

Hello friends,

During the ten months that I have been with Pacific Science Center, the Board of Directors, staff, and I have had extensive dialogue with leaders and members of the community in Seattle, Washington state, and the region. Many of you have participated in this dialogue. We asked a simple but critical question:

“How can Pacific Science Center best serve this community?”

Your input, and our dialogue with the community as a whole, is part of a conversation that will never end. But some very clear themes have already emerged. We have captured the most powerful of these themes in our new mission statement:

Pacific Science Center ignites curiosity in every child and fuels a passion for discovery, experimentation, and critical thinking in all of us.

This new mission statement reflects our focus on the fundamental role that curiosity plays in a healthy and vibrant community. And we are pleased to have implemented several efforts to do just that:

Delighting our guests

A visit to Pacific Science Center is most impactful when the experience is emotionally rewarding. We have adopted a new mindset and culture at the Science Center. The guest experience is now everyone's top priority. We are committed to offering warm hospitality and highly-engaging interactive experiences. We want people of all ages and all levels of science sophistication to find their time with us entertaining, enriching, and memorable.

We see positive results on this dimension. We now pay very close attention to guest feedback, including reviews on TripAdvisor, Facebook, and Yelp. We are very pleased that our TripAdvisor review scores are higher than ever and our attendance is up substantially compared to last year.

Embracing experimentation and innovation

Experiments and innovation are central to the experiences we provide and the work that we do. We also seek to demonstrate that failure is a key ingredient of progress.

The much loved Tinker Tank has expanded its footprint, hours of operation, and programming. You will now find Tinker Tank in the bright and airy space of Carnevali Pavilion, just outside the Boeing IMAX® Theater. With Tinker Tank now open every day of the week, we hope to give you and everyone who visits the Science Center the opportunity for hands-on exploration.

Enabling access for all

We aim to make our facilities, programs, experiences, and the benefits they provide accessible to people of all backgrounds and financial, social, physical, and intellectual abilities.

In April, we launched the Family Access Membership program. Anyone on public assistance can purchase a full-year Family Membership for just \$19. We welcome families facing economic challenges as full members of the Science Center community. We are very pleased by the impact that this program is having. After 6 months, 1,562 families have taken advantage of the Family Access Membership. These families include 4,417 children.

Supporting educators and education

We support high-impact science education, focusing on pre-K through grade 12. Thousands of students visit the Science Center and Mercer Slough Environmental Education Center each year as part of school groups. We design programs and curriculum to ensure that each of those visits complements the work that those teachers are doing in the classroom.

We also have impact in the broader region. Science On Wheels delivers interactive science programming to more than 140,000 students each year in Washington, Oregon, and Idaho. As a part of Washington State LASER, we provide valuable science education training and tools to teachers in more than 205 school districts statewide.

Serving as a community laboratory and living room

Pacific Science Center will become the place for the community to gather to discuss, debate, and collaborate on opportunities and challenges in which science and technology play roles. We want people to come here to learn about and celebrate scientific and technological achievement. We pay special attention to the issues relevant to our city and region, such as the research conducted by scientists and local universities and the innovations underway at local companies.

We also capitalize on local expertise to create engaging experiences about issues of global importance. For example, when the exoplanet Proxima Centauri b was recently discovered, we quickly arranged an after-hours discussion with a top UW astronomer and incorporated the content into our Planetarium shows and Science on a Sphere demonstrations.

We are eager to engage you in our journey as we ignite curiosity and fuel a passion for discovery, experimentation, and critical thinking. I would love to hear your feedback, your suggestions, and your ideas. Please feel free to contact me directly at wdaugherty@pacsci.org.

I hope you will visit us soon at Pacific Science Center and the Mercer Slough Environmental Education Center. Be sure to experience and solve the mystery of *The International Exhibition of Sherlock Holmes*, at the Science Center through January 8. I hope you will also check out the new Tinker Tank and spend some time with our talented and delightful science interpreters throughout the property.

Sincerely,

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PS. Learn more about our new mission and guiding principles by visiting pacsci.org/about.