



THE
BAKKEN
MUSEUM

AN ELECTRIFYING EXPERIENCE

3537 Zenith Avenue South
Minneapolis, MN 55416
612-926-3878
TheBakken.org

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bakken museum

Annual Report 2010

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THE
BAKKEN
MUSEUM

from the executive director



David J. Rhees, Ph.D.
Executive Director

*"In 2010,
The Bakken
served more
than 85,000
people—
a 30 percent
increase over
the previous
year!"*

I have had the pleasure of serving as the Executive Director of The Bakken Museum for the past 19 years—half of the museum's existence! It has been my privilege to help The Bakken develop into a full-fledged public museum with leading-edge K-12 school programs and exhibits, and a world-class historical collection. Our wonderful staff of over 40 people, supported by an annual budget of over \$2 million, and a corps of dedicated volunteers, is devoted to our mission of "inspiring a passion for science and its potential for social good by helping people explore the history and nature of electricity and magnetism."

It is important to note that we do more than just spark kids' passion for science. We teach them to apply science for the good of other people, just as Earl Bakken has done in his amazing career as the inventor of the first transistorized cardiac pacemaker. We thank Earl for his inspiring example, for creating this unique museum, and for his outstanding philanthropic support, which provides almost half of our annual operating budget.

We also thank our Board of Directors, led by Brad Bakken, CEO of Citizens Independent Bank, which has provided outstanding leadership and strategic acumen, as well as financial support. We thank our loyal individual donors and members, as well as the visitors, parents and grandparents who bring their families to The Bakken, and enroll their children and grandchildren in our programs. We thank our generous corporate and foundation partners, as well as the program partners who provide free programming that supplements our own offerings. Together, these supporters and patrons provide the other half of our annual support, allowing us to serve more young people than ever before, and to enhance our educational impact.

It was a banner year for both expansion and impact. In 2010, The Bakken served more than 85,000 people—a 30 percent increase over the previous year! This amazing growth is the result of the flowering of our science outreach education programs in the Minneapolis and Saint Paul public schools. We have achieved our dream of serving all fourth graders in both districts, providing over 40,000 electrifying experiences in Twin Cities' classrooms and assembly halls. This is a major inflection point in our development, because for the first time, our off-site programs roughly reached parity with the number of people we served at the museum. Moreover, the effectiveness of these programs is increasing, based on our rigorous evaluation studies on student learning and attitudes toward science. And these programs are strengthened by our unique, research-based learning model that we call Science Assets, which we believe will allow us to become even more effective at inspiring a passion for science.

The Bakken's on-site programs continue to grow as well. We were able to provide a gateway to science to thousands of people through the Museum Adventure Pass program, school field trip and invention program scholarships, and by offering free admission during our 10 Best Days summer festival (a partnership with the Minneapolis Aquatennial). We remain strongly committed to providing access to the museum for all.

Access and outreach, along with our unique, inspiring programs and exhibits were highlights of 2010. It's amazing to note in closing that the total number of people reached by The Bakken since the opening of our new wing in 1999 is now 426,000—getting close to the half million mark. That's quite a few electrifying experiences!

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VOLTA - \$25,000+
3M Foundation
Minnesota Arts & Cultural Heritage Fund

GALVANI - \$10,000+

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access for all



The Bakken offers program scholarships

“Scholarships allowed nearly 13,000 students and teachers to experience The Bakken’s one-of-a-kind science programs at the museum.”

The Bakken Museum was pleased to continue its commitment to providing access and reducing financial barriers to its programs, exhibits and collections for a diverse group of visitors in 2010. Program scholarships were provided for on-site field trips and out of school programs, as well as off-site science education programs. Free museum admission was provided through special passes, events and memberships. Travel grants were awarded to visiting researchers who studied the museum’s collections.

Since The Bakken began its on-site field trip program more than 10 years ago, it has awarded a number of scholarships to schools with a significant percentage of the student body eligible for free and reduced lunch (an indicator of poverty). In 2010, thanks to the support of its annual fund-raising breakfast, and partners like the Best Buy Foundation, the museum was able to continue providing access to field trips. Scholarships allowed nearly 13,000 students and teachers to experience The Bakken’s one-of-a-kind science programs at the museum. Underprivileged kids were given the opportunity to learn about electricity and magnetism in an interactive and memorable setting, and would otherwise not have had the chance to visit a museum.

16 low-income families received scholarships so that their children could participate in Bakken Museum out of school programs, including Summer Science Day Camp and Inventors’ Club. These programs provided kids access to the supplies and tools in the museum’s student workshop, where they created their own take-home invention.

Scholarships allowed more than 11,000 children, teachers and parents the opportunity to experience a Bakken Museum *Shocking News About Your Heart* science theater performance at their school, library or community center. The program educated students

about the electrical nature of the heart, and how they may support someone experiencing cardiac arrest.

The Bakken continued its partnership with MELSA (Metropolitan Library Service Agency), and participated in the Museum Adventure Pass (MAP) program for the fourth year. In addition to raising awareness for the museum, the program offered individuals and families at low and middle income levels a gateway to arts and cultural institutions. More than 5,000 complimentary museum experiences were provided to Twin Cities’ library cardholders through the program in 2010. In exchange, the museum received inclusion in thousands of dollars of donated print, radio, television and internet advertising, provided by program sponsor, Macy’s.

The museum held its annual 10 Best Days of The Bakken summer festival in July, in partnership with the Minneapolis Aquatennial. In its third year, the festival featured 10 continuous days of special programming and promotional offers, and showcased the best of the museum. For the first time in the history of the event, admission was free. Attendance more than doubled with 4,500+ people visiting The Bakken during that time—an astounding 270 percent increase from 2009!

In 2010, The Bakken provided access to nearly 200 scholars through reference queries and library visits. Travel grants were awarded to 4 researchers. Visitors included American students researching topics that included the interplay of electricity and architecture, electrotherapy in the Civil War, and 19th century mesmerism and hypnotism in America. Additionally, the museum upgraded features on its website that made searching for library items easier, and allowed researchers from around the world access to its unique collections.

building a bridge to science

For many years, The Bakken Museum has built community and corporate partnerships to help advance its mission. These partnerships have included grants and sponsorships of financial and in-kind operational support, mutual promotional and programming opportunities, joint cause-related marketing, shared advocacy, and employee involvement. These important partnerships have allowed The Bakken to build a bridge to science for all audience groups. Partners have consistently helped provide the resources needed to elevate awareness of the museum and its programs, increase the number of people served, and create and deliver unique programming.

Below is a sample of some of The Bakken’s partnerships. You can find a full listing of our corporate funding partners on page 5. We are thankful to each of our partners, and greatly value their many contributions.

3M Foundation

The Bakken has had a long-standing relationship with the 3M Foundation that in 2010 supported the museum’s Green Energy Outreach (GEO) program in partnership with Saint Paul Public Schools. Because of 3M’s support, The Bakken was able to bring this one-of-a-kind program to all 45 Saint Paul public elementary schools. In addition, Bakken Museum educators teamed up with 3M scientists to update existing curriculum and created new educational kits for 3M’s Visiting Wizards science education program that were delivered in schools and at community events.

Best Buy Children’s Foundation

Best Buy Children’s Foundation has been a leader in supporting The Bakken Museum’s robust educational programs, including on-site school field trips and off-site outreach education programs. In 2010, Best Buy’s support allowed the museum to provide scholarships and financial aid to schools that served a high proportion of low income students, helping ensure that all children,

regardless of economic ability, had access to high quality STEM (Science, Technology, Engineering, and Math) education programs.

Cummins Power Generation

Cummins Power Generation has provided many levels of support to the museum for a number of years. In 2010, Cummins helped equip students with kits that included batteries, bulbs, wires and more, used for hands-on experiments in the School Partnership program. They also provided hundreds of volunteers for Bakken Museum projects and events, including a team of staff members who donated their time and knowledge during the 10 Best Days event.

Medtronic, Inc.

The Bakken and Medtronic, Inc. have experienced the longest standing partnership in the museum’s history, dating back to 1975 when Medtronic cofounder Earl Bakken founded the museum. Since then, Medtronic and the Medtronic Foundation have been leading partners in the growth and success of The Bakken through the support of its exhibits and collections, educational programs, public programs and events. Most recently, Medtronic’s generous support allowed The Bakken to plan for the renewal of exhibits. It aided in the planning and delivery of high quality outreach education like the *Shocking News About Your Heart* science theater program, and helped fund various events that recognized the milestones and accomplishments of Earl Bakken.

Thomson Reuters

Thomson Reuters has been a champion of The Bakken Museum’s invention programs for many years. These programs have allowed the museum to give young people the tools, guidance, and a creative space in which to dream of and build their own inventions. In addition, Thomson Reuters has generously provided in-kind printing for several museum publications, including the Annual Report.



Medtronic supports educational programs

“Medtronic and the Medtronic Foundation have been leading partners in the growth and success of The Bakken.”

2010 financial statements

Statement of Financial Position

Year Ended December 31, 2010

	2010	2009
Assets		
Cash & Cash Equivalents	392,527	381,268
Other Assets	1,116,993	423,588
Contribution Receivable Lead Trust	1,815,368	1,888,555
Library & Museum Collections	2,929,438	2,938,531
Property & Equipment	7,665,547	7,620,725
Less: Accumulated Depreciation	(4,306,501)	(4,034,599)
TOTAL ASSETS	9,613,372	9,218,068
Liabilities & Net Assets	98,387	92,014
Payables & Accrued Liabilities		
Net Assets:	6,453,167	6,722,316
Unrestricted—Undesignated	3,061,818	2,403,738
Temporarily Restricted	9,613,372	9,218,068
TOTAL LIABILITIES & NET ASSETS		

Statement of Activities

Year Ended December 31, 2010

	2010			2009		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
Revenue						
Contributions	1,009,488	1,054,087	2,063,575	967,601	391,413	1,359,014
Program & Facility Use Fees	273,393	0	273,393	284,960	0	284,960
Investment Earnings	3,348	0	3,348	1,339	0	1,339
Change in Split Interest Agreement	0	226,813	226,813	0	300,000	300,000
Net Assets Released from Restriction	622,820	(622,820)	0	618,450	(618,450)	0
TOTAL SUPPORT, GAINS & REVENUE	1,909,049	658,080	2,567,129	1,872,350	72,963	1,945,313
Expenses						
Program Services	1,594,392	0	1,594,392	1,541,101	0	1,541,101
Management & General	359,422	0	359,422	320,173	0	320,173
Fundraising	224,384	0	224,384	213,330	0	213,330
TOTAL EXPENSES	2,178,198	0	2,178,198	2,074,604	0	2,074,604
Change in Net Assets	(269,149)*	658,080	388,931	(202,254)	72,963	(129,291)
Net Assets Beginning of Year	6,722,316	2,403,738	9,126,054	6,924,570	2,330,775	9,255,345
Net Assets Ending	6,453,167	3,061,818	9,514,985	6,722,316	2,403,738	9,126,054

* Includes \$271,902 in non-cash depreciation expense

reaching out with science

In 2001, The Bakken Museum began reaching out with its special brand of electrifying learning, initially offering off-site science education in Minneapolis public schools. Museum educators used many of the tools developed for on-site field trip programs to deliver imaginative and engaging science through its outreach programs. The need to provide these experiences in the classroom was considerable—fourth graders were learning about electricity and magnetism in school, and research had shown that around that age, many students were losing interest. In particular, girls, children of color, and children of poverty had decided that science was not for them. The Bakken's goal was to positively impact students' attitudes towards science and their content knowledge, and to eventually do so in both Minneapolis and Saint Paul—the school districts with the largest numbers of students from populations traditionally underrepresented in science.

For almost a decade, The Bakken's outreach education programs have continued to evolve to meet the changing needs of the schools it worked with, and the children it served. Because science and technology were rapidly changing the twenty-first century world in which students lived and worked, The Bakken developed the groundbreaking Science Assets School Partnership program. The program was designed to successfully build upon kids' creativity to help them develop confidence, receive support, and understand that science was a meaningful part of their daily life. District-wide, systemic partnerships have allowed The Bakken the opportunity to provide students with hands-on science experiences, and change the way they saw the world and their future. A team of Bakken educators visited the classroom, and actively involved children in creative thinking and problem solving. Unique program components

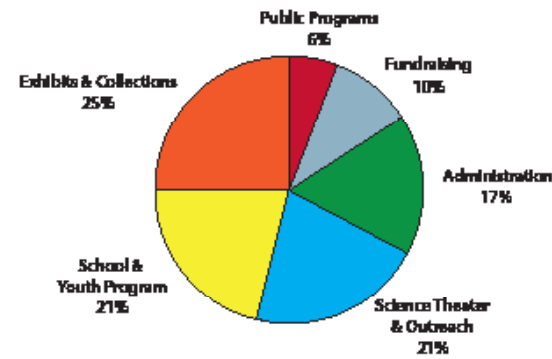
have been developed for those students who may not have identified with science. Kids have had the opportunity to "Meet the Scientist" and heard from engineers who played with Silly Putty-like polymers and food scientists who tasted cookies—real job duties—that showed them science was surprising and fun.

The Bakken also developed a host of outreach science theater performances that assisted teachers in integrating science and the arts into their curriculum. *Shocking News About Your Heart* was designed to teach audiences about the electrical nature of the heart. *Finding Frankenstein* was created to teach students about Mary Shelley and what inspired her to create an unusual tale about a hideous monster brought to life by electricity. *War of the Currents* was developed to show students the history of electric power, the future of electricity, and the benefits of renewable energy.

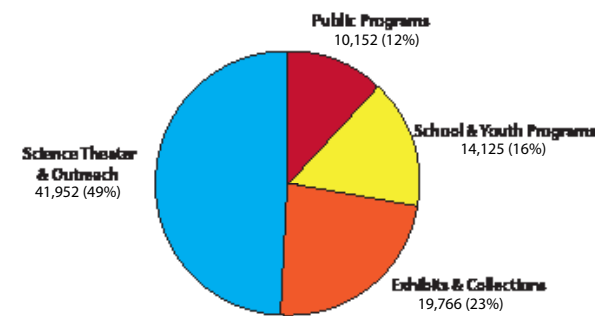
The Bakken achieved its goal of reaching every fourth grade student in all of the Minneapolis and Saint Paul public schools in 2010. The Science Assets School Partnership program provided 2,500 Minneapolis public school students with a four day classroom residency. In Saint Paul public schools, nearly 7,500 students from several grades participated in the interactive *War of the Currents* science theater assembly program, and almost 3,000 fourth graders received a more in-depth classroom workshop following the performance. The growth of the outreach education programs was unprecedented in the museum's history.

The Bakken was excited to increase its contribution to science education in the past year, and is proud to announce that it has now provided as many science experiences in the schools as it did at the museum—a total of 85,000 experiences!

Overall Expenses



Numbers Served



Bakken brings science programs to public schools

"The Bakken achieved its goal of reaching every fourth grade student in all of the Minneapolis and Saint Paul public schools in 2010."