where kids explore how things work
Annual reports are often written to give an account of the happenings of the past year. This report provides that account, but as I reflect back, I can’t help but be excited about the foundation this year’s activities provided for our future. Our past fiscal year saw The Works Museum achieve many things. We increased our school group attendance by 12%, reaching an institutional high of 41,256 students and increased our household memberships by 25%. We refined our financial practices to better manage our costs, resulting in a 7% reduction in overall spending. Most importantly, we created a new, dynamic strategic plan and received two large grants funding innovative partnerships that will expand our future capacity to both deliver and evaluate our work.

Not all of these efforts were easy but I, along with our dedicated staff and board, knew they were necessary. We share the belief that The Works Museum’s best years are ahead of us. Increased community relevance, innovative exhibits and programs, and an even more welcoming museum environment are all priorities for the coming fiscal year. Last year’s hard work puts us in a position to realize all of these goals – and more. Thank you for your steadfast support. We’re thrilled to have you with us on this exciting journey toward our future!

Jill Measells  
CEO, The Works Museum

MISSION STATEMENT: Inspiring the next generation of innovators, engineers, and creative problem solvers.

I recently walked into The Works Museum and was struck again by the compelling K’Nex ball machine that greets all of our visitors entering the lobby. Everyone coming through the door is drawn to this amazing piece of innovative engineering. Awesome, cool, inspiring, unique, and fun - all words visitors use to describe the machine. They are also some of the best words to describe The Works Museum. Throughout our 19-year history of creating informal engineering experiences, our goal has been to make The Works Museum a place of engineering fun! From our earliest days to our years at the Edina Community Center, we solidified our status as a field trip destination at the forefront of elementary engineering education.

Now, in this great space in Bloomington, the efforts of Jill and everyone on the staff are positioning us as the region’s leading elementary engineering education resource. We couldn’t have achieved these goals without the passion and support of our friends and fans. This passion that we share comes from our legacy of innovation and is fueling our vision for the future. There is no place I’d rather be than The Works Museum. I am honored and proud to be the board chair at this unique time and place.

Derek Rucker  
Board Chair, The Works Museum
HIGHLIGHTS OF OUR YEAR

Engineering Connections:

Teachers, students, and families around Minnesota are learning about engineering, and having fun doing it, thanks to a grant to The Works Museum from Xcel Energy.

In summer 2013, we were thrilled to learn that Xcel Energy selected our Engineering Connections program as their Signature Grant Program. With their generous $75,000 in designated funding, up to eight communities in the Twin Cities metro and statewide will benefit from a series of programs delivered by our expert STEM educators.

Through Engineering Connections, students participate in engaging interactive engineering workshops, either at the Museum or in their school, that align with the Minnesota K-12 Academic Standards in Science. In addition, elementary teachers receive targeted professional development to build their confidence and capacity. Parents and children also explore engineering together during Family Engineering Nights at their schools alongside local Xcel Energy volunteers. This comprehensive approach to providing our services to selected schools is a new experience for The Works Museum. We’re excited to learn from this opportunity and have engaged an evaluator to help us do so. This gift from Xcel Energy promises not only to make a difference in the schools and communities it directly serves, but also to benefit our future audiences. We’re grateful and honored Xcel Energy chose us as their Signature Partner this year. We can’t wait to show and share what we achieve through this partnership!
In April 2013, we opened our Sensor Zone exhibit, an exhibit that encourages visitors to interact with sensors in fun, whimsical, and kinetic ways. The exhibit features a variety of sensor technologies for visitors to explore. Children (and their adult friends) work together to find, trick, and control the sensors. Through spaces like the Sensor Maze, Studio Remix, and Sensor Swap, Sensor Zone engages visitors both physically and intellectually. It’s a perfect example of what we do best – facilitating learning by doing.

Sensor Zone also marks another milestone: it’s the first time we designed and developed a multi-component exhibit for our new space. We’re looking forward to building on this experience to continue upgrading our exhibit floor to include other innovative and interactive means of exploring engineering.

In our strong tradition of partnership, we didn’t do this work alone. Exhibit Sponsors Banner Engineering and Boston Scientific, and Contributing Sponsors The Lakeland Companies and the Minnesota High Tech Association ACE Leadership Program, made this exhibit possible through generous financial and in-kind support. Just as important were the incredible volunteers from Banner Engineering and our community who demonstrated their commitment to The Works Museum by sharing their expertise and time. If you haven’t stopped by to see Sensor Zone, make plans to do so – we know you’ll love it!
For more than five years we’ve brought our Family Engineering Night events to sites metro wide. These unique, high energy evenings usually take place at schools, engaging parents and children in engineering fun through a series of interactive stations illustrating different engineering disciplines. Each activity, designed by our professional educators, is accessible and fun for families and delivers solid science and engineering content. With dozens of engineering challenges and projects from which to choose, organizers work with our educators to select a combination of activities that’s just right for their audience. From exploring chemistry by making Polymer Putty to learning mechanical engineering while building their own catapult, families discover the fun of STEM together.

In past years we’ve seen exponential growth in our Family Engineering Night program. In FY13 alone, more than 5700 students and their parents participated in a Family Engineering Night. Local companies have discovered that sponsoring these events is a perfect way to partner with The Works Museum to achieve the mutual goal of inspiring STEM learning. Only The Works Museum offers companies the unique opportunity to present family engineering learning in their local schools while simultaneously providing their employees a chance to volunteer and share their talents with their community. Companies like Flint Hills Resources and Boston Scientific (along with Xcel Energy through Engineering Connections) did this in FY13, and other civically-minded companies are already offering Family Engineering Night programs for their local schools in FY14.

Family Engineering Nights are just one more way we create fun and accessible family engineering opportunities in our community. To the children who experience a Family Engineering Night, these events are one thing – awesome!
**Donor List:**

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- 3M Foundation
- Boston Scientific
- Donaldson Company, Inc.
- Robert Fayfield
- Ingersoll Rand Charitable Foundation/Thermo King
- Rucker Family Charitable Trust
- Xcel Energy Foundation

### $15,000 – $24,999
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- Jostens Foundation
- The Pentair Foundation
- Schott Foundation
- Stephen Sigmond and Jennifer Goloboy

### $10,000 – $14,999
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- Caroline’s Kids Foundation
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- The Craighead Family Fund
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- Emily Ahachich
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- Brocade
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### $500 – $999
- MHTA ACE Leadership Committee
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- Bloomington Chamber of Commerce
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- Rebecca Schatz
- Mark and Mary Sigmond
- Society of Manufacturing Engineers, St. Paul Chapter 172
- Steve Swenson
- Chuck Whittemore

### In-Kind Donors
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- Ben Boldt
- Dorsey & Whitney LLP
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- Ray McDonald
- Papa John’s
- Spectra Symbol
- Tennant
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- The Toro Company
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Emily Ahachich  
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H.B. Fuller Company

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Derek P. Rucker, Board Chair  
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Zina Scheuerman  
3M

Stephen Swenson  
3M

Chuck Whittemore  
Magenic Technologies, Inc.

Key Staff:

Jill Measells, CEO  
Heidi Eschenbach, Learning Experiences Manager

Brenda Raney, Senior Director of Development

Steve Sigmond, CFO

Statements of Financial Position | September 30, 2013

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Total Liabilities and Net Assets $2,520,894

Audited financial reports are available upon request from Steve Sigmond at ssigmond@theworks.org.