



APPROVED Minutes
Education Committee Meeting
In Person Meeting
2500 West Broad Street

January 20th, 2020
1:00 p.m.

Present: Dr. Denise Walters, Dr. Rodney Berry, John Benton, Dr. Richard Groover, Eucharia Jackson, Patricia Nicoson, Cristina Ramirez,

Staff Present: Timshel Purdum, Rich Conti, Elizabeth Voelkel, Laura Hughes, Elli Bosch, Karen McKenzie, Jim Blow

Other Attendees: Cynthia Norwood, Office of the Attorney General

Ms. Purdum called the meeting to order at 1:04 p.m.

Dr. Walters asked for a motion to approve the 12/18/2021 meeting minutes. Dr. Berry made the motion, which was seconded by Dr. Groover. Dr. Walters called for a vote which passed unanimously without objection.

A Changing Education Committee

Ms. Purdum said the Committee Chair was changing and new members were joining it. She presented Mr. Conti and he briefly presented a new committee philosophy:

- Previous meetings were run “corporate style” for maximum efficiency
- Going forward the meetings will be less structured to facilitate exchange of ideas and discussion by the Committee members
- The desired outcome is to constantly move the organization further ahead
- Future meetings will involve more staff and invite participation from the Foundation Board of Directors.
- Committee oversight duties expected by the governor include setting achievement goals for the Science Museum of Virginia
- The experience and skill sets of the committee members support the Science Museum’s mission by suggesting networks and relationships which may be beneficial.

- Today the Committee will be looking at materials and start considering policy matters.

Ms. Purdum thanked Dr. Denise Walters for her service as the chair of the committee and introduced Dr. Rodney Berry as the new chair. Dr. Berry introduced himself to the committee and asked for a round table introduction of all committee members and staff that were present.

Experience Development Team Project

Ms. Hughes and Ms. Bosch discussed the following:

- The Experience Development Team conducts research and development to enhance the guest experience
- One current project in development are QR codes, which when scanned provide information on various STEM careers
- Examples include fire ecologist or hydrologic technician
- The data provided includes a description of the job as well as the educational requirements.

Dr. Berry asked what careers would be highlighted? Ms. Hughes indicated this was the first crack at identifying these types of careers. Ms. Bradford commented this was a great idea, and said that QR code could possibly be used to track and collect data on career interest. Dr. Berry asked if this QR STEM career program will go to the Northern Virginia Science Center. Ms. Hughes said initial testing will be done in Richmond and then introduced in other locations if successful.

Dr. Berry asked how much career information will be given on those careers highlighted? Ms. Bosch replied that as much information as possible would be provided to ensure a cross section of professions are accurately presented.

Ms. Ramirez said that colleges such as Virginia Commonwealth University are good places to promote these STEM career initiatives. She also referred to some specialty currently being used in Henrico County schools.

Dr. Groover suggested sending the STEM career concept development slides out for feedback. Ms. Purdum stated outreach to identified interested Virginians is currently occurring and will be the next topic of discussion for this group.

Audience Opportunities in Outreach and Homeschool

Ms. Karen McKenzie, Assistant Director of Education, made the following comments to the attendees:

- Outreach is best described as “presenting outside the villa”
- There are different types of outreach platforms available
- Some examples are teaching at a site to a large group or bringing small groups in for training

- One proposal is doing more outreach in local schools using a fee based program similar to the Forge and Mix models
- A way to introduce statewide STEM career training is by digitally partnering with organizations such as Virginia Public Media (VPM).

Ms. Purdum added that the Museum does its best work using digital platforms. This is a proven way to get the Science Museum of Virginia to to all the constituencies that it is obligated to serve

Dr. Walters suggested a program she was aware of called “chemistry in a box” as a possible format for developing STEM professional training

Dr. Groover pointed out some specific events such as The Richmond Folk Festival, The Virginia Academy of Science 2022-23 programs and the Mothers Out Front-Virginia as opportunities to educate Virginians. Ms. Purdum agreed that it is important to the Museum to have a presence at major events around Virginia.

Mr. Conti reminded the group that as Virginia’s science museum this organization is looked upon to help set policy and in order to do this responsibly, priorities must be set.

Ms. Ramirez suggested looking at how the James River Parks manages their education and training efforts in promoting its trails. Dr. Walters added that she is already talking with Dr. Hoffman about ways to promote STEM career education and training.

Ms. Nicoson recommended thinking about using film and television to get the message out. Ms. Purdum responded that the training and education activities have successfully recruited tech companies to get involved in supporting the programs.

Mr. Benson recommended the Museum partner with the private sector to gain the help of groups like NASA and broadcast studios. Ms. Purdum said some inroads partnering with the private sector have been made to date.

Dr. Berry repeated the suggestion for the Museum to have a presence at the many festival opportunities throughout Virginia.

New Business

Dr. Berry asked for any new business with nothing heard.

Adjournment

With there being no further business Dr. Berry asked for a motion to adjourn. Ms. Nicoson made the motion which was seconded by Dr. Groover. Dr. Berry called

for a vote which passed unanimously without objection and the meeting was adjourned at 2:02 p.m.

The Education Committee will meet again on April 21, 2022 at 1 p.m.