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Grant Application

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Fort Hays State University

Institutional Advancement

600 Park Street

Hays, KS 67601-4099

April 1, 1993

Mr. and Mrs. Rick Kuehl
2908 Country Lane
Hays, KS 67601

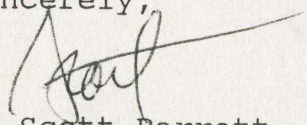
Dear Rick and Gail:

Enclosed is the completed grant application. Both Jerry and I consider it complete with the exception of the total cost of Phase One and Phase Two and the list of donors. Please review this proposal for any other corrections or amendments you feel are necessary. Without your valued support and strong guidance, I doubt that our proposal would be nearly as effective as it now will be.

In addition, I have enclosed the Kansas Honors Academy brochure for this year's visit of the Academy to Fort Hays State. I thought you might be interested in seeing how things are progressing with this program. When Paul Faber made the presentation about it at the Cabinet meeting yesterday, he praised the two of you and McDonalds for your long term continued support of this program.

Thanks again for all you do for Fort Hays State University.

Sincerely,


M. Scott Barrett, CFRE
Assistant Vice President
Institutional Advancement

rmb

Enclosures

CC: Dr. Jerry Choate
Dr. Larry Miller
Dr. Edward Hammond

RONALD McDONALD CHILDREN'S CHARITIES

Grant Application Form

Page Four

A-1: NAME OF ORGANIZATION Sternberg Museum, Fort Hays State University

B-1: PROJECT TITLE Innovative New Discovery Room

C-1: PROGRAM DIRECTOR/
PRINCIPAL INVESTIGATOR Dr. Jerry Choate, Director

D-1: MAILING ADDRESS Sternberg Museum, Fort Hays State University
600 Park Street
CITY Hays, KS 67601-4099
TELEPHONE (913) 628-5864

E-1: SPECIFIC AMOUNT
REQUESTED FROM RMCC \$150,000

Please include all budget information in the second section of this application (See item D2 under "Specific Instructions.") If it is not included, your application will not be reviewed.

F-1: McDONALD'S ENDORSEMENT

Please name the nearest McDonald's representative in your area. Your request will receive the same consideration whether or not you have had contact with McDonald's.

McDONALD'S CONTACT Mr. Richard Kuehl
TITLE/POSITION Owner/Operator
ADDRESS 2908 Country Lane
CITY Hays, KS 67601
TELEPHONE (913) 625-5558

To what extent have you worked with the McDonald's representative?

Rick and Gail Kuehl have a long association with the university and the Sternberg Museum. Rick is a member of the National Steering Committee for Campaign Fort Hays State University, a \$20 million capital campaign for the university. He was instrumental in starting the Kansas Regents Honors Academy for gifted and talented university students. Gail is a member of the Fort Hays State Museums Advisory Board, a community wide committee supporting the Sternberg Museum. She is also a member of the Sternberg Discovery Room Building Committee. The Kuehls have sponsored a number of activities on campus in addition to these events. To date, their financial contributions have been significant, amounting to approximately \$40,000.

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G-1: TARGET POPULATION AND PERFORMANCE SITES

Please summarize your target population in measurable terms, i.e., who the primary audience is, how many will be served, how old are the participants, and where the program will be offered, and the geographic range of your organization. For example: 125 physically impaired children ages 6-12 throughout Arizona, or 1,000 Hispanic high school seniors in New York City.

Primary Target Population: Children of Kansas and neighboring states, in organized pre-school groups, K through 12 groups, and family units. Within this overall target population, special emphasis will be placed on pre-school and early elementary-aged children. Within Kansas alone at the K through 12 level, this potentially includes 455,300 children.

Secondary Target Population: Elementary and secondary science educators in Kansas and adjacent states. For example, within Kansas alone this includes 1,955 high school science teachers.

Tertiary Target Population: Local and tourist family groups.

Performance Site: The new Sternberg Museum location in Hays, Kansas. An artist's rendition of the museum is enclosed.

H-1: BACKGROUND AND SIGNIFICANCE

Briefly include a background of your organization.

The Fort Hays State University Museums originated as two separate entities, the Sternberg Museum and the Museum of the High Plains. These have been merged into one entity under the name Sternberg Museum. Thus constituted, the Sternberg Museum is a department of Fort Hays State University, a state-supported, liberal arts university administered by the Kansas Board of Regents. In 1992, museum visitors came from 48 states and 21 foreign countries.

The Sternberg Museum is unique for universities the size of Fort Hays State University (i.e., about 6,000 students) because its 3.5+ million specimens makes it larger than most museums associated with large universities. Additionally, the museum owns a phenomenal fossil site. This site is extraordinary in that it is one of only a few in the world from which fossil seeds have been found in association with the fossils of animals that ate them. The site is being developed as an educational facility and tourist attraction where visitors will observe scientists conducting research in a working dig.

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H-1: Continued

The following holdings of the Sternberg Museum deserve special mention:

Extinct Flying Reptiles--The Sternberg collection of flying reptiles is larger than all others in the world except those at the British Museum and the Yale Peabody Museum.

Fossil Seeds--The Sternberg collection of fossil seeds is the largest at any museum in the world.

Modern Mammals--The Sternberg collection of mammals is one of the largest and most extensively studied in the United States.

Extinct Marine Reptiles--The Sternberg collection of marine reptiles includes many of the original specimens from which plaster casts have been made for display at other museums (including the Smithsonian Institution, the American Museum of Natural History, the Carnegie Museum of Natural History, and the British Museum of Natural History).

Extinct Marine Fishes--The Sternberg Museum's famous "fish-within-a-fish" is illustrated in textbooks and children's books world wide.

Modern Fishes--The Sternberg Collection of Fishes is the official depository for voucher specimens resulting from environmental surveys in Kansas, Missouri, Iowa, and Nebraska by the U.S. Environmental Protection Agency.

All of the collections of the museum, including those not listed above, are widely used in education, research, and public service in accordance with the following mission:

- (a) to provide educational exhibits and programs for children, adults, and students of all ages;
- (b) to collect and properly preserve scientific specimens of plants and animals (both living and extinct), historical and ethnological materials, and geological and archaeological objects to serve as the focus for other activities;
- (c) to employ the collections as a teaching resource;
- (d) to conduct and disseminate scholarly research;
- (e) to offer training programs for students who wish to pursue careers in museum work;
- (f) to provide service to the citizens of Kansas and to society at large based on the collections of the museum and the expertise of their curators.

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H-1: Continued

With the acquisition of an 88,000 square foot building now under renovation as its new home (see Appendix), the Sternberg Museum is embarking on a new era of public educational services and programs. A major highlight of the new educational services detailed in the renovation plans is a "Sternberg Discovery Room."

I-1: OBJECTIVES AND AIMS

State the broad, long-term objectives and describe concisely and realistically what the program or research described in this application is intended to accomplish.

Objective 1: to provide a child-oriented environment in which children can pursue their interests and work at their own speed to discover natural history phenomena. Research shows that children learn and retain more when allowed to discover and organize information for themselves.

Objective 2: to provide multiple learning opportunities within one facility, enabling learning to continue beyond the normal attention span of children.

Objective 3: to help children develop process skills and learning strategies employing all the senses (touch, see, smell, hear, and taste) that can be used throughout life in problem-solving situations.

Objective 4: to promote and strengthen family interaction. This will be done by providing families with an environment in which they can explore and learn together.

Objective 5: to provide programming for educators that helps enhance classroom teaching skills, curriculum development, lesson planning, and support materials. Many educators (especially at the elementary level) admit that they feel inadequate in teaching science. The Sternberg Discovery Room may help to alleviate this problem.

Objective 6: to share with children the adventure of discovery, the fun of problem-solving, and the excitement of pursuing elusive facts and laws of nature.

J-1: DESCRIPTION OF PROJECT

Please provide a concise description of the need or problem to be addressed. Include the overall goals and purposes of your organization or specific department concerned, the specific purpose of the funds, and how your objectives will be accomplished. Moreover, what is unique about your program?

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J-1: Continued

Project Description: The goal of this project is to meet the science-based educational needs of children within a rural area of Mid-America. For this purpose, we propose to construct and equip a 1,200 square foot Discovery Room within the Sternberg Museum at its new location in Hays, Kansas. The Sternberg Discovery Room will be supported by a 900 square foot educational multi-purpose room for use by educators and museum staff to organize and orchestrate educational activities.

There are many children in our rural service area who lack the educational opportunities that exist in metropolitan areas. To reach attractions such as the one we propose, school groups often drive several hours. In this regard, the Sternberg Discovery Room will be the only natural history discovery room within a day's drive in any direction. Along Interstate Highway 70, for example, it will be the only natural history discovery room between Denver and St. Louis. Although the Sternberg Discovery Room will be located in a rural area, it conceivably will serve as many as 15,000 children per year in school groups and 50,000 children per year in family groups.

The specific purpose of the Discovery Room is to provide hands-on opportunities for learning through the use of natural history specimens (both real and replicas), appropriate literature, media of various kinds, computers, microscopes, and other scientific instruments and tools. Examples of proposed learning modules are a fossil "pit" in which children can find fossils, identification booths where children handle and compare specimens with pictures in books in an attempt to identify them, and computer stations with interactive software to facilitate learning about various animals, plants, and geological materials.

The Discovery Room will be part of a total learning environment which will include outstanding exhibits (some of which will have mobile and vocal robotic animals to accentuate the exhibit themes), a large auditorium for educational presentations, and classrooms equipped with state-of-the-art media equipment for use by educators who bring classes to the museum. When renovation is completed, the Sternberg Museum will facilitate improvements in science education throughout the region. The Sternberg Discovery Room will be a permanent educational facility of the museum that will be continually improved to serve the changing needs of science education for children.

An attractive plaque recognizing the support of Ronald McDonald Children's Charities will be placed at the entrance to the Sternberg Discovery Room.

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K-1: EVALUATION

Indicate how your organization will evaluate the program if funded, such as questionnaires, surveys, etc.

Formal evaluation will include the following:

- (a) Observation of visitor use. Specifically, we will record which learning opportunities capture the attention of children, how long they hold their attention, and how much (and what parts) of the room each child uses.
- (b) Quantification of room use. We will keep records on the number and geographic distribution of children and teachers served.
- (c) Adult visitor evaluation. We will design and use an evaluation instrument for parents, teachers, and other accompanying organized groups.
- (d) Child visitor evaluation. Evaluation instruments will be designed for different age groups to use in telling us what they liked or did not like about the Sternberg Discovery Room.

Input received by means of these evaluations will be used to upgrade and fine tune the educational opportunities.

APPENDIX 1

DETAILS REGARDING NEW BUILDING FOR STERNBERG MUSEUM

During the late 1980's, the administration of Fort Hays State University began discussion about an improved facility for the Sternberg Museum. In 1992, the university accepted the gift of an extraordinary building about four miles from campus. The location is immediately adjacent to Interstate 70 between an existing exit (number 159) and a new exit approved for construction. Subsequently, a local businessman donated more than 22 acres of adjacent land. The university intends for the building and adjacent land to serve as the new home of the Sternberg Museum.

The building consists of two connected parts, a two-level concrete dome structure and a three-story rectangular precast concrete structure. The total square footage of both structures is approximately 88,000 square feet. A centrally located elevator allows access to all floor levels.

A committee of university administrators, museum staff members, and the Director of the Hays Convention and Visitors Bureau was given the task of preparing an architectural program for the building. The completed architectural program stipulates the size and structural requirements of all rooms in the renovated building. The architect will use this document as a guide in designing and preparing architectural plans.

The architectural program statement explains that renovation will be a two-phase project. Phase One (approximately \$_____) will focus primarily on areas of the museum open to the public, areas required for support of public use areas, and exhibits construction and preparation areas. Phase Two (approximately \$_____) will include the scientific research collections, offices, workrooms of various kinds, and the remaining support spaces. Funding from the Ronald McDonald Children's Charities will enable a fully-equipped Discovery Room in Phase One.

PROVIDE LIST OF OTHER DONORS

APPENDIX 2

PROJECT BUDGET

We envision the Ronald McDonald Children's Charities being the primary underwriter of the proposed Sternberg Discovery Room, which is to be part of a greatly expanded and completely renovated Sternberg Museum. The total cost of the overall Sternberg Museum project will be at least \$10 million. Thus, the amount requested from Ronald McDonald Children's Charities is just 1.5% of the total cost. Although the entire museum will have great appeal and educational potential for children, the museum's Discovery Room undoubtedly will have the greatest impact.

We are asking the Ronald McDonald Children's Charities to fund the educational exhibits and materials that will be available for use by children in the Sternberg Discovery Room. Please bear in mind that the university is providing a generous match to the project in the form of construction costs and personnel salaries. Moreover, the local McDonald's store has provided a verbal commitment to continue funding the room as needed to ensure that the latest teaching methods and materials are incorporated.

At present, the Sternberg Discovery Room is in a conceptual stage of development. Details of the room are to be specified by a Discovery Room Committee made up of educators and qualified citizens (including McDonald's representative Gail Kuehl). The work of that committee has not yet progressed to the point where detailed budget figures can be given. Therefore, we can only estimate how much of the gift from Ronald McDonald Children's Charities will be spent for particular items, as follows:

Exhibit materials	approximately 40%, or	\$ 60,000
Educational media	approximately 15%, or	\$ 22,500
Computers	approximately 10%, or	\$ 15,000
Other computer hardware	approximately 10%, or	\$ 15,000
Software	approximately 10%, or	\$ 15,000
Books/microscopes	approximately 10%, or	\$ 15,000
Study kits/related materials	approximately 5%, or	\$ 7,500
TOTAL		\$150,000

The Discovery Room Committee will provide detailed plans for use by the architect and contractors in designing and constructing the Discovery Room, and they will prepare detailed lists of equipment and supplies to purchase for installation in the room.