

CAMPAIGN FOR THE SOUTH FLORIDA MUSEUM

CONNECT.

CREATING PATHWAYS

Update: Summer 2018

From the Chairman of the Board

Since we broke ground on our expansion in January, it's been energizing to watch the changes taking place at the Museum: Foundations have been poured; walls are going up; steel support beams are in place. This is an exciting time for the Museum and I'm thrilled to take the helm as Chairman of the Board now as the **North Education Center**, with the **Mosaic Backyard Universe**, takes shape.

The **MBU** is an important early-learning resource designed especially with young children and their families in mind. It includes the opportunity to explore the canopy of a 30-foot tall oak tree via elevated walkways, enjoy a new butterfly garden, scramble up a mountain of boulders, excavate fossils, invent something new in the Tinkering Zone, and conduct an experiment in the Science Shed. Children will be learning about the connections between land, water, air, life and people, laying a strong foundation for understanding STREAM (science, technology, reading, engineering, art and math) concepts.



In addition to this nearly 30,000 square-foot expansion, which will include new classrooms for all learners, the **Connect Campaign** has made it possible for us to improve and upgrade the Bishop Planetarium with new seating and behind-the-scenes technical upgrades so everything runs more smoothly, develop a new administrative office suite and make long-planned improvements to the Aquarium.

Our transformation will enhance the region's cultural landscape and the community's ability to explore the world around us. And it would never have been possible without the dedication of the men and women who were there at the beginning, and those who followed in their footsteps — people like Bradenton's Bill Blalock, who recently completed his service as a Museum Trustee but who remains involved in our **Connect Capital Campaign**.

Bill, who was named Outstanding Trustee for 2017 by the Florida Association of Museums, has long been an ardent Museum supporter. You might say it's in his blood: Each generation of the Blalock family has made significant contributions — especially of their time and leadership skills — to the Museum's success since its founding in 1946.

As Chairman of the Museum's Board of Trustees, I want to offer a special and heartfelt thank you to Bill for supporting the Museum and for leading a successful **Connect Campaign** — allowing us to propel the Museum ever forward.

With warmest regards,

Brian Carter
Chairman
South Florida Museum
Board of Trustees

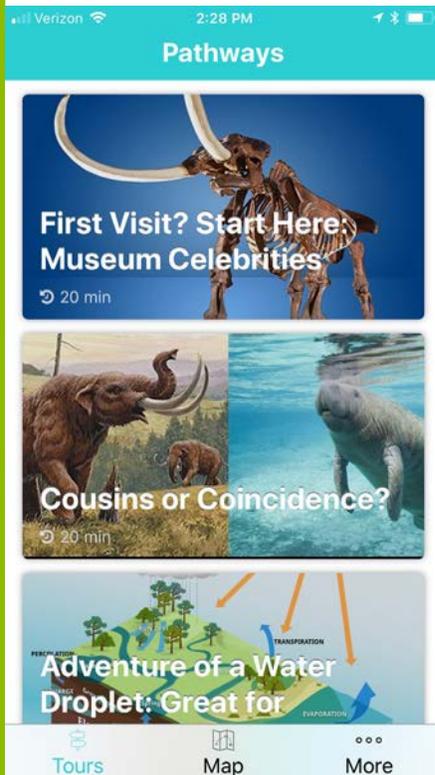


The Mosaic Backyard Universe

Opening New *Pathways* to the World

This fall, we'll be bringing our visitors and field trippers new opportunities to have "Oooh," "Aaaaah" and "WOW!" moments at the Museum as we unveil two of the most exciting program changes made possible through the **Connect Campaign: *Pathways*** for guests and ***Student Pathways*** for school groups.

Pathways — Compelling Connections for the Chronically Curious is a new smart-phone and tablet-based app that will help our visitors connect to unique objects in our collection and the many stories they have to tell. ***Students Pathways*** is a related tablet-based app for students to use during school field trips to the Museum. "These apps give the Museum new ways to share the Museum's collections and exhibitions," said Jeff Rodgers, Museum Provost and COO. "They unleash us from the bounds of the traditional museum, allowing us to continually explore the multitude of ideas inherent in the objects that make the South Florida Museum unique. With ***Pathways***, the Museum becomes more dynamic — with new, insightful and ever-changing experiences for all of our guests."



Student Pathways, with software developed by the Museum and Tampa's Tricycle Studios, allows our own education experts to create interactive, standards-based, grade-specific Museum tours that use the stories of the objects in our collection to help illustrate science, technology, engineering and math (STEM) concepts that students are learning in the classroom.

Age-appropriate text, illustrations and graphic animations help students explore and understand new concepts. Students can also "collect" information as they tour the Museum, using their tablets to take photos and make notes and doodles to illustrate connections. Students will also answer questions and earn electronic badges during their tours. All the data students collect at the Museum, along with their responses to badge questions, is electronically sent to their teachers.

"In our testing, students have really had a great time earning the badges and that's one of the keys to this program — not only are they having fun answering questions and showing what they know, but the tablets track answers that are provided

directly to their teachers," said Ashley Girt, Manager of the ***Pathways*** Project. "The information will help teachers gain better insights into what concepts students have mastered and those areas where the kids might need some additional instruction. And it helps us gauge how effectively we are teaching complex scientific concepts to students."

Because touring the Museum is part of the recommended Manatee County Schools curriculum for fourth graders, the first ***Student Pathways*** program will be focused on that age group. But the Museum has plans to develop a full suite of ***Pathways*** for elementary, middle and high school students.

Pathways for visitors is like having our collections experts in your own pocket. The app guides guests on customized tours that show the fascinating connections among what might seem like disparate objects. These interactive and interesting narratives go well beyond traditional museum text panels with customized graphics, video, audio and more. The new app uses a platform that allows us to quickly upload new tours that we have tailored to different ideas and topics featuring some of the items in our collection. Our first three tours are:

- ***Museum Celebrities*** — which highlights some of our most popular objects, including our Manatee Rehabilitation Aquarium, Priscilla the Mastodon, FeNi the meteorite and the Tallant Gallery.
- ***Cousins or Coincidence?*** allows guests to explore the similarities between today's manatees and their long-distant relative, the mastodon.
- ***Adventure of a Water Droplet*** is the perfect tour for families and includes kid-targeted information as well as more complex ideas for adults. The tour focuses on a how a single water droplet moves through the water cycle, with fascinating stops along the way.

To download the free *Pathways* app to your Apple or Android device, search your app store for *Pathways SFM*.

Elizabeth Moore: Supporting *Pathways* to Learning

When philanthropist, volunteer, environmentalist and champion for science Elizabeth Moore first heard about the idea behind *Pathways* from Museum COO and Provost Jeff Rodgers, she was immediately intrigued and inspired by the concept of creating an interactive app that would help guests learn more about the connections among the items in the Museum's unique collection. "I got it immediately," she says in an email from Tokyo where she's with her youngest daughter Merry, who is presenting a project on coral health during the international "Water is Life" conference for teens. "What, in fact, does the chunk of meteorite in the front hall have to do with the cultural exhibit upstairs featuring swords and guns from the colonial era of Florida? What will the manatees in the Aquarium tell me about the evolution and adaptation of animals to a changing environment? How have we humans evolved in our biology, activities, cultural expressions, family life?"

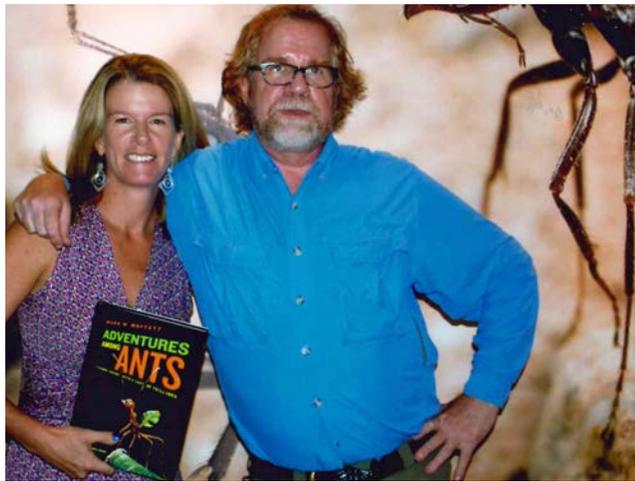
While she's not a scientist, she is inherently curious about the world, the wider universe and gaining a better understanding of mankind's place in it. "When I was at Denison University, one of the most transformative courses I took was astronomy. When I look up into the night sky, I'm always daunted by the

fact that our lively Earth is traveling around an average star, of which there are trillions of others in a vast universe. What is a person's role in all this and why are we here? How is it that there are similar patterns and motions in the subatomic world? What else is there to learn? Why is it that humans live on amid the high likelihood that we would not when one considers the amazing evolutionary journey it took to get here? What is our relationship and responsibility, if any, to the other creatures that share our world?"

These are just some of the questions Elizabeth seeks answers to at the museums she visits and supports. And, thanks to her significant support, the South Florida Museum is now unveiling a new tool to help her and other visitors answer some of those questions: *Pathways*. "Science museums should be more prominent — everyone should go and we should do all we can to make them more fun and appealing. *Pathways* will revolutionize the Museum visitor experience and encourage visitors to follow their curiosity and make connections throughout the entire Museum and beyond."

Elizabeth, who plays competitive tennis and enjoys gardening, skiing, diving, dancing, paleontology and reading books on evolution and anthropology in her "spare" time, moved to Bradenton in 2008 from the Boston area so her kids could play tennis at the IMG Academy and attend St. Stephen's Episcopal School. Today, science is a second language to the entire family: William, 27, is a permaculture farmer in North Carolina; Nicholas, 25, a healthcare software founder in Nigeria; Peter, 22, a physics graduate from Tufts University; Grace, 20, is at New York University working on a documentary "Life After Carbon"; and Merry, 17, is heading into her freshman year at the University of Southern California, where she'll be studying biology and marine science. Elizabeth has served on the board of the Museum of Science in Boston for 10 years and helped to build their planetarium, Hall of Human Life and supports the *Engineering is Elementary* program. She also serves on the Peabody Essex Museum board. Locally, she's Vice President of the Board at St. Stephen's and also serves on the boards of Mote Marine Laboratory & Aquarium, where she chairs the Education and Community Outreach Committee, the Conservation Foundation of the Gulf Coast, the Lemur Conservation Foundation, the Boys & Girls Club of Manatee County and the Florida House Institute. In addition to her support for the Museum's *Pathways* program, she also helps by letting Museum staff collect water hyacinth for rehabilitating manatees at her property in eastern Sarasota and plans to hold astronomy parties there.

While the Planetarium drew her to the South Florida Museum, Elizabeth quickly learned that it had so much more. "I love attending new exhibits at the South Florida Museum as well as events. It's really a happening place with a new makeover, new energy and an outstanding collection of early Florida culture with tools, clothes, animals... it's a glimpse into our past which is so important to recall when we are so caught up in our busy urban modern lives."



Elizabeth Moore with entomologist and author Mark Moffett at the South Florida Museum.

Building a New Chapter in Museum History

The Museum has been helping people explore the world around them for generations – engaging audiences, encouraging understanding and inspiring all ages to connect to the past, present and future of the planet we all share.

In January 2018, we began writing a new chapter in the Museum's history when we broke ground on the new **North Education Center** with the **Mosaic Backyard Universe (MBU)** – the most visible undertaking of our expansion.

But the changes touch every aspect of the Museum and go well beyond the 30,000 or so square feet we're adding. It includes behind-the-scenes changes that will help us be more efficient, secure and state-of-the-art.



Going Up: The expansion – the section with the **North Education Center** and **MBU** – is about 1/3 complete. We've recently installed the structure's steel trusses and poured the rooftop concrete pad that will house its HVAC system.



New Seats: Astronomer Howard Hochhalter shows off new seating in the Bishop Planetarium.

*Construction will wrap in mid-2019. We will remain **OPEN** to visitors throughout! Visit SouthFloridaMuseum.org for the latest parking info.*

New Classrooms: The **North Education Center** includes brand-new classrooms.



New Offices: CEO Brynne Anne Besio shows off the new administration suite – created so we could make way for new classrooms.



All Polished: We've completed general maintenance on the Manatee Rehabilitation Aquarium that had been planned for several years. We buffed and re-sealed the habitat's windows and completed deck work, fiberglass work and painting.

