

Mayborn  
MUSEUM

Baylor University

# 2023 ANNUAL REPORT



# A LETTER FROM CHARLIE

*Director, Mayborn Museum*

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In fiscal year 2022, the Mayborn demonstrated an incredible sense of mission across a variety of achievements. We introduced several new partnerships that deepen our capacity for meaningful community impact in Central Texas. Our Smithsonian Affiliation kicked off, and we have been hard at work on our collaborative project, Earth Optimism, which encourages local teens to take a leadership role in a local environment initiative. We also welcomed three new staff members this year, April Love, Marian Cortinas-Solis, and Jake Gililland, who will build our research and outreach capacity throughout Baylor's campus and Central Texas.

The Mayborn Museum is committed to sharing science, supporting diverse communities, and helping the next generation of scientists to be better science communicators. Please read on to learn more about our impact in the community and our vision of providing a place for all to learn and grow.

*Charlie Walter*



# EXHIBITS

## Replica Wichita Village, 2023

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In Spring 2023, the Mayborn debuted a replica of a Wichita village from the 1890s. The museum commissioned the piece from a member of the Wichita and Affiliated tribes.

The Wichita Tribe and Mayborn collaboration is setting an important example of how Native peoples and museums can collaborate on exhibitions about Indigenous cultures.



# EXHIBITS *Continued*

## *Take Another Look: Up close in the Mayborn Collection*

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*Take Another Look: Up close in the Mayborn Collection* was a special collaboration with photographer, Steve Scott. Scott turned his lens to our collection to highlight the beauty of over 20 unique objects. Visitors experienced some of the finest objects from the Museum's collections.

*Take Another Look* was created by the Mayborn Museum.



# EXHIBITS *Continued*

## *Cultural Crossroads: People and Central Texas*

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In August 2022, the Mayborn Museum engaged the Science Museum of Minnesota, known for creating engaging interactive exhibits, to help reimagine the Texas Lifeways exhibition, a key element in Phase I implementation of our Master Plan. The SMM team developed a Concept Plan that emerged from an iterative and collaborative process between teams from the Mayborn Museum, Waco community partners, and the Science Museum of Minnesota. This Concept Plan is a representation of the themes, stories, key objects and artifacts, and visitor activities that have emerged as strong candidates for inclusion in *Cultural Crossroads: People and Central Texas*.



# EXHIBITS *Continued*

## *Cardboard Craze*

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The Mayborn produced its first maker-centered exhibit experience, *Cardboard Craze*, in Spring 2023.

*Cardboard Craze* visitors were plunged into the world of recycling and tinkering. Families rolled up their sleeves to build forts, towers, and mazes out of recycled materials.

*Cardboard Craze* was created by the Mayborn Museum.



# CELEBRATING CULTURES AT THE MAYBORN

Our Public Program's team helped the Mayborn Museum honor cultural heritage months and feature diverse voices.

Among the celebrations, the Mayborn offered programs for Black History Month, Hispanic Heritage Month, and Native American Heritage Month.

Through in-person events, community storytelling, and more, the Museum honored many of the cultures represented in our collections.

By popping up at Juneteenth Family Fun Day, opening November with an intertribal dance with Indigenous ACE, hosting a community Ofrenda, and much more, we reminded the Central Texas community that the Mayborn is for everyone.



# LEARNING & GROWING

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The Mayborn hosted over 200 programs in the past year. From sold-out Lifelong Learning courses to special story times for our littlest community members, the Mayborn helped Central Texans learn and grow all year long.



The Mayborn jump-started Central Texas students' curiosity, sparking new passions, and guiding them on different STEM career paths they could pursue. 40 kids from Gifted and Talented programs in Waco had the unique opportunity to research objects from our collection, then recreated them using creativity and imagination. Each student conducted research on their object and met with museum experts.

2023 was the inaugural year for the Mayborn's partnership with the Central Texas Science and Engineering Fair! With over 50 research projects submitted from schools all over Central Texas, we are blown away by the science in our community! The winners from the Fair shared their award winning research at the museum in March.



# OUR RESULTS

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The Mayborn Museum served 175,108 children, parents, caregivers, and educators during the 2022-2023 fiscal year and 50,000 of these were first-time visitors.

We engaged low-income families by providing reduced-fee memberships to 10% of our membership base through our Mayborn Reach Out program.

We created impact at over 186 schools in 78 districts in Texas, reaching 16,366 school children throughout the year.

The Mayborn's visitorship this past year was 54% Anglo, 16% Hispanic/Latino/a/x, 6% African American, 2% Asian or Asian American.



# LOOKING AHEAD

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In 2024, we will celebrate our 20<sup>th</sup> Anniversary of the Mayborn's riverfront home with a host of exciting events and programs.

For 20 years, our building has welcomed over 2 million visitors, supported hundreds of researchers, and housed an important collection of Central Texas history.



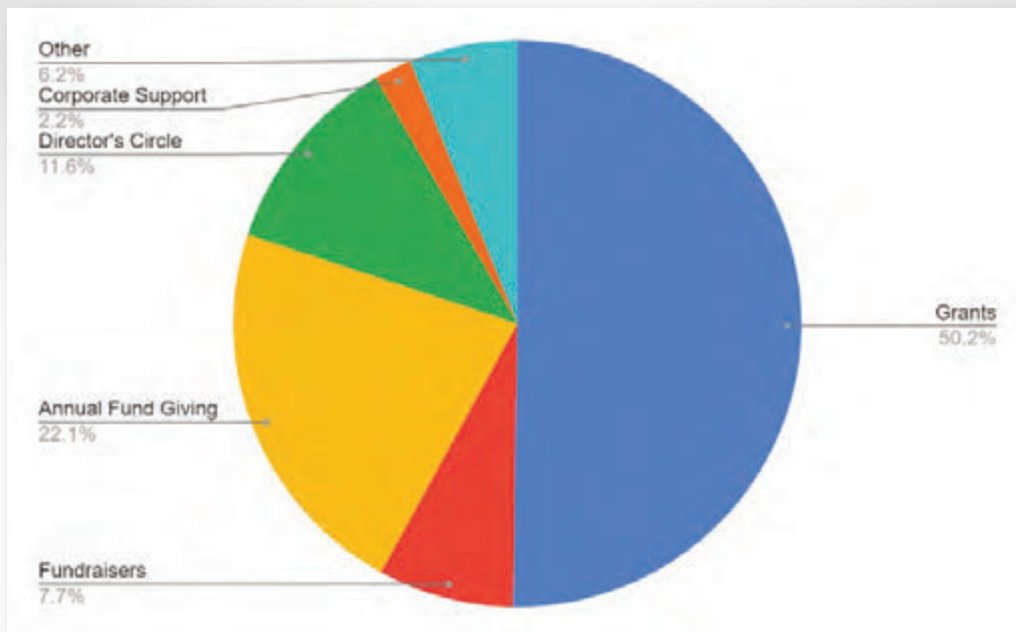
Next year, our life-sized mammoth bronze sculptures, designed by world-renowned sculptor Tom Tischler, will debut in April as part of our campaign to reignite curiosity through a 10-year, four-phase plan to transform our natural science and cultural history wing.

Our 20<sup>th</sup> Anniversary Gala celebration will take place on May 17<sup>th</sup>, 2024, with a Family Fun Day on May 18<sup>th</sup>.

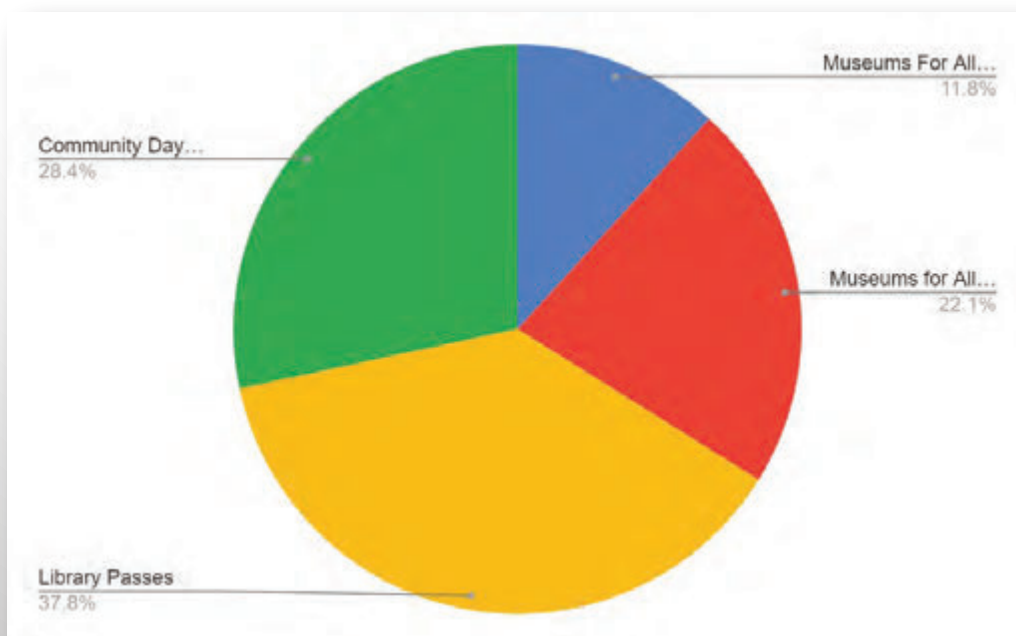
We hope you'll join us to celebrate 20 years of sparking curiosity in Central Texas!

The generous support of donors like you ensures that the Mayborn will share science, support communities, and train the next generation of scientists for the next 20 years.

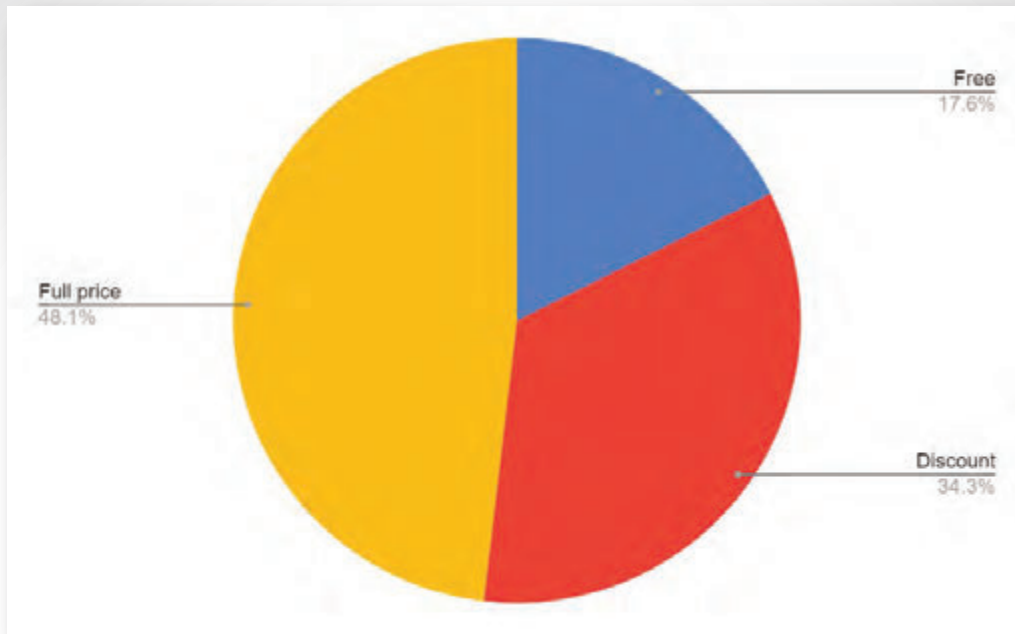
# MUSEUM FUNDRAISING FISCAL YEAR 22



# MAYBORN REACH OUT



# MUSEUM ADMISSION TYPE FISCAL YEAR 22



## MAYBORN MUSEUM SENIOR LEADERSHIP

Charlie Walter  
Lesa Bush  
Rebecca Tucker Nall  
Tom Haddad  
Patricia Pack

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The Mayborn Museum's accomplishments are made possible by a dedicated community of philanthropists. We gratefully acknowledge these donors for their generosity in 2022.

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