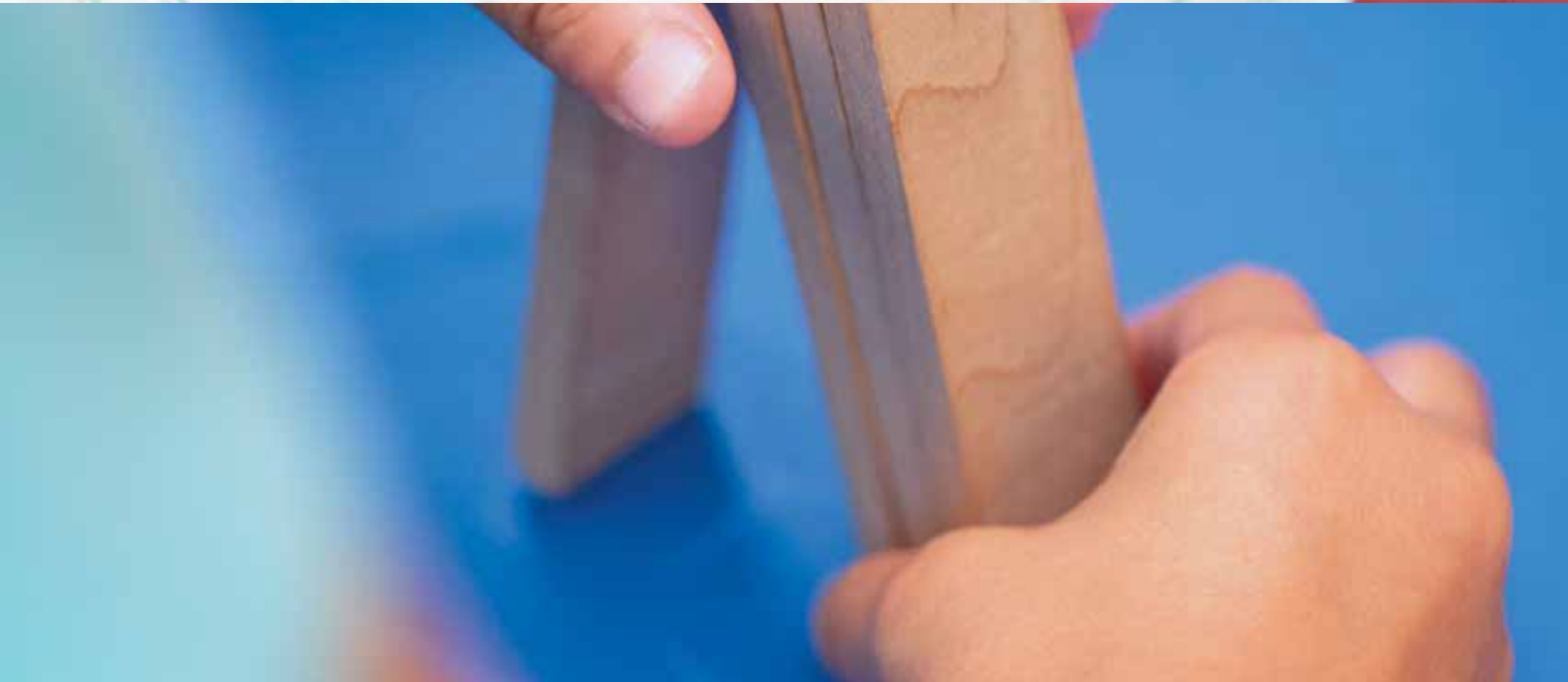




NEW YORK HALL OF SCIENCE 2018 ANNUAL REPORT



DESIGN MAKE PLAY • New York Hall of Science • [www.nysci.org](http://www.nysci.org)



The New York Hall of Science (NYSCI) is a leading museum and science center that invites every learner to ask big questions and discover their own talents as scientists, engineers and makers. NYSCI is also a laboratory for learning. We are committed to studying, improving and sharing everything we do so everyone can have a voice in shaping our future.

NYSCI's mission is to nurture generations of passionate learners, critical thinkers and active citizens through an approach we call Design, Make, Play.





# President's Letter

Over the last year at NYSCI, we have focused our attention on two guiding principles.

The first is a commitment to equity. NYSCI is proud to serve the most diverse audience of any science center in America. We are devoted to using STEM as an opportunity pathway, especially for young people who would not otherwise have access. The second is an evidence-based approach we call Design, Make, Play, that empowers all learners to be active participants in shaping their own futures. This is our aspirational pedagogy, and it guides us in creating experiences that place an emphasis on doing and discovery.

The focus on these two values enables us to prepare young people from all backgrounds to be leaders in a world driven by science, technology, engineering and math. We are grateful to our supporters and partners who make all our work possible. We invite you to visit and experience what it means to design to discover, make to create, and play every step of the way.

Margaret Honey, *President & CEO*









# Our Museum

NYSCI is the largest hands-on science museum in New York, offering one-of-a-kind opportunities to learn.

This year, 500,000 youth, parents and teachers came to NYSCI for STEM learning experiences that support open-ended exploration, self-directed learning, creative problem solving, critical thinking and collaboration. They visited our award-winning interactive exhibits and participated in special experiences and events designed to engage and inspire people of all ages through interactions with science and technology. In addition, 2,500 teachers benefited from professional development workshops, 1,500 students participated in camps and after-school programs, and more than 2,000 high school and college students attended events to expose them to STEM career opportunities.

In 2018, NYSCI introduced a new Designer-in-Residence program, which enlivened the museum with pop-up exhibits designed by artists in collaboration with NYSCI's high school and college Explainers. We also developed an interpretive plan, which is designed to guide decision-making about future exhibit priorities and museum investments in the years to come, and ensure that every visit to NYSCI is inclusive, empowering and serves as a catalyst for wonder, curiosity and making connections to big ideas, from entry to exit.





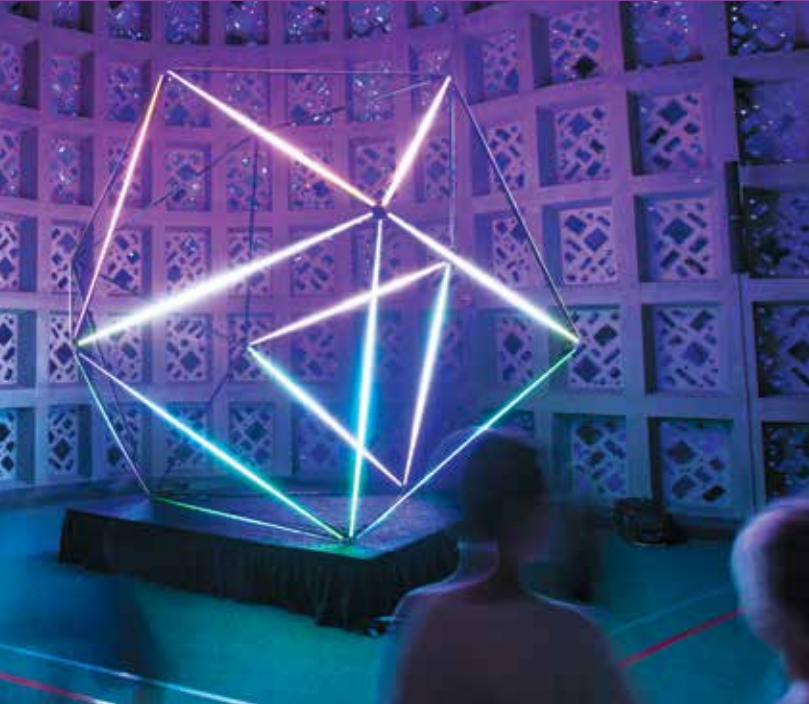
### Designers in Residence

Artists and engineers infuse innovation and design thinking into NYSCI exhibits and programs, including a demonstration and research garden to study carbon sequestration.



### World Maker Faire

World Maker Faire — a flagship event of the global maker movement — attracts more than 90,000 visitors and over 800 makers who interact and play together throughout the weekend festival.



### Celebrating the Intersection of Science and Art

NYSCI provides a nexus where scientists, visual artists and creative STEM professionals can work with museum professionals and visitors to create new learning experiences and dynamic art installations.



### NYSCI Field Trips

Approximately 100,000 of New York City's public school students visit NYSCI for creative STEM learning experiences through field trips.



### Design Lab and Maker Space

These dynamic exhibit spaces offer ever-changing engineering and design challenges, inviting visitors to imagine, design and build to solve problems.



### Brick Fest Live

Each spring, this ultimate LEGO® fan experience attracts kids and adults with amazing structures and hands-on activities built to inspire, educate and entertain.







# Our Youth

**NYSCI is one of the most successful developers of diverse STEM talent in the United States.**

Our ladder of learning includes opportunities for students from pre-K to college to gain STEM competencies, learn 21st century skills, and discover pathways to academic and career success. This year, we delivered early childhood programming to more than 5,000 participants through family workshops, community events and public programs. Through after-school programs and camps, dozens of middle schoolers participated in investigations of neighborhood problems and used design-thinking approaches to create their own solutions. And more than 2,000 high school and college students took advantage of experiences that connected them to STEM professionals and helped them acquire important skills necessary to succeed in college and careers.

Through our signature youth employment and empowerment program, the Science Career Ladder, 165 high school and college students helped orient visitors to the museum and understand STEM concepts. In addition, they participated in mentoring, professional development, and college and career preparation. Over the last three decades, 95 percent of the young people participating in this program have gone on to college, with 70 percent declaring majors in STEM.





### STEM Nights and Annual STEM Expo

Students from across the city come to NYSCI to interact with STEM professionals, learn about education and internship opportunities, and participate in career conversations.



### Girls in Tech

Empowering young women through computer programming, problem solving and app development, NYSCI supports middle and high school girls in a series of workshops and camps.



### High School Fair

Middle school students learn about New York City high schools and interact with school representatives who answer questions ranging from application requirements to school culture.



### Explainer TV

High school and college students become STEM storytellers as they learn and implement digital media production skills.



### Evaluating Impact

According to a study by Princeton Research and Evaluation Partners, Explainers reported that NYSCI inspired them to pursue STEM careers and gave them confidence and career skills.



### Creative Computing Academy

Elementary school students gained early exposure to computational thinking and computing fundamentals in a series of after-school programs and camps.







# Our Community

NYSCI serves one of the most diverse, vibrant and underserved communities in the country.

The NYSCI Neighbors initiative fulfills our museum's commitment to building and sustaining a rich and meaningful relationship with our community, by providing after-school STEM enrichment and parental engagement opportunities — free of charge — to more than 1,000 families in our immediate neighborhood. Built on the foundation of a long-standing community membership program and co-designed with local educators, parents, and school administrators, we launched a comprehensive community engagement initiative focused on building a rich ecosystem of creative STEM educational opportunities for young people and families in the neighborhoods of Corona, East Elmhurst and Flushing, Queens.

This year, we expanded the network of local schools with whom we partner, provided more out-of-school-time STEM opportunities, and piloted new ways to support parent engagement and leadership. We also laid the groundwork to lead a national network of STEM providers committed to creating pathways of opportunity for immigrant and first generation Americans through STEM. Ultimately, our goal is to ensure that young people in our community see STEM careers as something they can aspire to.





### Science Ambassadors

NYSCI launched the Science Ambassadors after-school program in 2017. Since then, more than 1,900 students, parents and caregivers have participated in hands-on programs, homework zone, and special activities at NYSCI.



### STEM as an Opportunity Pathway for First Generation Families

Sixty museum, nonprofit, and policy leaders participated in a conference that laid the groundwork for building a national coalition engaged in supporting first generation families pursue STEM learning opportunities.



### Parent Ambassadors

NYSCI offers parents rich opportunities to gain knowledge, confidence and expertise in STEM topics through a series of free workshops.



### PreK Educator Support

Working with teachers in local schools, NYSCI helps to elevate promising practices into a curriculum that brings active STEM learning into the early childhood classroom.



### RAICES Seniors Day

NYSCI welcomes residents of the RAICES Corona Neighborhood Senior Center for STEM exploration activities in the museum.



### Community Expo

NYSCI welcomes hundreds of students, teachers and families to celebrate the community and recognize leaders who support young people's access to STEM opportunities.





# Our Research

NYSCI is a dynamic laboratory for learning.

Ten doctorate-level learning scientists and 50 science educators, exhibit developers and program experts at NYSCI carry out and apply research on the most effective, engaging ways to support STEM learning for diverse audiences. Our research informs the design of all of our exhibits, our programs for youth, community members and educators, and our groundbreaking digital apps and games. Beyond NYSCI, this work is building an evidence base for successful STEM education with diverse audiences.

This year, through 15 active research grants, from the U.S. National Science Foundation, Department of Education, National Institutes of Health, and private supporters, we investigated topics ranging from how to teach data science to the youngest learners, to integrating computational thinking into a digital game and middle school curriculum. This research helps NYSCI create innovative programs for families and educators; offer equitable opportunities for learners to discover the impact we can have on the world around us; design playful, inviting pathways into understanding complex systems like our environment, our cities, and our digital networks; and inspire a diverse generation of young people to pursue careers in science, technology, engineering and math.





### Digital Design for English Language Learners

NYSCI's innovative Noticing Tools™ provide visual ways of learning and demonstrating knowledge that have proven effective in engaging English Language Learners.



### Designing for Diversity

NYSCI is leading a coalition of maker-spaces and fab labs committed to leveraging computational making to engage underrepresented students in STEM learning.



### Engineering Stories

NYSCI is exploring how museums can use elements of narrative and story-telling to engage girls, and others who might not identify as science learners, in engineering activities.



### Big Data for Little Kids

Through a community program called Museum Makers, NYSCI is deepening our understanding of how young children can collect, represent and interpret data.



### Formation of Engineers

This research project supports Explainers in designing and facilitating programming for the public that emphasizes the cultural and interpersonal dimensions of engineering.



### The Pack

The Pack, NYSCI's newest digital learning tool, transports players to a whimsical environment where they must use computational thinking strategies to solve environmental problems.











Special events and activities throughout the year provide a platform for NYSCI to serve as a leader on critical issues around STEM education and learning within the cultural landscape of New York.

NYSCI's annual Evening of Science and Inspiration celebrates our exhibits, research and programs while raising crucial funds to support this work. More than 650 of New York's top business and community leaders gathered at Cipriani Wall Street to honor IBM represented by John Kelly, SVP of Cognitive Solutions and IBM Research; Jennifer Morgan, President of Americas and Asia Pacific Japan at SAP; and Frans Johansson, Founder and CEO of The Medici Group.



The President's Council showcases diverse perspectives from top experts at the cutting edge of STEM and education. Our fourth annual Spring for STEM featured Siri co-founder Adam Cheyer and journalist and author Kitty Pilgrim on the future of artificial intelligence.



President's Council members also had a crash course on cryptocurrency with Fred Wilson, traveled to IBM for an exclusive tour, explored sound with the Experiential Orchestra at Lincoln Center, and took part in private screenings of the films *Most Likely to Succeed* and *Bombshell: The Hedy Lamarr Story*, with the filmmakers.





NYSCI Supporters

Thank you to all who support NYSCI.

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NYSCI's President's Council is a diverse and dynamic group of individuals who are passionate about STEM. Our members provide crucial support, which sustains the core work of the institution and enables NYSCI to deliver transformative educational programs, develop groundbreaking exhibitions and experiences, and provide youth programming and mentoring that inspires the next generation to be STEM leaders.

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Statement of Activities Year Ended June 30, 2018 (with summarized totals for the year ended June 30, 2017)

	Unrestricted	Temporarily Restricted	Permanently Restricted	2018 Total	2017 Total
<b>OPERATING INCOME</b>					
Contributions and grants	\$ 6,119,396	\$ 1,767,661	\$ —	\$ 7,887,057	\$ 13,278,508
In-kind contributions	1,021,596	—	—	1,021,596	1,188,752
Appropriations from the City of New York	1,451,621	827,400	—	2,279,021	2,479,689
Admissions, workshops, memberships and exhibit fees	3,947,203	—	—	3,947,203	3,972,212
Use of facilities and other income	883,914	—	—	883,914	754,182
Investment return, net	245,468	29,851	—	275,319	318,411
Auxiliary activities	333,341	—	—	333,341	344,767
Subtotal	14,002,539	2,624,912	—	16,627,451	22,336,521
Net assets released from restrictions	10,744,611	(10,744,611)	—	—	—
<b>Total Operating Income</b>	<b>24,747,150</b>	<b>(8,119,699)</b>	<b>—</b>	<b>16,627,451</b>	<b>22,336,521</b>
<b>OPERATING EXPENSES</b>					
<b>Program Services</b>					
Museum experiences	10,101,610	—	—	10,101,610	9,628,022
Education	3,500,853	—	—	3,500,853	3,655,613
Research and development	3,665,158	—	—	3,665,158	4,132,261
Youth development	2,350,389	—	—	2,350,389	2,115,468
<b>Total Program Services</b>	<b>19,618,010</b>	<b>—</b>	<b>—</b>	<b>19,618,010</b>	<b>19,531,364</b>
<b>Supporting Services</b>					
Management and general	2,152,548	—	—	2,152,548	2,049,840
Fundraising	2,580,067	—	—	2,580,067	2,714,141
Marketing and communications	313,930	—	—	313,930	548,918
<b>Total Supporting Services</b>	<b>5,046,545</b>	<b>—</b>	<b>—</b>	<b>5,046,545</b>	<b>5,312,899</b>
<b>Total Operating Expenses</b>	<b>24,664,555</b>	<b>—</b>	<b>—</b>	<b>24,664,555</b>	<b>24,844,263</b>
<b>Excess (Deficiency) of Operating Income Over Operating Expenses</b>	<b>82,595</b>	<b>(8,119,699)</b>	<b>—</b>	<b>(8,037,104)</b>	<b>(2,507,742)</b>
<b>NON-OPERATING INCOME</b>					
Investment return, net	117,741	32,007	—	149,748	231,550
<b>Change in Net Assets</b>	<b>200,336</b>	<b>(8,087,692)</b>	<b>—</b>	<b>(7,887,356)</b>	<b>(2,276,192)</b>
<b>NET ASSETS</b>					
Beginning of year	4,672,965	60,745,773	508,902	65,927,640	68,203,832
End of year	\$ 4,873,301	\$ 52,658,081	\$ 508,902	\$ 58,040,284	\$ 65,927,640

Statement of Financial Position Year Ended June 30, 2018 (with comparative amounts at June 30, 2017)

	2018	2017
<b>ASSETS</b>		
Cash and cash equivalents	\$ 736,061	\$ 2,324,561
Grants, contributions and pledges receivable, net	3,513,531	5,760,304
Prepaid expenses and other assets	675,095	954,756
Investments	4,774,503	4,380,082
Investments — board designated	2,283,354	2,173,676
Investments — restricted	508,902	508,902
Property and equipment, net	3,271,554	4,068,095
Contribution value of the use of land, building and building improvements, net	43,864,770	47,302,966
<b>Total Assets</b>	<b>\$ 59,627,770</b>	<b>\$ 67,473,342</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Liabilities</b>		
Accounts payable and accrued expenses	\$ 1,387,013	\$ 1,329,712
Deferred revenue	200,473	215,990
<b>Total Liabilities</b>	<b>1,587,486</b>	<b>1,545,702</b>
<b>Net Assets</b>		
<b>Unrestricted</b>		
Undesignated	1,706,065	1,589,060
Board designated for special programs	2,283,354	2,173,676
Net investment in plant	883,882	910,229
<b>Total Unrestricted</b>	<b>4,873,301</b>	<b>4,672,965</b>
<b>Temporarily Restricted</b>	<b>52,658,081</b>	<b>60,745,773</b>
<b>Permanently Restricted</b>	<b>508,902</b>	<b>508,902</b>
<b>Total Net Assets</b>	<b>58,040,284</b>	<b>65,927,640</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 59,627,770</b>	<b>\$ 67,473,342</b>





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