

2020 COMMUNITY IMPACT REPORT

COVID: A CORONAVIRUS

New addition to our Life Science exhibit that explores the coronavirus, vaccination, and other timely topics!

MOST*

MILTON J. RUBENSTEIN
MUSEUM OF SCIENCE & TECHNOLOGY



PAUSE



PLAN



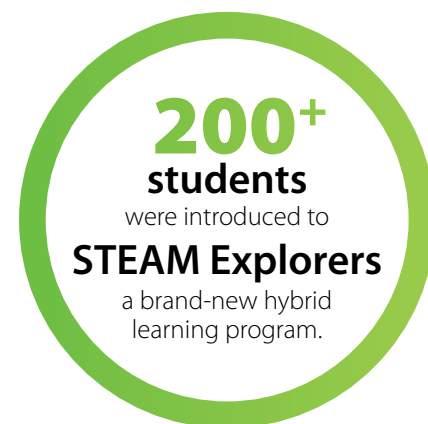
PROCEED

VISION

To be a preeminent science and technology center, inspiring all generations through hands-on education and entertainment.

MISSION

To provide informal science learning experiences that **ignite** curiosity, **encourage** discovery, and **inspire** investigation.



"I hope you realize the incalculably large role that the MOST has played in my life, from the museum that I grew up with, to the science fairs that I've done since sixth grade, to the wonderful volunteering opportunities that you helped me find. As such, the MOST is so much more than a science outreach program to me—it's an integral part of my identity. And for that, I can't thank you enough!"

Maximillian Du
OUTREACH COMPETITION PARTICIPANT

Dear Fellow Stakeholders & Community Members,

2020 was a year of overcoming challenges at the Milton J. Rubenstein Museum of Science & Technology (MOST). Starting in January 2020, we hit the ground running, with high expectations for a year of ambitious programming, impactful exhibit refurbishment, and overall building enhancements to preserve the historic Armory.

Unfortunately, like many other small businesses in Syracuse, NY, the MOST was greatly affected by the COVID-19 pandemic and still is, as we struggled through layoffs, loss of admissions, and membership sales. As a result, the MOST had to reevaluate and reimagine how we bring STEAM education to the community safely and with the same accessibility as our in-person experience.

Through our social media and website, we reached thousands of families across the country with free daily programming and a homework hotline for all households.

But with these tremendous virtual successes came even more financial loss for the MOST. After years of hosting our annual Tap into the MOST, our most significant source of income, we had to cancel. Our support relied solely on our incredible donors and sponsors, people who give frequently, and people who knew we were struggling and wanted to support a community pillar such as the MOST.

One of our most considerable defeats through the pandemic was our inability to host the thousands of Syracuse City School students through in-person field trips and free outreach programming. We had to cancel two of our most popular student STEM competitions, where students can participate, for free, in building rockets and creating science fair projects that can lead to scholarships and more.

Though the pandemic brought arbitrary decisions and many projects moved to the backburner, the MOST launched a brand-new hybrid school program, STEAM Explorers, that allowed students with hybrid schedules to do classwork and homework with help from MOST science educators. A relief for parents and teachers, as they navigated through this new environment.

Additionally, to rethink hands-on exhibits, the MOST welcomed Nature's Ninjas, a live animal visiting exhibit that offered over 30 species of animals for visitors to learn from and experience through visual learning, increasing admission and membership sales with the new safe, fun animal experiences.

The MOST polished off the year with a sold-out virtual performance of Polar Express, its local-favorite pajama party, including a take-home box with science experiments and a link to stream performance from the Redhouse Arts Center. A safe alternative to a tradition for many.

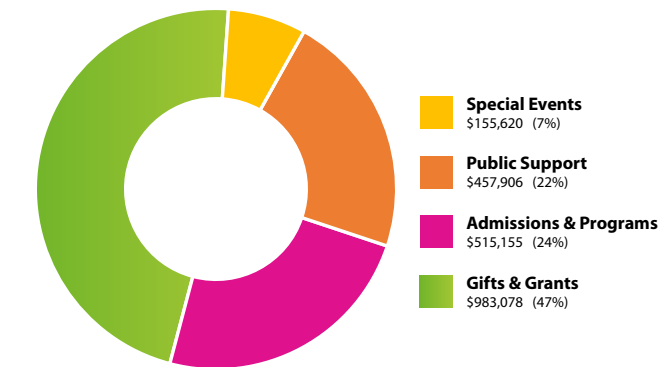
And that's the glimmer of hope in a year filled with loss and sacrifices. Our loyal members, visitors, sponsors, and donors kept us afloat by supporting not only our new programs but our renditions of the old favorites. From a share on social media to a dollar donated with a membership purchase, the contributions saved this iconic education institution, and we are so grateful.

Thank you all for your ongoing support; we are looking toward a brighter and healthier future.

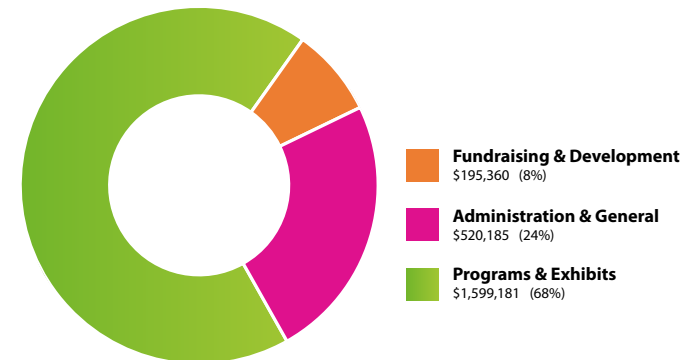
Lauren Kochian
PRESIDENT
MILTON J. RUBENSTEIN MUSEUM OF SCIENCE & TECHNOLOGY



MOST staff gets creative with STEM skills to make science learning fun and available to the community throughout the challenges of 2020.



Support & Revenue
\$2,111,759



Expenditures
\$2,314,726



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2020

1ST QUARTER

JANUARY

Innovation Station GRAND Opening,
Presented by Cryomech, Inc.

What were phones, radios, televisions, and other technologies like when you were growing up? The Syracuse Innovation Station grand opening was in January 2020, a new museum exhibit featuring past and present innovations and inventions in the Syracuse area, allowing families to talk about technology and change together!

Local innovators visit the museum each month to demonstrate new technologies and innovations of the present, while photographs, patent documents, and other artifacts will highlight innovations and industries of the past, from the Burns serrated knife and Brannock device to the shot clock and Syracuse Salt Yards.

JANUARY 25

CNY VEX IQ Robotics Challenge

The MOST welcomes hundreds of students every year for STEM competitions, including Central New York Regional VEX IQ Robotics Challenge, hosted in January. A total of 32 teams registered to compete at the sixth annual event on Saturday, January 25, 2020, at 9 am at the MOST. The design, build and compete event used a VEX IQ robotics kit designed to be simple and easy for students as young as eight years old to use. Structural pieces snap together and come apart without tools, allowing for quick build times and easy modifications. Each year's challenge is different and requires teams to accomplish a task with robots they build and program. 'Squared Away' was 2020's theme.

Many awards were granted; the Excellence Award, Teamwork Champion Award, and Robot Skills Champion Award. In addition, the winners qualified to compete in the 2020 Northern New York State VEX IQ Championship.

FEBRUARY

Break Week Fun!

Open for the entire February break, the MOST welcomed visitors and members for one of the last school breaks before a five-month closure due to the pandemic. Open for extended hours, the MOST offered day camps, IMAX and planetarium shows, and a make-your-own slime lab for all ages!

MARCH

The MOST was mandated to close in March, and did not reopen to the public until August 2020.

CONTINUE

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\$10,000 and up Alynn Family Foundation Anonymous AXA Equitable Foundation Bank of America Bankers Healthcare Group Green Family Foundation, Inc. Honest Engine Films Jim and Juli Boeheim Foundation Lockheed Martin Corp. M&T Bank Molina Healthcare National Grid Onondaga County Department of Water Environment Protection Pathfinder Bank Richard S. Shineman Foundation Ms. Elaine Rubenstein Mr. and Mrs. Jeffrey Rubenstein SRC, Inc. Syracuse University Technology Alliance of Central New York Visions Federal Credit Union	\$5,000 to \$9,999 Anoplate Corporation Mr. and Mrs. Philip Bousquet Byrne Dairy Digital Analysis Corporation John Ben Snow Foundation Kinney Drugs Mr. and Mrs. Jeffrey Kochian Mr. Anthony Malavenda and Ms. Martine B.Y. Burat NBT Bank Novelis Usherwood Office Technology Richard Mather Fund Mr. Phillip Rubenstein and Dr. Cami Riley SAAB Defense and Security USA LLC Summerwood Pediatrics SUNY Upstate Medical University Syracuse Orthopedic Specialists, PC The Dorothy & Marshall Reisman Foundation Wegmans	\$2,000 to \$4,999 Mr. and Mrs. Richard Alberding ASCE Syracuse Section Berkshire Bank Foundation Mr. and Mrs. Bill Byrne C&S Companies Carrier Corporation Dr. and Mrs. Edward Downing Mr. and Mrs. Sam Edelstein Gannon Pest Control Mr. and Mrs. Edward Kochian Mr. and Mrs. Michael Leone Mr. and Mrs. Terry Madden Mr. and Mrs. Paul Newman Mr. and Mrs. David Panasci Mr. and Mrs. David Schlosser Mr. and Mrs. David Schneckenburger Mr. Hart Seely and Ms. Janice Whitcraft TTM Technologies U.S. Air Force
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2020

2ND QUARTER

APRIL

Student Science Hotline

Whether a student needed homework help or had a burning STEM question, MOST educators were online to listen! The educational experience was brought to life online through the MOST Student Science Hotline, from great invention ideas to helpful links students found. Educators at the MOST would read questions and email a reply within 48 business hours. In addition, all submissions had a chance to be featured on the MOST's social media (with permission, of course!)

The Student Science Hotline provided encouragement, guidance, and basic science information to help students keep to a schedule, actively learn, and ask questions!

\$1,000 to \$1,999

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Arc of Onondaga
Mr. and Mrs. Alfred Boudreau
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Bristol-Myers Squibb Company, Employee Giving
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CNY Community Foundation
Colonial Laundromat
Community Bank
Cryomech, Inc.
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Eastwood Rotary Foundation
Gabe's Autoworks
Harpoon Eddie's
Mr. and Mrs. H. Ernest Hemphill
Henry Panasci Jr. Testamentary Charitable Trust
Mr. and Mrs. Howard Hollander
Mr. and Mrs. Steve Jacobs
Ms. Lauren Kochian



APRIL

Earth Month

With the help of our partners at Save the Rain, the MOST featured a brand-new series of at-home activities, challenges, and videos for kids that encourage them to explore the natural environment, learn about things that are harmful to it, and discover ways they can help.

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APRIL

At-Home Resources

As our community adjusted to the dramatic but necessary changes to our daily lives, the MOST was committed to providing hands-on science learning experiences, even from afar. As a result, the MOST featured a new STEAM Activity every day to try at home! Plus, daily science links, online STEM contests, exhibit features and videos, and more. Including many sensory friendly options!

These science experiments were fun, safe, and a great learning experience for all with adult supervision! MOST educators encourage students to ask questions before, during, and after the experiment about what they think will happen, what they notice/observe, and what they learned. Encouraging discovery and curiosity are fundamental to the learning process!

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Mr. and Mrs. John Wolf
Ms. Melissa Zomro

“As the week went by, I wasn’t sure if he would even like the camp having to be socially distanced, and having to wear a mask for 8 hours, but each day I picked him up, it seemed to only get better. He would talk from the moment he got home until the moment he went to bed about everything he learned. He even made a friend he talked about non stop. My boy was back.”

Kimberly Alison Panek-Edwards
SUMMER CAMP PARENT



2020



3RD QUARTER



JULY 6

Summer Camps Start

After months of distance learning, the MOST offered six times its regular summer camps to meet the growing need for hands-on STEAM education. The summer camps sold out after a few short days, with three age groups and ten campers in each group.

MOST summer camps became a pilot for how the museum might reopen its doors successfully and did so on August 1, 2020, for the first time since its closure in March 2020. The campers laughed, socialized, and learned about science with safe and exciting experiments and paved the way for all successful programs the MOST exhibited in the future.



August 1

MOST Reopens

After five months of closure, the MOST reopened to the public on August 1 for weekends only. This reopen included a guided path for guests, required masks for ages three and up, and hand sanitation stations located throughout the museum. With much planning and deliberation, this successful open was a turning point for the MOST's 2020 finances. Finally, guests and members from all over could experience hands-on learning again, supported by science.



SEPTEMBER

New Program STEAM Explorers Starts

The growing need for educational support from teachers and families fast-tracked an already existing learning model to a top priority for the MOST. Every school launched a new method of learning from entirely at-home classrooms to hybrid schooling, which prevented many parents from being able to return to work. STEAM Explorers, an academic day program, provided an opportunity for supervised homework and remote schoolwork time with MOST education staff, museum exploration, and STEAM projects, games, and activities. The program was offered from 9 AM–3 PM, Monday through Friday, from September to December.

Ten campers were allotted per age group (ages 4–7 and ages 8–12) to enforce safe distancing between students and for an enhanced educational experience. STEAM Explorers allowed parents to feel that their students were learning and could experience hands-on science again in a safe setting. The programs were incredibly successful, and parents enrolled for the 2021 semester without hesitation.



SEPTEMBER 16 & 17

20th Annual Savoring Science

The MOST hosted its 20th annual Savoring Science fundraiser presented by C&S Companies across two dates in September 2020. Not only was this a special evening to celebrate the MOST, but it was also a crucial fundraiser for the museum's STEM education programs and exhibits. Supporters from attendees to sponsors show that they value the importance of science education for our community and our future and continue to enable the MOST to fulfill its mission.

This year, in particular, was different than previous years but allowed the MOST to raise \$68,800 and provided the much-needed support.



CONTINUE

TAP INTO THE MOST
APRIL 17, 2020 CANCELLED

The Museum's largest annual fundraiser, **TAP into the MOST**, raised over \$60,000—even though event need to be canceled three weeks prior, due to the pandemic!

\$10,000 and up
Nave Law Firm

\$5,000 to \$9,999
Ramboll
Turning Stone Resort Casino
Usherwood Office Technology

\$2,000 to \$4,999
Bond, Schoeneck & King, PLLC
Elevattitt
Mower
The Gifford Foundation
Thompson & Johnson Equipment Co. Inc.
Wegmans

“The MOST is great!
Even during the pandemic,
it was hands-on and fun.
We love the topographical
sand simulation table, and
the animals.”

Mary Gerber
VISITOR

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China Towne Furniture
Firley, Moran, Freer, & Eassa, CPA, P.C.
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Up to \$99
Mr. Michael Passalacqua
Ms. Eric Robinson
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SAVORING SCIENCE
SEPTEMBER 17 AND 18, 2020

The 20th Annual **Savoring Science** was held at Citronelle, and raised nearly \$106,000 over the two evenings.

\$5,000 to \$9,999
Children's Therapy Network
C&S Companies
Syracuse University
Thai Ventures Inc.
Usherwood Office Technology

\$2,000 to \$4,999
Bank of America
Bond, Schoeneck & King, PLLC
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Syracuse Orthopedic Specialists, PC
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Mr. and Mrs. Matthew Mason
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Syracuse Stage
Ms. Sarah Weber



2020
4TH QUARTER



OCTOBER 2
The MOST Introduced a Brand-New Visiting Exhibit, Nature's Ninjas, Presented by Pathfinder Bank.
This exhibit offered some of the most incredible defense adaptations in the animal kingdom, with live animals and demonstrations multiple times a day. Included in this exhibit were varied species of animals, vibrant panels of content about the animals and their natural disguises, and a full-time staff member to educate guests. This exhibit provided hands-off education and entertainment when families needed the reassurance of their safety in their newfound adventuring. Adults and kids found joy in learning about animals and how they protect themselves against their environment, much like we protected ourselves from the pandemic.



OCTOBER
National Grid Science Learning Partnership Students Visit the MOST Virtually!
National Grid Science Learning Partnership is a collaboration between the MOST and the Syracuse City School District that annually welcomes every universal pre-kindergarten, kindergarten, fourth- and eighth-grade student within the district—a total of nearly 6,000 students. Due to in-person limitations, the MOST designed a portal for all students to access virtually and still experience the same science experimentation with the MOST's Education team through videos, activities, and more.

The purpose of the National Grid Science Learning Partnership program is to empower Syracuse City School District students to learn about science, technology, engineering, and mathematics (STEM) concepts in a way that is engaging, exciting, and directly connected to classroom instruction and the New York State testing curriculum.

Each student received a free Family Pass to experience the MOST with family for a day of fun!



DECEMBER 21
Virtual Polar Express
Polar Express looked a little bit different at the MOST in 2020! Members, visitors, and folks at home could experience the MOST's Polar Express Party from the comfort and safety of their home with the Polar Express Virtual Performance and Party Kit, in partnership with Red House Arts Center!

From classic activities like Hot Cocoa Chemistry, Salt Crystal Snowflakes, and Jingle Bell Bracelets to new favorites like Light-up Greeting Cards and Homemade Snow, these kits brought STEAM fun and holiday joy to all families. Each kit contained an online code for an exceptional Redhouse performance of Chris Van Allsburg's beloved story.



MILTON J. RUBENSTEIN

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