Building Curious & Creative Problem Solvers Inspired by the Wonder of SCIENCE!

2016 ANNUAL REPORT
308 West Fourth Street, Bloomington, IN • wonderlab.org • (812) 337-1337
Dear Members, Supporters, Visitors, and Scientists of all Ages,

2016 was a busy year for WonderLab.

We hosted two major science exhibitions, Your Amazing Brain and Run! Jump! Fly! Adventures in Action, that brought new STEM (Science, Technology, Engineering and Math) concepts and experiences to the citizens of south-central Indiana. We also launched two new program series, WonderLab After Dark and Family Science Nights, to better serve our growing adult and family audiences. WonderLab was selected by American Towns Media as “Best of 25 Science Museums and Centers in the United States”.

To support our young curious and creative problem solvers, we initiated a strategic planning process to re-imagine the museum for the next generation of learners. This “Next Generation of Wonder” Initiative provides a road map for the future, including plans for new and improved gallery space with more interactive experiences for visitors of all ages. Work began on the first new Initiative exhibit, the Coral Reef Aquarium, which will be installed in summer 2017.

From the back of the house, WonderLab smoothly transitioned to new executive leadership. Catherine Olmer, Executive Director since the museum’s founding in 1998, stepped into a new role as the organization’s first Chief Financial Officer. Karen Jepson-Innes, also a founding staff member, became the new Executive Director on January 1, 2017.

Watch for more changes ahead as we wrap up our planning process and begin to implement ideas big and small. We invite you in, support your curiosity and encourage you to embrace science.

We look forward to seeing you at WonderLab!

Karen Jepson-Innes
Executive Director
Impact & Accessibility

In 2016, thanks to generous donor support,

**80,284** people experienced hands-on science experiences at WonderLab.

**11,516** children and chaperones experienced WonderLab through field trips or other groups visits.

**5,501** visitors received free or reduced admission to WonderLab.

**3,609** visitors took advantage of the Access Pass Program for Indiana families with low incomes, attending WonderLab for just $1 per person (attendance up 10% from 2015).

**1,376** children enjoyed free group admission through social service agencies that serve families with low incomes, such as the Boys and Girls Club.

**41%** of non-member visitors came from outside Monroe County, bringing tourism revenue to Bloomington - 86 of 92 Indiana counties were represented.

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The pie chart shows the distribution of 2016 Museum Visitors:

- **Non-Members**: 46%
- **School & Other Groups**: 14%
- **Rental & Parties**: 7%
- **Members**: 33%

Total = 80,284
WonderLab hosted two major exhibitions, “Your Amazing Brain!,” which enabled visitors to explore the incredible workings of the human brain, and “Run! Jump! Fly! Adventures in Action,” which inspired children to get physically active in a non-competitive environment.

Exhibits & On-Site Programs

- **5,290** visitors attended special weekend or holiday blockbuster programs: Jedi Science, Superhero Science, Take Apart: Robot Rodeo, Ninja Warrior, etc.
- **1,145** visitors attended First Friday Science of Art nights, meeting local artists and making connections between science and the arts.
- **968** visitors participated in new evening programs: After Dark and Family Science Night.
- **883** preschool-age children received STEM education and literacy support through the Discovery Time program series.
- **635** visitors experienced live animal presentations, including reindeer, sled dogs, and birds of prey.
- **179** visitors experienced hands-on STEM education through IDEA Labs workshops.
Outreach and Education

4,174 children and adults were served by WonderLab’s outreach events at Indiana public schools, public events, libraries, and festivals.

480 students were served each semester by WonderLab’s After School EdVentures science enrichment program, held at 6 local Title 1 schools in the Monroe County Community School Corporation.

321 children experienced hands-on summer science enrichment at WonderCamp, 21 of whom received full or partial scholarships.

WonderLab Supports STEM Education!
Science, Technology, Engineering & Mathematics

Letter from Satisfied WonderLab Outreach Participant
April 2016

What I liked the best was the scribble bot because I like the fact that I could become someone that can make that stuff. I got to talk to my friends and do something I like. What I wish they could do is to give us more stuff to work with and that we could take them home. That’s what I liked about the field trip/Science Fair.
1,740 individuals and families were WonderLab members as of December 31, 2016.

783 volunteers donated 15,365 hours of their time at WonderLab in 2016. 53% were college students, 25% were adults, 17% were high school students and 5% were middle school students.

75 Indiana University students served as WonderLab interns or assistants.

72 community groups, businesses, organizations and individuals contributed their time, talent and expertise to provide hands-on science programs, workshops and demonstrations.

14 research grant partnerships were facilitated with faculty at Indiana University.

2 students with disabilities volunteered weekly at WonderLab as part of Monroe County Community School Corporation’s Work-Study/Community Transition program.

Nurturing Curiosity & Creativity
2016 Operating Revenues Total = $1,118,290

- 55% Earned Revenue
- 34% Donations & Grants
- 8% Special Events
- 3% Investment Dividends

2016 Expenses & Capital Expenditures Total = $1,099,746

- 56% Visitor Experiences
- 23% Building, Mortgage, Facilities & Grounds
- 10% Development & Special Events
- 11% Administration & Marketing
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As of 5/1/17
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As of 5/1/17

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Karen Jepson-Innes

Executive Director

After School EdVentures Assistant Teacher
Education Director
Animal Exhibits Manager
Gift Store Manager
Volunteer Coordinator
Exhibits and Facilities Assistant Director
Annual Giving and Stewardship Manager
After School EdVentures Assistant Teacher
Volunteer Director
Visitor Services Assistant Manager
Gallery Operations Assistant Director
After School EdVentures Lead Teacher
Visitor Services Manager
Museum Educator
Marketing and Communications Director
Exhibits and Facilities Director
Chief Financial Director
Associate Education Director
After School EdVentures Lead Teacher
Visitor Services Assistant Manager
Development Director
Business Manager
Membership Services Manager
Gallery Operations Director
Events and Group Visits Manager
Visitor Reviews

WonderLab consistently receives great reviews from its visitors. Below are some online comments from 2016.

January 2016 ★★★★★

“Fun for a 2-year-old, 6-year-old, parent and grandparent! My son and I took my grandkids to WonderLab and had a great time. Lots to do and lots of variety! My granddaughter especially loved the bed of nails, and the little one loved the water play and balls!”

March 2016 ★★★★★

“I fell in love with WonderLab. I like it so much I volunteer there at least once a week. There are many hands on experiements and it’s perfect for school groups.”

June 2016 ★★★★★

“A small town gem! Bloomington is a small college town....that being said, WonderLab is a children's science museum that rivals many in much larger cities. The activities are fun and engaging for all ages. There is an area reserved for smaller children, and the focus of the entire place is "hands on." The exhibits change slightly from month to month, so return visits are always fun. If you have children under 15, I highly recommend WonderLab for an afternoon's diversion!”

August 2016 ★★★★★

“Fun and educational for all ages! Even if you aren't a parent or child, there is plenty to see and do here. Water play for small children, the bubble room, aquarium and reptiles, bee-hive, and much more. Theme exhibits and special programs to keep it fresh. The gift shop is a great place for finding unique presents.”

October 2016 ★★★★★

“Amazing time at WonderLab! My 5 year old daughter had such a great time spending the morning at WonderLab. Lots of hands-on activities for all ages. Well worth the entrance fee. Would love to visit again.”
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($100 and above)

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- Brabson Library and Educational Foundation
- CFC Properties/Cook
- Community Foundation of Bloomington and Monroe County
- Duke Energy Foundation
- MCCSC (21st Century Community Learning Center Grant)
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- IU SPEA Graduate Student Association
- Ivy Tech Community College Bloomington
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We regret any errors or omissions. Please notify us if any have occurred so we may correct our records.
Acknowledgments

Design by Grace Kelly and Lexi Newman

Online reviews courtesy of Trip Advisor

Photos courtesy of WonderLab staff and volunteers

“This is an amazing place for children to play and learn at the same time.....This place has it all, from kinetics, to bubbles, to bugs and animals, to sports!”

-Trip Advisor Review
July 2016

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wonderlab.org