

Bradbury Science Museum Galleries (including DemoStage and TechLab)

Issue No. 45

Program Coordinator

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Program Description:

Located in downtown Los Alamos, the Museum provides the prime destination and experience for visitors to The Hill. Attendance from an international audience of lifelong learners including adults, children and families, averages 83,000 visitors per year. Three main galleries---History, Weapons, and Research--- present artifacts and interactive exhibits. TechLab provides a hands-on do-it-yourself space for exploring scientific and technical concepts. Regularly scheduled demonstrations at Demo Stage encourage visitors to engage with a science topic with Museum staff.

Primary Outcomes:

Visitor knowledge of a STEM topic will increase
Visitor interest in STEM learning will increase

Areas Served:

Other;

Grade Level:

Elementary School (K-6th grade); Middle School (7-8th grade); High School (9-12th grade); Undergraduate; Graduate;

Leading Organization:

CPO-OFF

Program Address/Mailstop:

MS C330

Number of Individuals Served by the Program per Fiscal Year:

83,000

Year Program Started:

1963

Program Partners:

All LANL programs for content and production costs of new exhibits

Funding received:

100%

Resources/Materials provided to program participants:

These resources the visitor experiences, but does not take away: Museum gallery itself; artifacts, models, graphics, photographs, text, films, videos, hands-on interactives, computer interactives

Other funding sources:

N/A

Program Cost:

\$64,000/ yr for upgrades, maintenance, repairs, replacements (excluding staff salaries and facility rental).

Other learning objectives:

Visitor knowledge of and appreciation for the Lab will increased

Best Practices:

Yes; Omar Juveland, exhibit and graphics designer at the Bradbury Science Museum, along with collaborators Judith Machen and Jim Liljenwall from IRM-CAS, was given the highest award by the Society of Technical Communication in June, 2008.

The Distinguished Technical Communications award in the Display category of the International Technical Art Competition was bestowed on them for their work on the Bradbury Science Museum History Wall Exhibit, 1932-1945.

The team first received highest accolades and recognition from the local Kachina Chapter of the STC in early 2008, and then went on to compete successfully in the International Technical Art Competition.

In the International Competition, out of fifteen criteria on which their work was ranked by three judges, they accumulated a total of 41 out of a possible 45 "strong" rankings, the highest ranking, and the remaining 4 just one ranking lower.

How program outcomes are accessed:

Ongoing visitor surveys

Reporting Requirements:

CAS metrics (quarterly) and PBIs (monthly)

Cost per participant:

\$0.83

Participant Application Process:

N/A

Program Recruitment Initiatives:

Rack card distributed regionally; web site information

Targeted Diversity Groups:

Type of Program:

Public Engagement in Life Long Learning

Program Website/URL:

<http://www.lanl.gov/museum>

Projected Length of Program:

Ongoing;

Primary funding source:

Government;

Program Evaluation:

Formal/Internal;
