Addressing Community Needs

COMMUNITY NEED #1
Foster the development of Houston’s significant child population

CMH RESPONSE: Provides experiential learning through 13 bilingual hands-on exhibits, high-quality early education programming, and an on-site branch of the Houston Public Library System.

COMMUNITY NEED #2
Increase and support parents’ engagement in their children’s learning

CMH RESPONSE: Provides 7 different bilingual programs focused on increasing parent engagement in their children’s learning. To further CMH’s commitment, the Institute for Family Learning develops and delivers curricula and programs to enhance parents’ roles as their children’s first and most important teachers.

COMMUNITY NEED #3
Provide learning experiences that reinforce and supplement school classroom instruction

CMH RESPONSE: Offers 7 out-of-school and summer programs to engage students in educational activities that can be tailored to their own learning interests and needs. These programs offer students the opportunity through self-initiated and facilitated projects, educational games and activities to strengthen their science, math and literacy skills.

COMMUNITY NEED #4
Reduce the effects of poverty on learning

CMH RESPONSE: Provides 7 bilingual early education programs dedicated to increasing access and engaging low-income children and families. Attendance of 557,000 children and parents was recorded this past year in 430+ community spaces, with free admission and resources provided to the constituencies of 1,060+ community-based partner organizations.

COMMUNITY NEED #5
Serve a multicultural, multilingual population

CMH RESPONSE: Provides all exhibits, website, programs and facilitation in English and Spanish. The Museum presents a range of multicultural exhibits and programming that encourages visitor exploration, helping cultivate an understanding and appreciation of the cultural traditions of diverse communities. 60% of the Museum’s public contact staff speaks Spanish, the second-language in greatest demand in Houston. All of CMH’s outreach programs can be delivered in Spanish, Farsi, and Urdu.

COMMUNITY NEED #6
Promote workforce preparedness through the development of 21st century skills

CMH RESPONSE: Bases exhibits and programming on “Building Blocks” learning objectives that ensure strategic connections between the Museum’s offerings, 21st century workplace skills, and school-based standards. All of the Museum’s exhibits undergo intensive testing and ongoing evaluations to ensure CMH objectives are achieved.
CMH served 762,000 visitors at the Museum in FY19 operating at 18% over annual capacity. We provide new offerings daily, aligning programming with the theme of each successive WonderWeek so that returning visitors can take part in new activities facilitated in our galleries; interact with real life scientists at the Flint Hills Resources Genius Station; take part in facilitated experiments in our science labs; participate in performances and cultural presentations in the Brown Foundation Auditorium; and investigate new sets of self-led activities positioned in galleries and on the Junktion Tables in the John P. McGovern Kids Hall.

CMH provided seven out-of-school and summer programs free of charge to 180,026 participants at 209 locations in FY19. All programming is delivered within collaborations, leveraging relationships with partners who maintain close contact with low-income children who can be most readily engaged at locations close to their homes – including afterschool centers, community centers, healthcare clinics, summer camps, and library branches.

**OUTCOMES:**

Test results of children in the A'STEAM program increased by an average of 40% across the 2019 school year, while the results of a control group only increased by 7% as a result of concurrent impacts of school-based instruction. These results highlighted the need for the hands-on, project-based understanding of STEM concepts that the program provides, grounding “book knowledge” with real world experience. Feedback provided by the YMCA counselors at the end of the school year was positive, with 100% indicating they were fully satisfied with the training provided by our educators. Counselors found that the A’STEAM program helped their children practice scientific inquiry, develop problem solving and critical thinking skills, and work collaboratively.

Students participating in A’STEAM at YMCA afterschool sites across Greater Houston increased 40% on average in STEM concept knowledge from the beginning to the end of the school year.

**OUTCOMES:**

Results from the summer 2019 evaluation indicated an 18% gain in STEAM knowledge associated with the ten-unit curriculum. Parents rated the program favorably: a) 87% of parents of the University of Houston-Clear Lake. Findings of the FY19 evaluation indicated that participation in Houston’s Kids a) produced a positive impact on academic outcomes, particularly among children having limited English proficiency and those living in poverty; and b) was associated with fewer school day absences by participants.
stated that their children had talked with them about the SōL activities; b) 80% stated their children had been excited about science, math, and art throughout the summer; c) 80% found that their children had used problem solving and critical thinking skills within SōL; and d) 80% indicated that the camp activities had helped to prepare their children for the return to school.

4 The Summer MATH Camp of the United Way of Greater Houston

used CMH math activities for four-week summer camps at 3 elementary schools. CMH provided the math kits and trained Americorps volunteers to facilitate our math activities daily for 3rd – 8th graders. The camps achieved total attendance of 4,960 children in June 2019.

OUTCOMES:

Results of pre- and post-tests assessed by a researcher at Texas A&M indicate a 5% improvement in math knowledge and skills during the camps, reversing the typical trend for summer learning loss.

5 Count Me In

engages children at community centers in underserved neighborhoods with hands-on investigations and challenges. CMH provides staff training to deploy the program and creates/restocks kits with instructions and all required supplies for project- and game-based activities that most often feature mathematics. These kits were used at 30 locations in low-income, predominately African American and Hispanic neighborhoods in FY19, with attendance totaling to 18,702, an increase of 10% as compared to the previous year.

Sponsored by The W.T. and Louise J. Moran Foundation

OUTCOMES:

Surveys of community center staff indicated that a) 55% use the Count Me In activities 1-2 times per week, while 45% use the activities 3-4 times per week; b) 91% find that the kits’ activities are easy to facilitate; c) 81% find that children become more interested in math after engaging in the activities; d) 91% find that children become more confident in their ability to “do math” after using the kits; e) 100% find that the kits reinforce subject matter children are learning in school.

6 Camp Adventure!

is produced and directed by CMH for the Barbara Bush Houston Literacy Foundation and Houston Independent School District. Camp Adventure provides a full slate of our literacy and STEAM programming, with additional programming related to music, theater, nutrition and literacy provided by the Houston Astros, Houston Symphony, Theater Under the Stars, and the Houston Food Bank. Three, two-week sessions of Camp Adventure provided seven hours of activity daily (Monday through Thursday) for HISD students who attend Title I schools. A total of 630 children achieved attendance of 4,596, a 48% increase over the previous summer. The first session was hosted by Foster Elementary in Houston’s Third Ward, the second was hosted by Atherton Elementary in the Fifth Ward, and the third was hosted by Lewis Elementary in the Sunnyside/ Hobby Airport community. Sponsored by Barbara Bush Houston Literacy Foundation.

OUTCOMES:

Evaluation results indicated a) 96% of parents reported that their children enjoyed camp a great deal; b) 99% of parents indicated that their children had talked with them about what they were learning at camp; c) the percentage of children who said that they liked reading books that were a bit challenging for them increased from 78% to 86%; and d) the percentage of children who found that reading could help them learn about subjects they enjoy increased from 89% to 94%.

CMH summer camp partnerships boost school readiness.

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<tr>
<th>Summer of Learning</th>
<th>87% of parents said their children talked to them about what they were learning.</th>
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<tr>
<td>Camp Adventure</td>
<td>80% of parents said the activities prepared their children for school.</td>
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<td>“It was great. We were so impressed, and the kids were so excited every day. They’ve been asking to go back and now they can’t wait for school to start.”</td>
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<td>“They were proud of their books and came home and attempted to read them. Every day they both came home explaining what they had achieved and learned.”</td>
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<td>“He was so excited also with the squid and cow eyeball dissection. This has been by far the best STEAM CAMP ever.”</td>
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<tr>
<td>United Way Summer Math Camp</td>
<td>children improved 5% in math knowledge and skills, eliminating the typical learning loss experienced in math across the summer months.</td>
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Source: Summer of Learning and Camp Adventure parent surveys, and Texas A&M pre/post math assessment.
Meaningful parent engagement is critical for children’s social and cognitive development. In addition to on-site programs, CMH facilitates seven bilingual (English/Spanish) Parent Engagement programs at 288+ locations that served 122,000 in FY19. CMH also provides additional literacy-focused resources a) circulated by 39 branches of the Houston Public Library; b) used within reading programs at 54 low-performing HISD elementary schools; and c) distributed to low-income parents at locations where they receive social service assistance and medical care. All our Parent Engagement programs are provided free of charge to participants.

Parent Stars

Our educators facilitate Family Learning Events and Parent Workshops at schools to teach parents how they can use our 12 bilingual (English/Spanish) activity guides to continue learning at home. All activities are directly aligned to objectives of the Texas Essential Knowledge and Skills (TEKS) standards in support of school-based learning. In 2019, CMH facilitated 170 Parent Stars events at 102 schools across 14 school districts, serving 28,839 children and parents/caregivers.

Parents indicate that:

a) 99% gained ideas about how they could incorporate teaching and learning into everyday activities;

b) 97% felt more prepared to teach their children about the subject matter featured at the event; and
c) 88% felt more confident in their ability to serve as teachers for their children as a result of participation.

Basics Houston

Features five parent and infant/toddler workshops created and piloted by our educators in FY19 and FY20 to further the learning messages of the Basics Houston project led by My Brother’s Keeper Houston and the Houston Health Department. Basics Houston is a component of the national expansion of Boston Basics, a project of Harvard University’s Achievement Gap Initiative. The program increases the ability of low-income parents to support early brain development through simple activities facilitated as part of everyday interactions with their infants and toddlers. In FY19, we were able to expand the reach of the Basics Houston workshops to the Gulfon, Near Northside and Third Ward communities through support from the Episcopal Health Foundation, Institute of Museum and Library Services, and Herman H. Fleishman Foundation.

OUTCOMES:

100% of parents indicated they would share information about the Basics Houston approaches with their neighbors, co-workers, friends and family. Parents also indicated that:

a) 91% learned how to involve counting, grouping, or comparing in everyday activities with their babies;

b) 89% gained new ideas on ways to incorporate singing to their babies; and
c) 83% learned how to discuss stories by using illustrations while reading to their babies.

Para los Niños

Features parent and infant/toddler workshops facilitated by CMH educators and by librarians in Harris County and Fort Bend County Public Library systems. In 2019, 216 workshops were facilitated at 45 library branches. Parents how they can use our 12 bilingual (English/Spanish) activity guides to continue learning at home. All activities are directly aligned to objectives of the Texas Essential Knowledge and Skills (TEKS) standards in support of school-based learning. In 2019, 102 schools across 14 school districts, serving 28,839 children and parents/caregivers.

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OUTCOMES:

Parents share these Welcome Baby ideas with others: some have even recommended to their friends with infants that they go get their own Welcome Baby bag.

Data across 3 years with over 1,000 pre/post Welcome Baby surveys has consistently shown strong outcomes for Welcome Baby users.

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Many parents believe literacy begins around the age of 1 or even later. When they learn through Welcome Baby that it begins before birth, they often express frustration for not having had that knowledge earlier.

improved understanding about when literacy development begins

With improved understanding, parents have increased their reading frequency. Some have told us they can now read more because they received a book in their Welcome Baby bag.

increased reading frequency with infant

The Welcome Baby bag is full of strategies and resources including a book. Parents tell us they use many of these offerings, most often sharing specific ideas they have used with their infant.

new ideas for engaging their infant

Parents share these Welcome Baby ideas with others: some have even recommended to their friends with infants that they go get their own Welcome Baby bag.

shared Welcome Baby ideas with others
Welcome Baby involves the distribution of resources by “persons of trust” to low-income parents of infants ages 2-9 months. Goals of the program are to provide new parents with ready access to information, resources and materials that will equip them to support their child’s early learning and brain development. In FY19, 5,326 Welcome Baby bags were distributed to low-income parents.

Advisors and distribution partners included Avenue CDC, AVANCE, First3Ears, GulfFron Super Neighborhood Council, Houston Food Bank, Houston Health Department MBK, Houston Health Department’s WIC Centers, Houston Public Library, Legacy Community Health, Texas Children’s Hospital’s UpWORDS program, Literacy Now, Blessed Beginnings, BakerRipley, Nurse Family Partnership-HHD, Wesly Community Center, L.I.F.E Houston, Bee Busy Wellness, C.H.A.T., AAMA, HISD (Waprapound Specialist), HIV-Immunization Bureau, EC-Harris Center, ON Time Grad Academy, TCCCS-Palm Center, Galena Park ISD, El Centro de Corazón, Rupani Foundation, and Memorial Herman: Healthy Women Healthy Families. Sponsored by The Powell Foundation, Episcopal Health Foundation, Families. Sponsored by The Powell Foundation, Ed Rachal Foundation, Herman H. Fieldman Foundation and Dr. Kelly Coleman.

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My Keep It Kits

Parents indicate that a) 37% increased the frequency at which they read to their babies (sometimes from never or rarely to often); b) 42% had become aware that infants begin to gain literacy skills at a younger age than they had initially thought; and c) 76% found that the Welcome Baby resources had given them new ideas as to how they could engage their babies.

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<td>90% of parents enjoyed using the kits; b) 100% used the kits as intended, directly facilitating activities for their children; c) 87% of parents were interested in checking out “regular” FLIP Kits from branch libraries; d) 93% used the kit to teach their children something new; e) 90% had gained a better understanding of how their children related to reading; f) 93% had made new discoveries about their children’s interests and skills; and g) 90% had gained new ideas about ways to support their children’s learning.</td>
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Mind in the Making workshops involve an eight session series of small-group workshops that achieved an attendance of 93 parents and caregivers in July-August 2019. The workshops use a research-validated approach developed by the Families and Work Institute with the support of the Bezos Family Foundation, equipping parents to adopt parenting approaches that will help their children develop Executive Function and socioemotional skills that have been demonstrated to reduce educational disparities associated with the experience of poverty. In 2019 we partnered with the Houston Housing Authority’s Oxford Place Apartments, improving the knowledge and skills of very low-income parents and grandparents who are prone to resist engagement in multi-session parenting workshops. Sponsored by Hearst Foundations.

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85% used the materials to teach their child something new 92% gained new ideas for encouraging positive behaviors 96% planned to check out another kit within three months 93% used the kits to spend more family reading time together 93% made new discoveries about their children’s interests and skills 93% used the materials to teach their child something new 100% improved their ability to teach their children Para los Niños

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Family engagement in CMH outreach increases parents’ and grandparents’ abilities to engage their children in high quality and varied learning experiences at home.

Mind In The Making

100%

FLIP My Keep It Kits

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93%

96%

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92%

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The Museum’s thirteen exhibits and seven out-of-school and summer programs engage children in educational activities that are directly aligned with the Texas Essential Knowledge and Skills (TEKS) standards that structure education in the public-school system. Within these exhibits and programs, children enjoy on-going participation in facilitated and self-initiated projects that challenge them to synthesize and apply what they have learned in school to a wide variety of real-world contexts. Parents and teachers value the impact of our exhibits and programs, reporting that participation creates excitement for engagement in STEAM and literacy-based activities, increases content knowledge, improves levels of self-esteem and confidence, motivates challenging coursework, and enables children to envision themselves within a variety of career paths.

**Cyberchase:**
The Chase is On!
developed with the support of the National Science Foundation in partnership with WNET in New York. In Cyberchase, families take on roles from the popular PBS series, using real-world applications of critical thinking skills and mathematics to solve mystery challenges. Sponsored by Ernst & Young, LLP, National Science Foundation

**EcoStation**
developed with the support of a group of environmental experts who provide ongoing input regarding use of the exhibit’s programming, pond and wildscaped areas. In EcoStation, families investigate wellness children’s role in ecosystems, discover how scientists study the environment, practice skills related to wildlife identification, and learn how they can engage in eco-friendly practices. Sponsored by Strake Foundation

**FlowWorks**
developed with the support of an engineer, a Rice University professor, and an HISD science master teacher. FlowWorks demonstrates the ability of water to do work and provides children with opportunities to alter how water is channeled through a series of dams, locks, aqueducts, and other machines. Sponsored by Ruth and Ted Bauer Family Foundation

**Flint Hills Resources How Does It Work?**
and Flint Hills Resources Genius Station developed in partnership with the Exploratorium and the MIT Media Lab, the How Does It Work? Gallery allows families to manipulate simple machines, build structures and configure electrical devices, and to also take part in facilitated experiments during all hours of operation at the exhibit’s Science Station. New for 2019, was the addition of the Flint Hills Resources Genius Station which provides facilitated science learning and explorations for visitors at an accelerated level. Inspired by Apple’s “Genius Bar,” the Flint Hills Resources Genius Station is staffed by professional science educators during all hours the Museum is open, using our pedagogies for personalized learning while drawing on their backgrounds of classroom experience and content expertise in the physical sciences. The “Geeks” of the Genius Station provide immediate answers to scientific questions, troubleshoot any specific problem (even homework help), and advance learning by customizing STEM-based interactions with individual children’s interests and skill levels. CMH is the only children’s museum in the nation providing this level of innovative personalized learning for visitors.

**The How Are We Alike Cultural Gallery**
which hosts a rotation of four exhibits created with the support of experts from the south Carolina Sea (Cum Yah Gullah), Oaxaco, Mexico (Yalálag), Viet Nam (Dragons and Fairies), and Korea (Heart and Seoul). These exhibits immerse families in explorations of the traditions, values, performing arts and daily life of people from places outside of Houston, demonstrating how similarities exist despite differences. Sponsored by The Freeman Foundation

**The David and Jean Wiley Foundation Invention Convention & the Chevron Maker Annex**
developed in partnership with a community of makers, including those of the national Maker Education Initiative and the members of its Maker Corps, along with local makers including those of TX/RX Labs. In these two exhibits, families design, build, and test objects that increase in complexity from simple air-powered rockets to complex robotic devices designed on the Arduino and Lego Mindstorm computer-based platform, also crafting parts using design software, laser cutters, vertical mills and 3D printers. Facilitation is provided by members of the Maker Corps who are seeking to make positive differences in children’s lives as they work toward degrees in the STEAM fields.

**The John P. McGovern Kids’ Hall Gallery**
hosts a series of art and cultural exhibits, with each year’s offerings including an exhibit curated by the National Center for Children’s Illustrated Literature that features the work of an acclaimed children’s book illustrator, a holiday-themed exhibit that features seven celebrations and observances practiced by families around the world, and one or more exhibits created by children. Kids’ Hall also hosts a series of Juntion Tablets that serve as the first place where visitors encounter each week’s WonderWeek theme, with a series of related activities presented at locations across the Museum that visitors may explore in a single topic from a series of lenses.

**What's New? Gallery**
created to serve as an R&D lab through which CMH develops and presents a series of temporary exhibits, elements of which are subsequently added to other exhibits. Three exhibits are presented each year. The current exhibit – Constructioneering – explores real-world processes and standards essential for planning, designing and building. Sponsored by William Stamps Farish Fund, Occidental Petroleum

**The Holthouse Foundation for Kids Matter Factory**
designed in collaboration with Rice University’s Center for Environmental and Biological Nanotechnology, the University of Houston’s Smart Materials Lab, and the Nanoscope Informal Science Education Network. In Matter Factory, families explore the properties of matter; assess and sort materials based on their characteristics; investigate the differences between solids, liquids and gases; and are introduced to the basics of nanotechnology. New components for 2019 include the Interactive Periodic Table of Elements, the Element of the Month, What Makes Up My Body, and Glowing Gases.

**PowerPlay**
developed in collaboration with Baylor College of Medicine with the support of the National Institutes of Health. PowerPlay engages families in physical challenges that help them assess how their bodies react to exercise and then form plans for increasing flexibility, balance, strength, speed and conditioning. At the Texas Children’s Hospital Power Science Lab, families take part in facilitated experiments that highlight key aspects of biology and nutrition. Sponsored by Texas Children’s Hospital, Albert and Margaret Alkek Foundation, H-E-B

**The John P. McGovern Tot’Spot**
developed with reference to the research of two generations of experts in the field of child development, beginning with Dr. T. Berry Brazelton and Dr. Susan Landy, and now incorporating the practices of Ellen Gainsky, President and Co-Founder of the Family and Work Institute. In Tot’Spot, our youngest visitors engage in activities that encourage exploration, increase confidence, and stimulate the development of language and motor skills, while their parents/caregivers benefit from interactions with the Tot’Spot Educator, Discovery Guides, videos and visitors.

**Charlene Pate What’s New? Gallery**
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Every family within the 500 square miles of Beltway 8 lives within 2 miles of a partner that distributes the Museum’s Open Doors passes and/or hosts the Museum’s community-based programming.
Serve a multicultural, multilingual population

COMMUNITY NEED #5

CMH understands the significant number of residents facing language and acculturation barriers and works to ensure that our exhibits and programming are accessible to all families. Our policies and programs ensure that Museum visitors mirror the demographics of Greater Houston, and that our community-based programming reflects the racial and ethnic characteristics of the neighborhoods we serve. We begin by providing all exhibits, curriculum, and programming in bilingual (English/Spanish) formats and employ a team in which more than half of our public contact staff are bilingual in Spanish, using web-based tools and interpreters to ensure accessibility in additional languages as needed. We rotate a series of four exhibits that highlight the people and culture of Southern Mexico, South Korea, Vietnam and the Sea Islands region of the U.S., and supplement these exhibits with a fifth exhibit presented every fall/winter to highlight seven celebrations/observances shared by people around the world. In encouraging visitors to consider how they are both the same and different from people in different regions of the world, we extend the reach of our exhibits by incorporating cultural themes into many of our WonderWeek activities, celebrating holidays that include Martin Luther King Jr. Day, Lunar New Year, Fiesta Patrias, Cinco de Mayo, Independence Day, Mid-Autumn Festival, Halloween, Thanksgiving, Christmas, Hanukkah and Ramadan.

OUTCOMES:

Our use of bilingual (English/Spanish) facilitation and our approach to multi-culturalism make it possible for our visitors to represent the full range of the region’s racial/ethnic demographics, with

- 48% of our on-site visitors are of Hispanic/Latino descent
- 23% followed by African Americans
- 21% Anglos
- 7% Asian Americans
- 1% others

48% of our on-site visitors are of Hispanic/Latino descent followed by African Americans
The Science Workshop was created to serve as an out-of-school and summer session program on the grounds of Edison Middle School in Houston’s East End, a semi-industrialized, predominately Hispanic neighborhood having a high rate of poverty. More than 100 students enroll each year, achieving attendance of 4,882 during the 2018-19 school year and 896 in summer programming, with an increase of 27% as compared to FY18. Students pursue a wide range of facilitated and self-initiated projects that involve wood working, habitat restoration, electronics, programming, robotics and digital design, with the summer session also featuring field trips. Students’ involvement in the Science Workshop produces benefits that include increased levels of self-esteem, improved relationships with teachers and peers, greater insight into the college and career paths they may pursue and increases in STEAM knowledge and skills.

Students make substantial gains while participating in the Science Workshop, overcoming impacts of poor levels of prior academic performance, high rates of poverty, and for many, the need for ESL coursework. Results are assessed in part through comparison of the STAAR test results in math for Science Workshop participants and a control group of non-participants at Edison. Math is a keystone subject, with proficiency in math and the analytical thinking it involves required for all applications of science, engineering and technology. As 6th graders, 43% of Science Workshop students and 29% of the control group “meet” or “master” grade level math content. At the end of 7th grade, when math becomes increasingly abstract, 24% of the Science Workshop’s students meet or master grade level content, with the rate for the control group falling to 8%.

Remarkable results are then achieved during the 8th grade year, as students who have matured as a result of their participation in the Science Workshop program focusing on academics, with 40% meeting or mastering grade level content and with 20% prepared to take AP classes in math in high school. Only 2% of the control group students qualify for AP classics in math, with 58% not meeting standards to move on to the next grade level.

83% of Science Workshop students believe that using math and science together will allow them to invent useful things in the future.
Basics Houston

Children become immersed in the adventure of science through interactive hands-on learning and each lab experience supports standards-based chemistry curriculum and multiple learning styles. In addition, this flexible method of delivery encourages focused discussions on technical and scientific careers in chemistry, and science in general.

Visitors Served: 462 children

Bilingual Family Learning Guides

We have published twelve bilingual Family Learning Guides to provide parents with the instruction and insight needed to facilitate activities that build children’s knowledge and skills. Each guide features at least 25 activities grouped by a theme, including early literacy, mathematics, science, nutrition/fitness and social studies. All required supplies can be purchased at dollar stores and grocery stores, with most items general household items. The project tests of projects of homes.

Chevron Maker Annex

Our Maker Annex serves as the high-tech workshop within The David and Jean Wiley Foundation Innovation Convention, with children mentored by Maker Corps members. Youth select an idea from 10 test projects of homes of their own choosing. Projects are extended with our Museum-wide celebration of National Engineering Week.

Visitors and Participants Served: 27,317

ConocoPhillips Math Adventures

To overcome the hesitancies of families from low-income communities to make their first visits to the Museum, we invite entire school communities to make the trip together, providing transportation, free admission, and special activities. We make the Family Adventures available to Title I schools throughout the school year, and invite all participants to return regularly on Family Night in August.

Visitors Served: 9,527

Family Literacy Involvement Program (FLIP)

One of each of our FLIP Kits contains a child’s book, instructions for an activity that relates to the theme of the book, and all required supplies. We circulate more than 2,400 FLIP Kits at 30 branches of the Houston Public Library and provide 1,880 additional FLIP Kits used at 54 low-performing HISD elementary schools to increase the acquisition of early literacy skills.

Participants Served: 59,180 children, parents and caregivers


Free Family Nights

Every Thursday evening from 5 to 8 p.m., we open our doors for a Free Family Night. Participants will be guided through our exhibits, taking part in activities led by staff and volunteer educators, and enjoying live performances and our Houston Science Trivia. These evenings are also a favorite of partners who come to provide free resources and support to our families, as well as introductions to the Museum’s science programs.

Visitors Served: 94,095 children, parents and caregivers


Free Houston Pi Beta Phi Foundation Storytimes

Every Monday and Tuesday in our Parent Resource Library we host bilingual storytimes at 5:15, 5:30 and 6:00. Every child that attends receives a free book to help build their home library.

Participants Served: 6,547

Sponsor: Houston Pi Beta Phi Foundation

Free Inoculations

Committed to creating a community of healthy children, Odds fill the vaccine gap that is possible for all children under 18 needing immunizations to have the opportunity to receive free vaccines. We partner with Texas Children’s Mobile Clinic Program to administer the inoculations at flu shot events.

Participants Served: 1,050

Partner: Texas Children’s Hospital
John P. McGovern TotSpot
Our John P. McGovern TotSpot exhibit provides a special space for children under the age of three, engaging them in activities that encourage exploration, increase confidence, and stimulate the development of language and motor skills. Parents and other caregivers learn as they help children gain new information through engagement with their creation and via interactions with the TotSpot Educator, Discovery Gyms, videos and visitors.

Visitors Served: 263,200 children, parents and caregivers
Sponsor: Katherine G. McGovern/McGovern Foundation

Kids’ Committee
Since our official opening in 1985, the Museum has had a volunteer board of 20-25 children called the Kids’ Committee. As expert advisors on kid-related topics, the Kids’ Committee has been indispensable in helping the Museum keep pace with children’s needs. The Kids’ Committee also serves as an introduction to community service for the children involved by helping them to develop into strong community supporters. Members are between 8 and 12 years old and serve a 2-year term. This group provides a kid’s perspective for the Museum on everything from exhibit development to programming.

Participants: 24 children from 8 to 13 years old

Kids Hall Art exhibits
We present art exhibitions throughout the year on the walls of the John P. McGovern Kids Hall, one of two major thoroughfares through the Museum. These art exhibits include holiday displays, exhibitions produced by program partners, and those previously produced by the National Center for Children’s Illustrated Literature, which we continue bringing attention to award winning examples of children’s literature.

Visitors Served: 752,000 children, parents and caregivers
Sponsors: Katherine G. McGovern/McGovern Foundation, CFP Foundation

Lois Drutz Boiarsky Award
We honor the memory of Lois Drutz Boiarsky with an annual award that celebrates the contributions of staff persons who, like Lois, exemplify a passionate commitment to our work. In 2019, we honored the first employee of the Museum and helped establish and foster a cultural expectation for excellence throughout the Museum for more than 50 years with us. In 2019, we honored the contributions of Tracy Golden, Director of Development.

Sponsors: Lydia and David Drutz

Houston’s Kids’ Field Experiences
Collaboration is at the core of each of our outreach programs, with our partnership in the Houston’s Kids initiative bringing Museum-developed science and math activities to students at seven schools in the Alief Independent School District.

Participants Served: 8,027 children at 7 sites
Partners: Communities in Schools, United Way of Greater Houston, YMCA of Greater Houston
Sponsor: United Way of Greater Houston

How Are We Alone? Gallery
On our How Are We Alone? gallery, we cycle a series of four exhibits that feature art from the cultures of Vietnam Nam; Seoul, Korea; Oaxaca, Mexico; and the Gullah community of the Sea Islands of South Carolina and Georgia. These exhibits immerse children in the traditions, values, performing arts and daily life of people from other places, inviting them to explore how we are all both the “same” and “different.”

Visitors Served: 67,000 children, parents and caregivers
Sponsor: The Freeman Foundation

Institute for Family Learning
All of our outreach programs, curriculum development activities, and professional development offerings are supported by the Institute for Family Learning, which was established to prioritize the Museum’s focus on family learning and parental support.

Attendance at Outreach Programs: 557,000 children, parents and caregivers
Sponsors: The Stanford and Joan Alexander Family Fund, Hamill Foundation, The Brown Foundation, Inc., Pam and Steve Daniel/ Goldman Sachs Cares, George and Mary Panattoni, the National Center for Children’s Illustrated Literature

Jhim Family Student Volunteer of the Year Award
The Jhim Family Student Volunteer of the Year Award is given annually to a volunteer who embodies the enthusiasm that Susan Jhin and her family demonstrate for our work. In 2019, we honored Camille Jhin and her family.

Sponsor: KPRG Foundation

Museum’s focus on family learning and community involvement allows engaged parents to contribute to programming.

Participants Served: 416 schools in 34 districts, including 12,696 from 95 Title I schools who received $33,000 in matching funds from The Cullen Foundation, Wells Fargo

Open Doors
We partner with a 1,000+ neighborhood-based organizations that operate in income families across the Greater Houston area, providing them with the ability to distribute approximately $1,000 in number of passes to families of children to their clients. We also provide Open Doors awards to local community partners who are unable to attract a health system and to families who receive welfare benefits. The location of our Open Doors partners is displayed on pages 15 of this report in our response to Community Need 84.

Visitors Served: 112,809 children, parents and caregivers
Sponsors: Laura and John Arnold, CFP Foundation, Valero Energy, Dottie and Dr. Robert H. McCollister, Tapes Fund

Overnight Adventures
We remain open around the clock when we host the Overnight Adventures for at-risk 4th grade students, who are typically treated to an educational, memorable and confidence-building sleeper experience facilitated by dedicated local and Junior League of Houston.

Visitors Served: 939 girls from 24 schools at 3 events
Sponsor: The Junior League of Houston, Inc.

Pas los Niños
With the Pas los Niños program, we provide a series of 20 workshops for families that feature the basics of early childhood development and the ways in which parents can support learning throughout the primary school years. Workshops are targeted to parents from low income communities, including those who use Spanish as their primary language.

Participants Served: 630,200 children, parents and caregivers
Sponsor: Holocaust Foundation for Kids

Mind in the Making
Educators facilitate small group workshops developed by the Families and Work program to introduce 20-25 parents to adult learning, parenting approaches and related social and emotional learning skills that will help their children develop Executive Function skills that have been demonstrated to reduce educational variation associated with the experience of poverty.

Participants Served: 130 parents and caregivers at 8 workshops
Sponsor: Hearst Foundations
Partners: Houston Housing Authority (HAA)

Science Workshop
We operate the Science Workshop as an afterschool and summer program of Edison Learning Center to demonstrate how parents can use everyday tools and materials, including those which use Spanish as their primary language, to create their own projects, introduce to an educational, memorable and confidence-building sleeper experience facilitated by the Science Workshop at libraries, branches, community centers and low income apartment complexes.

Participants Served: 8,200 children, parents and caregivers at 216 workshops at 45 locations
Sponsors: Institute of Museum and Library Services, Science Workshops

Sensory Friendly and Explore Abilities
Using state-of-the-art technology, agents gear up to solve puzzles, discover hidden clues and thwart the villains’ schemes.

Participants Served: 13,474

Science Workshop
We operate the Science Workshop as an afterschool and summer program of Edison Learning Center to demonstrate how parents can use everyday tools and materials, including those which use Spanish as their primary language, to create their own projects, introduce to an educational, memorable and confidence-building sleeper experience facilitated by the Science Workshop at libraries, branches, community centers and low income apartment complexes.

Participants Served: 13,474
Way of Greater Houston, Hearst Foundations, YMCA of Greater Houston, United
summer session at 23 community centers during the 2019
Cumulative Attendance: 13,339 students
that draws together the primary learning
a capstone project involving a challenge
Complexity levels build throughout, with
water, wind, engineering and inventions.
months. Each year, we create a new set of
combat learning loss during the summer
We developed this program in partnership
Summer of Learning (SōL)
Visitors Served: 8,843 children, parents and
growth in the arts can begin now.
are children, helping our visitors see that
visitors. Roughly one-fifth of the performers
are described in a separate entry.
Sponsors: The David and Jean Wiley
Foundation, Total
XCL and the More CMH app
We are the lead member in a collaborative
that has developed an app that provides
children's museums and science centers
with a platform for digital interfaces
to be linked to exhibit components. The
More CMH app provides visitors
opportunities to be coached on
interactions with exhibit components,
participate in exhibit-based experiments,
learn more online and engage in
experiments at home.
Partners: New York Hall of Science; the
Oregon Museum of Science and Industry;
the Sciencenter; the Museum of Life and
Science; and The Lawrence Hall of Science
at the University of California, Berkeley
Sponsors: Institute of Museum and Library
Services, Pariveda Solutions
Welcome Baby
The Welcome Baby program involves the
distribution of resources by “persons of
trust” to low income parents of infants ages
2-9 months. Goals of the program are to
provide new parents with ready access to
information, resources and materials that
will equip them to support their child's early
learning and brain development.
Participants Served: 3,326 families.
Sponsors: The Powell Foundation, Episcopal
Health Foundation, The Herman H. Fleishman
Foundation, Dr. Kelly Coleman
Partners: Avenue CDC, AVANCE, First3Years,
Gulfston Super Neighborhood Council,
Houston Food Bank, Houston Health
Department MBK, Houston Health
Department’s WIC Centers, Houston Public
Library, Legacy Community Health, Texas
Children's Hospital's UWWORDS program,
Literacy Now, Blessed Beginnings,
BakerRipley, Nurse Family Partnership-HND,
Wesley Community Center, L.I.F.E. Houston,
Bee Busy Wellness, C.H.A.T., AAMA, HISD
(Wraparound Specialist), HWD-Immunization
Bureau, ECC-Harris Center, On Time Grad
Academy, TCCC-Palm Center, Galena
Park ISD, El Centro de Corazon, Rupani
Foundation, Memorial Herman: Healthy
Women Healthy Families
What's New Gallery
We use this gallery to host temporary
exhibits and prototype new exhibit
components. In FY19 the gallery hosted
Constructionengineering which explored real
world processes and standards essential
for planning, designing and building.
With these activities, children explored
the science behind many aspects of
construction, including concepts related to
electricity, mechanical systems, air/heat
flow, and weight distribution.
Visitors Served: 526,400 children, parents and
caregivers
Sponsors: Charlene Pate, William Stamps
Farish Fund, Occidental Petroleum

$1,000,000–$250,000
Epicopal Health Foundation
The Powell Foundation

$249,000–$100,000
Laura and John Arnold
Bank of America
Barbara Bush Houston

Lawyery Foundation
Chevron
Flint Hills Resources
The Hamill Foundation
Institute of Museum and
Library Services

Kathrine G. McGovern/
McGovern Foundation
The W.T. and Louise J.
Morgan Foundation
Phillips 66
Samuels Family Foundation
David and Jean Wiley

Foundation
The Worsham Foundation, Inc.

$99,999–$50,000
The Brown Foundation, Inc.
ConocoPhillips
The Quillen Foundation
The William Stamps
Farish Fund
Goldman Sachs
H-E-B

Holthouse Foundation for Kids
Houston Livestock Show and
Rodeo
Occidental Petroleum
Texas Children’s Hospital

$24,999–$10,000

Adler Foundation
Banfield, The Pet Hospital
CenterPoint Energy
George and Mary Josephine
Hamman Foundation
Houston Pi Beta Phi Foundation
KPMG
Robert R. And Kay M. Onstead

Foundation
Charlene Pate
Susan and Michael Plank
The Rockliss Family Foundation
Sterling-Turner Foundation

Total Petrochemicals

CMH is grateful for broad-based support from many parts of the philanthropic community.
Gifts made to benefit our four primary fundraising events are listed on the following pages,
while gifts made in direct support of CMH’s general operations, exhibits, programs and
endowment are featured below.
2018 Día de Los Muertos Gala

On Saturday, October 27, 2018, the Children’s Museum of Houston held its 11th “Dia de los Muertos Gala.”

Presenting Sponsor

José and Jenni Acosta

Benefactors

Cynthia and Mac Walker

Holthouse Foundation for Kids

Kathrine McGovern/McGovern Foundation

Chinhui and Eddie Allen

La Calaca (The Skeleton)

Benefactors

Benediction ( Blessing)

Co-Chair Whitney Wilson

Patrons

Eva Alan, Christine McCune

TLC Kids Anderson Family Foundation

Alyshia Knudsen

Chancellor Pad

Corina Chan

Patron Whitney Wilson

Co-Chair Whitney Wilson

Friends

Linda and Stanford Alexander

Hunter Anders, Sally Harbin, Maria Pappas,

Julie B诵d

Caroline Bean

Lauren, Jack, Bowden

Laura Edmiston

Clint, Lyndie, E.L. Kim, Peterson, Mikalea Sherman

Tomme Kahn

Messa Lowe

Memorial Hermann

Rhonda Minus

Laura Nathalia, Julie Thomas

Catherine Neadson

Mary Toy, Milly Martin, Malissa Mangst, Angela

Winstead/Marcia Hardy, Sadie Turner

The Windsor Village Church Family

Cafe’ Yoco

Individual Friends

Gail Ador

Stacy and John Andal

Sue Barnes

Laura Chasman

Jennifer Chavis

John Collier

C. Michael Wilkerson

Cornelius foundation

Suzie Copeland

Jewela Lentz

Mary Warren

Gavino Rodriguez

Anaisa Warren

Cristina Varela

Mira Woody

2019 Friends and Families Luncheon

Chaired by Winnie Simmons Phillips and Whitney Anderson Walash, the 2019 Friends and Families Luncheon was held at River Oaks Country Club on February 26th, 2019. Guests enjoyed Keynote Speaker Lythcott-Haims, who is best known for her perspective-changing book, How To Raise An Adult: Break Free Of The Overparenting Trap And Prepare Your Kids For Success.

2019 Spring Golf Classic

On Tuesday, April 23, 2019, the Children’s Museum of Houston held its 2019 Spring Golf Classic at Gus Wortham North Golf Course. With 100 golfers in attendance, the tournament raised over $87,000 in support of the Museum’s free admissions programs. A special thanks to our event co-chairs Bradly Bracke and William Griffin.

2019 Fort Bend Spring Brunch

Chaired by Fararl Gandhi and Rachal Hooyman, the 11th Annual Fort Bend Spring Brunch, held on Friday, May 24, 2019, raised a record breaking $90,070 for educational outreach programming in Fort Bend County. The event was hosted at the beautiful Bellaire home of Dr. Anne Marie and Guillermo Peraza Leon.

2018 Día de Los Muertos Gala

Quintessential Houstonian in the Dia de Los Muertos Gala, raising an astounding 13,000,000 on Saturday, Oct. 27, 2018 at The Comal Roundup. Event chairs Caroline and Andrew Bean and Caroline and John Harrell hosted a lively evening benefiting the Museum’s educational and outreach programs. Underwriting was co-chaired by Lily and Harrison Cullen and Cokie and John Maim while the live and silent auction was co-chaired by Nicole Kassian and Kathy Villa.
Service to Low-Income Families

With 50% of children in Harris County living in low-income households and 10% of children living in deep poverty (Children at Risk, 2019), CMH realizes the importance of reaching those most in need of educational opportunities. CMH engages low-income families by providing free and reduced-fee admissions to 70% of our visitors (through our 1,060+ Open Doors community partners and our designated free days and times) and free community-based programs to another 557,000 individuals.

Visitor Demographics

CMH serves one of the most socioeconomically and culturally diverse populations in the country. Our Museum visitorship this past year was 48% Hispanic/Latino, 23% African American, 21% Anglo, 7% Asian American, and 1% other, while our visitors during free times were 55% Hispanic, 26% African American, 12% Anglo, 6% Asian American, and 1% other.

Finances

The total operating revenue and releases from restrictions for the 2018-2019 fiscal year was $13,021,673, up $498,840 from the prior year due primarily to the growth in funding for Outreach programming. Total expenses were $13,565,844. Excluding depreciation of $1,699,365, total expenses were $11,866,472 up $220,110 from FY18 due to costs related to Outreach. Year-end net assets totaled $37,595,364.

Children’s Museum Houston served 752,000 children, parents, caregivers and educators on-site at the Mary Gibbs Jones Building during the 2018-19 fiscal year (July 1, 2018- June 30, 2019), providing access to thirteen exhibit galleries, an on-site branch of the Houston Public Library, a performing arts series, and programming that changes weekly. Additional impacts were achieved through programming facilitated for children, parents and other caregivers at locations across the Greater Houston area in collaboration with 430+ partners – including schools, community centers, places of worship, afterschool centers, shelters and libraries. This programming recorded a cumulative attendance of 557,000 individuals during the fiscal year, for a total attendance of 1.3 million served at the Museum and all outreach locations.

Our audience is representative of the Houston community—filled with people of many ethnicities, diverse cultures and socioeconomic backgrounds, to whom we provide access to impactful family learning experiences that are customizable to their individual interests and needs.