



## The University of Michigan Museum of Natural History

For 90 years, the University of Michigan’s Museum of Natural History (UMMNH) has been drawing visitors into the Ruthven Museums Building. With the construction of the new Biological Sciences Building (BSB), the UMMNH will be sharing this spectacular, modern space with the LSA biological sciences departments to provide an intriguing window into active science research to the public. A unique partnership between the academic units and the museum will allow the university to bridge its research, teaching, and outreach missions. At the intersection of scientific discoveries, the UMMNH will continue to collaborate with the departments and with the Museums of Paleontology, Zoology, Anthropological Archaeology, and the University Herbarium to showcase the university’s world-class research and collections.

Visitors to the UMMNH will be invited to engage in University of Michigan science in action, where the edges between public space and research activities are blurred. Much like a teaching hospital, this museum will offer training and practice for undergraduate students in unique and innovative ways. At the same time, the museum’s ongoing public outreach will continue to kindle a love of science in the next generation of researchers by engaging up to 18,000 children in school groups each year.



People of all ages will have opportunities to inquire about the natural world, exercise their problem-solving skills, and learn about active science research. In addition to the hands-on learning styles that this new facility will encourage, the programs will engage minds through multiple modes of teaching. The new space will inspire exploration and participation through education and exhibits, which promotes public appreciation of science and research. By bringing the UMMNH into a modern building, the focus will be put on actively engaging visitors in discovery as our understanding of the world and our place in it is constantly expanding.

In keeping with the traditions of the UMMNH, the iconic pumas will hold a place of prominence, special collections will be highlighted, and many favorite exhibits will be on display in new galleries. The museum will offer amenities that augment the experience of visiting groups – a community room, science forum, investigate labs, and the planetarium and dome theater. Whether they come with a group or alone, for a special exhibit, Michigan’s largest display of prehistoric life, a digital theater program, or to see their favorite collection, visitors will be attracted to both the content and the experience. Whatever vantage point a visitor chooses, their encounter with the museum will be both memorable and inspiring.

**An endowed gift of \$30M to support Museum of Natural History programming, exhibits, teaching, and technology will be recognized with the naming of this beloved venue at the university in a stellar new building on U-M’s central campus.**

## **Museum Atrium (#1)**

### ***\$2.5M endowed naming gift***

Architectural anchors for the new building are the striking glass atria – one will serve as the front door to the Museum of Natural History to welcome over 150,000 visitors each year. The stunning five-story Museum Atrium features the Mastodon couple below hanging skeletons of ancient whales, *Basilosaurus* and *Dorudon*, creating an eye-catching impression. The research of the Museum of Paleontology is showcased in the Fossil Prep Lab, which is visible through a prominent bank of windows along the west atrium wall. Visitors are treated to a behind-the-scenes look into the handling and processing of specimens used for research and teaching. The Collections Case features a changing display drawn from the world-class collections of the University’s Museums of Anthropological Archaeology, Paleontology, Zoology, and the Herbarium. Beyond the welcome desk and displays, the ground floor of the Museum Atrium provides access to the Student Lounge and Student Showcase. Visitors can ascend the grand staircase to the second-floor public galleries or the walkway to the west towers. A gift of \$2.5M would help to support this engaging and welcoming experience and would be recognized with a naming opportunity.



## Planetarium & Dome Theater (#2)

*\$2.5M endowed naming gift*

The view of campus from Washtenaw Avenue is dramatically different because of the striking architecture of the Planetarium & Dome Theater. It is a distinctive focal-point for the new building that will attract visitors to the museum. The new theater will continue the Michigan tradition of entertaining and educating generations of planetarium visitors. Once inside the theater, audiences will be dazzled by images displayed by the state-of-the-art, full-dome projection system. Any subject matter, from flying through the furthest reaches of the universe, to touring inside the human body, or climbing through layers of an archaeological site, can be experienced in this immersive theater. The powerful, customizable projection technology will bring important subjects and new discoveries alive for U-M students, school groups, and the public. Seating up to 64 people, the Planetarium & Dome Theater can also be used for lectures, film series, or small concerts. University students will be trained to operate the dome technology and to present live shows to school and public audiences. They also will assist in researching and developing new in-house programs. This hands-on, real-world learning experience has influenced numerous students throughout the years to pursue careers in astronomy, education, and planetariums. An endowed gift of \$2.5M to support Planetarium and Digital Dome Theater programming, equipment, and undergraduate internships will be recognized with a naming opportunity.

- **Digital Dome Theater Programs**

*\$20,000 annually*

Funding will support the purchase of pre-recorded programs on topics ranging from archaeology to zoology, as well as visualizations to enhance shows developed in-house.

## Science Forum (#3)

*\$1M endowed naming gift*

The UMMNH will present lively and engaging science programs in the first floor Science Forum that seats 30 – 40 people. Visitors of all ages will participate in live demonstrations and presentations by U-M scientists, science theater performances, or video presentations on the large screen. The space will enable researchers to share their discoveries and interact with the public to take the mystery out of scientific investigation while encouraging a new generation to pursue discovery in the natural world. An endowed gift of \$1M will provide resources to keep programming fresh, to create new educational videos, to provide science communication skills training and practice, and to launch and test programming innovations.



## Science Garden (#4)

*\$250,000 naming gift*

A landscape of learning is created at the entrance to the museum that teaches the value of native plants for butterflies and other pollinators. The Science Garden will extend themes developed inside the museum and the biological sciences into this outdoor space. Four terraced garden beds flank the grand stair, which joins the museum plaza to the Washtenaw Avenue entrance below, while a south-facing bed will border the café terrace.

A \$250,000 naming gift (\$200,000 endowed + \$50,000 expendable) will provide expendable support for hardscape and plantings, while endowment funding will allow for educational programming, ongoing maintenance, and changing themes.

## Investigate Labs (#5, 6)

*\$250,000 naming gift each*

Visitors truly engage in scientific discovery when they enter either of the two public Investigate Labs. As they experience science for themselves, activities spark new thoughts and deeper understanding. Each Investigate Lab is attached, both in location and theme, to one of the museum's main second floor galleries, and represents a hybrid of educational programming and exhibit space. In these labs, not only will students and children be eager investigators using real lab equipment and materials, but their parents and grandparents will want to get involved, too. Without pre-determined outcomes in mind, learners begin to think creatively, exploring and discovering as scientists do. Undergraduate students will be closely involved in staffing, programming, and supporting public interactions in the Investigate Labs. In the Micro Worlds Investigate Lab, visitors will explore the foundations of life, focusing on fundamental biological processes of living things, using microscopes to see things too small to be seen with the naked eye. The Nature Investigate Lab focuses on the basics of fieldwork and using collections for research. Here, citizen scientists will be involved in programs to collect and verify data, making important contributions to the work of U-M researchers. A \$250,000 naming gift (\$200,000 endowed + \$50,000 expendable) will provide resources for equipment, programming, and undergraduate internships and will be recognized by naming one of these spaces.

- **Investigate Lab Programs**

*\$45,000 annually*

Resources are needed to support student facilitators, supplies, and media programming, which are integral to learning and discovery in both of the Investigate Labs.



## **Student Lounge (#7)**

***\$225,000 naming gift***

University students spend time in the Biological Sciences Building for classes, lab research, museum visits, and connecting with scholarly interests. At the north end of the Museum Atrium, the Student Lounge is situated beneath the grand staircase, in a convenient location with an engaging atmosphere. Students will have the unique opportunity to develop exhibits on natural history and science topics and display their research for their peers. With exhibit space amid lounge seating, students will be intrigued, while museum-goers will share in the ongoing activity of university research and teaching. A gift of \$225,000 that combines endowed and expendable support will provide resources for new exhibitions and student programs, amenities for student use, and will be recognized with a naming opportunity.

## **Community Room (#8)**

***\$125,000 naming gift***

The Community Room will dramatically improve both the quality of experiences and quantity of group visits to the museum. From the moment a bus drops students off at the Washtenaw Avenue entrance, visitors will find amenities designed with them in mind. Even the mural composition has community input. The space is adaptable for varying group size and need, with an adjacent catering kitchen. When hosting birthday parties, family events, K-12 student and teacher workshops, and student group events, the Community Room will make exceptional experiences happen. Never before has the UMMNH had such an asset. A gift of \$125,000 (\$100,000 endowed + \$25,000 expendable) will be recognized with a naming opportunity and will provide support for programming and outfitting the space.

## **Tyrannosaurus rex (#9)**

***\$150,000 naming gift***

All who enter the BSB west atrium will wonder at the tremendous stature of the *Tyrannosaurus rex*. Awed visitors will peer up at the powerful jaws with massive, eight-inch teeth and know why this creature is considered king of the dinosaurs. No child will forget their first encounter, and no parent will want to miss capturing the moment in a photo. A \$150,000 expendable gift will enable the museum to purchase a cast skeleton of a *T.rex* and display interpretation of the exhibit.

## **Mastodon Couple (#10)**

***\$100,000 endowed naming gift***

The University of Michigan Mastodons are celebrities in the UMMNH and the only mastodon couple on display in the world. Positioned prominently in the Museum Atrium, these two magnificent specimens of ancient mammals animate visitors, preparing them for their visit. Iconic favorites of visitors old and young, these two skeletons represent important discoveries in the region that are still being made today by U-M scientists. At night, spotlights on the couple will create a dramatic scene. An endowed gift offers a unique naming opportunity that will provide funding to maintain, add, and update museum exhibits with the latest scientific knowledge.



## **Exhibits (#11-17)**

***\$100,000 endowed naming gift each***

The museum's exhibits emphasize university research and feature re-envisioned interpretations of specimens through a variety of interactive, multimedia, and minds-on exhibits designed to appeal to different learning styles and ages. Each exhibit spotlights themes that reflect important areas of scientific investigation. The exhibits create both teaching and learning opportunities for students, faculty, and museum-goers. Gifts for endowment will support updating UMMNH exhibits with the latest scientific information and adding new components. Located throughout the museum, the exhibits are:

- Changing Exhibit Gallery (#11)
- People and the Planet (#12)
- Exploring Michigan (#13)
- Measuring Time and Space (#14)
- Dynamic Planet (#15)
- Under the Microscope (#16)
- Evolution: Life Through Time (#17), featuring the museum's newest dinosaur, *Majungasaurus*

## **Tree of Life Exhibit (#18)**

***\$50,000 endowed naming gift***

The Tree of Life exhibit explores how we understand the complex relationships interconnecting all living things. Prominently located at the top of the stairs, the exhibit engages visitors of all ages in thinking about how diverse forms of life are intricately linked. Support will provide funding for exhibit updates and programming.

## **Marquee Gallery Window (#19)**

***\$50,000 endowed naming gift***

Inside the Marquee Gallery Window, an eye-catching display serves as an invitation to passersby. Visible from the pedestrian bridge, the Washtenaw Avenue drop off area, and the Science Garden, this window will be a preview of the exhibits and activities happening inside. Gifts will support museum programming and updates to exhibits, including future displays in the Marquee Gallery Window.

## **Collections Case (#20)**

***\$50,000 endowed naming gift***

The Collections Case is an important connection to 20 million specimens used for research and discovery, which are housed in a state-of-the-art facility across town. Every six months the display will change, highlighting a collection of the University's Museums of Anthropological Archaeology, Paleontology, Zoology, and the Herbarium. Gifts will provide funding to update exhibits and support museum programming.



## Research Stations

*\$50,000 endowed naming gift*

A distinctive feature of the UMMNH is that it enables visitors to see the cutting-edge science currently taking place at the university. Ongoing faculty research will be displayed in six research stations throughout the museum. Support will provide funding for exhibit updates and programming.

## Museum of Natural History Programs

Museum of Natural History exhibits and programs have inspired visitors for generations. Bringing together the biological sciences departments with the UMMNH in the Biological Sciences Building provides the museum with extraordinary new opportunities for programming that will expand teaching and learning experiences in the STEM fields (science, technology, engineering, and mathematics). By featuring active learning methods, integrated electronic media, and the latest advances in technology, the UMMNH will serve the community at large with the best practices in educational enrichment. Designed for various ages and experiences, our new suite of programs will connect to a spectrum of visitors. Gifts are crucial for the development of new curriculum, events, and engagement.

## Student Programs

### K-12 School Programs

*\$2M endowed naming gift*

An endowment for the museum's popular and beloved K-12 school programs would make it possible for UMMNH to offer all school programs for free or at low cost. Museum visits are among the most memorable experiences for many school children and can lead to a lifelong interest in science. Funding will cover the museum's program costs, making it possible to inspire even more young students each year.

### Science for Tomorrow STEM Careers Program

*\$30,000 annually*

Science for Tomorrow is a STEM careers outreach program for middle school students in communities that are underrepresented in STEM fields on college campuses. It goes beyond emphasizing STEM as a generic catch phrase and instead shows students real-world examples of who scientists are and how science and research work. Support will provide students with practical tools for navigating high school, pursuing post-secondary education, and ultimately achieving those careers.

### School and Summer Camp Scholarship Program

*\$25,000 annually*

Gifts support children and schools who otherwise could not afford to visit the museum or participate in the museum's summer camp programs.

### Family Reading & Science Program

*\$25,000 annually*

The award-winning Family Reading and Science Program is a collaboration between the museum and dozens of public libraries in Washtenaw and four neighboring counties. Funding will support monthly themed workshops at each partner library for children and parents, facilitated by U-M students and recent graduates, and an annual Discovery Day at the UMMNH.



**Undergraduate Student Engagement**

***\$20,000 annually***

Gifts support fun-filled and creative educational programs like Science Trivia Nights, Science Improv Theater, and evening “Club Museum” events designed for undergraduates.

**Pre-K-12 Teacher Development Programs**

***\$15,000 annually***

Funding is needed to support teacher development and workshops, especially in the STEM fields.

**High School Internship Program**

***\$10,000 annually***

High school students from underresourced schools in Ypsilanti and along the I-94 corridor toward Detroit will participate as interns during the school year and summer, learning valuable skills and encouraging their aspirations to attend U-M or another college.

## **Community Programs**

**Digital and Virtual Programs**

***\$40,000 annually***

Funding supports the museum’s social media presence, student creation of apps, and the digital badge program, all allowing visitors the opportunity to enjoy the UMMNH beyond its four walls.

**Citizen Science Program**

***\$20,000 annually***

Resources are needed for Citizen Science programs, which support collections research and data gathering by the community at large.

**Program Development**

***\$15,000 annually***

Funds ensure that the new museum remains fresh and nimble, and responds quickly to new discoveries and opportunities for updated programs.

**Scientist in Residence / Faculty Fellow Program**

***\$20,000-40,000 annually***

Funding will support a U-M researcher to work intensively with the museum on communicating their research through presentations, programs, and new exhibits.

## **Undergraduate Student Support**

The University of Michigan is proud of the extraordinary opportunities our undergraduate students have for engaged learning outside the classroom. The vision for the new museum emphasizes increased active learning opportunities and engagement for undergraduate students.

**Undergraduate Fellowships**

***\$5,000 annually each***

Semester-long, project-based fellowships contribute to the museum’s science communication, exhibition, and informal science education. Fellowships emphasize the participation of students whose backgrounds and identities are typically underrepresented in science fields.





**Student Leadership Board**

***\$5,000 annually***

A Student Leadership Board comprised of eight to twelve students will develop, promote, and implement student-focused, fun-filled, and educational science events each year to engage more U-M students in this state-of-the-art new museum facility. Funding is needed to cover events, publicity, and programming.

**Student Docent Program Training Fund**

***\$5,000 annually***

The Docent Program will be expanded to provide more in-depth training and opportunities to teach and communicate science research. Donor support will ensure student stipends, adequate staff support, and enrichment opportunities.

***WAYS TO FUND YOUR GIFT***

Your gifts of cash, pledges, or appreciated securities change lives. Wills, estate, and planned gifts allow you to create a lasting legacy that will enable the best and brightest minds to experience a liberal arts education, solve problems in a changing world, and yield ideas and innovations that will make a difference in Michigan and around the globe.

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