

**The #1 most visited
museum in Florida**



Museum Name: Museum of Science & Industry, referred to as MOSI

MOSI's Mission:

MOSI is a not-for-profit, community-based institution and educational resource that is dedicated to advancing public interest, knowledge, and understanding of science, industry, and technology.

Core Ideology:

MOSI 's Core Ideology is to *Make a Difference in People's Lives.*

Business We're In:

MOSI is in the business of *Making Science Real.*

History:

- ◆ Given legislative authority to organize as a science museum in 1955
- ◆ Opened in 1962
- ◆ Incorporation as a not-for-profit science museum on May 17, 1975
- ◆ The Articles were amended by the Board on November 12, 1985, and filed with the State of Florida, to name the science museum: The Museum of Science and Industry

Size:

MOSI integrates the natural and built world on its current 74-acre Tampa campus, which includes: (1) a 267,000 square foot main science center incorporating numerous exhibits, a **Science Works Theater**, Florida's only **IMAX® Dome** theater, **BioWorks**-an innovative water reclamation center and **Butterfly Garden**, a simulated hurricane experience, and a large county-operated science library on-site; (2) the **Whitney Andrews Lang Center for Learning**, which houses Terrace Community Charter Middle School and a Head Start Center, after-school programs, Homeschool programs, a teacher training center, educational and research programs, **Saunders Planetarium** and **Verizon Challenger Center**; (3) **The Institute for Business and Home Safety**-MOSI's partner in the Center for Natural Disasters, and (4) the **Backwoods** areas representing four natural Florida ecosystems: wetlands, pine flatwoods, scrub and oak hammock. MOSI's campus also extends to partnership locations such as the Hillsborough River, the waters and islands of Tampa Bay, state forests, the Everglades, natural caves, fossil beds, sites along the Florida east coast, as well as other collaborative settings throughout the State. Through agreements with the Division of Forestry, NASA, the Park Service, multiple school districts within Florida, and others, these extended locations provide MOSI with valuable intergenerational learning program venues.

Programs:

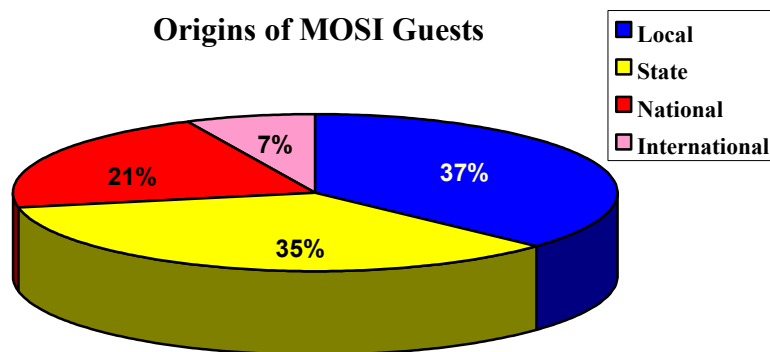
MOSI presents over 17,000 programs annually and over 300 different summer science camps. Programs range from forensics to space to marine biology, paleontology, physics and technology. Programs are offered for ages 2-110.

MOSI's Cultural Commitment

MOSI is known for its commitment and passion to bring programming that strengthens cultural understanding. The highly acclaimed National Hispanic Scientist of the Year has allowed over 5,000 children of migrant families to “get up close” and personal with a Nobel Prize winner, former Surgeon General of the United States, a NASA astronaut, a marine scientist and a Harvard researcher who is finding the key to eliminate organ rejection in organ transplant patients, and our most recent awardee, the first female with a PhD in seismology from Columbia.. Our *Urban Bird* Project and the” Science is Everywhere” project support programming for underserved children and their families. MOSI partnered with the Indo-US Chamber of Commerce to bring an Indian exhibition, curriculum, free movie for all school students, teacher training and speakers bureau. The ***Demystifying India*** project will be a two year venture. The movie, coupled with curriculum, will add a powerful experience for the school children of Tampa Bay.

Guests:

Last year, over 1,000,000 guests visited MOSI. The ethnic distribution of visiting guests mirrors the national averages: 75% Caucasian, 18% Hispanic, 15% African American, 2.3% Asian, .4% Native American, and 4.7% Multicultural. The chart below shows the where the guests that visit MOSI reside.



Volunteers: Volunteer hours for FY05: 20,709

What's New at MOSI and the Future:

In July 2005, a new 41,000+ children's science center, ***Kids In Charge!*** opened. It is the largest children's science center in the nation. The mission of the new ***Kids In Charge!*** is to strengthen intergenerational science learning and promote scientific inquiry between children and their parents, grandparents and extended families. ***Kids In Charge!*** is a premier informal learning resource enriching family and community life throughout west central Florida. A 24 member board of young people, ages 10-17, was seated as the inaugural Advisory Board. They are designing exhibits and representing the new museum. ***Kids In Charge!*** will nurture learning and skill building through the medium of hands-on, minds-on discovery engaging children ages two to 110. The new, **Dr. Gladys Shafran Kashdin Welcome Center** was dedicated on August 15, 2005 and serves as the entrance to ***Kids In Charge!***.

In August of 2006, MOSI opened its permanent natural hazards exhibition entitled ***Disasterville***, featuring the ***Bay News 9 WeatherQuest***. It is an exciting and engaging visitor experience, comprising a 9,000 sq. ft exhibition and associated educational programs that educates

visitors about catastrophic natural phenomena and the current scientific knowledge and research that can help minimize their impact on people and communities.

In 2008, the third floor of the main science center will be redesigned to showcase health. The *Amazing You* exhibition will assist the expected one million+ projected guests in understanding the (1) wonders of the human body from pre-birth to birth to old age, (2) the role nutrition, exercise, mental health and environment play in the development of healthy bodies and on the aging body, and (3) take advantage of how we have come to understand the human body through research and cutting edge technologies.

Research

MOSI is proud to be the recipient of a National Science Foundation \$1.9+ million five year research grant to study how families learn in informal settings, such as museums. Our partner is the University of California at Santa Cruz. MOSI is also the producer on presentations that will be shown on the local PBS station WEDU. These presentations entitled, *Deliberate Design*, focus on brain development in children from the fetal stage to age three. We currently have two visiting scientists from the University of South Florida that conduct research on timely topics at MOSI.

MOSI received a grant from the USDOE to market the teaching of science in order to recruit middle school science teachers for the local school district.

MOSI's president, Wit Ostrenko, is currently the president of the Association of Science and Technology Centers. The Association of Science-Technology Centers (ASTC) is an organization of science centers and museums dedicated to furthering the public understanding of science among increasingly diverse audiences. ASTC encourages excellence and innovation in informal science learning by serving and linking its members worldwide and advancing their common goals. ASTC provides professional development for the science center field, promotes best practices, supports effective communication, strengthens the position of science centers within the community at large, and fosters the creation of successful partnerships and collaborations.

Founded in 1973, ASTC now numbers more than 540 members in 40 countries. Science Center and Museum Members include not only science-technology centers and science museums, but also nature centers, aquariums, planetariums, zoos, botanical gardens, space theaters, and natural history and children's museums.

Funding:

Only 7% of MOSI's revenue comes from city, county, state, or federal funds. All other funding is generated through visitors, donations and grants.