



Approved Minutes
Education Committee Meeting
3 East Conference Room, 3rd Floor
2500 West Broad Street

January 24th, 2019
1:00 p.m.

Present: Mary Anna Broadbent, Glenn Davidson, Dr. Denise Walters, Chris Adams (teleconference), Lauren Mathena

Staff Present: Rich Conti, Elizabeth Voelkel, Timshel Purdum, Eugene Maurakis, Jeremy Hoffman, Jim Blow, Karen McKenzie, Ada Siler

Other Attendees: Cynthia Norwood, Office of the Attorney General

Dr. Walters called the meeting to order at 1:01 p.m.

Approval of Minutes

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

Collections Report

Ms. Voelkel highlighted the following from the Collections Report:

- Attention was drawn to the provided Deaccession Document provided in packet
- Deaccession is the formal process of properly removing objects from a permanent museum collection
- As a contentious museum, it is our responsibility to review objects to decide if we should keep or remove from collections
- Currently Danville hosts the Womack Collection, consisting of over 1300 taxidermy objects
- This collection needs to be removed by formal motion
- As part of our master planning process, SMV involved community input and determined that the Womack collection no longer supports mission or endeavors of DSC

- In looking for new home for the objects, we hired John Simmons, an expert in collections managements
 - We previously worked with Mr. Simmons with closing of Virginia Aviation Museum
 - Mr. Simmons offers a neutral third party perspective, ensuring we stick with industry standards
- We must notify the three original entities involved in establishing the collection
- Before we can remove the collection and go forward, we need Education Committee to approve the motion

Glen Davidson asked what the Womack Foundation wants to do with the collection or if we could auction some of items with the funds going to the Danville community.

Ms. Mathena commented that the decision to remove the collections makes total sense, however, expressed concerns that the objects will be handled properly.

Dr. Walters responded, stating that once transferred, we don't have a role in what happens with the collection. It could be transferred, sold, or destroyed. All of these are standard industry practices.

Dr. Walters called for a vote to approve the removal of the Womack collections. Mr. Davidson called the motion. Motion seconded by Ms. Broadbent. The motion was unanimously approved without objection.

Experience Development Team

Dr. Maurakis highlighted the following:

- Our team does science content planning, managing, program development, evaluation, graphics production, and audio/video production
- We just ended 3 year grant from NOAA on concept of resilience, some content aired on PBS
- Current primary projects include:
 - DSC's three major galleries; Water, Go, and Crescent Crossing
 - Developing wall murals representing several major US cities
- Aim of ensuring scientific integrity in all content. The policy is in place to ensure all content going out of museum has been vetted and approved for soundness/accuracy.
- Currently we are working on grants to assist with improving storm water procedures on site. For instance, installing green project on top of new parking deck to assist with runoff.

Inspiration Index

Ms. Purdum discussed the following points:

- Overall attendance numbers are fabulous
- Since last meeting the Education Team has been busy with Makerfest, Science On Tap, Science After Dark and Noon Year's Eve
- Science After Dark was very successful
- Science on Tap was rescheduled from November to January, we had over 1400 attendants. Next Science on Tap is in April
- Dome and Volunteers are now under the umbrella of Education Team
- Safety procedures are under review for all programs
- Over all, we are turning to data driven decision making. Thinking about our mission/vision and our return on investment; taking into account staff time and expressed group needs
- Summer camps last year did very well, it did so well that this year we will do 6 as opposed to 4 like last year
- We just hosted a teacher open house, with 261 teachers in attendance
 - Included pre-k, k-12, higher ed, and home school teachers
 - Many of them were Richmond based, but still looking at stats to see what other areas teachers came from
- Looking at maps of VA and pulling data from Altru to see what areas are visiting via school visits and what areas are untapped and could we reach out to

Mr. Davidson asked if Chris Adams had any ideas on how to pull in involvement from NOVA

Ms. Broadbent asked about our outgoing media, and if it is targeted towards particular age groups, or if media/ads are more inclusive to differing groups above and beyond k-12. Pre K is targeted towards differently according to Marketing Department.

State of Stem in VA

Ms. Purdum discussed change in the museum over the past few years.

- Chuck English is continuing his partnership work throughout the state to create an overarching STEM plan for the state; aim of a cohesive goal across institutions
- Interpreting the new US STEM plan and see how we will incorporate that into the VA State plan

Discussion of upcoming education events

Ms. McKenzie discussed upcoming outreach events.

- Tonight SMV is hosting a community outdoor planning meeting
- Next Science After Dark is tomorrow, 1/25/2019, and the theme is "Go Bananas" to tie in with Curious George exhibit
- February we will have a relatively slower month
 - Minds of all kinds

- Science After Dark for Valentine's Day, theme is Science of Attraction, with a focus on magnetism
- March
 - Up and Atom women's breakfast, fundraising event hosted by the SMV Foundation
 - Science After Dark Slime night
 - Girls in Science Camp In, theme of chemistry
- April
 - Final Fur
 - Science On Tap, 21 and over event
 - Illumination Gala, fundraising event

New Business

Dr. Walters then asked for new business. Nothing was heard from the committee.

Adjournment

There being no new business, Dr. Walters requested a motion to adjourn. Mr. Davidson made the motion, which was seconded by Ms. Broadbent. The motion carried without objection and the meeting was adjourned at 1:40p.m.