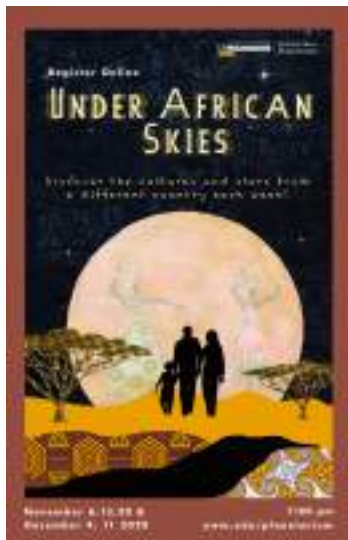
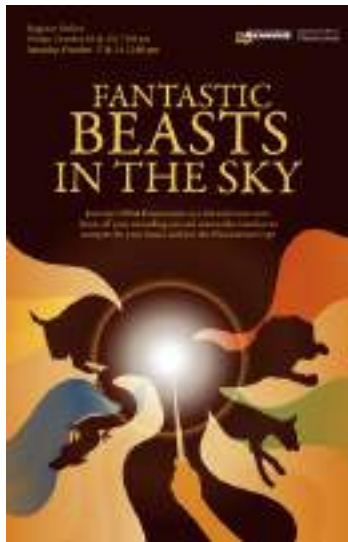


UWM Manfred Olson Planetarium

College of Letters & Science

ANNUAL REPORT





Since 2007 the Manfred Olson Planetarium has been sharing the wonders of the cosmos with the community.

In 2020, we went virtual with most of our programs in light of the COVID-19 pandemic. Despite the challenges of the year, we were able to reach over 11,000 people!

WORDS FROM OUR VISITORS

“Thank you so much for offering this opportunity for the kids - in a year when our jobs are so challenging and we are unable to do many of our typical learning experiences, it was really great to have a 'virtual' field trip.”

“Thank you very much. You do a great job of breaking down complex information. I learned a lot.”

OVER THE LAST 14 YEARS...

156,210
total attendees



4,325
total shows

38
collaborations with
university departments &
organizations

67,000
K-12 students in
attendance

96
staff members from
19 different majors

2020



11,115
total
attendees

37
free or pay-what-
you-can public
shows

145
total shows

1,860
K-12 student
attendees



Impacting others through

INVOLVEMENT



“We’ve held wonderful programming in the Planetarium since I’ve become Program Coordinator of the WiscAMP STEM-Inspire Program. Dr. Creighton and her team have made tremendous impact on our campus and students of color, who benefit from the Planetarium’s focus on URM STEM students of color.”

- Anique Ruiz, UWM WISCamp Coordinator

“I just graduated as a Communication and UWM JAMS major and was a publicity intern here at the planetarium last fall. My favorite part of the internship was getting to meet and talk with other staff members. I am thankful to learn from and connect with such intelligent and kind staff.”

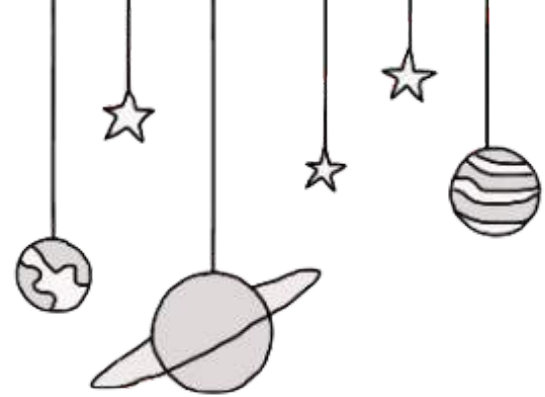
- Hannah Borchert, 2020 JAMS Intern



“As UWM academic staff, I've been attending Planetarium programs for years, to learn and to relax during a hectic workday. I started bringing my grandkids to the evening presentations, and I've given them a membership to the current online programs. My 6th grader did this painting after learning about the Northern Lights. Dr. Creighton always makes learning fun!”

- Bonnie Halvorsen, UWM Office of the Chancellor and Planetarium Member

SHARING THE COSMOS WITH THE COMMUNITY



MUSIC AND STARS OF CHILE

More than 80 people tuned in to celebrate Latinx Heritage Month with astronomer Antonio Hales of the ALMA Observatory, who took audiences on a virtual guide of Chilean astronomy and music. Chile is known as the "Capital of Astronomy" because of its very dark, clear skies.



STARS, STORIES, & RHYTHMS OF AFRICA

Over 140 visitors joined us in a celebration of African culture, with storytelling from Venice Williams and live music and dance from Panadanza Dance Company. Jean Creighton showed audiences the night sky as seen from different parts of Africa.

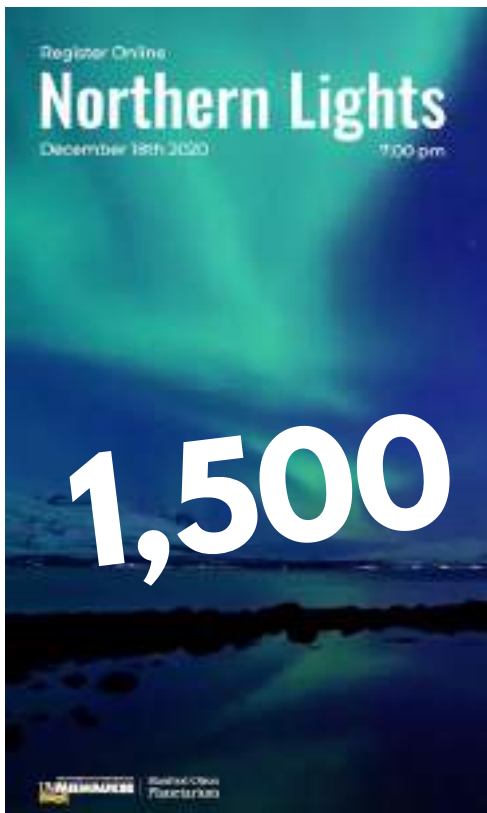


UNDER AFRICAN SKIES

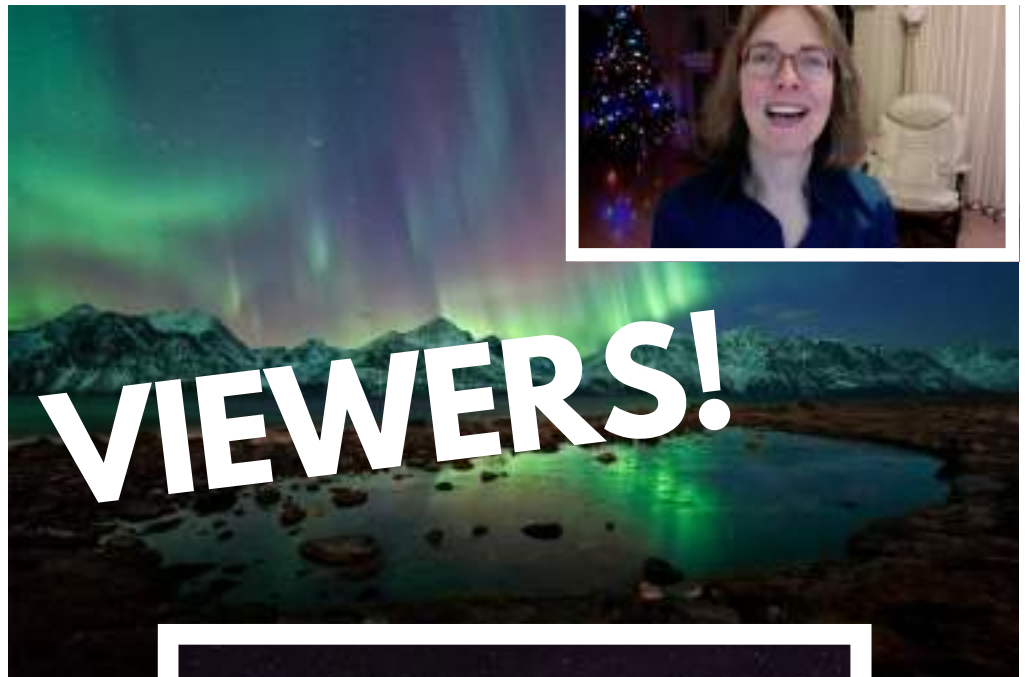
More than 400 people experienced stars, stories, and cultural perspectives across the expansive African continent. Each Friday featured a different guest speaker who talked about their country.

NORTHERN LIGHTS

We closed out the year with an unexpected surprise! Over 1,500 people tuned in to our Northern Lights program on December 18, 2020. We were a bit overwhelmed but happy to be able to reach so many people including those from as far as Australia, England, Mexico, and almost all of the U.S. states and Canadian provinces!



1,500



If you missed it, we're offering it again on March 12 & 13, 2021

2020 RESEARCH

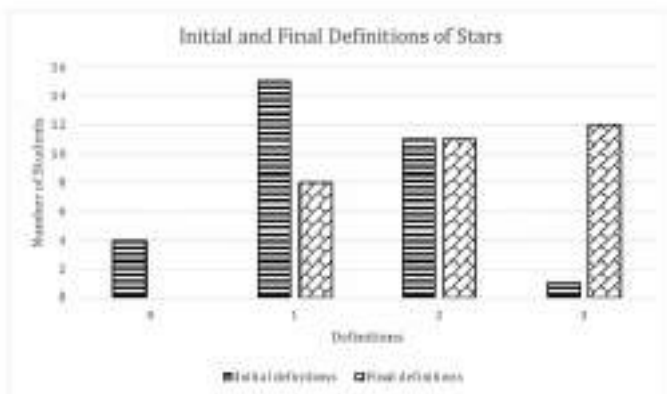


Figure 1: Students' initial and final definitions of 'star.'

(d) Did students think that the storytelling helped them learn astronomy? Did students think that astronomy helped them learn storytelling?

Initially, most students (65%) thought that storytelling *maybe* will help learning astronomy, and 48% of students thought that astronomy *maybe* will help learning the storytelling. This would suggest that the participants were open to various outcomes.

Planetarium Director Jean Creighton and UWM Theatre Professor Robin Mello wrote a paper accepted to the Planetarian called "Tale of Scale: Infusing Astronomical Concepts into an Undergraduate Storytelling Course." The paper explored how students used storytelling techniques to highlight astronomical phenomena and explain the scale of the universe.

Dr. Creighton worked with two UWM collaborators and three Tribal nations to apply for a National Science Foundation grant aimed at expanding our Indigenous programming and setting a model for other cultural collaborations.



2020 DONATION SPENDING REPORT

TOTAL DONATIONS:

\$10,873

STUDENT SCHOLARSHIPS

\$3,000



SAVING TOWARD A NEW
PLANETARIUM PROJECTOR

\$5,000



A GLIMPSE INTO THE **FUTURE**



The Manfred Olson Planetarium is a non-profit organization that relies on help from our generous donors. We aim to raise \$15,000 this year to serve our community and staff and to save toward a hybrid planetarium projector.

Your donations will go towards...

STIPENDS FOR COLLABORATIONS WITH
UNDERREPRESENTED AUDIENCES

\$1,000

PLANNING FOR 100 YEARS OF
PLANETARIUMS IN 2023

\$1,000

STUDENT SCHOLARSHIPS

\$3,000

RAINY DAY FUND TOWARD A HYBRID
PLANETARIUM PROJECTOR

\$10,000

We hope you'll consider donating to our fundraising drive for 2021.

Donations can be made online at:

<https://uwm.edu/planetarium/get-involved/donate/>



Or by check:

Make checks payable to UWM Foundation ---
Manfred Olson Planetarium Fund (2712.00)

Mail to UWM Physics/Planetarium
P.O. Box 413
Milwaukee, WI 53201