

## fact sheet 2011–12

### MISSION

The Exploratorium is a museum of science, art, and human perception founded in 1969. The Exploratorium's mission is to create a culture of learning through innovative environments, programs, and tools that help people nurture their curiosity about the world around them.

### AUDIENCES

- 560,000 people visited the Exploratorium last year
- 56% of visitors are adults and 44% are children
- 61% are from the Bay Area, 30% from the rest of California, 6% from other states, 3% outside U.S.
- 97,000 students and their chaperones visit the museum each year; of these, 67,000 participate in the Field Trip program
- 12,500 individuals and families are Exploratorium members
- 49% of visitors receive free or discounted admission
- 41,000 visitors attended on Free Wednesdays (the first Wednesday of every month) last year
- 180 million visit Exploratorium exhibits at science centers and other locations worldwide

### EXHIBITIONS AND PROGRAMS

- More than 1,000 original interactive exhibits, displays, and artworks have been designed, prototyped, and built on site, with 475 currently on view
- Hands-on exhibits explore biology, physics, listening, cognition, and visual perception
- Public Programs include original plays, film screenings, craft demonstrations, access to artist studios, and lectures
- The museum has hosted more than 250 artists in residence
- More than 2,500 exhibits have been installed at 200 science centers, museums, universities, and other organizations worldwide
- More than 25 science centers nationwide have partnered with the Exploratorium to receive exhibit collections and educational training

### EDUCATION AND RESEARCH

- The Exploratorium received the National Science Foundation's Public Service to Science Award in 2011, the first time a museum has been honored
- Since 1995, more than 6,400 educators from 48 states and 11 countries have participated in Exploratorium workshops
- The Exploratorium is a national center that supports professional development for informal educators, reaching more than 500 annually through workshops, conferences, and publications
- More than 500 U.S. middle and high school science teachers participate in at least 40 hours of intensive professional development each year; 75 of these science teachers receive more than 100 hours of professional development support
- Educational Outreach reaches 3,500 underserved children and families in the community with free activities
- 100 middle and high-school students participate in XTech, a college-preparatory science and engineering program; 85% are from populations underrepresented in those fields
- The High School Explainer Program hires and trains a diverse group of more than 120 students aged 15-19 each year to be docents
- The Osher Fellows Program hosts 4 to 6 resident scholars, scientists, educators, and artists each year
- 7 staff members, including 3 Ph.D.s, comprise one of the country's most active museum research and evaluation groups

### MEDIA

- 12 million people annually visit [www.exploratorium.edu](http://www.exploratorium.edu), which has 40,000 pages of original content
- 75 live Webcasts, podcasts, and videos are produced each year from the Exploratorium and remote locations
- 25,000 copies of Exploratorium-developed publications were sold in the past year, with 18 titles in print
- 13,500 copies of *Explore*, the membership newsletter, are distributed quarterly

### FACILITIES

The Exploratorium uses 110,000 square feet of floor space within San Francisco's historic Palace of Fine Arts, plus offices and exhibit-building shops in adjacent Presidio buildings. Facilities include:

- Phyllis C. Wattis Webcast Studio
- life science laboratory
- 9 wired classrooms
- machine, wood, and electronics shops
- 125-seat McBean Theater

The Exploratorium is available to rent for private events during evening hours.

### BUDGET & STAFF

- 2011–12 budget: \$44,670,579
- 526 total employees; 244 full-time equivalent; 37% people of color
- 24 Ph.D.-level scientists, artists, educators, and researchers
- An international team of 250 volunteers contributes more than 16,000 hours annually