Can your mind come out to play?
CMH ADDRESSES 6 KEY NEEDS IMPORTANT TO HOUSTON.

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

CMH Response
Provides experiential learning through 13 bilingual exhibits, high-quality early education programming, and an on-site branch of the Houston Public Library. New programming is provided daily.

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

Provides 7 bilingual parenting programs focused on increasing parents’ engagement in their children’s learning. CMH’s Institute for Family Learning develops and delivers research-based curricula and programming.

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

Offers 7 out-of-school and summer camp programs to engage students in educational activities that can be tailored to their own interests and needs. Programs emphasize literacy and the development of STEM skills.

COMMUNITY NEED #4
Reduce the effects of poverty on learning

Ensures full access to the Museum and outreach programs. Free admission provided for 36% of the Museum’s on-site visitors, with 100% of outreach participants served free of charge at 440+ locations, for a total of 860,000 served during 8.5 months.

COMMUNITY NEED #5
Serve a multicultural, multilingual population

Provides all exhibits, outreach programs, facilitation and website in English and Spanish. A wide range of multicultural exhibits and programming encourages understanding and appreciation of diverse cultural traditions. On-site, people of Hispanic descent account for 48% of visitors, followed by African Americans (23%), Anglos (21%) and Asian Americans (7%).

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

Bases exhibits and programs on “Building Blocks” learning objectives to ensure strategic connections with school-based standards and workplace skills. All programs and exhibits undergo annual evaluations of outcomes.

CMH COVID RESPONSE: MID-MARCH 2020 THROUGH JUNE 2021

Reinvented Museum-based and community programming, transitioning immediately to virtual formats to reach families at home. 1,800+ videos and live workshops have reached 8.2 million viewers in Greater Houston, all major U.S. cities, and 49 nations.

Launched bilingual televised and virtual versions of parent engagement programs, community-based distribution of Welcome Baby early childhood brain-builder curricula kits, and FLIP Literacy and Book Kits. Continued development of National Science Foundation-funded workshops for low-income parents of pre-school children for school readiness.

Built new delivery strategies for all virtual summer camp programs – serving children who had been out of school since March – and developed new facilitation strategies for all out-of-school programs. Developed new programming to support children’s return to virtual classrooms in fall 2020.

Developed kit-based resources for low-income families to remove barriers to participation. The kits illustrate how parents can facilitate children’s learning at home using readily-available materials they can replenish at neighborhood dollar stores. Distributed 31,000+ kits through June 2021.

Emphasized principles of diversity, equity, accessibility, and inclusion, maximizing the reach of free programming despite loss of most sources of earned revenue. Increased diversity while decreasing the staff team to levels required to maintain lean operations until the Museum reopened on June 8, 2021.

Ensured the provision of learning resources for the full scope of our 0-12 audience. Resources range from the foundational learning experiences illustrated within our Learn@Home broadcasts to the new digital design MyPROJECTS workshops created for upper elementary students that make use of free online resources.
Community Need #1
Foster the development of Greater Houston’s significant child population

Since 1980, CMH has provided essential engagement during out-of-school time for children and their families and learning opportunities that are accessible without barriers of cost, language, or culture. These include exhibits, labs, a library, performances, field trips, workshops, and at-home curricula and materials. In response to the pandemic, CMH now also provides virtual options through our new digital broadcast All-Time Access platform. Each experience is designed to be personalized by the user, meeting their own learning interests and capabilities.

We provide these opportunities because school is not the only place that children learn. On average children only spend 20% of their waking hours in school classrooms. The Museum focuses on the other 80% of time outside of school with a 3-fold purpose. We inspire learning by providing compelling experiences that immerse children in stress-free problem solving, like using critical thinking and math skills. We provide real world learning experiences that help children apply the concepts they learn in school using hands-on materials, like managing savings with electronic checking and savings accounts. We give them opportunities to explore their possible futures by offering them challenges that emulate a variety of career skills, like designing a parachute and testing its performance in a wind chamber.

Our programs must measure up to rigorous Building Blocks for Learning following knowledge and skills development standards embraced over 10 years and updated annually by our educators according to TEKS and other national requirements. Each of the Museum’s 13 exhibits is a platform for learning supporting daily changing experiences. The CMH Building Blocks guidelines ensure that each of these experiences strategically aligns with educational theory, diverse learning styles, and school standards. A group of 19 seasoned educators constantly develops, implements, and refreshes these educational approaches based on the most relevant current needs and interests of children and their families. This process of continuous improvement is supported through rigorous evaluation methodologies advised by a group of 6 education researchers who comprise the Museum’s Evaluation Committee.

EcoStation, sponsored by Strake Foundation
Families observe and learn first-hand about the flora and fauna of Houston and ways they can support them within their own neighborhoods.

FlowWorks, sponsored by William Stamps Farish Fund
Developed in collaboration with a fluid dynamics professor at Rice University, visitors see the power of water to do work like move boats through locks, spin water wheels, fill the caudron, and propel waves.

The Museum’s free-choice, compelling learning experiences ignite interests that last a lifetime.

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LIFELONG AND LIFEWIDE LEARNING

WORK

RETIRED

FAMILY/OTHER INFORMAL LEARNING ENVIRONMENTS

MATTER FACTORY

EMPOWERMENT

The LIFE Center Lifelong and Lifewide Learning Diagram
(Stevens, R., Bransford, J., & Stevens, A., 2005)

The Holthouse Foundation for Kids Matter Factory
Developed in partnership with faculty at Rice and University of Houston, the Periodic Table of Elements is Matter Factory’s organizing concept, with visitors engaging in challenges to assemble the right elements found in various materials and exploring how materials behave on the nanoscale.

PowerPlay, sponsored by Texas Children’s Hospital Power Science Lab, families expand these challenges to experiments related to nutrition and body chemistry.

Cyberchase: The Chase is On!
Developed in partnership with WNET New York, characters from the popular PBS series invite visitors to join them in using math to save Cyberspace from Hacker the villain.

John P. McGovern Tot*Spot
Developed with Dr. T. Berry Brazelton while on faculty at Harvard Medical School and Dr. Susan Landry at UTHealth, A zone dedicated to our youngest visitors and their families, Tot*Spot advances brain development through unique yet familiar physical and mental challenges that infants and toddlers love, while their parents and caregivers learn more about their child’s interests for advancing development at home.

Flint Hills Resources How Does It Work?
Physical science concepts are revealed through experiments visitors do alongside the Flint Hills Resources Genius Station kids who share their enthusiasm and expertise in science with visitors all day every day.

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In March 2020, we abruptly found ourselves needing to reinvent the Museum’s offerings into online formats. Over 1.2 million Greater Houston area children had been sent home from school and childcare, along with radical changes to their parents’ work settings. Our educators and digital media specialists immediately shifted their offerings into online versions, which launched on March 16 – the same day we had to close the Museum – as the Museum’s offerings into online formats. Our educators and digital media specialists immediately shifted their offerings into online formats.

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Research proves parents are key to their children’s success in school and life. For more than 40 years, the Museum has supported parents in their critical role as first and most influential teachers. We develop, test, and implement programming based on best practices confirmed by our own research and that of others. This work has proven uniquely critical during times of stress like those experienced by all families across 2020-21.

On average, CMH reaches 460,000 parents each year, providing evidence-based programming that has high rates of adoption by all families. Parents are short on time, so we design our efforts to reduce barriers to participation in every way possible including hosting the programs for free in neighborhoods at times convenient to families, providing all needed supplies, teaching in preferred languages, and sharing how specific family engagement strategies are critical to children’s brain development and success in school.

The pandemic severed our ability to connect to parents in traditional ways. So, we rapidly adapted new approaches to supporting parents as teachers.

The Museum offers challenges, experiments, and investigations that children and families use their minds and materials to pursue. This happens daily through our exhibits and is also exported into homes through family learning kits like FLIP and Welcome Baby. To address times of stress like those experienced by all families across 2020-21.

CMH responded by developing and hosting virtual family engagement events starting October 2020. Families picked up their family activity packs curbside at their schools and then signed into Zoom meetings, sometimes using at-home hot spots and computers, to do the activities together. We hosted 56 of these virtual events for 40 schools. Most schools will be returning to in-person Parent Stars events in Fall 2021, and the Museum remains ready to offer the virtual support if preferred by schools.

One week after its March 18, 2020, closure, the Museum’s bilingual parent educators had launched the first of many virtual Basics Houston Daily Broadcasts, each modeling for parents at-home ways to advance 1 of the 5 Basics Houston principles through activities using regular supplies families have in their homes. Since libraries were not initially open for borrowing books, the Museum gained permission from publishers to read the associated children’s books at the beginning of each video segment.

The Museum’s All-Time Access virtual approach trains parents to be teachers and to engage their children in new ways.

Kids’ Meals drivers combined CMH at-home learning kits with meal drop-offs to those in greatest need across Houston. Houston Food Bank did the same with kits that brought the Museum’s beloved Kidtropolis exhibit into their homes. Lucille’s 1913 invited Museum staff to distribute family learning kits during their neighborhood drive-through meal pick-up events.

This focus on ensuring that parents have the strategies and supplies they need to engage their children in compelling, high-quality home-based learning will continue while the need remains for children to gain or reinforce critical skills missed during the pandemic.

### CMH’s successful development of bilingual virtual versions of our parenting programs will be continued as options for our program partners in the future.

### Original developed in collaboration with Houston ISD, Parent Stars is a prime example of the Museum’s responsiveness to both the change in the needs of families as well as school district partners. In a normal year, Parent Stars family learning events would be held on school campuses in 15 school districts, to increase public school parents’ engagement to advance family learning at home. Prior to March 2020, we had reached 18,400 parents and children in 83 schools during the 2019-20 school year. With the closure of schools, CMH responded by developing and hosting virtual family engagement events sharing October 2020.

### The Basics is an early childhood initiative of the Achievement Gap Institute at Harvard University which enables parents to powerfully engage their young children in easily adopted activities to build young brains. Basics Houston is an initiative led by Houston Health Department in strategic partnership with CMH. CMH has supported efforts to share Basics Houston with families across the past 5 years, including the development and leadership of a 5-session parent/child workshop series hosted in neighborhood locations including libraries, churches, and community centers.

### The Museum’s bilingual educators launched a virtual version of the series during the pandemic, mailing the associated supplies and curriculum to participating families’ homes. We anticipate resuming these sessions to person at partner neighborhood sites during Fall 2021, with a re-established strategic focus in 3 communities – Gulfton, Near Northside, and Third Ward.
Welcome Baby
By the end of 2019, the Museum had trained 250+ “persons of trust” partners who include social workers, speech therapist home visitors, nurses, physicians, and early childhood educators to reach some of Houston’s most vulnerable families with infants. These partners actively distribute 10,000 Welcome Baby bags annually to their client families with infants.

Staying temporarily in March 2020 due to COVID, by June, partners were beginning to distribute the bags again. Legacy Health, a Welcome Baby founding partner, distributed the bags to families in their cars during drive-through clinic visits. By June 2021, half of the persons of trust had resumed distribution with full resumption expected during Fall 2021.

Welcome Baby pre/post data from parent surveys has consistently shown positive outcomes annually. (2019 data)

- Improved understandings about early literacy development begins 44%
- Increased frequency of reading with their infant 40%
- Acquisition of new ideas for engaging their infant 83%
- Sharing of Welcome Baby ideas with others 50%

Family Literacy Involvement Program (FLIP)
Families have used FLIP Kits since 2010 to advance their children’s learning and expand their family engagement. The 240 unique kits are duplicated for a total of 2,400 versions available across 39 Houston Public Library locations. Each FLIP Kit contains a children’s book and all of the supplies needed for an activity related to the book’s theme. Research by UTHealth Children’s Learning Institute showed that families using the kits had substantially higher gains in ideas for at-home engagement with books and understanding of children’s skills/interests than families who only used the accompanying books.

For the first time since the program’s launch in 2010, FLIP kits were not available to families March-May 2020. A total of 27,293 kits loans were made in FY20 prior to those months, and then families resumed borrowing curbside from 10 library locations in June 2020. Across this past pandemic year, FLIP kits were loaned through the curbside system, with a surge to normal levels in June 2021 at the library locations including CMH’s Parent Resource Library reopened for in-person use. Over the years since the 2010 launch of the FLIP program, several other FLIP partnerships have developed. In 2014, FLIP collections were established through the Houston ISD Read Houston Read program at 54 elementary school. Volunteer tutors use the kits with students who need more opportunities to develop a love of reading.

In 2017, the Barbara Bush Houston Literacy Foundation funded the expansion of FLIP into take-home versions called My Keep It Kits that encourage families to borrow additional kits from their local library after using their Keep It Kit. During the pandemic, Texas Children’s Hospital distributed 6,500 of these kits to the families they serve through their upWords early childhood language development program. Finally, in August 2020, we partnered with Spring Branch ISD to install FLIP collections in 9 of their elementary schools for the launch of a family loan program starting with the 2021-22 school year.

“I love the activity kits you’ve designed. Really helps my kid enjoy reading picture books with me and then working on activities.”
– (parent)

Teaching Together
In collaboration with UTHealth Children’s Learning Institute, CMH developed a STEM-focused 6-session parent/PreK workshop series with the support of a multi-year research award from the National Science Foundation. In FY20, we hosted the sessions in 15 schools until COVID closures, resuming in October 2020 with a COVID-year virtual version to collect data for comparison to the in-person study findings. Using combinations of live virtual interactions, taped videos, and supply kits sent by courier, 68 families joined the virtual year study. For the 2021-22 school year, the Museum’s bilingual educators will return to in-person hosting of the series in 15 elementary schools.

Para los Niños
Developed through Institute of Museum and Library Services funding in 2003, Para los Niños engages families who use Spanish in their homes in activities that model family engagement that advances foundational learning skills. This program is the model on which the Basics Houston and Teaching Together curriculum expansions were established.

Director of Outreach Tiffany Espinosa reads the Very Hungry Caterpillar by Eric Carle from the Museum’s Parent Resource Library and then demonstrated the related fruit graphing FLIP activity using the same kit items that families can check out from the library.

TV Broadcasts Expanded to Univision in Spanish on June 12, 2020. Following the success of the FOX 26/My20 partnership, the Museum collaborated with Univision to air Spanish versions of the Basics Houston episodes. Following the Museum’s Summer 2020 reopen, our partnership with Univision launched with short segments aired during their morning news broadcasts.

For the first time since the program’s launch, Univision launched a Welcome Baby bag to a family (WIC) Navigator (right) conveying for Women, Infants and Children member and Aldine Special CMH “person of trust” network with short segments aired during their partnership with Univision launched the Basics Houston episodes. Following with Univision to air Spanish versions of our partnership with Univision launched the Basics Houston episodes. Following with Univision to air Spanish versions of our partnership with Univision launched the Basics Houston episodes. Following with Univision to air Spanish versions of our partnership with Univision launched the Basics Houston episodes. Following with Univision to air Spanish versions of our partnership with Univision launched the Basics Houston episodes. Following with Univision to air Spanish versions of our partnership with Univision launched the Basics Houston episodes. Following with Univision to air Spanish versions of our partnership with Univision launched the Basics Houston episodes. Following with Univision to air Spanish versions of our partnership with Univision launched the Basics Houston episodes. Following with Univision to air Spanish versions of our partnership with Univision launched the Basics Houston episodes. Following with Univision to air Spanish versions of our partnership with Univision launched the Basics Houston episodes. Following with Univision to air Spanish versions of our partnership with Univision launched the Basics Houston episodes. Following with Univision to air Spanish versions of our partnership with Univision launched the Basics Houston episodes. Following with Univision to air Spanish versions of our partnership with Univision launched the Basics Houston episodes. Following with Univision to air Spanish versions of our partnership with Univision launched the Basics Houston episodes. Following with Univision to air Spanish versions of our partnership with Univision launched the Basics Houston episodes. Following with Univision to air Spanish versions of our partnership with Univision launched the Basics Houston episodes. Following with Univision to air Spanish versions of our partner

Para los Niños Program Manager Gisela Trevino leads an evening virtual workshop from her home for a Daddy and Me Literacy Night in partnership with Baker-Ripley Savoy in Gulfton.

Para los Niños Program Manager Gisela Trevino hosts the first Univision Basics Houston episode from within the Museum’s John P. McGovern Tots Spot exhibit, sharing ideas for how parents can Talk, Sing, & Point to advance their 0-3-year-old children’s language skills and brain development.

Instagram post from parent of CMH bilingual educator Belkis Hernandez (Pad left) introducing the first Teaching Together kit to families participating in the virtual study.

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CMH out of school time programming strengthens children's ability to succeed in school and beyond.

A'STEAM (Afterschool – Science, Technology, Engineering, Art/design, Math)

The Museum's educators have developed a 168-lesson project-based curriculum, 28 of which have been grouped for implementation across each year since 2012 in partnership with YMCA of Greater Houston in 154 of their afterschool program sites. Knowledge of participating and similar non-participating students has been measured at the beginning and end of each year in a pre/post evaluation that consistently shows gains by A'STEAM students that are substantially greater than those not participating. In the program year prior to COVID, A'STEAM students increased their related knowledge by 40% compared to an increase of 7% by those not participating. These results showcase how CMH applied learning programs boost school classroom learning.

Houston's Kids

Since 2006, the Museum has partnered with United Way, Communities in Schools and YMCA to provide quality afterschool engagement to students in 7 Alief ISD schools. The program was born out of the Hurricane Katrina crisis when families left their destroyed homes in New Orleans and moved to Houston. CMH's role in the partnership has been providing weekly project-based STEM sessions from the A'STEAM curriculum, engaging students collaboratively in high quality afterschool experiences that support school achievement. In FY20, the program expanded into Aldine as a pilot in 2 campuses. Dr. Roger Durand, Professor of Management at University of Houston Clear Lake, evaluates Houston's Kids each year, with findings consistently showing that the program helps children living in poverty increase their success in school.

CMH out of school time programming builds capacity for program facilitators and teachers to engage students and summer campers in applied learning.

Count Me In!

Many afterschool program providers often have difficulty providing students in their care a variety of quality learning engagements due to low staffing or less access to resources. The Museum's Count Me In! program builds capacity of these organizations to provide student self-directed learning activities, focused on math problem solving through challenges and games. Partner afterschool providers collaborate with the Museum to gain a new set of activities and related training at frequencies best suited to their schedules.

CMH out of school time programming strengthens children's ability to succeed in school and beyond.

Families who visited CMH with their school campuses on

Free Family Nights developed their math engagement skills.

Parents:

- said it was their first visit to the Museum 47%
- said they were likely to return 99%
- gained ideas for how to teach their child about math at home 98%
- felt more confident about teaching math at home 91%

Teachers:

- said it made it easier to engage parents who are reluctant to participate 95%
- said the students had opportunities to practice and develop math skills 97%

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Community center afterschool staff at 28 sites used the Museum's circulating

Count Me In! project-based learning kits to build confidence in “doing math.”

100% report that Count Me In! kits reinforce what children are learning in school.

91% say that children become more confident in their ability to “do math.”

81% state that students become more interested in math.
During the COVID-19 pandemic, the Museum’s conversion to virtual engagement ensured that student access to CMH experiential learning opportunities continued, including 2020 summer camps.

Summer of Learning (SōL)
During Summers 2020 and 2021, CMH refocused Summer of Learning curriculum on literacy for PreK-2nd grade children at the request of YMCA. The Summer 2020 program was a pilot with YMCA that expanded in 2021 to include both YMCA and Boys and Girls Club sites. CMH educators designed the curriculum, trained the Y staff, and provided the needed supplies.

By Summer 2021, CMH educators were able to virtually lead the sessions through interactive white boards and screens in classrooms, since partners had by that time been able to upgrade their summer camp technologies.

Camp Adventure
Held in partnership with Houston ISD and the Barbara Bush Houston Literacy Foundation, Camp Adventure was created originally by Houston Area Urban League as a free, 2-week summer camp at two HISD elementary schools. In Summer 2020, CMH took Camp Adventure virtual. Families picked up their Camp Adventure supply boxes curbside at the Museum, and then kicked off each of their at-home Camp days with CMH educators reaching them in real time through digital connection. Camp Adventure was merged with HISD Summer School at Blackshear and Atherton elementary schools in 2021 as a pilot for a dual summer school/afternoon camp model in the future to encourage students’ learning and enthusiasm for participation.

Houston ISD designed Camp SPARK in Summer 2020 to draw students back online for a learning kick-start before the beginning of the first virtual weeks of the 2020-21 school year. As a partner, CMH was able to support Camp SPARK with quick turnaround based on experience in reaching children digitally following March shutdowns. CMH provided programming to cover coding, math, and literacy, and adapted content from our ConocoPhillips Math Lab, Bank of America Kidtropolis exhibit, and John and Jean Wiley Foundation Invention Convention exhibit.

“I want to let you know how AWESOME the virtual camp adventure is. Sydney was able to be part of it and it’s done in such a great way. She is doing all the activities and reading all the awesome books that came with it. Thank you for this wonderful program. I am beyond impressed with all the stuff the campers received. Sydney looks forward to every day of doing camp adventure.”

–parent of Camp Adventure camper

Social Studies Educator Danni Dancer leading students in a literacy workshop during HISD’s Camp SPARK, using art activities to develop characters and settings that can be used to create their own stories.
Prior to the pandemic, 45% of Houston’s households were considered low-income. Children living in low-income households have less access to high-quality educational resources than their more advantaged peers. These gaps in access widened further with the Covid-19 pandemic which financially destabilized countless more families. Lack of adequate broadband service prohibited many children from attending virtual school, and families often did not have the supplies at home for children to continue hands-on learning engagements like those provided within school and afterschool care settings.

CMH works with 1,110 community partners to reach families across Greater Houston with free resources, to help ensure that all children have access to quality learning opportunities and materials. These Museum resources include free Open Doors Museum admission passes as well as the parent and afterschool programs described on the preceding pages.

The Museum reinvented itself according to rapidly changing needs of Houston’s children, fulfilling its role as an essential business during COVID to get learning supplies into the hands of children.

In April 2020, we learned from our partner, the Third Ward Community Cloth Cooperative, that essential worker childcare centers in their community did not have the resources they needed to engage the children under their care. CMH educators packed boxes full of consumable supplies and activity guides and delivered these resources to the doorsteps of the centers in need.

That same month, we heard that the need for meal drop-offs by our partner Kids’ Meals had increased substantially. We continued to clear out our supply storage by building at-home use kits with both older and younger versions. CMH outreach team members dropped them off weekly at the Kids’ Meals warehouse for distribution to home by their volunteer drivers. Each kit contained enough supplies for use by 4 children per family.

We started receiving additional news in May from our school partners, indicating they needed our help and that teachers were exhausted – sensing no end in sight to the difficulties they were facing. CMH educators began noticing as early as June 2020 that children returning to the Museum for the summer did not have the grasp of their math addition and subtraction facts appropriate for their grade level.

1,000 multidisciplinary activity kits filled with activity books, Play-Doh, scissors, and other materials funded by PNC were distributed to partners providing basic services to families including Houston Food Bank, Kids’ Meals, New Hope Housing, and United Methodist Church.

Several funders have helped the Museum continue to put valuable at-home learning resources into the hands of families in need.

Due to the pandemic, CMH now also provides the entire All-Time Access virtual collection of over 1,800 (and counting) educational episodes, versions of which have aired through local TV broadcasts to reach families without streaming capabilities. We also increased our at-home learning kit distributions to ensure the families in most need have the project supplies for advancing learning engagement.

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Houston is one of the most racially and ethnically diverse large cities in the United States. 28% of Houstonians are foreign born, 49% speak a language other than English at home, and 22% speak English less than very well, most often relying on Spanish. At the Museum, our racial/ethnic demographics mirror those of Houston, with 48% of visitors of Hispanic/Latino descent, followed by African Americans (23%), Anglos (21%) and Asian Americans (7%). Within outreach, most participants are Hispanic/Latino or African American. Our staff also reflects Houston: 62% are non-Anglo and 53% are bilingual in English/Spanish.

How Are We Alike? Gallery
Four of our cultural exhibits rotate every 18 months. As with all CMH exhibits, text in these exhibits is provided in English and Spanish in addition to including the language of the people celebrated in each exhibit.

• Cum Yah Gullah, meaning come to Gullah, celebrates the expertise and culture of the Gullah/Geechee from the South Carolina Sea Islands who are descendants of enslaved West Africans.
• Yalalag: A Mountain Village in Mexico emulates a small town in the Mexican state of Oaxaca where the merger of native Zapotec and Spanish cultures resulted in a thriving remote community.
• Dragons and Faires: Exploring Viet Nam through Folktales showcases how Vietnamese families use folk tales to transmit cultural values to their children.
• Heart and Seoul: Growing Up in Korea explores how children in and around Seoul Korea experience daily life in high-tech cities rich with ancient cultural history.

How Are We Alike?

In 2020-21, we showcased the works of two Coretta Scott King Award winners, James E. Ransome in 2020 and Christian Robinson in 2021. Program offerings at the Museum change weekly and often daily, many of which celebrate the varied cultural traditions of Houstonians.

CMH has 5 rotating exhibits that immerse children in the daily lives and traditions of families who have cultural backgrounds different than their own.

The John P. McGovern Kids’ Hall
Each year during November and December, our Seasons of Sharing interactive exhibit showcases seven cultural celebrations and observances of families in Houston and around the world - Christmas, Diwali, Hanukkah, Kwanzaa, Las Posadas, Lunar New Year, Norwegian Christmas, and Ramadan.

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Community Need #6

Promote college and career readiness through the development of 21st century skills

The Museum's educational programming is designed to help children pursue the future of their choosing, by giving them opportunities to identify and advance interests and skills that prepare them for college and career options. These skills include critical thinking, communication, collaboration, and persistence. By advancing skill development, we remove barriers for reaching potential. Visiting adults frequently tell us, “I wish I had something like this when I was a growing up!” suggesting they may have chosen different life paths if they had CMH as a child, with opportunities to code robots, manage a diner, and solve missions using clues and ciphers.

CMH exhibits and programs develop children’s skills for success far into their futures. Each is aligned with the Texas Essential Knowledge and Skills standards.

The David and Jean Wiley Foundation Invention Convention Building design thinking skills, children plan, fabricate, and test vehicles for performance and safety, write code for robots to do chores, and engineer new tools to solve problems. In the Inventors’ Workshop, new challenges like designing video game characters in TinkerCAD are offered monthly.

Bank of America Kidtropolis, A city run by kids for kids, this vibrant thoroughfare of businesses and city services engages kids in the various roles citizens serve within a community, including consumers, employees, business owners, volunteers, and politicians. In the Bank’s Business Center, visitors can create a business plan for their new cupcake shop or law office. As manager of the Market, they make inventory and staffing decisions. And in the News Studio, they decide what the TV news anchors will report for the day.

3D Virtual Field Trips were developed so children could continue their explorations during the pandemic.

Chevron Maker Annex As a part of The David and Jean Wiley Foundation Invention Convention, the Chevron Maker Annex is a place where visitors elevate their building and testing to the next level using digital fabrication to design and produce solutions with laser cutters, vertical mills and 3D printers. When the Annex closed due to COVID-19, the Museum launched an online workshop series using a free design software platform called TinkerCAD. In each of the 3 weekly sessions, the Maker Educator establishes an overall project challenge, like designing a roller coaster, a human body cell, or a birdhouse. Then, children work alongside the Educator and each other online to envision and design their personalized project. Still open for families to register for free, we also offered them in partnership with Boys & Girls Clubs during Fall/Spring 2020-21.

Science Workshop in partnership with HISD Launched with National Science Foundation funding in 2002, the CMH Science Workshop at Edison Middle School serves approximately 100 students every school day each year with...
High participant retention and consistent acclaim from both children and adults characterize the feedback for MyProjects Live workshops.

“The leader ... did an excellent job of answering the questions for the kids that were behind while keeping forward movement for those that had the hang of it. Thank you for providing these for free! We would not be able to do it otherwise.”

felt the experience of live online learning was very good

86%

“Please keep doing these even after things open back up! We would pay (a reasonable amount). At home is very convenient/preferred.

said they were likely to participate in another workshop

92%

Project-based learning engagement driven by their personal interests and ingenuity. Students do everything from building hover craft vehicles to designing products they sell to other students and faculty during the holidays. During Summer 2020, Science Workshop was the first of our in-person summer camps to go virtual, using Microsoft Teams to meet and do activities including circuit building, building pendulums, and cultivating bacteria. The Museum was not allowed to operate the program within the school building during the 2020-21 school year, so we continued offering a weekly program through virtual engagement and curbside pickup of supplies at the school.

The program resumed in person for the Science Workshop 2021 Summer Camp.

Maker education partnership with 21st Century Community Learning Center schools

For the past 6 years, CMH has been collaborating with the Exploratorium and now the New York Hall of Science to host 6-week intensive maker education sessions in partnership with local schools. CMH Educators normally lead the program in person. For the Spring 2021 sessions, we trained the afterschool facilitators at partner schools and then joined their sessions via smart boards in their classrooms.

Circuitry workshops with The Links, Inc.

During the 2020 winter school break, CMH partnered with The Links, Inc. to engage 50 children in a 3-session series of MyProjects Live workshops focused on the merger of circuitry, digital design and robotics. The Links, Inc members order the supplies specified by CMH Educators and recruited the participants from area Boys & Girls Clubs and YMCAs.

One of the workshops led by Maker Education Manager Jacob Breier included engineering LEGO bricks, where participants were able to learn and utilize math skills to create 3D designs of bricks that when printed are perfectly compatible with real LEGO. Community-based partners extend the Museum’s programs to students living in underserved neighborhoods.

CMH programs engage children deeply in pursuing their own passions for learning.

“We’ve been doing all of [the activities] together. Especially with the pandemic, this keeps [my daughter] occupied and not depressed since we can’t go out. I like that she learns these STEM skills...She tells me what she’s learning while we’re doing it, we discuss it. We work through it, and she challenges herself. I also appreciate Ms. Andrea, she would bring things even if it was raining, and the sponsors for funding this program. I appreciate this opportunity for my daughter.”

–Parent of MyPROJECTS workshops participant

“My son has taken a bunch of the MyPROJECTS workshops and keeps begging me to sign up for more! He loves it. And when the educator puts his finished product up for the group to view at the end of the workshop, you’d think he won a thousand dollars. He gets so excited to get that positive feedback on his work! TinkerCAD is now one of his favorite ways to spend his free time.”

–Mother of Science Workshop summer participant

**Basics Houston**

Basics Houston features five parent and toddler/infant workshops created and piloted by our educators in FY19 and FY20 to further the learning messages of the Houston Basics 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 program of Harvard University's Achievement Gap Initiative.

**Bilingual Family Learning Guides**

We have published eleven bilingual Family Learning Guides to help our families support 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 local stores and grocery stores, with most items generally kept on hand in families’ homes.

Learning Guides distributed to families: 6,229
Sponsors: Brown Foundation, Inc., George and Josephine Hamill Foundation, and Wells Fargo

**Bilingual Programming and Signage**

We provide bilingual facilitation and resources to accommodate families who use Spanish as their primary language. All exhibit signage is bilingual, as are 55% of our public contact staff and 70% of our research educators. In addition, Spanish-language resources account for approximately 20% of the books and media in our Parent Resource Library, with the Google Translate function on our website making its information available in 90 languages.

Visitors and Participants Served: 526,376 on-site visits and outreach attendance over 6,340,000

**Camp Adventure!**

Produced and directed by CMH for the Barbara Bush Houston Literacy Foundation and the Houston Independent School District, Camp Adventure — typically provides a full slate of programming for 3 consecutive 2-week summer camp sessions for low-income HISD students who attend Title I schools. Due to COVID, the camp was delivered virtually.

Each child received a large kit of activity supplies and 15 days of unique activities that we paired with the theme of activities that Museum educators facilitated virtually live and taped during the course of a week. Surveys of parents indicated that children spent an average of 30-40 min per day engaging in the activities. A majority of children expressed a desire to learn more about the topics covered in the camp and intended to do so by completing the books featured in the kits and by borrowing more books from the library.

Participants Served: 603 kindergarten through 5th grade children zoned to Title I HISD schools
Sponsor: Barbara Bush Houston Literacy Foundation

**Count Me In Program**

We created this afterschool program with the support of a National Leadership Award from the Institute of Museum and Library Services. Within the program, we provide activity kits and training to the staff of afterschool centers in low-income neighborhoods so that they may facilitate selections from a set of 112 games and activities that most often feature mathematics. Surveys indicated that 81% of children became more confident in their ability to “do math” after using the kits; and 100% found the kits reinforce subject matter children are learning in school.

Cumulative Attendance: 15,869 children at 28 sites
Sponsors: The W.T. and Louise J. Moran Foundation, ConocoPhillips

**Cyberchase: The Chase is On!**

We created the Cyberchase exhibit in partnership with WNET (New York’s Public Media station) with children taking on the roles of characters from this popular television show as they save Cyberspace and defeat Hacker, the dastardly villain. Each challenge requires real world applications of mathematics and critical thinking skills.

Visitors Served: 315,826 children, parents and caregivers
Sponsors: Ernst & Young LLP, National Science Foundation

**Chevron Maker Annex**

Our Maker Annex serves as the high-tech workstation of our exhibitions. The David and Jean Wiley Foundation Innovation Convention, with children mentored by Maker educators as they build and test projects of their own choosing. Impacts are extended with our Maker Kids celebration of National Engineering Week.

Visitors Served: 27,317 on-site visitors
Sponsor: Chevron

**Discovery Squad**

The Discovery Squad is our youth leadership volunteer program that mentors, educates, and commits young adults ages 14-17 years old. Members are asked to commit to a minimum of 75 hours的服务 throughout the year. Over 60% of our members qualify to receive the President’s Volunteer Service Award.

Participants Served: 454 active students who volunteered over 9,450 hours of service

**EcoStation**

Our EcoStation exhibits combine wildscapes areas and a pond teeming with life with a rustic Research Pavilion where families perform activities that help them discover how scientists study the environment and how they can engage in eco-friendly practices.

A Discovery Guide is often on hand, facilitating activities that change weekly to reflect our current exhibitions.

Visitors Served: 315,826 children, parents and caregivers
Sponsors: Strake Foundation

**Family Caregivers**

To overcome the hesitancy 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 Free Family Nights and via the use of our Open Doors passes.

Visitors Served: 6,709 children, parents and caregivers from 57 elementary schools
Sponsors: ConocoPhillips, Albert and Ethel Hersztein Charitable Foundation

**Pilot STEAM**

Within the ASTEM program, our educators create the curriculum and provide the training and supplies that the YMCA afterschool counselors to facilitate design challenges for children on a weekly basis throughout the school year. Children practice scientific inquiry, develop problem solving and critical thinking skills, and work collaboratively.

The curriculum features 28 project-based activities and experiments, each oriented to a different aspect of STEAM learning and features topics that range from aeronautics to zoology.

Participants Served: 526,376 children, parents and caregivers Title Sponsors: The Stanford and Joan Alexander

**STEAM**

Participants Served: 3,946 at 148 sites
Sponsors: The W.T. and Louise J. Moran Foundation, CenterPoint Energy, Valero Energy Corporation, YMCAs of Greater Houston

**STEAM and literacy learning sessions**

Two of our most popular programs are STEAM and literacy learning sessions for students throughout two weeks in August/September. These sessions helped children get back into the mode for formal learning instruction and introduced them to the Microsoft Teams platform they would soon begin to use for virtual school classes. Our educators also created 5,000 math and science activity kits given to children at Title I elementary campuses so that families could take part in project-based learning activities prior to the start of school. Participants Served: 10,217 kindergarten through 5th grade children zoned to Title I HISD schools

**STEAM Learning Centers**

Each 40-minute session is divided into three segments that were first televised on Foxy 26's My20 channel and on Univision 45 KXLN in summer 2020.

Sponsors: The W.T. and Louise J. Moran Foundation, ConocoPhillips

**STEAM and literacy learning sessions**

Our Maker Annex serves as the high-tech workstation of our exhibitions. The David and Jean Wiley Foundation Innovation Convention, with children mentored by Maker educators as they build and test projects of their own choosing. Impacts are extended with our Maker Kids celebration of National Engineering Week.

Visitors Served: 27,317 on-site visitors
Sponsor: Chevron
Family Literacy Involvement Program (FLIP)

Each one of our FLIP Kits contain a children’s book, instructions for an activity that relates to the theme of the book, and all required supplies. Use of the FLIP kits strengthens key literacy skills and sets the foundations for ongoing interest in books. We circulate more than 2,300 FLIP kits at 39 branches of the Houston Public Library and provide 1,890 additional FLIP Kits used at 54 low-performing HISD elementary schools to increase the acquisition of early literacy skills. Kits are made available in English, English/Spanish, Spanish, Vietnamese, Simple and Traditional Chinese, Arabic, and Urdu. Parent surveys indicate that 92% found the kits had given them new ideas about how they could support their children’s learning at home; 91% had used the kits to have their family spend more time reading together; 82% found that the kids had helped them understand how their children relate to reading; 86% had made new discoveries regarding their children’s interests and skills; and 96% planned to checkout another FLIP kit within the next three months.

Participants Served: 27,263 children, parents and caregivers


Family Literacy Involvement Program (FLIP) My Keep It Kits

We have taken every opportunity to expand the reach of the FLIP Kits through the creation of a giveaway model for delivery to families at multiple locations in neighborhoods with high levels of poverty. Parent surveys indicate that 100% enjoyed using the kits with their children; 100% were interested in checking out “regular” FLIP kits from branch libraries; 100% used the kit to teach their children something new; 100% had gained a better understanding of how their children relate to reading; 100% had made new discoveries about their children’s interests and skills; and 90% had gained new ideas about ways to support their children’s learning.

Participants Served: 1,500 children, parents and caregivers

Sponsor: Texas Children’s Hospital

Flint Hills Resources How Does It Work?

Our two-story How Does It Work exhibit provides a focus on the physical sciences, with children asking and answering questions as they manipulate simple machines, build structures and configure electrical devices. The exhibit also features the Science Station, where Discovery Guides facilitate science experiments during all hours of operation that are aligned with each of our WonderWeek themes.

Visitors Served: 526,376 children, parents and caregivers

Sponsor: Flint Hills Resources

Flint Hills Resources Genius Station

Inscribed 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 visitors’ curiosity 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 (exhibit breakdowns, network 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 type of innovative personalized learning experience.

Visitors Served: 61,388

Sponsor: Houston Pi Beta Phi Foundation

Free Houston Pi Beta Phi Foundation Storytime

Every Thursday night in our Parent Resource Library we host bilingual storytimes at 5:15, 6:00 and 7:00pm. Each child attending receives a free book to help build their home library. Participants Served: 3,884

Sponsor: Houston Pi Beta Phi Foundation

Free Inoculations

Committed to creating a community of healthy children, CMH makes it possible for all children under 18 needing inoculations of the Texas Children’s Vaccines, Vaccines for Children and other vaccines to receive free vaccinations.

Participants Served: 473,738 children, parents and caregivers

Sponsors: The Freeman Foundation

Institute for Family Learning

All of our outreach programs, curriculum development activities, and professional development offerings function under the umbrella of our Institute for Family Learning, which was established to prioritize the Museum’s focus on family learning and parental support. Attendance at Outreach Programs: 334,000 children, parents and caregivers

Sponsors: The Stanford and Joan Alexander Family Fund, Hamill Foundation, New Moon Foundation, Inc., Pam and Steve Danieli/ Golden Sachs Cares, George and Mary Josephine Hanfmann Foundation

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 play, receiving new information through engagement with their children and via interactions with the TotSpot Educator, Discovery Guides, videos and visitors.

Visitors Served: 184,232 children, parents and caregivers

Sponsors: Kathryn G. McGovern/McGovern Foundation, CPF 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. Lois was the first paid employee of the Museum and helped establish and foster a cultural expectation for excellence throughout her eleven years with us. In 2020, we honored the contributions of Jana Gunter, Director of Finance.

Sponsor: Lydia and David Drutz

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 activities, our 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 the ages of 13 and 18 years, and serve a 2-year term. This group provides a kid’s perspective for the museum on how to develop and exhibit development to programming.

Participants: 24 children from 8 to 13 years old

Kids Hall Art exhibits

We host art exhibitions throughout the year. In 2020 we celebrated the 4th anniversary 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 exhibitions produced by the National Center for Children’s Illustrated Literature, with the latter bringing attention to less familiar examples of children’s literature.

Visitors Served: 526,376 children, parents and caregivers

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Sponsors: Kathryn G. McGovern/McGovern Foundation, CPF Foundation
These field experiences provide Knowledge and Skills (TEKS) standards. They teach their children' and 97% found that felt more confident about their ability to support their child's learning; 97% the experience of poverty. Surveys workshops. The workshops equip 8-session series of small-group and Work Institute to deliver an educational literacy-grounded STEAM workshops. We facilitate these development and parenting, while new understandings regarding child themes, assisting parents to acquire in their classrooms. We provide a series of workshops for new parents and caregivers to access additional resources via the Library staffed during all hours. The Museum includes our Parent Resource Library, a circulating branch of the Houston Public Library. The Library provides more than 5,000 print and media resources, with approximately 20% in bilingual or Spanish formats and an additional subset of the collection featuring resources for parents who are addressing special needs. We keep the Library staffed during all hours of operation so that we may provide recommendations and assist families to access additional resources via the Library's computers. Visitors: 45,391 children, parents and caregivers. PowerPlay We developed this high-energy exhibit with a grant from the National Institutes of Health in partnership with Baylor College of Medicine. The exhibit engages visitors in physical challenges that help them assess how their bodies' react to exercise and then form plans for increasing flexibility, balance, strength, speed and coordination. The exhibit features the Texas Children's Hospital PowerScience Lab, where visitors take part in experiments that explore key aspects of biology and nutrition. Visitors Served: 315,629 children, parents and caregivers. Sensory Friendly and Explore Abilities Days We provide four Sensory Friendly and two Explore Abilities Days each year for families whose children will be overwhelmed by inputs on a standard day of operations due to the impact of Autism Spectrum Disorders and Sensory Processing Differences. During our exhibits, parents and providers typically modify to temporarily reduce sensory input or modify exhibits based on the needs of our visitors. Roughly one-fifth of the performees are children, helping our visitors to experience the arts in a new way. Visitors Served: 8,843 children, parents and caregivers attended 82 performance events. Summer of Literacy (SōL) This program was piloted in June 2020 to supplement Sunday school times for Pre-K children. The 3 and 4-year-old children took part in hour-long stretches spent reading with an activity and received copies of our Raise a Reader Family Learning Activity Guide and several of our literary-focused My Keep It Kits for use with their families at home. The program was facilitated twice weekly for six weeks at 7 early childhood centers that serve low-income families. Parents indicated that 92% felt that participation helped their children gain new skills that they took home. Roughly 75% stated the program had provided them with new ideas about ways to support their reading at home, and 75% indicated that receipt of the My Keep It Kits helped them increase the amount of time their families were spending together reading.
Children’s Hospital’s UpWORDS program, Literacy Now, Blessed Beginnings, Baker Infinity, Nurse Family Partnership, HHD, Wesley Community Center, L.I.F.E. Houston, Bee Busy Wellness, C.H.A.T. AAMA, RSWR, Wraparound Speciality, HHD, Immunization Bureau, EQI, 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
Created to serve as an R&D lab through which we develop and present a series of temporary exhibits, elements of which are subsequently added to other exhibits. The exhibit on display for FY20 – Constructionering – was created in collaboration with Jackson & Ryan Architects, W.S. Below Construction Corporation, Stephen Redding, Fermin Vaszquez, Collaborative Engineering Group and Nathalyne A. Kennedy & Associates.

The exhibit used the Museums’ iconic features as a backdrop to engage visitors in exploration of the construction and engineering skills needed to plan and build structures. Use this gallery to host temporary exhibits and prototype new exhibit components. The current exhibit, Sights Unseen, debuted at the end of FY20 and explores the senses and biology of sight. The exhibit includes unique visuals that challenge conventional ways of seeing, hands-on activities that allow visitors to manipulate their perception, and the opportunity to solve challenges.

Visitors Served: 386,463 children, parents and caregivers.

Sponsors: Charlene Pate, William Stamps Farish Fund, Occidental Petroleum

More CMH app
We are the lead member in a collaborative that has designed 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 with opportunities to be coached on interactions with exhibit components, participate in exhibit-based experiments, learn more online, and engage in experiments at home. Version 2.0 will launch in spring of 2021 to support the creation by parents and teachers of customized playsets based on 700+ newly developed digital assets, providing themed content groupings, content filters, event calendars with embedded registration, notifications, reminders, and potentially the ability for friend following.

Partners: New York Hall of Science; the Oregon Museum of Science and Industry; the Sciencecenter; the Museum of Life and Science; and The Lawrence Hall of Science at the University of California, Berkeley Sponsors: Museum of Science and Industry, Texas Science Center, the Children’s Museum of Houston, the Children’s Museum of South Carolina, Atlanta Science Festival, Science North, and The St. Louis Science Center.

CMH is grateful for broad-based support from many parts of the philanthropic community. Generous donations from corporations, foundations, public agencies and individual donors provide funding for the Museum’s outreach programs, operations, exhibits, program development and endowment with $5,655,338 contributed for the 2019-2020 fiscal year.

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 listed below.

DONORS

$500,000 - $250,000
The Powell Foundation

$249,000 - $100,000
Laura and John Arnold Bank of America

Barbara Bush Houston Literacy Foundation

Chevron

ConocoPhillips

Episcopal Health Foundation

Flint Hills Resources

The Hamill Foundation

Institute of Museum and Library Services

Katharine G. Mc Govern/Mc Govern Foundation

The W.T. and Louise J. Moran Foundation

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Samuel’s Family Foundation

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The Wortham Foundation, Inc.

$99,999 - $50,000
Brown Foundation, Inc.

The Cullen Foundation

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The William Stamps Farish Fund

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Houston Livestock Show & Rodeo

Occidental Petroleum

PNC Foundation

Texas Children’s Hospital

$49,999 – $25,000
Laurie and Randy Allen

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$24,999 – $10,000
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$9,999 – $5,000
BB&T now Truist

Lydia H. and David J. Drutz

Harris County Department of Education

Albert & Ethel Herzstein Charitable Foundation

Kinder Morgan Foundation

Dottie and Dr. Robert H. McCallister

Lauren and Brad Morgan

PNC Foundation

Caroline Pate

Sue Payne

PNC Foundation

The Hamill Foundation

We are grateful to our donors that provide additional support during COVID-19 relief efforts.

The Hamill Foundation

Brown Foundation, Inc.

The Cullen Foundation

Episcopal Health Foundation

The Powell Foundation

The W.T. and Louise J. Moran Foundation

The Samaels Family Foundation

Flint Hills Resources

Chevron

Bank of America

ConocoPhillips

PNC Foundation

BASF

OXY

Barbara Bush Houston Literacy Foundation

The George Foundation

Truist Foundation

Anonymous

Wells Fargo

CenterPoint Energy

Herman H. Fleishman Foundation
On October 12, 2020, guests arrived at their granite-outfitted room for our gala, A Wicked Affair. The event raised $1,085,587 at this Corinthian Event, chaired by Caroline and John Harrell and Allison and Geoff Leach, while the live and silent auction was co-chaired by Allison Bernal, Stacy Johnson, Naskei Kashani, Jenny May, Melissa Supeltas, and Hector Villareal.

Gala co-chairs Lyndsay and Bret Zornick and Ashley and Walter Weathers

A Wicked Affair
Presenting Sponsor
BB&T

Spooky Spiderwebs
Laurie and John Arnold

Haunted Mansions
Courtey and Bill Zornick

Wicked Witches
Nancy and Lane & Randy Allen, Cherith & Eddie Allen, Kathleen M. McGovern/McGovern Foundation

Scary Skeletons
Brett and Ely Zornick

Creepy Cauldrons
Lanie and Job Bowden, Hunter and Paul Ball, France and dyno Shapes, Katy and Paul Duff, Amy and Robert Unfughe, Nicola and Eric Katz

Mischievous Mummies
Julie and Drew Alexander, Shelly and Geoff Masken, Foley Gardens, Glen Gonzalez and Steve Summers, Melissa and Michael Mitchel

James and Stephen Lavher, Lauren and Bill Morgan Occidental, Lyndsey and Bret Zornick

Nightflight Phantoms
Eric Wienerfeld, LHPaul, Katie, and Kelly Bamburrt, Phil and Mary Bowden, Jessica and Fred Bessell, Christie and Webb Jennings, Frances and Stephen Davis, Denah Cephas, First American Title Company, Sherman and Robert Gaudette, Felicia and Hugo Gull, Stacy and Jason Johnson, Memorial City Bike Race and Bike Walk, Whitney and Daniel Morris, Nenberg Holdings, LLC, Kelly and Jeff McCallister, Jenee and Ken Walton, Cynthia and Max Walker, Ashley and Walter Weathers, Winkler & Gilligkamp LLP

Graveyard Ghouls
Jill and Shiri Dorn, Theresa and Jeff Eaton, Christie with John Stein, Southern Chemical Corporation, Brace Foundation

Terrifying Tarantulas
Christina and Matt Allerue, Brooke and Jeff Gurris, Kelly Brummett, Kelly and Leo Hoffer, Mary and Ben Patton, Beth and Nick Zolistic, Carolina and Andrew Bean, Nancy Birmase, Carolina and Will Brown, Trace and Spencer English, Leslie and John Pitts, Emily and Hanlan Parisky, Jen and Bruce Spaide, Tyler and Matt Dossen, Caro and Tanner Morgan, Courtney and Bao Sollestein, and John Davis Shraub, Lacie and Jake Barton, Jr.

Amanda and Terry Dufresne, Lisa and John Boedeker, Elizabeth and Alexander Dwyer, Stephanie and Ryan Fleck, Cynthia and Chad Matby, Melissa and Jen Supelkas, Backboard Midtown, Lodie and Matt Cooke, Compass Real Estate, Flint Hills Resources, Rachel and Adam Driskill, Whitney and Matthew Gordon, Georgia and Nick Harrison, Allison and Hunter Herzap, Nicole and Evan Katz

Mary and Matthew Lafau, The LaFauci Foundation, Paul and Robert Minier, David Peakeoff, Miriam Seaman

Kaylen and Nick Resoble, Shelby and Kari Stithman, Michael and Leslie and Garth Ginnan, Christie and Bily McCurry, Annie Mass, Sue Payne

Charlie and Pam, Kim and Randy Pandey, Jeff and Mari Sharpe, Anabelia and Seth Solston, Silicon Reservoir Group, LLC, Courtney and Doug Swanson, Stacey and James Thomson, Allison and Walter Washner, Margaret and Travis Whitehead, Lisa Young and Matthew Assiff

Bewitching Bats
Allied Fire Protection, LLP, Shannon Payne

William Dimick, Mindle and Ed Cappell, Sarah and Sodoro Carter, Charlotte and David Hydric, Jon and Jamie Hodge-Charles, Aaron and Dea Moerbe, Linda Bohland, Lindsay and Steven Lucie, Kimball and David Morland, Anne and Ryan Stolte, Stephanie and Savith Smith, Maggie and Robert Verrillion, Richard Yoo

Wicked Ball 2020 Gala Watch Party

Caroline and Andrew Bean Gala Watch Party

Glen Gonzalez and Steve Summers, Melissa and Michael Mitchel, Lauren and Brad Morgan, Missy and Andrew Garvin/ The Sandlin Foundation, Kelley and Jeff Bamburrt

Superior Superman
Carolyn and Andrew Bean, Lachs and Jeff Bowden, Kennes and Stephen Daniel, Doffie and Bob Callahan, Rachel and Steve McLeod, Alison and Colin Powell, Kathryn and Richard Howkow, Ashley and Jennifer Braul, Stephanie and Kevin Soder, Whitney and Greenland LHP, Bruce Herzog and Debbie Havard

Molly and Matt Lafau/Gladstone Watch Party

2020 A Marvelous Night Gala

Children’s Museum Houston’s Marvelous Night Gala raised $15,000 on Saturday, Oct. 24, 2020. The event was chaired by the Executive Committee of the Children’s Museum Houston. Emphasis for the event was Deborah Denon and Ennis Municio. Supporters hosted watch parties from their homes and participated in live and silent auctions.

Caroline and Andrew Bean Gala Watch Party

Allison and Cullen Powell Gala Watch Party

Invincible Iron Man
Stacey and James Thompson

Brilliant Batman
Caroline and Andrew Bean, Lachs and Jeff Bowden, Kimberly and Bob Callahan, Ramirez and Steve McLeod, Alison and Colin Powell, Kathryn and Richard Howkow, Ashley and Jennifer Braul, Stephanie and Kevin Soder, Whitney and Greenland LHP, Bruce Herzog and Debbie Havard

A Wicked Marvelous Night Gala

Presenting Sponsor
BB&T

Amazing Spider-Man
Laurie and John Arnold

Wonderful Wonder Woman
Nancy, Matt & Randy Allen, Cherith & Eddie Allen, Courtey and Bill Zornick, BB&T’s new Trust

Courageous Cat Woman
Jude Alexander and Cynthia Walter

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Courageous Cat Woman
Jude Alexander and Cynthia Walter

2020 Friends and Family Luncheon

Chaired by Kristy Bradshaw and Rishma Mohamed, the 2020 Friends and Family Luncheon was held at River Oaks Country Club on Thursday, March 5, 2020. Guests enjoyed keynote speaker William R. Stixrud, Ph.D., who is best known for being the author of the national best-selling book The Self-Driven Child. The event’s primary sponsor was customized Noncut Edge Knife Blades, the latest discoveries in behavioral therapy, and case studies drawn from the thousands of kids and teens he has worked with over his career. The luncheon raised $175,791 for the museum’s educational outreach and programming.

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2020 Randy Allen Spring Golf Classic

Due to COVID-19, the annual golf tournament was moved to the fall and was held on Tuesday, September 29, 2020 at Gus Wortham Park Golf Course. This year, the tournament was renamed after long-time Children’s Museum Houston supporter and golf tournament founder, Randy Allen. The event, co-chaired by Bradley Bracewell and William Griffin, had over 100 golfers in attendance and raised $144,320 in support of the Museum’s free admissions program.

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2021 Friends and Families Luncheon

Chaired by Maria Castro and Missisa Lowrie, the 2021 Friends and Families Luncheon was held at Lott Hall on Tuesday, May 25, 2021. Guests enjoyed Keynote Speaker Julia Lynott, founder of the New York Times bestselling book How To Raise an Adult (and Your Turf: How To Be an Adult). Lynott-Haims shared practical strategies to help children develop the resilience, resourcefulness and inner determination necessary for success in life.

The luncheon raised $154,620 for the museum’s educational outreach and programming.

The 2021 Randy Allen Spring Golf Classic was held on Tuesday, May 18 at Memorial Park Golf Course with over 100 golfers in attendance. Chaired by Craig Massey, David Randall and John Wombwell, the event was the most successful in our history and raised $179,308 in support of the Children’s Museum Houston.

Event Chair Craig Massey, David Randall, John Wombwell

Nancy Allen with sons Eddie and Wilson Allen

The Allen Family with event chairs

Hole Sponsors

Kendall Allen

Morgan Allen Neal

David P. Rutan

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Eagle

JimmyEven/JulieStickey – Chicago Title Commercial

Gary W. Roberts

Title Houston/Frank Vandiver

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Donors to Children’s Museum Houston’s 40th Anniversary Campaign

Last year marked Children’s Museum Houston’s 40th Anniversary. In honor of this momentous occasion, our CMH family helped us celebrate the big 4-0 by making “birthday gift” donations that were matched by generous gifts from board members Job Bowden, Brad Morgan and Jeff Scolfield. In total, we raised $307,045 from 159 donors. These gifts helped create vital virtual learning opportunities that were relied upon by children and families all over the world during the Covid-19 pandemic. From the bottom of our hearts we thank everyone who donated and the more than 8.5 million people who have tuned-in online to learn alongside our excellent team of educators.

$10,000 – $24,999
BB&T Row Toyful! Courtesy and Bill Tomney
Susan and Michael Plank
Alison and Glenn Rowell

$5,000 – $9,999
Mr. Andrew M. Alexander and Mrs. Julie B. Alexander
Kristan and William Berger
Ginny and Jason Endicott
Hackett Family Foundation
Matt and Molly LaFauci
Dorothy and Robert McCollister
Chenille Pare
Sus Paine
Winnie and Nico Phillips
Phillips ’66 Platform Partners
Scoulough Foundation
Ashley and Jonathan Stain
Stacey and Jamie Thompson

$2,500 – $4,999
Paige and William Griffin
Jana Gunter
Jane L. Perry
Kim and Randy Peterson
Rachel and Susanclaudia Sitar

$1,000 – $2,499
Aly and Chris Cockrell
Angela Chan
Siddie and Al Fray
Mag Fores
Margaret Gaynne
Jacqueline and John Gaskard
Joan and Marvin’ Kaplan
Pamela and Ed Labadora
William Laven
Dean McCabe
April and Will McGee
Baby and Edward Schreiber
Molly Simpson and Patricia Albin
Alex and Bobby Stillwell

$500 – $999
Frances A. Alexander
Cheryl Bartholow and Michael Joyce
Laura Chapman
Moria and Keith Finan
Lisa Giasson
Jeremy Sugg
Kathleen and Randall Lake
Rachael and William Luaman
P. J. and Puti Dev

CREW

The CREW is Children’s Museum Houston’s premier philanthropic membership group for parents, families and supporters interested in helping further CMH’s mission to transform communities through innovative, child-centered learning. Families who join the CREW are directly increasing access and opportunities to make the best educational resources available to every child in Houston. CREW members receive special member benefits along with the opportunity to serve in the Museum’s volunteer leadership positions.

FY20 CREW Members
Malinda and Greg Armstrong
Katie and Scott Arnold
Melinda and Michael Baldridge
Catherine and Reed Barnett
Caroline and Andrew Bean
Lane and Jai Bostick
Keraly and Chris Bradshaw
Jami and Brett Burns
Jennifer and Grant D’Agostino
Jen and Jarrett D’Agostino
Julie and Stephen Chen
Sherry and Stephen Dooling
Stephanie and Ryan Flick
Lauren and Matt Fussman
Caroline and John Haanel

$25,000 – $49,999
Thomas Bannin
Carolina and Andrew Bean
Mirekta B. Beatt
Emi Dostat and Arsie S. Bome
Sean and Alan Chan
Dixie Chervat
Pamela Davis
Vander and Peter Down
Ashley and Michael Hanna
Garrett Johnston
Sarah and Chris Leavett
Richard Nunn
Deacsi Osdol
Anna Prado
Bette Paskoff
George Turner
Warriner Art Associates
Maequet and David Warin

$100 – $249
Bia Bajon
Barbara Berger
Cynthia Bissonnette
Malinda and Will Brown
Margaret and Homer Chaney Jr.
Tom and Meriann Connors
Sarah Edgar Cooper and Sam Cooper
Linell Doey
Liz and Chris Dooley
Anne and Campbell Eller
Karan Finley
Texas and Leonard Friedman
Brian Gies
Ann and Peter Holz
Lee Kudar
Katie and John Kirkland
Alan Knaat
Lar Kandy
Anne Loe and Brad Nyberg
Madelin and Ryan McInwera
Shauna and David Meyer
Memorial Spaces
Sharon Mushmore
Linda and Stephen Nurney
Catherine O’Connell
PNC Foundation
Esher and Gary Pollock
Brenda Rubenstein
Laurie and Alex Salazar
Ronado Silva de Cordoba
Ranito Singh
Nicholas Stilman

*Sandy and Tim Sturm

Mary Jane Robinson-Ratford and David Ratford
Jane and Alexander Robinson
Lori White and Kevin Truman
Leslie Williams

Sandy and Tim Sturm

Karen and James Sun and Thomas Jansons
Howard M. Sussman
Charlen Van Rall and Edward Rosenthal
Dara Weterie
Sarah Wilson and Christian Redorths

$50 – $99
Melanie Ab and Sidney Lamphere
Norma and Keith Astmore
Kuang Chang
Dora de los Santos
Bath Ford
Rachelle Fung
Tonya and Mark Bordon
Chris Hereman
Maryne Hudson
Kirsty Johnson
Keith Khoo
Michael Kerk
Elizabeth and Paul Labawowski
Erica McCaig
Mary A. Parmal
Pat and Marc Shulman
Xiaoting Wei
Barden White
Paula Whitley

<5,000
Deb Blakstad
Chase Hoel Blasing
Jay Bostick Mark Boucher
Colleen Newell Bly and Mike Bly
Bao Dinh
Patricia Drilling
Evelyn Gricen
Valerie Guerrero
Erica and Gary Hawing
Lori and Bobby Huffman
Ginny and Jason Keyser
Joy Lazear
Hung Chien Lin
Susan Minor
Kerri and Dennis Masson
Janet McKenzie
Zonglei Mu and Yafei Ran
Khedan Pape
Mary Bostick
Jennifer Rozale
Joseph Tarrin
Hath Truong and Tom Biao
Courtney and Barbara Wulf
Gal and Jay Yanezi
Vuyet McCormack
Sandra Wash

$50–$99
Frances A. Alexander
Cheryl Bartholow and Michael Joyce
Laura Chapman
Moria and Keith Finan
Lisa Giasson
Jeremy Sugg
Kathleen and Randall Lake
Rachael and William Luaman
P. J. and Puti Dev

*Deceased

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Caroline and John Harrel
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Lacey and Matt Oggosson

Mary Catherine and Bailey Jones
Melissa and Brad Juneau
Nicole and Ivan Kvet
Molly and Matt LaFauci
Jennifer and Chris Laporte
Kimberly and Scott Martin
Christina and Billy McCarthy
April and Wells McFar
Lauren and Brad Morgan
Bernadat and Scott Peak
Winnie and Nick Phillips
Kate and Tony Phillips
Shannon and Justin Robinson
Kalley and Jeff Scolfield

Jordan and Dylan Saff
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Vanetta and Anthony Snavely
Kate and Taylor Shilling
Paloma and David Stevens
Molly Simpson, Melissa and Dan Sugals
Anissa and Alan Taglia
courtney and Bill Tomney
Maggie and Robert Vermilion
Alby and Tim Walk
Heather and Howard Wash
Tracy, Garrett and Monica White
Maggie and Robert Vermilion
Lyndsay and Brie Zorich
The Children’s Museum of Houston served 527,000 children, parents, caregivers and educators on-site at the Mary Gibbs Jones building during the 2019-20 fiscal year (July 1, 2019–June 30, 2020), 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 440+ partners – including schools, community centers, places of worship, afterschool centers, shelters and libraries. This programming recorded a cumulative attendance of 534,000 individuals during the fiscal year, for a total attendance of 861,000 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.

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-price admissions to 70% of our visitors (through our 1,100+ Open Doors community partners and our designated free days and times) and free community-based programs to another 334,000 individuals.

Visitor Demographics
CMH serves one of the most socioeconomically and culturally diverse populations in the county. Our Museum visitation this past year was 48% Hispanic/Latino, 23% African American, 21% Anglo, 7% Asian, 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 2019-2020 fiscal year was $12,089,356, down $932,317 due to the Museum closure on March 16, 2020 as a result of the COVID-19 virus. The Museum reopened on June 3, 2020, providing programming five days a week versus seven days a week in prior years. The Museum received a $1.1 million loan from the Coronavirus Aid, Relief and Economic Security Act’s Payroll Protection Program reflected in Government Grant revenue that has been fully forgiven. Total expenses were $12,739,828. Excluding depreciation of $1,294,277, total expenses were $11,445,551 down $420,928 from FY19 due primarily to a reduction in salaries as a result of staff furloughs.

2020 RESULTS

Admissions
- Free Museum Admissions 36%
- Reduced-price Admissions 34%
- Paid Museum Admissions 30%

Visitors
- Latino/Hispanic 48%
- African American 23%
- Anglo 21%
- Asian American 7%
- Other 1%

FY19 Revenue
- Contributions 33.3%
- Fundraising Events 8.7%
- Government Grants 8.8%
- Admissions 17.7%
- Memberships 5.1%
- Gift Shop and Cafe Sales 4.5%
- Program & Other Fees 14.9%
- Investment Return 1.2%

FY19 EXPENSES
- Education, Visitors, and Program Services 83.3%
- Supporting Services 14.9%
- Advertising 1.8%

Those We Honor
Each year, Children’s Museum Houston recognizes those individuals who best embody our mission.

Susan Jhin has served the Museum as a Board and Advisory Board member for almost 30 years. She and her family, husband Michael and their children Jackson, Chas and Lauren, have had a long history with the Museum, demonstrating energy and passion for the work we do. To encourage and credit those kids who exemplify the same spirit of the Jhins, The Jhin Family Student Volunteer of the Year award and scholarship is bestowed annually to a volunteer youth who epitomizes the enthusiasm that Susan Jhin and her family symbolize for our mission and for service to many generations of children.

Hillary Farish Stratton was one of the longest serving Board members of Children’s Museum Houston for over 20 years. She spent virtually her entire adult life in service to Houston’s children through her roles at the Museum. With the blessings of the Farish Family, The Hillary Farish Stratton Award for Outstanding Board Service was created to honor Hillary’s memory and achievements. This award is given each May to a Board Member who best exemplifies Hillary’s commitment to serve the needs of others with honor, purpose and inspiration.

Lois Drutz Boiarsky was the first employee of Children’s Museum Houston and continued to serve the Museum as Director of Operations until her death in 1995. She was the inspiration and coach for all who served with her. To honor her unwavering commitment to the Museum, Lois’ brother Dr. David Drutz, along with his wife Lydia and her nephew Adam Drutz, established an award that recognizes an outstanding member of the staff team each year.

Board President Brad Morgan was awarded the 2021 Hillary Farish Stratton Award for his dedicated and effective leadership that saw the Museum grow and continue to gain national recognition.

Director of Finance Jana Gunter was recognized for the Lois Drutz Boiarsky Award in 2020. Jana’s leadership maintained the Museum’s financial resources during unprecedented business challenges brought on by COVID.

Ava Winn, a freshman at The Kinkaid School, was the 2021 Jhin Family Student Volunteer Award winner for her years of dedication to the Kids’ Committee, including her last year as the Committee’s President.

Director of Gallery Programs Dr. Lisa Williams was the recipient of the 2021 Lois Drutz Boiarsky Award. Lisa’s immediate actions after the Museum’s closure due to COVID to produce digital programming, created a vast, new way to reach the community.

Treasurer Saul Solomon was honored with the 2020 Hillary Farish Stratton Award for exceptional Board leadership and his counseling and financial expertise during times of adversity.
**Executive Committee**

Brad Morgan  
President

William J. Toomey, II  
Past President

Saul Solomon  
Treasurer

Dr. Robert McCallister  
Secretary

Jeffrey Scofield  
Co-V.P. of Board Activities

Pamela Davis  
V.P. of Operations

Sicily Dickinson  
V.P. of Earned Income

Stephen Daniel  
V.P. of Strategic Planning

Dr. Catherine Horn  
V.P. of Education

Sebastien Solar  
Co-V.P. of Contributed Income

William Griffin  
Co-V.P. of Contributed Income

Charlene Pate  
V.P. of Special Initiatives

Kate Brem,  
Junior League of Houston

Tammie Kahn  
Executive Director

*deceased

**Advisory Board Members**

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Julie Alexander  
Nancy Allen  
Charlene Pate  
Dr. Kathryn Rabinow

**Past President**

William J. Toomey, II

**V.P. of Operations**

Pamela Davis

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Saul Solomon

**V.P. of Education**

Dr. Catherine Horn

**V.P. of Special Initiatives**

James Thompson  
Walter Weathers  
Lyndsey Zorich

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Jeb Bowden  
Gina Gaston Elie  
Sam Gainer  
Hunt Harper  
John Hutcherson  
Allison Leach  
Ron Oran  
Michael J. Plank  
Kelly Sklar  
James Thompson  
Cynthia Walker  
Walter Weathers  
Lyndsey Zorich

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Julie Alexander  
Nancy Allen  
Charlene Pate  
Dr. Kathryn Rabinow

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Co-V.P. of Strategic Planning

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Pamela Davis  
V.P. of Operations

Linda Nunnery  
V.P. of Earned Income

Stephen Daniel  
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Walter Weathers  
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Lisa Barksdale  
Kristen Berger  
Leslie Blanton  
Dr. Kathryn Rabinow  
The Honorable Garnet Coleman  
Tom DeBesse  
Adam Drutz  
Dimitri Fetokakis  
Sam Gainer  
Jennifer Hazleton  
Thad Hill  
Michael Holthouse  
Aaron Howes  
Susan C. Jhin  
Mark Jodon  
Mary Catherine Jones  
Pamela Laborde  
Lee Lahourcade  
Steve Lasher  
Milessa Lowrie  
Michael Lueck  
Greg Meeks  
Mary Catherine Jones  
Pamela Laborde  
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Michael Lueck  
Greg Meeks  
Michael Mithoff  
Shelly Mulanax  
Paul Murphy, Jr.  
Anne Neeson  
Daniel S. Parsley  
Sue Payne  
Kim Petersen  
Winnie Phillips  
Dr. Barbara G. Samuels  
Duncan K. Underwood  
Maggie Vermillion  
Randal Wichuk  
Richard Yoo