



# 2025 JOURNEY

## YEARS OF OPERATION

**2002 - 2026**

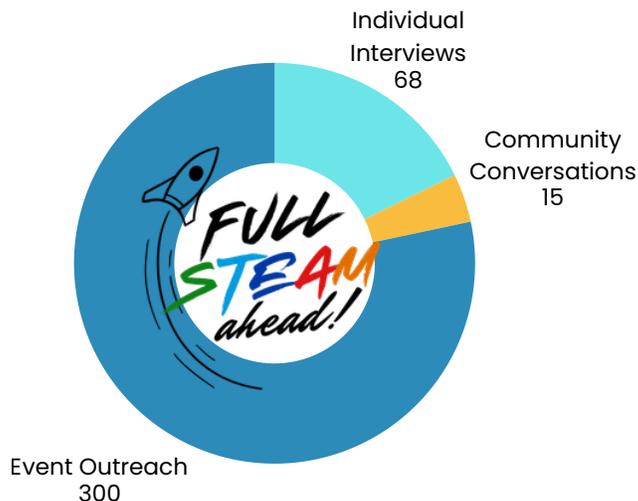
ScienceWorks Hands-On Museum has 26,000 sq. ft. of exhibit floor space, residing on over 8 acres of Southern Oregon University's land.

**In April, 2025 Executive Director, Dr. Gabriela Chavarria**, brought her vision of improving our museum through collaboration, capital improvements, and strategic planning to the organization.

## CHARTING THE COURSE

Under the leadership of Dr. Chavarria ScienceWorks invested in a community engagement approach to strategic planning called **Appreciative Inquiry**.

Together, twelve staff and four board members interviewed nearly 400 residents, community partners, and leaders of regional organizations. These interviews will inform our path forward over the next few years.



## 2025 VISITOR COUNT:

**30,827**

**12,721 NON-MEMBER VISITS**

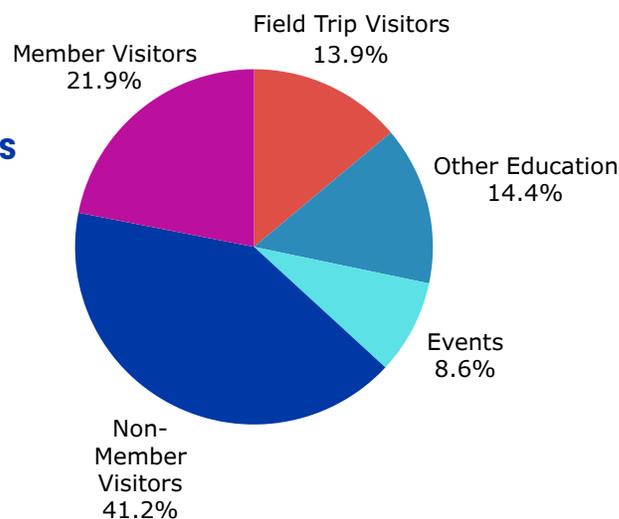
**6,769 MEMBER VISITS**

**4,282 FIELD TRIP VISITS**

**3,875 OUTREACH**

**2,648 EVENT GUESTS**

**581 CAMPERS**



## Accessible Admissions

**46%**

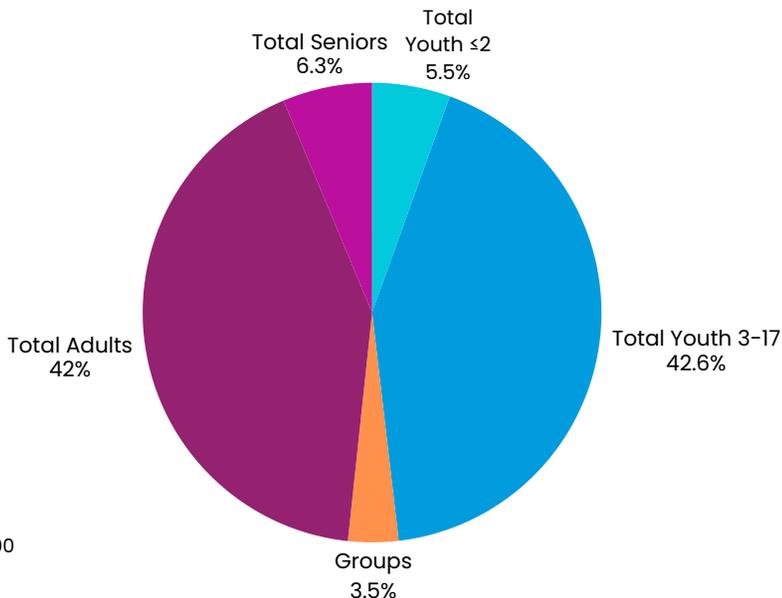


Nearly half of our non-member guests receive accessible admission. We proudly offer low-cost entry to guests with EBT cards, SNAP, teachers, students, military personnel, and through our \$5 First Sunday pricing.

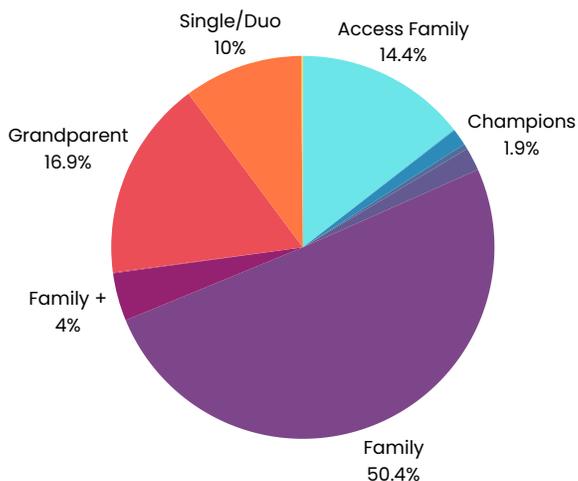


# 2025 VISITORS

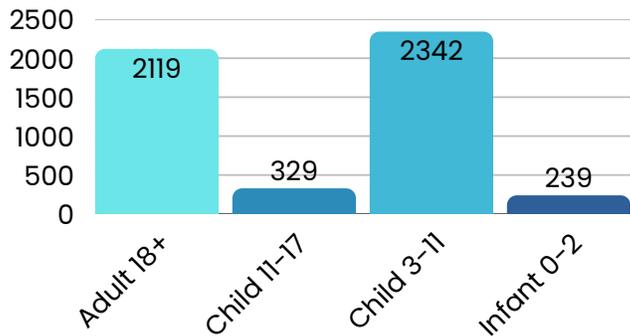
## 2025 MEMBER & GENERAL ADMISSION CHECK-INS



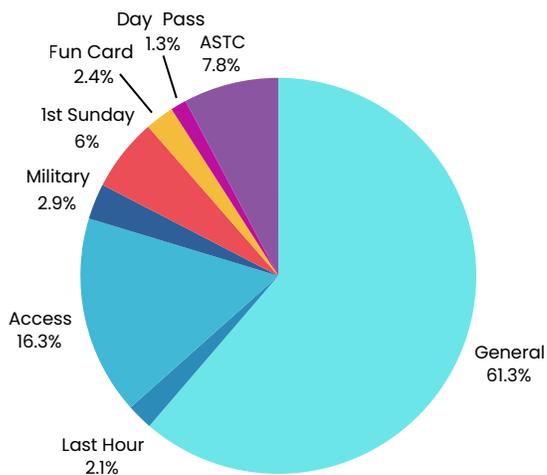
## Current Memberships



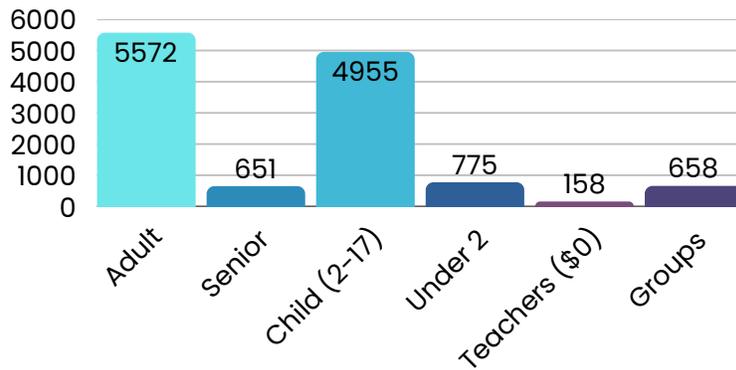
## Member Check ins



## 2025 Admissions



## Admission Check ins





# 2025 GRANTS AND DONATIONS

## SUPPORT FROM DONATIONS AND GRANTS HELPED SCIENCEWORKS IMPROVE OUR MUSEUM IN 2025!

Support from **Grant, Sponsor, and Donor Programs** helped ScienceWorks improve and sustain all aspects of our museum!

Two new exhibits were installed in 2025 with your support:  
**The Ripple Effect Water Table & Subterranean Science Cave.**

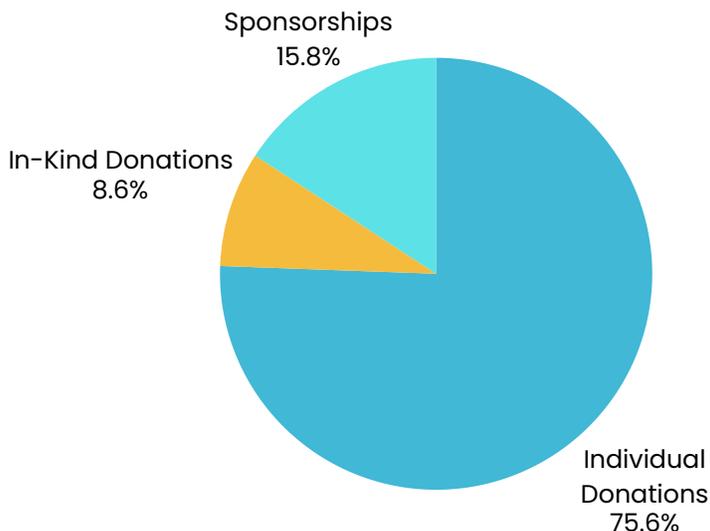
Support for our **Accessible Pricing Programs** enabled more than 6000 guests to visit the museum without the barrier of cost.

Funding of **Educational Programs**, including camps, after-school programs, and outreach, **enabled us to serve more than 9,320 students this year.**

Facilities projects, including **new doors and flooring updates**, enhanced accessibility and safety for our guests, while laying the groundwork for the long-term resilience of our building and grounds.

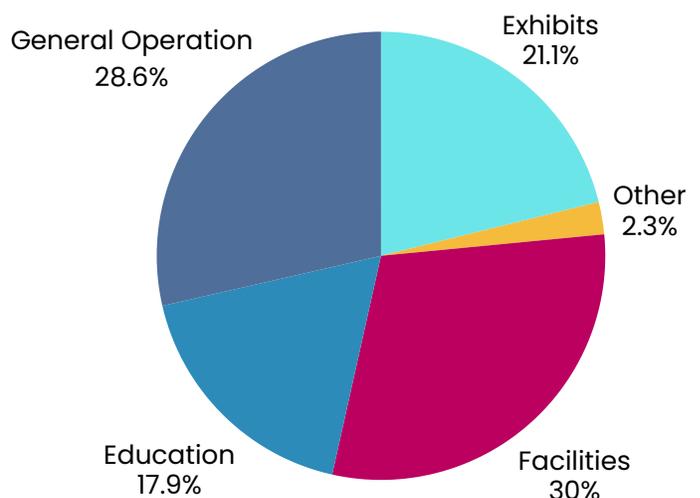
### Donations

\$150,550



### Grant Programs

\$339,889





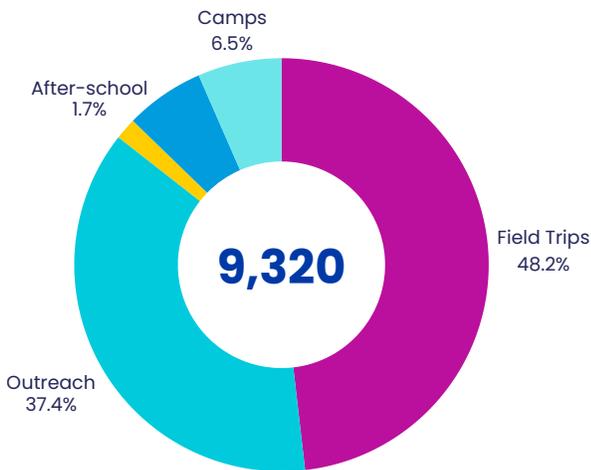
# 2025 EDUCATION

## EDUCATION AT SCIENCEWORKS

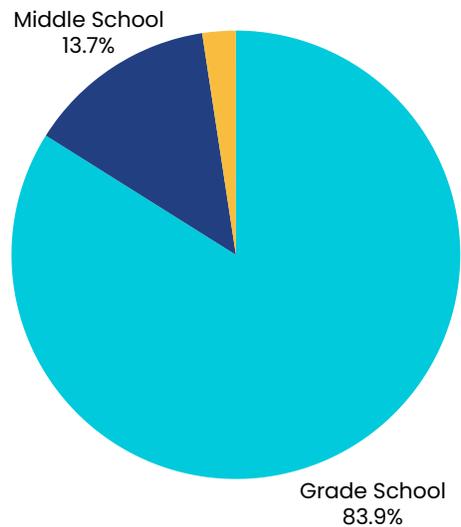
In 2025, ScienceWorks increased capacity for our educational programs. We served 250 more students on Title I\* field trips than in 2024, restarted outreach programs for underserved communities, and created teen programs for field trips, after-school support, and camps that provided a safe space for middle and high schoolers to explore STEAM careers. We served nearly 4,000 more children through educational programs compared to 2024.

\*Title I is a designation from the U.S. Department of Education that indicates 40% or more of the student body of a given school qualifies as low-income.

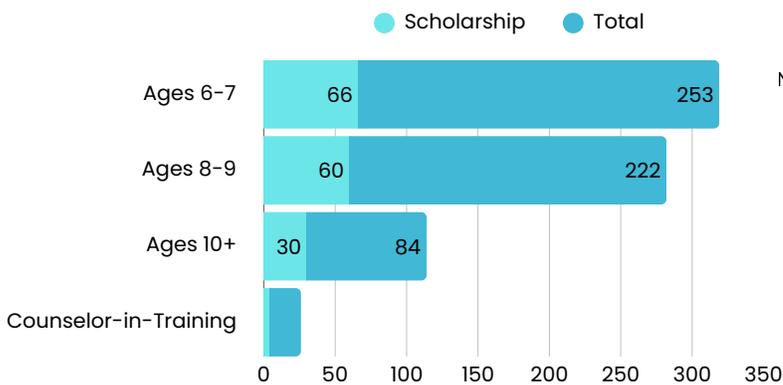
### Total Education Visitors



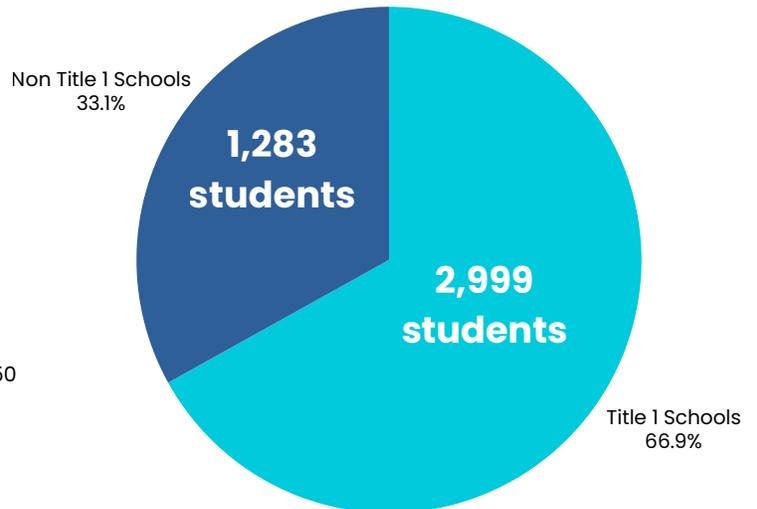
### Education by Age



### Camp Programs



### Field Trips



### Campers Receiving Scholarships





# 2025 EVENTS

## COMMUNITY EVENTS

### EARTH DAY (APRIL)



A free, community-centered event engaging all ages in environmental learning and celebration. Presented with SOU and Ashland Aerial Arts, Earth Day featured a fundraising concert by Shine-On Band – it succeeded in strengthening community connections while advancing environmental awareness and access.

### MONSTER BALL (OCTOBER)

A community-centered, ticketed celebration designed to welcome a broad cross-section of our community. It featured vendors, a costume contest, and special participation from the Oregon Shakespeare Festival and Ashland Aerial Arts. We pursued funding through sponsors and in-kind donations in order to keep ticket prices as low as possible.



## FREE MONTHLY FILMS

A 2025 pilot programs showed that although our new documentary film events are free, they attract a multi-generational audience – many of whom don't usually visit the museum – broadening the community we serve.

## MEMBER EVENTS

### 2025 Themed Member Events

These events generated a **positive** return on investment.

Month	Member Event	Attend
MAR	Paws Claws And Curiosity	327
MAY	May the 4th	314
SEP	Cirque de SWx	207
DEC 24'	Noon Years	470

#### Themed Quarterly Member Events

These events occurred during open hours, drove admission sales, saved overhead costs, and incentivized membership sales.

### 2025 Friday Evening STEAM Socials

These events generated a **negative** return on investment.

Month	STEAM SOCIALS	Attend
JAN	Dynamic Dissection	32
FEB	Love in Bloom	102
MAR	PI in the Sky	37
APR	Recrafting Studio	66
MAY	Spring Fling	36
JUNE	Fireworks	6

#### STEAM Socials

These events occurred during evening hours, had ticketed admission, and incurred additional overhead costs in the form of labor of utilities.



# 2025 EXHIBITS & FACILITIES

## 2025 SCIENCEWORKS LAUNCHED NEW AND IMPROVED EXHIBITS,

as well as hosted a number of pop-up temporary exhibits provided by local scientists and artists.

### NEW & INVIGORATED PERMANENT EXHIBITS



**Ripple Effect Water Table** was funded by generous grants from the Carrico Foundation and the Ford Family Foundation. We are also grateful to designer and fabricator Tom Egan for providing free delivery and installation.

**The Subterranean Science Cave** now houses live insects and biological specimens on loan from *SOU's Biology Department* and the *National Fish & Wildlife Forensics Lab*. In partnership with *Oregon Caves National Park* and *Friends of the Oregon Caves*, who provided funding for a portion of the exhibit and additional promotional material.



### POP-UP EXHIBITS



**Paleo Art Through Time** created and crafted as a Capstone Project by *SOU* sculpture student Drew Hogan and displayed in the Main Hall throughout the summer 2025. This exhibit put the "A" in "STEAM" and demonstrated to guests of all ages how art can merge with science!

**Art in STEAM Gallery and Mural Fest** brought art to ScienceWorks visitors while providing exhibition space to local artists. The Art in STEAM Gallery proudly exhibited artwork quarterly. Mural Fest provided a location for local artists to demonstrate their skill in real time, and ScienceWorks had the privilege of showcasing their murals for three months.



### 2025 Facility Improvements & Repairs

With the guidance of the Facilities and Safety Committees, ScienceWorks' facility is fully OSHA compliant, consistently earns outstanding quarterly safety inspection reports from BBSI representatives, and meets all insurance and liability requirements. All urgent facility projects have been completed or are currently in progress. At the same time, we continue to address deferred maintenance needs and pursue strategic building upgrades to ensure a safe, welcoming, and resilient space for our community. These long-term facility improvements will be a key focus of our fundraising efforts in 2026.



# 2025 COMMUNITY PARTNERS

Ashland School District

Ashland Schools Foundation

Southern Oregon University

Boys and Girls Club

Oregon Shakespeare Festival

Britt Festival

OLLI

United Way

Ashland Aerial Arts

Pollinator Project

Ashland Chamber

Travel Ashland

SOFRC

Ashland Fire

Lomaktsi

Anima Mundi

Ashland New Plays Festival

Ashland Peace Coalition

Klamath Bird Observatory

Saint Mary's Robotics Club

Vesper Meadows

Crater Rock Museum

Talent Maker City

Ashland Food Co-op

Friends of the Oregon Caves

Ashland Climate Collaborative

Southern Oregon Education Services District

Friends of the Cascade-Siskiyou National Monument

