



2020

CAMPAIGN FOR THE

 Museum  
of Arts and  
Sciences





From modest beginnings in a single rented room to a state-of-the-art 50,000-square foot facility on a 14-acre campus, the Museum of Arts and Sciences (MAS) represents more than a half-century of community investment in education. Its founders – educators and civic leaders – had a vision: to create a center of academic excellence that would celebrate the intersection of arts and sciences through hands-on activities, stimulate curiosity, and instill a passion for lifelong learning in all those who visit the Museum. Today, that founding vision is more relevant and powerful than ever before. Private investments combined with public funding support have allowed the MAS to grow gradually over its 60-year history into the regional cultural asset we all enjoy today – one of Georgia’s finest nationally accredited museums.

60  
years





"The Museum figured prominently in my childhood. I vividly remember going to science camps, learning to throw pottery, and looking for fossils at the kaolin mines on MAS-sponsored trips. The Museum was where I learned the science of the world around us and the reflection of that world through the arts. Today, it is more important than ever to have a place where such lessons can be shared and learned; where actual objects and animals can be witnessed and handled. To keep this wonderful community resource strong and relevant, I devote my time, energy, and money so that my children, their peers, and those that follow will have the same inspiring experiences we had."

- Robert F. Hatcher, Jr., MAS Board Member and Past-President

## Our Mission

The purpose of the Museum of Arts and Sciences is to acquire, preserve, study, interpret, and exhibit objects of artistic, scientific, historical, or cultural value that have inherent significance to the people of Central Georgia, so as to promote a fuller understanding of humankind, its heritage and environment.

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# A Vision for 2020

Building on the success of three generations of community leadership and investment, the MAS is well positioned to play a leadership role in building a vibrant, united, and prosperous region for the next generation. Equipped with a credentialed faculty and an innovative arts-infused science focus, the MAS is addressing some of the region's most pressing challenges in the areas of school readiness, K-12 academic performance, and workforce development. To continue serving Central Georgia's diverse platform of needs, the MAS must be prepared to deliver high quality, unique, educational, and entertaining experiences at a low cost to a multi-generational audience.

Despite its inspired history and powerful legacy, the MAS remains extremely vulnerable. For nearly 60 years, public funding has kept the Museum's admission affordable for the families of Central Georgia – and free for thousands of disadvantaged students and adults with special needs. Public funding has bolstered the Museum's ability to design curriculum-based programs in nearly every subject area, maintain a faculty of curators, preserve a multi-million-dollar collection, and offer dozens of high quality exhibitions year after year. But while the need for innovative and high quality curriculum-based activities is increasing, public funding for the arts and education is diminishing.

Through the 20/20 CAMPAIGN – a comprehensive \$5 million, ten-year, three-phased fundraising effort – the MAS will procure the investments needed to protect its foundational vision. The 20/20 CAMPAIGN will enable the MAS to complete necessary renovations and expand its facilities and grounds to serve an annual regional audience of 100,000 through unique educational programs. In addition, the campaign will provide the resources needed to build the Museum's Endowment Fund, which is critically needed as public funding for the MAS diminishes.

Already, since the launch of the campaign in 2010, the MAS has completed Phase 1 and 2, which included two major facility improvement projects, the renovation of the Mark Smith Planetarium and the refurbishment of two floors of the children's Discovery House, as well as the restoration of a \$250,000 cash reserve fund.

**Now, the leadership of the Museum is focused on the completion of the final \$3 million phase of the 20/20 CAMPAIGN, which includes additional interior capital improvements and ground development projects totaling \$1.5 million, in addition to a \$1.5 million Endowment Challenge.**



# The Kingfisher

NO. 1  
MAY, 1979  
VOL. 1

## Museum Summer Movie Schedule

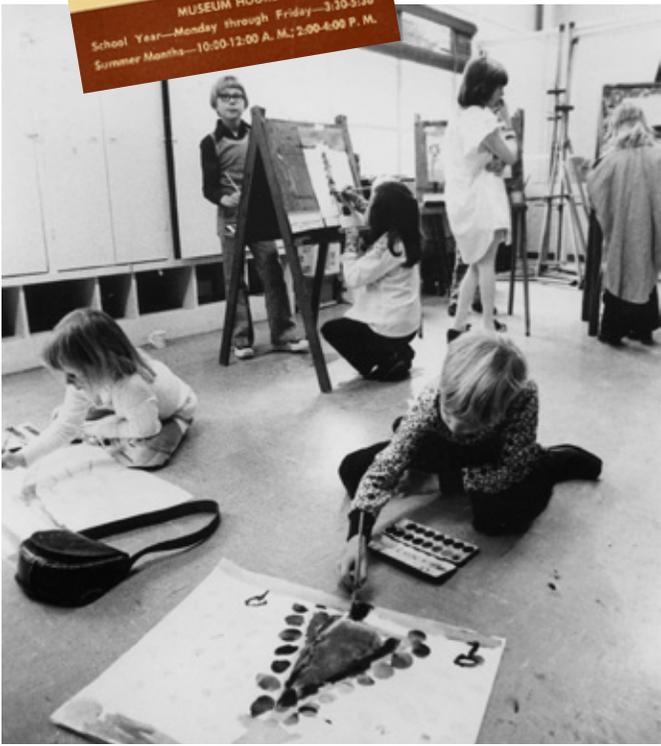
The following films will be shown in the Mark Smith Planetarium every Wednesday, starting on June 10th and running through August 26th. The presentations will be 10:00 A.M. and 3:00 P.M.

June 10	Treasure Island	90 minutes
June 17	So Dear to My Heart	Color 80 minutes
June 24	The Seven Little Rays	Color 85 minutes
July 1	Toby Tyler	Color 77 minutes
July 8	Adventures of Tom Sawyer	Color 115 minutes
July 15	Miracle of The White Stallion	Color 90 minutes
July 22	Jungle Heat	Color 84 minutes
July 29	The Great Locomotive Chase	B/W 105 minutes
Aug. 5	The Great Dan Patch	Color 75 minutes
Aug. 12	Voyage To The Bottom Of The Sea	Color 97 minutes
Aug. 19	The Fog Of Florida	B/W
Aug. 26	The Absent Minded Professor	B/W

In order to help defray the cost of the movies, everyone will be charged an admission fee of 25¢.

**Macon Youth Museum**  
Incorporated  
WESLEYAN CONSERVATORY  
482 COLLEGE STREET  
Telephone 5-6778

**MUSEUM HOURS**  
School Year—Monday through Friday—3:30-5:30  
Summer Months—10:00-12:00 A. M.; 2:00-4:00 P. M.





# A Long & Inspired LEGACY

Long before there were successful models to follow, the Museum of Arts and Sciences started from “an idea and a dream,” in the words of one of its progressive-thinking founders. In 1956 a group of educators and civic-minded individuals who wanted to enrich the educational opportunities of Bibb County school children joined forces to bring that dream to fruition. Launched with a \$25 gift from a first grade teacher, the Museum’s first operating income came from the Junior League of Macon and United Givers Fund, a forerunner of the United Way.

Despite its modest beginnings, the MAS has grown, in partnership with dedicated volunteers, numerous community organizations, and support from local governments. Major capital efforts in 1964, 1980-84, 1989, and 1996 produced facilities that include five changing exhibition galleries; three-story Discovery House with hands-on interactive exhibits; Mini Zoo for live mammals, reptiles, birds, and insects; 44-foot full dome planetarium; observatory; nature trails and gardens; plus collections storage vault, 150-seat auditorium, classroom, and store. Given the scarcity of available resources, it is only through careful financial management and extensive planning that the MAS has been able to achieve the institutional growth and progress that have marked its 60-year history.

In 1986, the MAS earned accreditation through the American Alliance of Museums, the highest national recognition available in the museum industry. The MAS earned re-accreditation in 2012; it’s the only accredited museum in Macon and one of only 21 accredited museums in Georgia. This designation affirms the Museum’s capacity to develop programs that demonstrate the intersecting crossroads of art and science, emphasizing originality, observation, creativity, and exploration as paramount to lifelong learning.

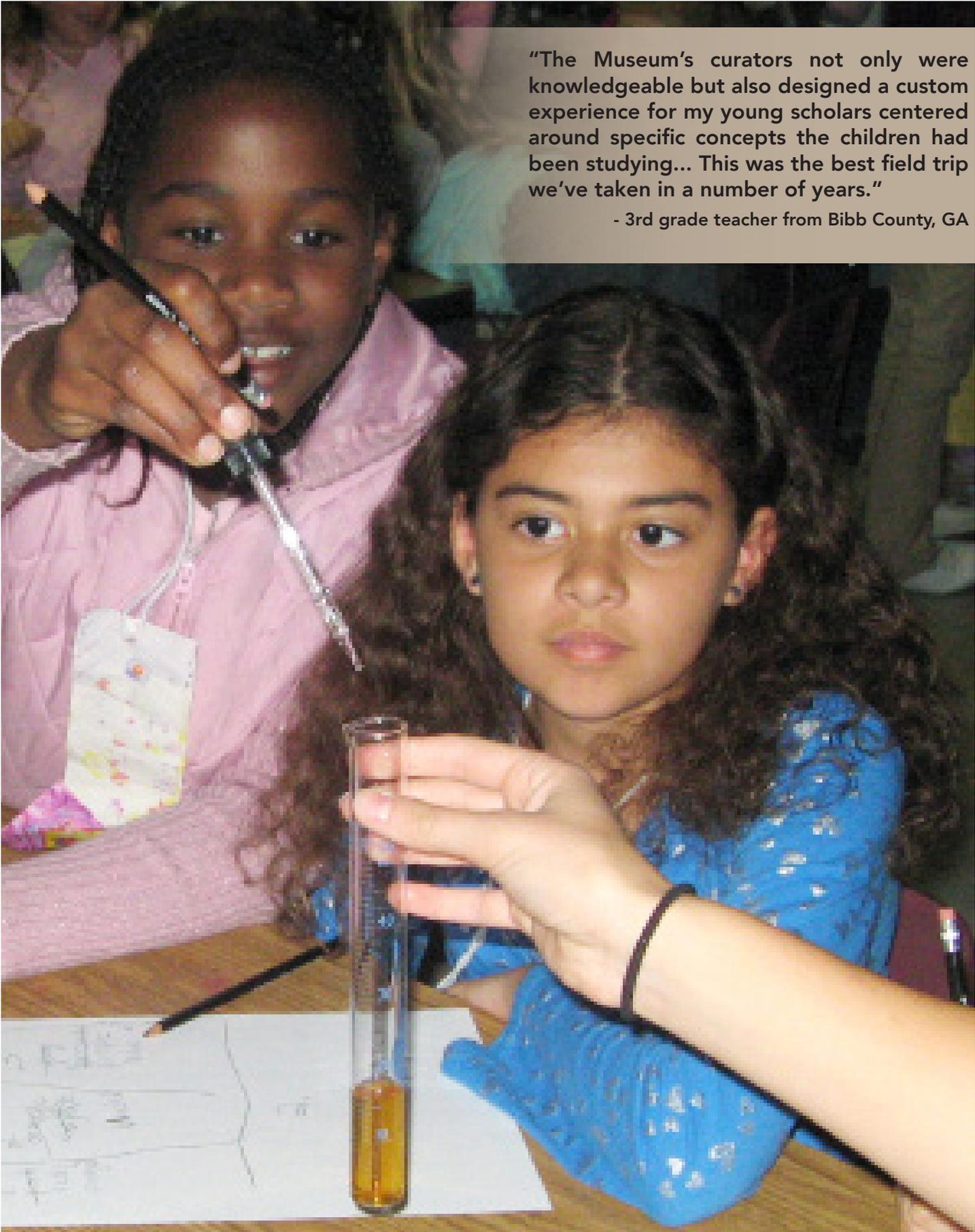
In 2006, the Board of Directors engaged the Fanning Institute at the University of Georgia to guide it through the identification of critical needs and opportunities in preparation for the development of a new long range plan. That study recognized the Mark Smith Planetarium as the primary focus of visitor interest, despite its obsolete star machine and projector. A complete retrofit of both structure and equipment thus became the Museum’s highest priority, followed closely by the renovation of the aging Discovery House exhibits.

In 2010, the MAS launched Phase 1 and 2 of the 20/20 CAMPAIGN to renovate these areas of the facility, incorporating technology to create dynamic, immersive learning spaces for today’s modern learners. Now rebuilt and expanded, the Museum’s planetarium is state-of-the-art with the digital technology of the Konica-Minolta Super Media Globe II – the brightest, highest resolution, highest contrast single projector available. Following the re-opening of the Mark Smith Planetarium in 2012, the MAS commissioned nationally acclaimed exhibit designer Frank Zaremba to design new interactive exhibits for two floors of the children’s Discovery House.

Soon after, the Artist’s Garret and the Scientist’s Workshop re-opened with dozens of new exhibits that explore astronomy, physics, geology, meteorology, paleontology, color theory, geometry, perspective, and optics. During 2014, the MAS accomplished its last goal of Phase 2. This year, the MAS finalized a new five-year strategic plan. Phase 3 of the 20/20 CAMPAIGN will provide the resources necessary for the MAS to achieve the goals of this plan, strengthening the Museum’s ability to serve Georgia’s families.

"The Museum's curators not only were knowledgeable but also designed a custom experience for my young scholars centered around specific concepts the children had been studying... This was the best field trip we've taken in a number of years."

- 3rd grade teacher from Bibb County, GA





# Serving Critical NEEDS of Education

As a center of excellence serving the needs of our region, the Museum of Arts and Sciences offers students of all ages experiences not traditionally found in the classroom. Through an expertly planned curriculum that combines permanent and changing exhibitions and programs, students can explore, discover, and interpret objects through hands-on learning while enjoying the Museum's scholars and collections.

The MAS preserves thousands of valuable cultural objects in its Permanent and Education Collections, which are held in an independently climate-controlled storage vault. Ranging from modern masterpieces to recent works by emerging artists, the Museum's Permanent Collection – acquired over 55+ years – includes more than 1,500 paintings, ceramics, textiles, and other decorative and fine works of art. Highlights include works by Matisse, Miro, Whistler, Picasso, and Tiffany, plus a significant representation of Georgia folk pottery and contemporary ceramics. The Museum's Education Collection includes nearly 7,000 scientific specimens ranging from Native American artifacts, rocks, minerals, and shells to butterflies, taxidermy animals, model ships, antique dolls, and fossils – including a 40-million-year-old whale fossil that was discovered at a local kaolin mine.

Each year, the MAS designs and delivers curriculum-based programming in nearly every subject area, provides thousands of instructional hours to students and educators, and spends a significant portion of its operating budget on education at the pre-K – 12 level. Of the estimated 71,000 individuals served by the MAS last year, approximately 26,000 were students in organized educational on-site and outreach programs; this represents the highest school group service number in more than a decade.

Because science has been identified as the lowest performing area of Central Georgian students, the MAS has aligned its strategic plan to meet the needs of the region through enhanced arts-infused science, technology, engineering, and mathematics (STE+aM) programming, as well as a growing number of outreach programs. Improvements are planned to expand the popular live animal and natural science programs, increasing the Museum's capacity to serve larger groups.

One of the greatest strengths of the MAS has been its ability to collaborate effectively with other regional organizations and engage hundreds of volunteers in meaningful activities and projects. Regional scholars and partnerships with organizations like the Junior League of Macon, Macon Arts Alliance, Central Georgia Master Gardeners, Ocmulgee Audubon Society, Ikebana Society, Rotary Club of Macon, NewTown Macon, Macon Water Authority, Cherry Blossom Festival, Girl Scouts of Historic Georgia, Mercer University, Alzheimer's Association, Gem & Mineral Society, and Middle Georgia Wood Turners enhance the Museum's resources and reach diverse audiences.

The MAS is especially proud of its history of serving students designated by state standards as economically disadvantaged. Programs like free admission Saturdays and the \$1 Annual Youth Membership ensure that the Museum's educational resources are accessible to disadvantaged youth and adults with special needs. As a result of decreased public funding support, it is becoming more difficult to serve these vulnerable students and families. Each year, the MAS must identify private partners to fund field trips and curriculum-based activities for children enrolled in Title 1 schools and to develop special programs to serve children and adults with physical, mental, and health disabilities.



**"This is the best day of my life!"**

- 2nd grade student from Rocky Plains Elementary during a field trip to the MAS.

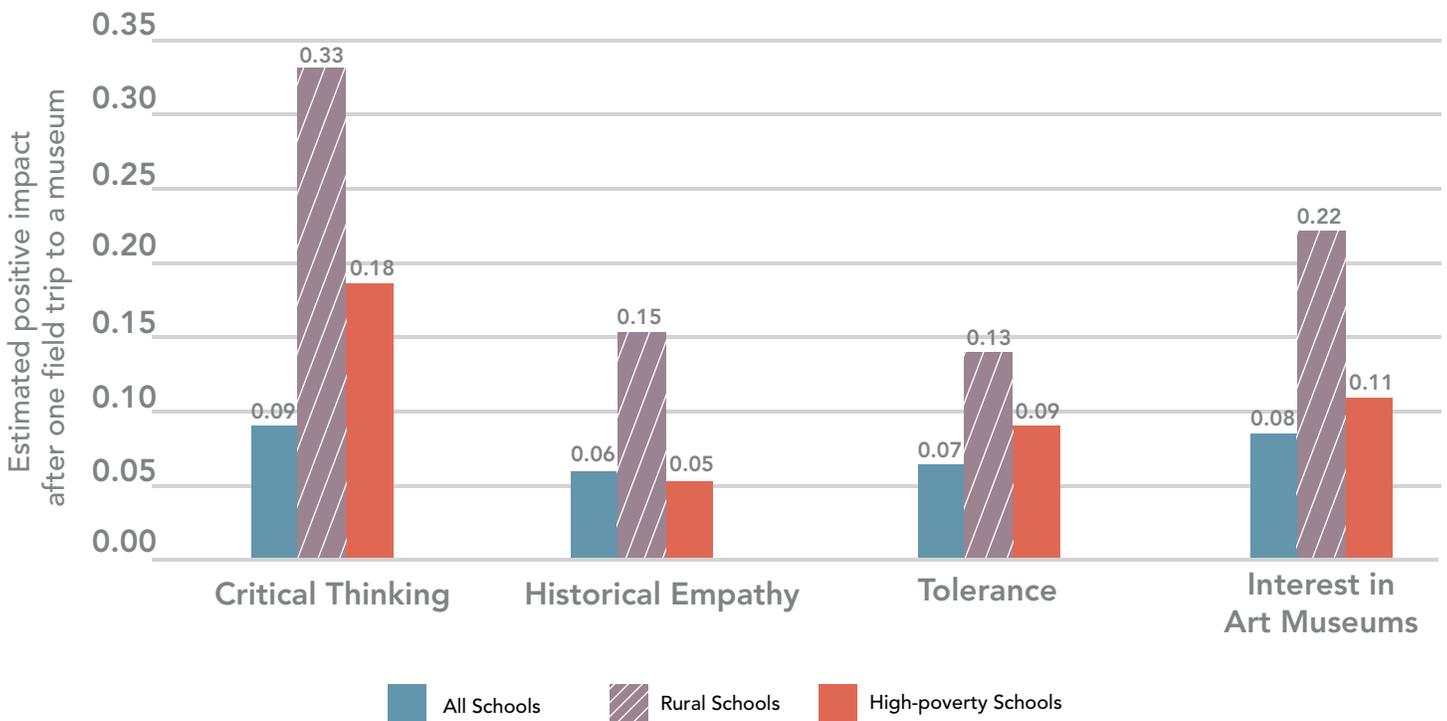


Today, culturally enriching field trips are in decline. Museums across the country report a steep drop in school tours. A survey by the American Association of School Administrators found that more than half of schools eliminated planned field trips in 2011.

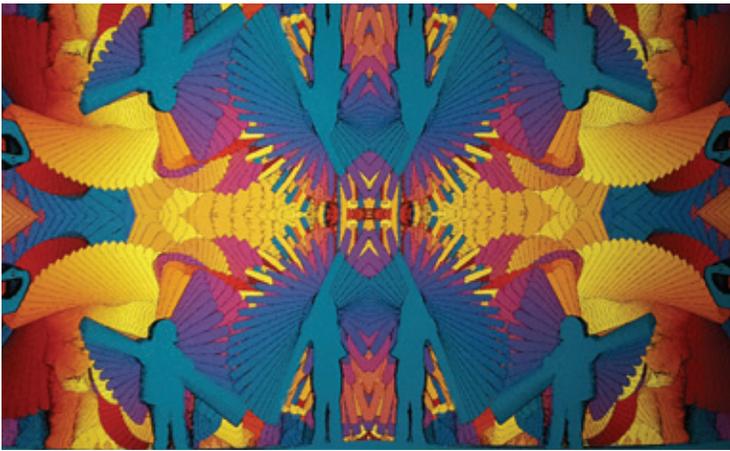


According to the 2014 findings of Dr. Jay Greene, who conducted the most comprehensive independent study on the value of field trips to date, "Enriching field trips contribute to the development of students into civilized young men and women who possess more knowledge about the breadth of human accomplishments, have stronger critical-thinking skills, exhibit increased historical empathy, display higher levels of tolerance, and have a greater taste for consuming art and culture."

Students from rural and high-poverty schools benefit even more than other students from visiting an art museum.\*



\*according to the 2014 findings of Jay P. Greene, PhD., "The Educational Value of Field Trips," Educationnext.org, Winter 2014, vol. 14, No. 1





# To Grow & Thrive 20/20 Campaign Goals

## **The 20/20 CAMPAIGN will position the MAS to serve as a statewide leader in informal STE+aM education.**

In Georgia, students are under-performing in math and science. Because great economic growth is predicted for STEM-related professions, the poor academic performance of Georgia's students is of concern to educators, businesses, and parents in our region. One of the most important goals of STEM education is innovation, yet in many instances STEM initiatives place no emphasis on the arts. Exposure to the arts during the cognitive development of children under 12 is essential to the development of innovative thinking. Currently, Georgia ranks last in the U.S. for appropriated funding of arts education and students enrolled in public elementary schools have little or no access to curriculum-based visual arts.

To address these regional challenges, the MAS is taking a leadership role in developing and delivering innovative STE+aM programming for the Central Georgia region. In addition to formal classroom instruction, students must be exposed to art and science through informal education environments in order to spark their interest and motivation, and enhance their learning experiences. The findings of many national studies validate the power of hands-on, interactive, and immersive educational experiences only found in museums.

**The Museum has set ambitious goals to serve an annual audience of 100,000 by 2020.** Maintaining our facilities and creating vibrant learning environments is key to offering high quality educational programs. Recent renovations to the Planetarium and Discovery House have proven effective in maintaining robust levels of membership and visitation. Already, the MAS is experiencing sustained increases in memberships, admissions, and facility rentals. Last year, the MAS attracted visitors from 45 states and more than 100

Georgian counties. To grow the Museum's annual audience from 70,000 to 100,000, additional interior and exterior capital improvements are needed to prepare the MAS to attract and serve new, larger constituent groups.

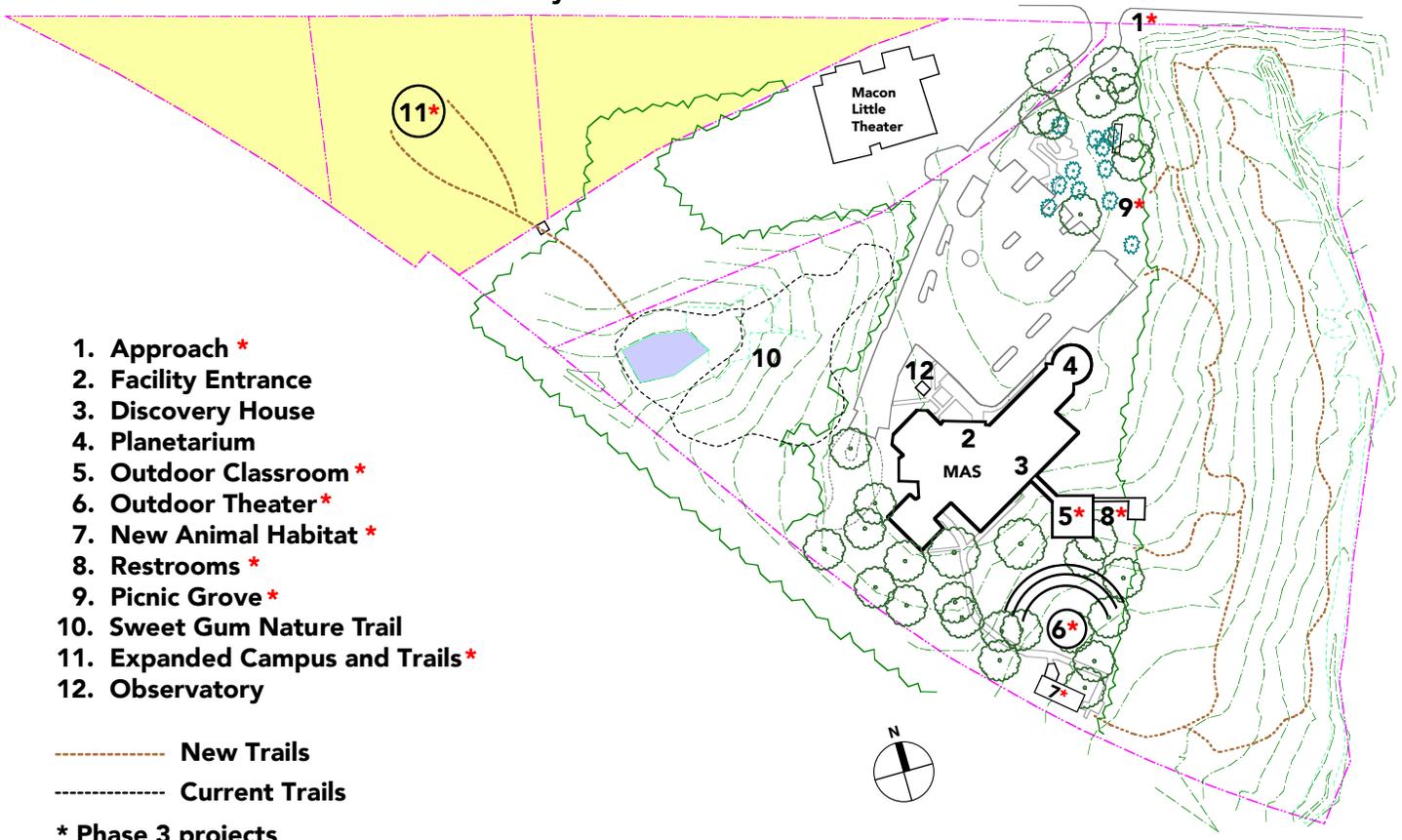
## **Major Capital Improvements Planned:**

### **New Outdoor Multi-purpose Classroom Facility & Bathrooms (\$900,000; to be completed by 2019)**

One of the Museum's greatest assets is its stunning campus, which includes three separate recreational areas: a front garden with a small grouping of picnic tables, a side garden with a paved Sweet Gum Trail, and the expansive undeveloped Pecan Orchard behind the MAS. Complementing renovations to the interior of the facility, developing the exterior grounds and adding multi-use facilities outside will allow the MAS to accomplish important goals of attracting more visitors, hosting a wider spectrum of activities, expanding educational and recreational programming, and increasing earned revenue through facility rentals.

Currently, the MAS is limited in its ability to serve groups larger than 125, the seating capacity of our planetarium and auditorium. The MAS also is limited in its ability to serve students adequately because, aside from a small grouping of picnic tables, we lack a place for large groups to eat lunch during inclement weather. Offering a covered, outdoor classroom will not only provide a comfortable location for students to eat but also allow them to stay longer, enjoying activities before and after lunch – ultimately, increasing the instructional time of field trips. A multi-purpose outdoor classroom is planned that can accommodate 250 visitors with year round usage, food service capabilities, and restrooms.

**Forsyth Road**



- 1. Approach \*
- 2. Facility Entrance
- 3. Discovery House
- 4. Planetarium
- 5. Outdoor Classroom \*
- 6. Outdoor Theater \*
- 7. New Animal Habitat \*
- 8. Restrooms \*
- 9. Picnic Grove \*
- 10. Sweet Gum Nature Trail
- 11. Expanded Campus and Trails \*
- 12. Observatory

- New Trails
- Current Trails

\* Phase 3 projects

**Expand Grounds & Trails  
(\$200,000; to be completed by 2017)**

The Museum will expand its campus to include an additional 3.5 acres on its North border as needed to protect the integrity of our undeveloped woodlands. The Sweet Gum Trail will be extended to the new campus border along Forsyth Road and enhanced with bird and bat houses, plus native plants, additional seating and environmental art activities. Other beautification projects include new approach signage at the entrance, new paving in the parking lot, and new picnic tables in the front garden.

**New Outdoor Theater & Animal Habitat  
(\$170,000; to be completed by 2019)**

Expanding the Museum’s extremely popular live animal and natural sciences programming is a priority of the 20/20 CAMPAIGN. Home to nearly 70 live animals, the Mini Zoo provides a habitat for amphibians, birds, invertebrates, mammals, and reptiles. These animals are instrumental in helping our teaching staff engage with visitors and offer dynamic natural sciences programming. Serving an

estimated 45,000 visitors each year, live animal programs are held year round daily for the public; grade-specific programs are developed for school groups.

Currently, limited space inside the facility prevents the animal curators from delivering live animal shows to larger groups or to multiple groups simultaneously. Ground and facility enhancements, such as an outdoor theater or program area with seating for 150, are designed to help the MAS deliver unique and entertaining experiences outside in the scenic Pecan Orchard. A small building on the grounds once used for programming will be refurbished and transitioned into an exciting new Bat & Raptor House, allowing the MAS to expand its popular live animal collection and programming to include 3-5 raptors and bats by 2020.



**New Science on a Sphere Installation  
(\$170,000; to be completed in 2015)**

Building on the success of the newly renovated Planetarium, the Museum will partner with the National Oceanic and Atmospheric Administration (NOAA) by adding a permanent Science on a Sphere (SOS) installation in 2015 – the first capital improvement project of Phase 3. This room sized, global display system uses computers and video projectors to display data onto a giant animated globe. Animated images of atmospheric storms, climate change, and ocean temperature can be shown on the sphere in a way that is simultaneously intuitive and captivating. Approximately 65 SOS installations are in the United States, but no other SOS installation exists in Georgia. Currently, SOS is used primarily in venues that present programs with a predominantly science focus. Because of the Museum’s unique art-infused science focus, we aim to be a model for using the SOS as an artistic projection surface and also to develop new curriculum-based STE+aM programming for the Sphere. The art-infused programming would be shared with other NOAA partners across the country.

**Discovery House Main Floor Renovation  
(\$60,000; to be completed by 2017)**

While two newly renovated floors of the children’s Discovery House re-opened in 2014, the main floor has not been refreshed since it opened in 1996. Originally named the Parlor and intended as a quiet place for storytelling, this area is no longer serving the Museum’s visitors effectively. The area must be re-engineered to direct traffic to the adjoining Mini Zoo, where our popular live animal programs are delivered. Outdated and underutilized exhibit spaces outside the entrance to the Mini Zoo, such as the Poet’s Corner and former Swap Shop, will be replaced with natural science displays that feature the Museum’s collection of taxidermy, fossils, butterflies, and insects. Additional interactive natural science activities are planned, such as a projection microscope display that magnifies a variety of the Museum’s insect specimens, encouraging visitors to observe microstructures and explore nano scale.





# A Mission WORTH Protecting

## **An Endowment Challenge: To build the Museum's Endowment Fund from \$1.25M to \$2.75M by 2020**

Since the mid-1980s, the MAS Endowment Fund has provided valuable unrestricted revenue for annual operations through its interest earnings. The MAS Endowment Fund is held at the Community Foundation of Central Georgia, and 4% – 5% of the fund's market value is distributed to the MAS each year. While capital improvements made possible by the 20/20 CAMPAIGN are designed to increase earned income, the MAS also must increase the Endowment Fund from \$1.25 million to \$2.75 million to ensure that increased endowment earnings will offset the anticipated lost public funding that will occur by 2020.

Support from the public sector has allowed the MAS to grow gradually for five decades, ensuring that the Museum's high quality educational resources were affordable and accessible to all citizens of Central Georgia. Unfortunately, state and local funding for informal education has dramatically decreased during the past decade. Just a few years ago, combined state, city and county financial support covered 60% of the Museum's operating budget. State legislative appropriations for the arts have dropped from \$4.5 million to \$575,000 in the past few years. The state of Georgia now is unable to offer any financial support for the Museum's educational programming. Currently, Georgia's per capita state funding for the arts ranks 49th out of 50 states. By 2020, local public funding support will cover less than 15% of the Museum's operating expenses, leaving an enormous gap that must be replaced with a stable source of revenue if we are to continue serving the educational needs of the region.

As a result of decreased governmental funding support, the MAS must focus on increasing sources of earned income and revenue to remain self-sufficient – and ultimately, to remain open. Those sources – such as admission, camps, facility rentals, and Museum Store sales – are limited, and will never reach a level that would cover annual operating expenses. Without another stable source of revenue, the loss of public funding could force the MAS to transition away from its education-based mission to an entertainment-based model of program delivery. While strategic goals have been set to ensure that the programming offered by the Museum is immersive and entertaining, the curriculum-based programming of the MAS is believed to be the most valuable service to the region, and well worth preserving for future generations.





# A Future In FOCUS

MAS is preparing to take a bold step forward, launching the final phase of the 20/20 CAMPAIGN and solidifying the Museum’s role as Central Georgia’s premier cultural and educational asset. Phase 3 of the campaign effort will provide the resources needed to improve the Museum’s facilities – ensuring that they are on par with the caliber of the MAS offerings – and will safeguard the Museum’s financial position in the face of rapidly diminishing public support. The future of the MAS is in focus, and we need your help to make our vision a reality.

## PHASE 1 & 2

<i>Projects Completed (Phase 1)</i>	<i>Total Cost</i>	<i>Completion Date</i>
Planetarium Renovation & Portable Planetarium Purchase	\$1,225,000	Completed 2012
<i>Projects Completed (Phase 2)</i>		
Discovery House Floor 1 Renovation	\$ 250,000	Completed 2014
Discovery House Floor 3 Renovation	\$ 65,000	Completed 2014
Lighting/Technology/Security Upgrades	\$ 60,000	Completed 2015
Restore Cash Reserve Fund	\$ 250,000	Completed 2015
<b>TOTAL Phase 1 &amp; 2 Projects</b>	<b>\$ 1,850,000</b>	

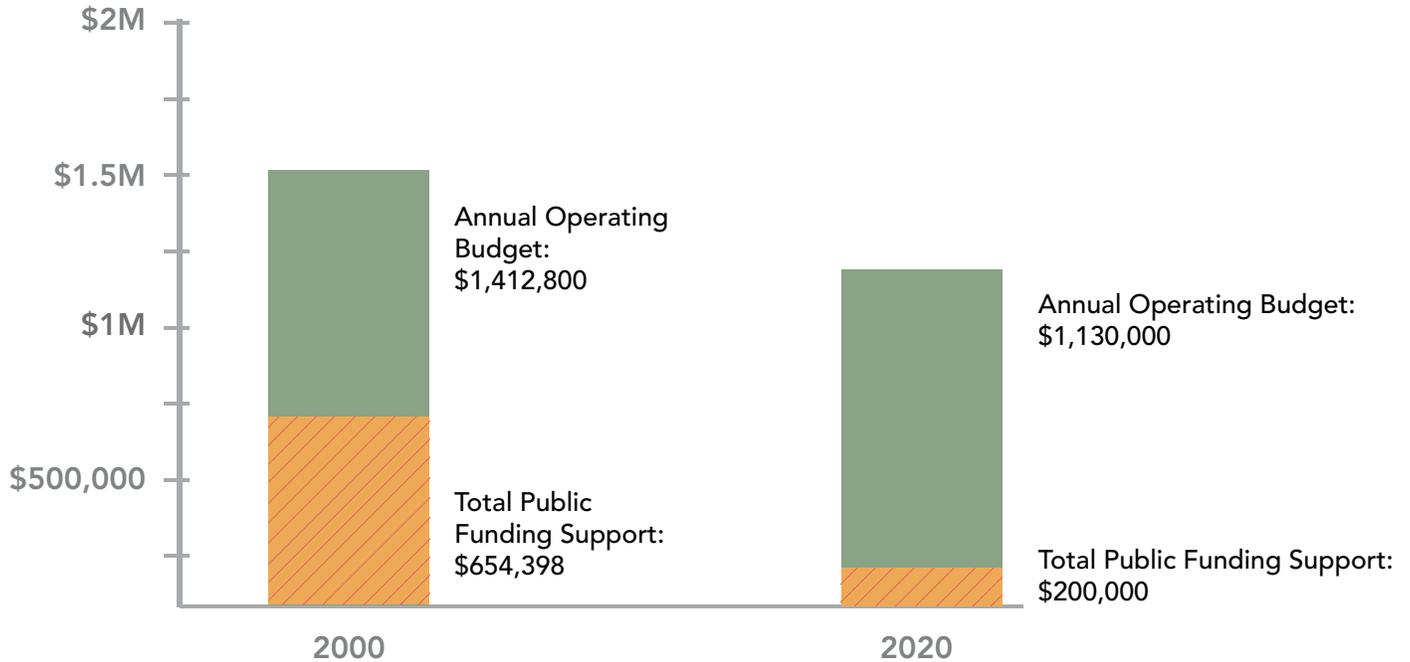
## PHASE 3

<i>Projects Planned (Phase 3)</i>	<i>Estimated Cost</i>	<i>Completion Date</i>
Science on a Sphere Installation	\$ 170,000	2015
Discovery House Floor 2 Renovation	\$ 60,000	2017
Expanded Grounds & Trails	\$ 200,000	2017
New Outdoor Multipurpose Classroom Facility & Bathrooms	\$ 900,000	2019
New Outdoor Theater & Animal Habitat	\$ 170,000	2019
<i>Endowment Challenge (Phase 3)</i>		
Increase MAS Endowment Fund from \$1.25M to \$2.75M	\$1,500,000	2020
<b>TOTAL PHASE 3 GOAL</b>	<b>\$3,000,000</b>	

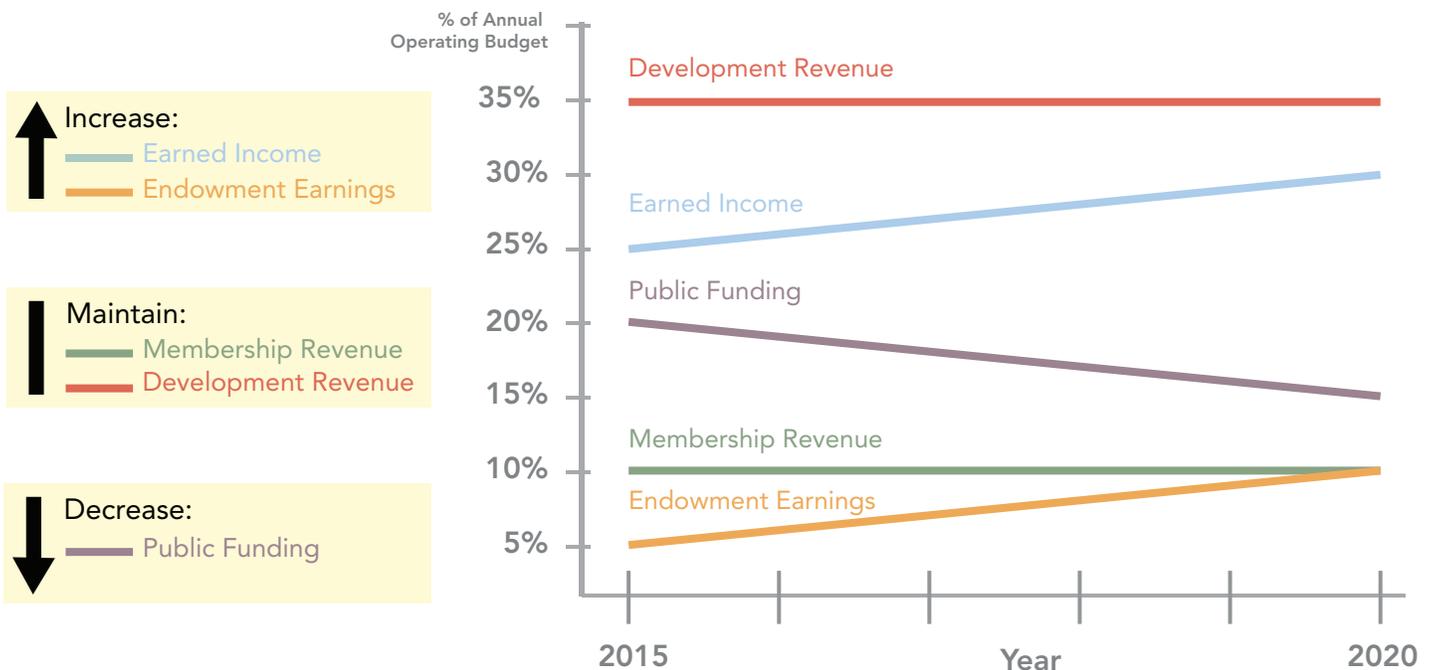
**For more information regarding the 20/20 CAMPAIGN, please contact:  
Susan Welsh, Executive Director • 478-477-3232, ext. 302 • swelsh@MASmacon.com**

## Decreased Public Funding for the Arts

Just a few years ago, combined state, county, and city financial support covered 50–60% of the Museum’s operating budget. Unfortunately public funding for the arts decreases each year. By 2020, public funding support will cover less than 15% of the Museum’s expenses.



To ensure financial stability, the MAS must adjust its revenue plan, prepare for reductions in public funding, and maintain efficient support operations while also delivering a high quality, unique, educational and entertaining experience at a low cost.



**Increase:**

- Earned Income
- Endowment Earnings

**Maintain:**

- Membership Revenue
- Development Revenue

**Decrease:**

- Public Funding



*Discover The World—Explore The Universe*  
**Museum of Arts and Sciences**  
4182 Forsyth Road • Macon, GA 31210  
478-477-3232 • [www.MASmacon.org](http://www.MASmacon.org)