

THE VISION OF A UTAH SCIENCE CENTER

The creation of a Science Center for Utah is proposed as a premier project for celebration of our state's centennial and the sesquicentennial of Utah's pioneer settlement. Three major components of the Utah Science Center will explore the physical and life sciences with the central theme of origins.

HANDS-ON EXHIBITS AND LIVELY SCIENCE DEMONSTRATIONS:

Visitors will discover that science is exciting and essential by having fun while learning science and mathematics.

INTERACTIVE PLANETARIUM STAR SHOWS AND LASER CONCERTS:

Audiences will use a response system to decide exactly what they experience in a state-of-the-art, three-dimensional star theater that can take them inside atoms or galaxies to learn by flying through the structures that compose the universe.

GIANT-SCREEN MOTION PICTURE EXPERIENCES:

Colorful real-life images on a five-story high screen will transport people through Utah's scenic wonders to learn about the origins of the landscape, the wildlife and the people that make this place unique on Planet Earth.

ALL CITIZENS WILL BENEFIT AS UTAH BECOMES MORE HIGHLY RECOGNIZED AS A LEADER IN THE APPLICATION OF SCIENCE TO THE NEEDS OF SOCIETY. UTAH'S UNIQUE STRENGTHS WILL BE USED AND ENHANCED FOR LEARNING SCIENCE:

- Through the world's leading genealogical resources
- As a center of excellence in the medical sciences
- As a major developer of the space sciences
- As an innovator in the use of computers for business and living
- Through the majesty of mountain and desert landscapes

THOSE WHO WILL BE SERVED BY THE UTAH SCIENCE CENTER:

- Students, scouts and many other organized groups
- Families, parents, couples and singles seeking wholesome and enlightening activities
- Teachers desiring in-service training to improve instruction skills
- Out-of-state tourists and other visitors wanting to know about Utah's unique origins
- Utah's high technology companies desiring to showcase their products and services
- Out-of-state businesses searching for locations with science literate potential employees
- Anyone wanting to better understand themselves, their world and the universe

FUND-RAISING SHOULD BEGIN IN 1993 TO REACH THE GOAL OF OPENING IN 1996-97:


It is recommended that funds come from a combination of individual, corporate, federal, state, county and city sources.

SOME OF THOSE ENDORSING PLANS FOR THE UTAH SCIENCE CENTER ARE:


- The Governor's State Advisory Council on Science and Technology
- The Greater Salt Lake Area Chamber of Commerce
- The Salt Lake Convention and Visitors Bureau
- The Utah State Board of Education
- Many Utah school superintendents, principals, teachers, students and parents
- Deans and science faculty at Utah institutions of higher education
- The Rocky Mountain Space Grant Consortium
- The Utah Chapter of the American Association of Aeronautics and Astronautics
- Many of Utah's respected high technology companies
- The Board and Staff of Hansen Planetarium


Utah Science Center Theme Areas

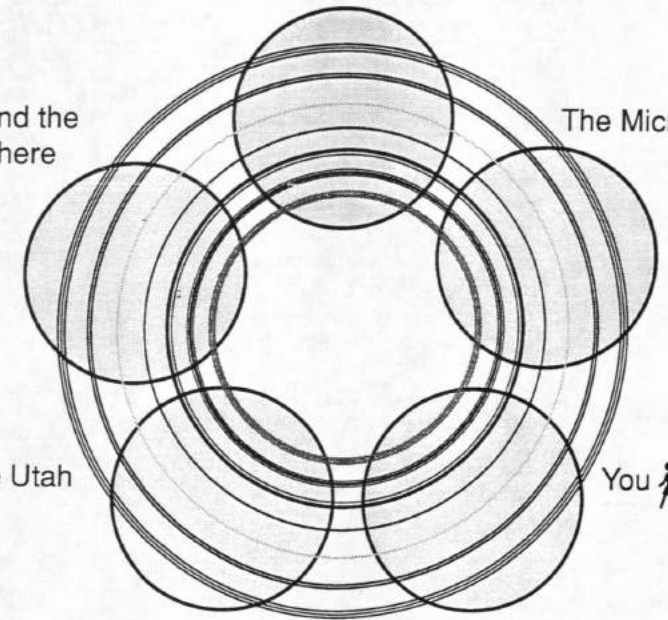
The Cosmos
and Space

 Earth and the
Biosphere

The Microworld 

 Unique Utah

You 



General disciplines such as:

Mathematics	_____
Earth Science	_____
Chemistry	_____
Physics	=====
Biology	=====
Technology	=====
Arts	=====

USC Proposed Mission

THE MISSION OF THE UTAH SCIENCE CENTER IS TO CELEBRATE THE JOY OF DISCOVERY BY NURTURING THE SCIENTIST IN EACH OF US.

The Science Center's general theme of **ORIGINS** kindles curiosity, stimulates imagination and affirms the joy and exhilaration of science while fostering a greater respect for the past, an understanding and appreciation of the present and a thoughtful and informed outlook to the future.

Utah's Science Center provides exhibits, programs and environments for all its audiences and visitors to explore, discover, experience and understand science and technology by:

Complementing existing science, nature, and environment activities in the state and region, providing emphasis on discovery, the scientific process, and the connections between science, mathematics, technology and everyday experience.

Providing an approach to learning that encourages participants of all ages and educational backgrounds to actively participate again and again, advancing their knowledge and experience to new levels.

Providing opportunities for visitors to do science and to see and feel science taking place at the Center. Special emphasis is placed on minorities, disadvantaged, and under-represented in science.

Serving as a network for scientific communication and a resource for teachers throughout the state and region with an extensive outreach program.

The Utah Science Center's programs are created to impact schools and the general public throughout Utah and neighboring regions, as well as visitors to our state.

WHAT IS THE UTAH SCIENCE CENTER?

A place where people discover that science is enjoyable and essential to modern life.

The Utah Science Center will invite visitors to understand how science empowers them to enjoy life more fully. Visitors will be personally involved in exhibits and programs about science and technology.

The three major components of the Utah Science Center will be:

- interactive exhibits
- giant-screen theater
- interactive planetarium

The Utah Science Center will explore origins, a series of **interactive exhibits** will invite visitors to study who, what, and where they are. They will begin discovering "who they are" by having their personal genealogy generated through computer linkage to the largest genealogical library in the world. Moving through the interactive exhibit areas they can investigate their personal genetic heritage, look at their own hair or skin through a microscope, walk through models of the human heart and circulatory system, and even the human brain.



In the **giant-screen theater** visitors will view a **signature film** about Utah. People will discover "where they are" when the Utah Science Center film takes them on a thrilling tour of Utah's unsurpassed scenic beauty showing the wondrous formations of the national parks and the majesty of its mountains, deserts and red rock country. The special film will depict how Utah's fantastic geological structures were formed by the forces of nature, looking deeply into the nature of these forces.

In the **interactive planetarium** visitors will explore the Earth, the Solar System, the Milky Way galaxy, and finally the entire universe.

BACKGROUND

The planning of the Utah Science Center is the result of recognizing the need for improved science education for all Utahns.

Hansen Planetarium serves approximately 250,000 people each year and provides curriculum-tailored science programs for school children in all 40 Utah school districts.

Hansen Planetarium initiated the proposal of the Utah Science Center to help make Utah a leader in science education and a more desirable site for high technological industry.

Public support of Hansen Planetarium's space science programs over 25 years are a demonstration of the need and interest in science education in Utah. The other science oriented museums have joined Hansen Planetarium to determine the scope of the Utah Science Center and are participating in the planning.

Science centers benefit public education and tourism, and enhance technological and economic growth.

Fewer than 20% of U.S. museums are science centers yet 50% of museum attendance is to these centers.

In the last decade the number of science centers in the United States has nearly doubled.

Notable science centers are located in the San Francisco Bay area, Los Angeles, San Diego, Portland, Seattle, Chicago, St. Louis, Philadelphia, Pittsburgh, Boston, New York, Washington, D.C., Atlanta, Orlando, and Toronto.

The Science Center Task Force was created to plan the Utah Science Center.

The Governor of Utah and the Mayor of Salt Lake City joined the Salt Lake County Commissioners to empower a Science Center Task Force to determine the impact of a science center on schools, higher education, citizens and business in Utah.

The Salt Lake County Commission changed the name and the function of the Hansen Planetarium Board to the "Hansen Planetarium/Science Center Board."

The Science Center Task Force was organized in 1989 and is now reviewing its findings with State and community leaders.

THE SCIENCE CENTER TASK FORCE

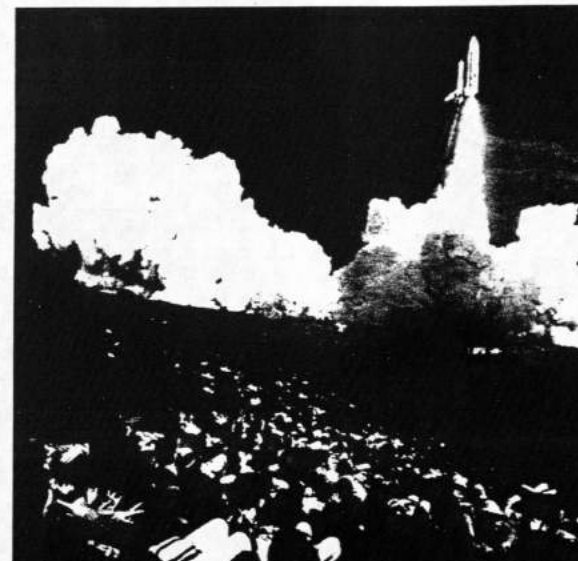
The Science Center Task Force is composed of outstanding and active community leaders with knowledge, experience and involvement in Utah programs.

The Science and Higher Education Committee examined the role that the Utah Science Center could play in Utah higher education.

The Elementary, Secondary and Adult Education Committee studied how the Utah Science Center could support improvements in science education in Utah schools.

The Industry and Economic Development Committee studied desirable relationships between the Utah Science Center, private industry and the economy of the State.

The Community Entertainment and Museum Facilities Committee considered types of "entertainment" facilities that should be included in the Utah Science Center and investigated desirable relationships with other museums.



FINDINGS OF THE SCIENCE CENTER TASK FORCE

The Utah Science Center should be located near Temple Square.

The Science Center Task Force recommends creation of the Utah Science Center, located close to Temple Square with extensive programs for the entire State.

The Public Education Committee identified ways a science center would strengthen science education throughout Utah through schools visiting the center, a state-wide outreach program, television linkage to schools, and science training programs for teachers.

The Higher Education Committee reported that a science center will increase interest in science, help produce highly motivated students prepared to enter science programs at institutions of higher learning, and help produce better science teachers.

The Corporate Committee reported that a science center will increase interest in Utah's growing science and technology businesses, and that the center should showcase current and past Utah accomplishments in science and technology.

The Community Entertainment and Museum Committee has strongly recommended a giant-screen theater as an essential component of the Utah Science Center. It also recommends a signature film showing the grandeur of Utah — the Rocky Mountains, the Great Basin and the Colorado Plateau.

Consultants believe the Utah Science Center will be a major scientific contribution to the Intermountain West.

Mr. James Backstrom, former director of two highly successful science centers, Pacific Science Center in Seattle and the Maryland Science Center, studied Task Force documents and met with Task Force members and selected Utah leaders. He submitted a report that confirms the viability and importance of the Utah Science Center.

Dr. Watson M. Laetsch, a founder and past president of the Association of Science and Technology Centers and former director of the Lawrence Hall of Science, reviewed work of the Task Force, made recommendations, and concluded that a science center could greatly improve science understanding at all levels for Utah people.

NEXT STEPS

The Task Force is presenting the Utah Science Center Report to Utah leaders and is commissioning a market feasibility study.

The Task Force is presenting the Utah Science Center Report to government and business leaders and requesting their recommendations and involvement.

A feasibility study is under way to determine the optimal size and site for the facility, the resident and tourist attendance, the operating and capital costs, the management structure, and the impact on economic activity. The study will be completed in April 1992.

The Science Center Task Force recommends opening the Utah Science Center for the centennial of Utah statehood in 1996.

Site selection and the initial architectural design are planned for 1992.

Governmental actions and major fund development activities are projected for 1993 and 1994.

The architectural design, exhibits planning and program planning should be completed in 1994 and 1995.

The Grand Opening of the Utah Science Center in 1996 will celebrate 100 years of Utah's outstanding contribution to the sciences and initiate the next 100 years of greater scientific understanding.

The Science Center Task Force requests a legislative study of the Utah Science Center during 1992.

The legislative study is critical to the progress of the Utah Science Center concept.

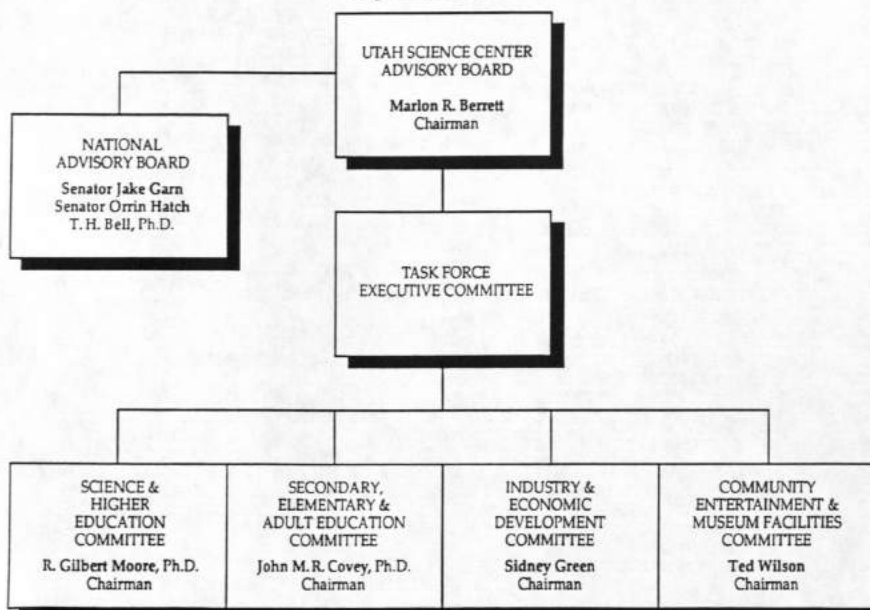
Input from Utah legislators is vital to the future work of the Science Center Task Force.

UTAH SCIENCE CENTER TASK FORCE

Commissioned By:

<p>GOVERNOR OF THE STATE OF UTAH</p> <p>Norman H. Bangerter</p>	<p>SALT LAKE COUNTY COMMISSIONERS</p> <p>James Bradley, Chairman Randy Horiuchi D. Michael Stewart</p>	<p>MAYOR OF SALT LAKE CITY</p> <p>Palmer A. DePaulis</p>
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Organization Chart



UTAH SCIENCE CENTER TASK FORCE

Executive Committee

Marlon Berrett (Chair)
Partner
Executive Alliance Group
Joe Andrade, Ph.D.
Chairman, Bioengineering
College of Engineering
University of Utah
Carol Clark, Ph.D.
Administrative Assistant
The Relief Society
Church of Jesus Christ of
Latter Day Saints
Sidney Green
President
Terra Tek

Bruce Griffin
Associate Superintendent
Utah State Office of Education
Robert Johnson, Ph.D.
Professor
Department of Computer Science
University of Utah
Steven D. Kohlert
Senior Vice President
Intermountain Health Care, Inc.
Robert Lindstrom
Vice President & General Manager
of Space Operations
Thiokol Corporation

R. Gilbert Moore, Ph.D.
Space Dynamics Laboratory
Utah State University
W. Val Oveson
Lieutenant Governor of the
State of Utah
William Smart
Editor
This People Magazine
Ted Wilson
Director
Hinkley Institute of Politics
University of Utah

Community Entertainment & Museum Facilities Committee

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Hinkley Institute of Politics
University of Utah
Gary Beer
Vice President
Sundance Group, Inc.
Gale B. Dick
Dean of the Graduate School
University of Utah
Ralph Edwards
Architect
Mark Eubank
General Manager
WeatherBank

Don Gale
Vice President
News & Public Affairs
Bonneville International Corp.
Norma Matheson
Former First Lady
State of Utah
Ed Mayne
President
Utah State AFL-CIO
Marilyn Neilson
Owner
Airport Hilton
Jerry O'Brien
Publisher
The Salt Lake Tribune

Steve Richins
Secretary/Treasurer
Utah Building Trades Council
Bob Ruff
President Emeritus
Evans Advertising
Bill Sargent, Jr.
Secretary/Treasurer
Security National Life Insurance Co.
William Smart
Editor
This People Magazine
Carolyn Taylor
Teacher
Cosgriff School

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Sidney Green (Chair)
President
Terra Tek
Fred Ball
President & CEO
Greater Salt Lake Area
Chamber of Commerce
Lynn Blake
Co-Director of Business Development
Utah State Dept. of Community &
Economic Development Centers
of Excellence

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Advanced Technology
Communication Systems Division
Unisys
Ezekial Dumke, Jr.
Dumke Foundation
Richard F. Erdmann
Chairman of the Board
Wasatch Education Systems

Thomas J. Hannum
Treasury Analyst
Thiokol Corporation
Robert Johnson, Ph.D.
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Department of Computer Science
University of Utah
Pam Joklik
John Scowcroft
Limited Partner
Utah Ventures

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LaMar Allred
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Utah State Office of Education

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Math Specialist
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Utah State Office of Education

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Attorney & Former Chief of Staff
to Governor Bangert

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Weber State College

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Carolyn Tucker
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