign that will: **1) reimagine the Museum experience** to inspire Minnesotans born into a dramatically different world, and **2) expand transformative STEM-equity programs** that push the boundaries of science education.

When we succeed, this campaign will dramatically impact workforce development, make science exciting and relevant, support our teachers, change the face of future scientists, and motivate every Minnesotan to participate in solving our most pressing challenges while celebrating the history of innovation and excellence originating from Minnesota for more than 100 years.

Join me as we reimagine the future of Minnesota.

— **Alison Rempel Brown**
President & CEO, Science Museum of Minnesota



“ [Becoming an astronaut] was a 40-year goal for me. It started in Minnesota at the Science Museum of Minnesota. They had the Omnitheater there, and I saw ‘The Dream Is Alive.’ It was an IMAX movie with astronauts exploring space, and I knew from going to the Boundary Waters that I loved adventure and exploring. And when I saw that there was a career to explore, I thought, ‘That’s the job for me.’ ”

— Minneapolis native **Anil Menon**
is a doctor, pilot, Air Force officer, and NASA astronaut candidate.

Who will shape the future of Minnesota?

Confident, critical thinkers equipped with the knowledge and skills to lead Minnesota boldly forward. People who explore the Science Museum today will ultimately help answer some of the most essential questions of our times. We can't wait for the future; we need to start now.

How do we open science to the breadth of human talent among us?

How can we adapt to a warming climate?

How can we harness the emergent power of technology for good?

How can we feed a growing population?

How can we prevent future pandemics?

How can we become an even more valued institution to a broader constituency?

To unlock the full potential of the Museum and, more critically, the people of Minnesota, **the Science Museum is launching a \$125 million capital campaign.** \$75 million will be dedicated to reimagining the Museum experience. \$50 million will scale educational programming, STEM career pathways, original scientific research, and policy engagement.

By empowering our most essential resource—the diverse human talent of our state—we will help Minnesota remain a global engine of innovation.



A history of propelling science forward.

Since its founding in 1907, the Science Museum of Minnesota has been one of America’s most admired—and imitated—science museums. Following its move to Kellogg Boulevard in 1999, the Museum has welcomed more than 16 million visitors—from around the world and every county in Minnesota.

The Science Museum celebrates the critical scientific breakthroughs of the past and present, as well as the future ones to come. The Museum leads scientific research anchored in four departments—anthropology, biology, paleontology, and climate change—to look at the world, analyze what’s happening in it, and **make new discoveries contributing to the body of scientific knowledge**. Science Museum scientists conduct research at our St. Paul location, the St. Croix Watershed Research Station, and at field sites throughout Minnesota and around the world.

The Science Museum ensures the future of science leadership through a deep, institutional commitment to **inspire the next generation of STEM professionals**. Through professional development for educators, after-school and summer enrichment opportunities for youth, mentorship programs, and internships, the museum provides in-depth science opportunities for learners of all ages.

The Science Museum is the largest in-museum exhibit developer in the country. Leveraging its galleries as a real-time innovation lab, it creates meaningful, accessible science content for visitors of all ages. Our traveling exhibits and permanent installations have reached more than 48 million visitors around the globe. When the Smithsonian needs extraordinary exhibits created, they call us.

The Science Museum is at the forefront of STEM equity initiatives, embodied by our award-winning exhibition *Race: Are We So Different?* For more than 20 years, it has worked to make science more inclusive and accessible, especially for women and people of color who have often been excluded from STEM fields. This commitment is exemplified by the Kitty Andersen Youth Science Center, which helps diverse youth ages 12–24 explore and pursue STEM careers.

“STEM communication too often misses the rich human context that is needed for people to have a meaningful relationship with science. People need to see the humanity in science, not only to trust science but to believe that they too can contribute and play a role in using it to solve problems and help improve lives. The Science Museum of Minnesota understands and, more importantly, centers that intersectionality. The programming and experiences foster the connections, curiosity and creativity that are vital for the STEM ecosystem, not just at an individual level, but for our communities.”

— Jayshree Seth
Chief Science Advocate and Corporate Scientist, 3M

**We love
dinosaurs.
We won't
become one.**



The heart of the campaign, catalyzed by a pioneering \$75 million investment, is a **fundamental reimagining of the Museum experience** that will reignite a sense of wonder to inspire the people of Minnesota into the future.

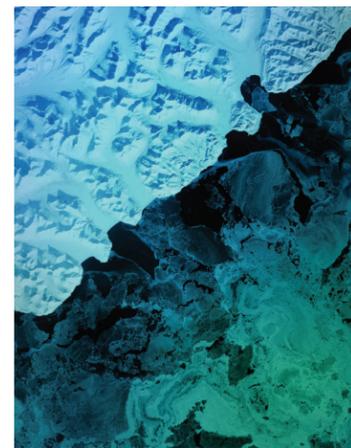
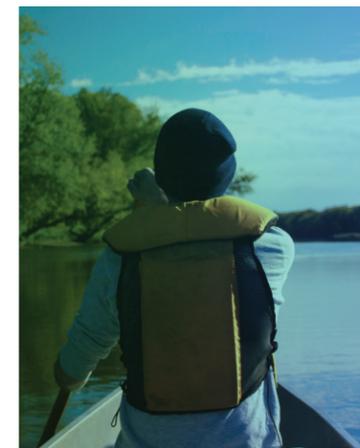
Science thrives on the leading edge, and the Museum needs to invest in infrastructure and technology to present at the forefront of discovery. With an audience raised on streaming, we can't be a Blockbuster.

Our current building, first conceptualized in the 1990s, represents **outdated design, technology created before the iPhone, and uninspiring educational classrooms.** Our spaces have lost some of their “wow.”

Our facilities can be a living example for institutions that want to reduce their carbon footprint and impact

climate change. Perfectly nestled on the banks of the Mississippi River, we are also poised to play a significant role in St. Paul's renewed embrace of the Mississippi River, with the potential to generate long-term economic benefits through increased tourism.

Powered by this capital transformation, all of the Science Museum's work—exhibits, educational support, research, collections, even policy advocacy—will **center on three issues of existential importance:**

<p>Climate change and resilience</p>	<p>The future of food, energy, and water</p>	<p>What it means to be human</p>
		

“Your museum is amazing. We are very fortunate to have this in Minnesota. You do a great job. We always leave wishing we had more time to explore.”

— 2023 field trip attendee

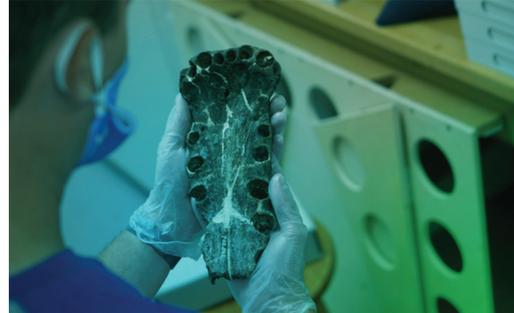


Curious how changes at the Museum will look and feel?

Transforming Kellogg Plaza from a concrete walkway into a welcoming front yard.



Essential infrastructure, energy, and water system upgrades that achieve carbon neutrality by 2030 while functioning as exhibits themselves.



Expanded public access to our research and collection of more than 2 million objects spanning Earth's history, including over 10,000 years of human history in Minnesota and beyond.



The Backyard connects to St. Paul's changing riverfront while supporting outdoor experiments, physical play, and gardening. This space is essential to our year-round outdoor program expansions and hosts spaces that acknowledge traditions on our native lands.



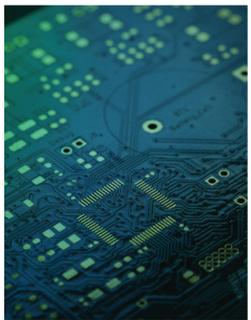
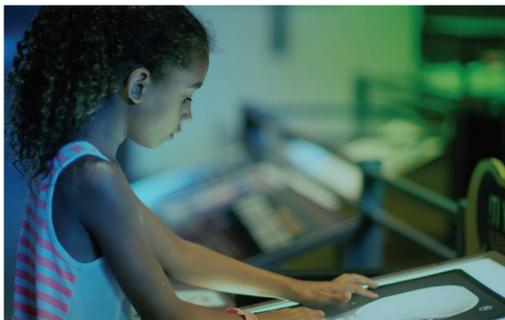
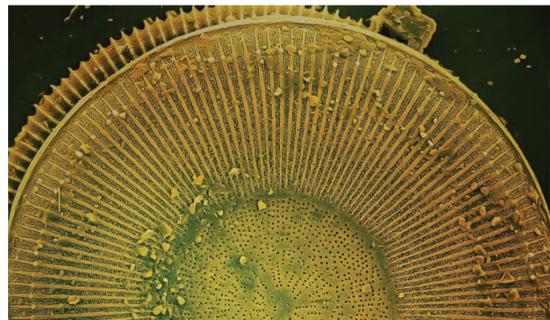
A new Center for Equity Systems Change focused on youth of color and girls inspires young people to use STEM solutions to solve real problems they identify in their communities.



Thrilling new galleries dedicated to climate change, paleontology, the future of food, engineering, and the human body.



Immersive technology—interactive exhibit experiences and immersive programming include gaming, virtual reality, and augmented reality.



The Science Museum will also transform its digital presence so online experiences amplify in-person visits and, in some cases, offer complete learning adventures. As a result, anyone anywhere can engage with the Science Museum as a hub of discovery *at any time*.

Equally as significant as the transformation of the Museum experience is the \$50 million fund dedicated to **keeping Minnesota at the leading edge of science education and science-informed decision making.**

This \$50 million fund, raised and largely deployed over a 7-year horizon, will go toward priorities including:

- The continued revitalization of renowned initiatives like the Kitty Andersen Youth Science Center, which has been at the **national forefront of STEM justice education** for more than 25 years, and which continues to innovate, break barriers, and open career pathways.
- Customized professional development programs for teachers across Minnesota, ensuring that educators in all 87 counties are **well-prepared to**

guide curious young minds through the ever-changing landscape of STEM education.

- Sustained reinvestment in exhibitions so that our learning content continues to **thrill and inspire**.
- Original, independent research on regional climate change actions and water quality, which will help **inform both the general public and policymakers** on essential issues.

“The Science Museum of Minnesota has jump-started a passion for science for so many Minnesotans. Whether our first visit was as a young kid, in awe of the dinosaurs, or as an adult exploring with our own kids, or with friends—the museum welcomes everyone to explore our fascination with the world around us. As a professor at Macalester College, the museum helps keep that science spark alive for my college-aged students as well, providing so many amazing hands-on experiences, through museum visits, summer internships, and work on the exhibit floor and behind the scenes.”

— **Kristi Curry Rogers, PhD**

DeWitt Wallace Professor of Biology and Geology Macalester College



The Science Museum puts equity at the center of our work, ensuring everyone—particularly girls and people of color—can discover themselves in science.



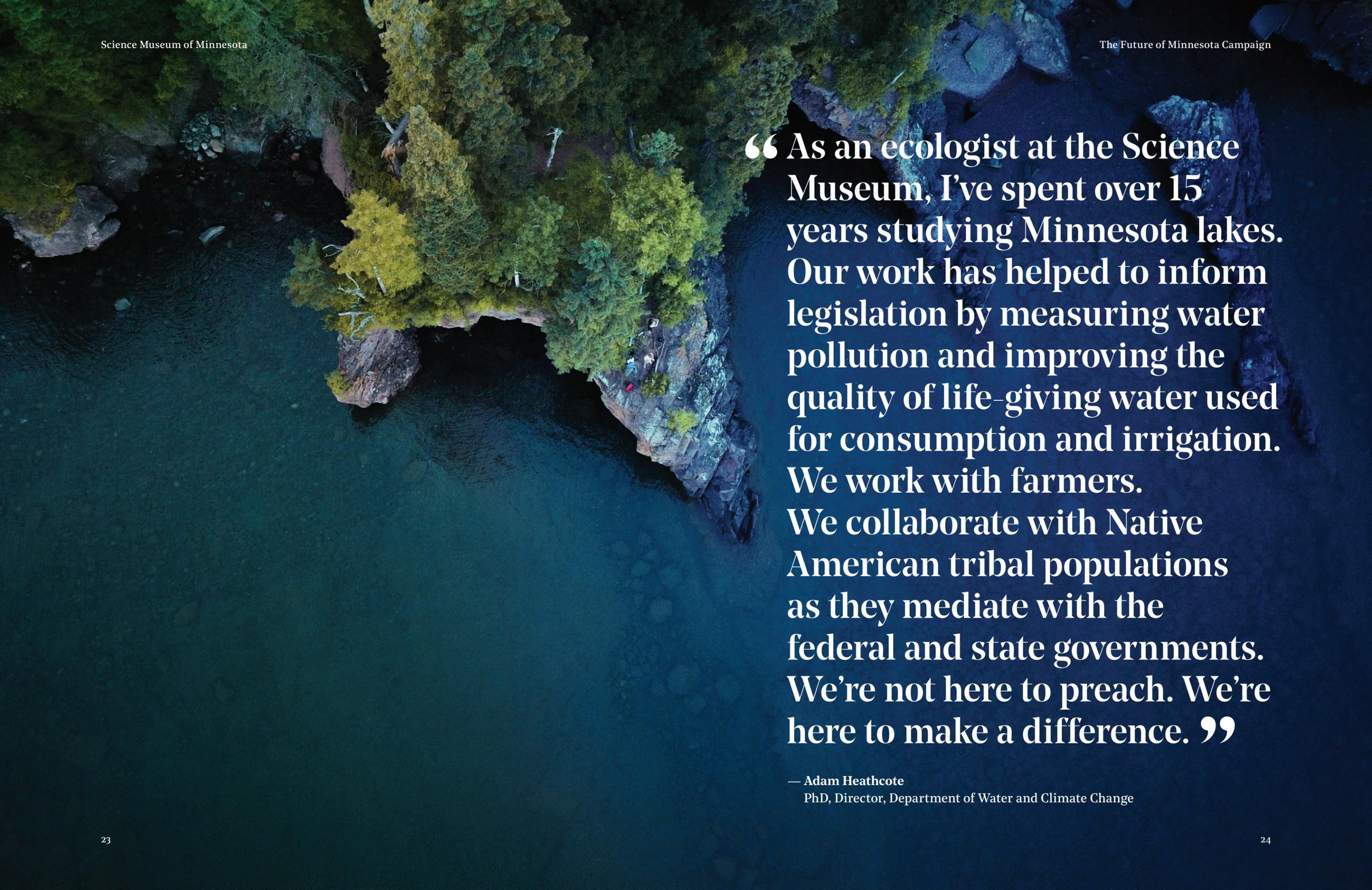
This vision aligns with an **incredible opportunity**. STEM careers—spanning a range of fields including agriculture, health care, manufacturing, data science, energy, aerospace, and vaccine development—are projected to grow over 2x faster than all others combined over the next decade. These jobs pay much higher than most and directly tie to Minnesota’s future vitality.

In Minnesota, our traditions of innovation and education have powered companies like 3M, Medtronic, and many others. **Together, we can do more.**

While talent is evenly distributed, opportunity is not. Women make up just 26% of Minnesota’s STEM workforce today, and only 12% of STEM workers identify as non-white (DEED). Research shows that if we better cultivate and engage the incredible talent around us, our corporate, government, and nonprofit sectors will all become smarter, more creative problem solvers—qualities we need to solve the hardest issues, from climate change to food insecurity.

“ The kids were so engaged and excited to see, touch, and do things at the museum. You could see the light bulbs clicking on in their heads putting together what they learned in the classroom and what they were seeing. ”

— 2023 field trip attendee

An aerial photograph of a small, rocky island in a lake. The island is covered with dense green trees and shrubs. A few people can be seen on the island, and there are some tents or equipment. The water is a deep blue-green color. The background shows more of the lake and surrounding land with trees.

“ As an ecologist at the Science Museum, I’ve spent over 15 years studying Minnesota lakes. Our work has helped to inform legislation by measuring water pollution and improving the quality of life-giving water used for consumption and irrigation. We work with farmers. We collaborate with Native American tribal populations as they mediate with the federal and state governments. We’re not here to preach. We’re here to make a difference. ”

— Adam Heathcote
PhD, Director, Department of Water and Climate Change

Did you know?

2,000,000 **Unique objects**
Collected, preserved, and shared
in scientific collections, which
tell the story of millions of years

150,000 **Students engaged**
Every year across 87 Minnesota
counties and the Midwest through field
trips and offsite outreach programs

10,000 **Educators**
Turn to the Science Museum of Minnesota each year for
professional support, materials, and other tools to help
them fulfill their vital roles in STEM education

406 **Museums and venues**
worldwide have featured
26 unique SMM traveling
exhibits

142 **Cities**
Reached in four
countries by SMM's
traveling exhibits

48,000,000 **Visitors**
Touched by
SMM's traveling
exhibits



We are three different people, but we share a few things in common. We each had the honor of serving the Science Museum as members of the Board of Trustees. This means we have each seen, from the inside, the **true value and potential** of this extraordinary Minnesota landmark.

Even more importantly, we each had a moment—far earlier in our lives—when we got a glimpse of our own potential and the **encouragement to pursue our dreams**. Those moments changed our trajectories and made the lives we are now living possible.

We share Alison Brown’s belief that “talent is evenly distributed, but opportunity is not.” What keeps us so deeply committed to the Science Museum is a belief that it has a unique power to help people, **especially young people**, see themselves in science. To see what they are today and what they might become *tomorrow*—scientists, engineers, inventors, and critical thinkers. Someone playing in the Museum this week may someday walk on Mars.

To maintain this extraordinary power, the Science Museum itself must continue to change—to always be in the moment or a bridge into the future. And that is why we support this campaign.

We hope that all of you who felt the *joy of discovery*, including the joy of discovering your own potential, will join us in passing that experience on to the next generation.

Paul Kasbohm
Campaign Co-Chair
 EVP & Chief Revenue Officer,
 Star Tribune

Bryan Phillips
Campaign Co-Chair
 General Counsel, Secretary
 & Chief Compliance Officer,
 Inspire Medical Systems

Andrea Walsh
Campaign Co-Chair
 President & CEO,
 HealthPartners