

REPORT 2019 October Cycle

GENERAL INFORMATION

Organization Information

Legal Name: San Antonio Children's Museum (The)		Federal Tax ID#: 74-2659746	
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Head Of Organization

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Application Contact

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REPORT INFORMATION

Report Funding Cycle: 2019 October Cycle	Report Date: 08/03/2020 12:00 am
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1: Please include in your report the dollar amount of the funds that were awarded, the date they were funded and what the funds supported.

Awarded Amount: 55,000	Date: 10/30/2020
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2: Were the objectives cited in your original proposal met? Please address each started objective and how it was met.

Our original objective was to ensure that financial barriers were reduced for low income children and their families who want to visit The DoSeum through the DoSeum for All program (DFA). By tracking zip codes and Title I school communities, we are able to compare DoSeum guests using DFA discounts against known low income zip codes and communities. In our proposal, we specified four high-poverty zip codes as a goal for attendance: those four zip codes all utilized Free Family Nights and the MFA discount. When tracked for DFA utilization between 2017-2019, the addition of the MFA SNAP/WIC-linked discount in late 2018 increased attendance from all four zip codes by end of year 2019. Additionally, 10 out of the area's 16 school districts had at least one Title I school attending in a Field Experience.

We originally estimated a total of 20,660 children would be impacted by the DoSeum For All discount program during the grant period: 7,500 through Field Experiences, 6,580 through Free Family Night, and 6,580 through the MFA discount. A total of 12,524 children were impacted during the period of October 1, 2019-August 1, 2020, with the remainder of August and September to be determined. The MFA discount served 5,741 children 11 and under, underwritten Field Experiences served 4,937 Title I school students, and 1,846 children ages 11 and under participated in Free Family Night.

3: Please explain any changes from the original proposal and the circumstances that lead to the modification of the objective.

The original proposal listed a program timeline of October 1, 2019 - September 30th, 2020. COVID-19's arrival in March of 2020 shuttered The DoSeum's doors to the public through June. At the same time, San Antonio's school closed in March for the remainder of the school year. Both our closure and the closure of schools led to the reduction in Field Experiences, Free Family Nights, and SNAP/WIC-linked admissions discounts utilized.

Since reopening to the public in July, The DoSeum has continued the SNAP and WIC EBT-linked MFA discount and now is gathering additional data from guests thanks to our ticket and time-slot registration system in place. Due to the summer months and upcoming virtual learning weeks of the Fall semester running through at least Labor Day, we do not anticipate that additional Field Experiences will be held during the defined program period ending September 30th. It remains to be seen if schools in and around Bexar County will allow for field trips to resume for the 2020-2021 school year.

As a safety precaution to prevent the spread of COVID-19, The DoSeum has reduced capacity available to the public inside the facility. Currently, we are open at 25% capacity; we anticipate 100% capacity will not be an option for the remainder of 2020. The DoSeum's reduced capacity will reduce the total amount of admissions discounts utilized. However, we do estimate that at least 8% of general admission ticket sales will be to low income families through the MFA discount.

4: What needs were addressed?

We've long known childhood play is a critical component in learning and growing a love for Science, Technology, Engineering, and Mathematics (STEM) areas, and ample research backs it up. Play allows children to control, shape, and manipulate their world into a "what if" world, flexing and building the "muscles" of creativity and innovation as they mature. However, research shows that play-based learning is not always supported in classrooms, leaving playful experiments in STEM to fall to the wayside for more typical academic milestones.

Building a love of STEM requires early exposure when minds are at their most playful in order to foster a lifelong passion. A 2014 study by the Institute of Museum and Library Services (IMLS) using Department of Education longitudinal data found that "[...] children who visited a museum during kindergarten had higher achievement scores in reading, mathematics, and science than children who did not... It is particularly compelling because we see this effect in the subgroup of children who are most at risk for deficits and delays in achievement."

Targeted discounts to students who may otherwise never be afforded the opportunity to visit The DoSeum builds equity in access to early exposure to STEM content. Children visiting The DoSeum through underwritten Field Experiences with their classmates or through the SNAP/WIC-linked discount with their caregivers were provided play-based learning opportunities in STEM, strengthening STEM concepts and building up a love of learning that can last a lifetime.

5: What method of evaluation did you use to monitor and measure the project's outcome and what are the result?

The DoSeum tracks all zip codes linked to DoSeum for All's discounted admissions through data collected in our point-of-sale systems. With this data, we can count and map the number of children served through a Field Experience, the different schools (and corresponding ISDs) served, if school bus transportation reimbursement was utilized, and zip codes for individual ticket sales. By linking the \$3 MFA admission rate to the presentation of a valid SNAP or WIC EBT card, and the inclusion of the zip code at the time of admittance, we can confirm that the MFA discount is specifically serving low income populations across Bexar County. The results of this data tracking from October 1, 2019 - August 1, 2020 are as follows:

San Antonio's highest poverty rate zip codes 78202, 78207, 78208, and 78211 all participated in the MFA discount program and Free Family Nights, and Title I schools in 78202, 78208, and 78211 participated in underwritten Field Experiences.

Ten area school districts had Title I schools participate in underwritten Field Experiences, including SAISD, Edgewood ISD, Harlandale ISD, East Central ISD, Judson ISD, and more. SAISD alone had 17 different Title I schools participate.

Over 1,700 children, or 14.2% of all children served through the MFA discount, stemmed from San Antonio zip codes with 20% or higher poverty rates.

6: Do you plan to continue this project, and if so, how do you plan to sustain it?

Upon reopening The DoSeum to the general public, it was decided that the SNAP/WIC-linked discount known as MFA will remain in place in perpetuity to ensure that low income families have access to the high-quality educational touchstones and resources found inside The DoSeum. Due to COVID-19's impact on typical school functions and group outings, we do not anticipate Field Experiences resuming for the remainder of 2020. We will continue the MFA discount and other discounted and underwritten offerings found in our DoSeum for All discount program through community partnerships, grantmaking, fundraising efforts, and earned revenue sources.

7: Please provide any other comments of information relevant to this grant.

The Museums For All EBT-linked discount has proved to be a powerful tool in connecting low income children to hands-on STEM education. When we analyzed Free Family Nights and MFA numbers between 2018 and 2019, we noted the following:

Free Family Night attendance in 2018 totaled 13,946 children and caregivers. In 2019, attendance at Free Family Night dropped to 11,746. However, the MFA discount was in place for all of 2019 and resulted in a total of 23,704 tickets discounted for SNAP and WIC cardholders. For reference, during the MFA pilot period in 2018, 3,683 tickets were discounted.

Summed together, 2018's Free Family Night and the piloted MFA discount impacted 17,629 children and caregivers. In 2019, those two discounts impacted 35,450 children and caregivers. This data tells us that San Antonio families value and need these discounts in order to participate in hands-on STEM learning.

With COVID-19's continued presence in San Antonio and the future of in-person learning dependent on the latest virus data, hands-on STEM education for low income children is more critical than ever. We know that children from low income families are more likely to experience higher rates of learning loss as a result of the interruption in school and virtual learning environment. The elimination of school field trips combined with virtual learning at school makes our general admissions discounts even more valuable and critical for hands-on learning opportunities. We are proud to continue serving in this capacity through the remainder of the grant period and beyond.

8: Please provide an updated detailed projected budget with expenses for the received grant. Also include the totals for the budgeted and actual amount. Explain any discrepancies between the budgeted and the actual expenses for the project.

Line Item Description	Total Project Funds Allocation	Najim Requested Funds	Project Funds Actual	Najim Funds Allocation
DoSeum for All - Title I Field Experiences	\$50,000	\$50,000	\$78,438	\$11,018
DoSeum for All - Early Childhood Education Center Scholarships	\$950	\$0	\$665	\$0
DoSeum for All - Summer, Holiday Camp Scholarships	\$5,100	\$0	\$4,680	\$0

DoSeum for All - Free Family Night	\$197,426	\$0	\$164,696	\$10,752
DoSeum for All - EBT Discount	\$153,647	\$15,000	\$273,603	\$33,230
TOTAL:	\$407,123	\$65,000	\$522,082	\$55,000
Signature				
Daniel Menelly				