

# Educational Enrichment Programs

## Annual Report School Year 2023-24



*defining growth*

# What does growth look like?

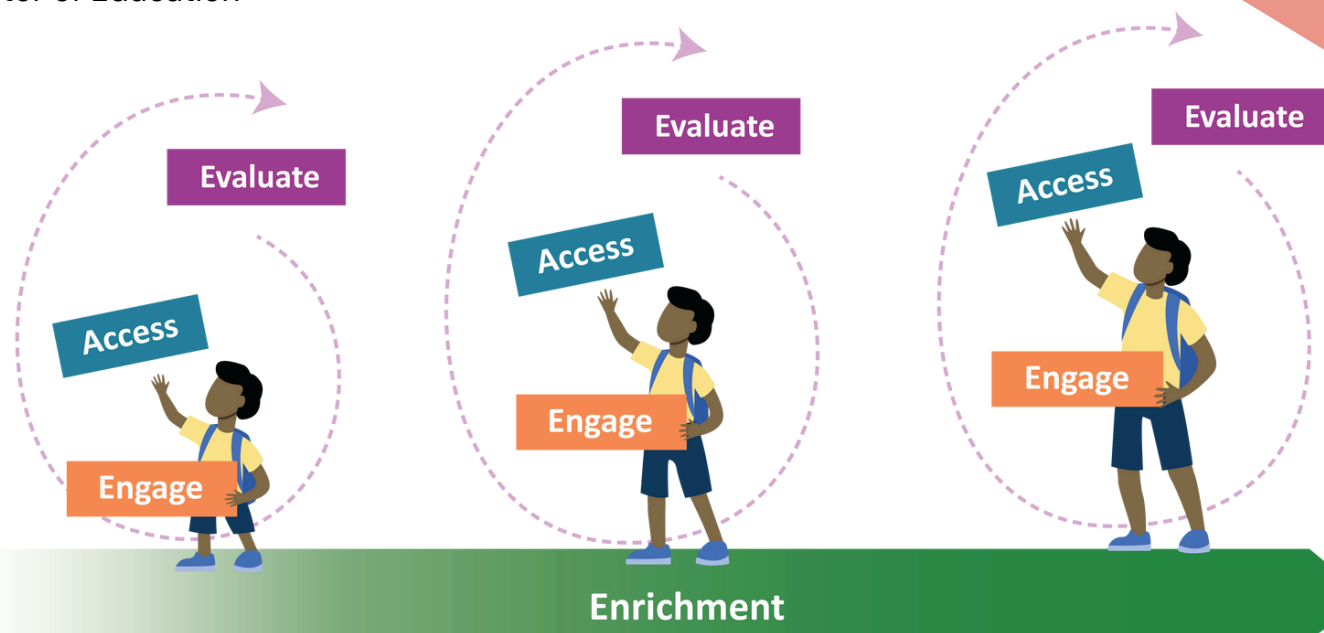
The Education Team began the 2023–24 school year with the aim of building on the success of previous years. We set out to accomplish two goals: serve more students and expand reach to new school districts and grade levels in Hampton Roads. It became immediately clear that we needed to define what growth meant and the metrics for success. Yes, we want to serve more students, but reporting on the total number of student engagements is only one way to measure growth.

Everything we do is informed by our Educational Model, which has four components: **Access**, **Engage**, **Enrich**, and **Evaluate**. We strive to provide students with sustainable access to engaging educational enrichment programs (EEPs) that enhance and enrich their education. Throughout this process, we use both formal and informal evaluation tools to assess the impact on students.

Moving forward, our goal is to redefine the way museums measure success around educational programming by exploring new growth metrics that do not rely entirely on student numbers. Ultimately, growth will be measured by our ability to deliver on the four components of the Model. This report provides an overview of the accomplishments around **Access**, **Engage**, **Enrich**, and **Evaluate** from the past school year and a preview of how we are beginning to define growth.



*Harriet Smith*  
Director of Education





# 26,437

## STUDENT ENGAGEMENTS

91%

number of students served in and around Hampton Roads

80%

received a free program

51%

received free transportation

78%

served through in-person programming (on our campus or in their classroom)

**15,101**

Lower Peninsula students  
Newport News & Hampton

**5,137**

Southside students  
Norfolk, Chesapeake, Suffolk,  
Virginia Beach, & Portsmouth

**3,963**

Other VA School Districts  
Yorktown, Williamsburg,  
Poquoson, & more

## Access

Our team works to lower both financial and logistical barriers to access and ensure that access is sustainable.



## Growth

	2018-19	2022-23	2023-24
<b>TOTAL ENGAGEMENTS</b>	<b>13,463</b>	<b>22,347</b>	<b>26,437</b>
<b>% of students - free program</b>	<b>31%</b>	<b>86%</b>	<b>80%</b>
<b>Virtual</b>	<b>3,303</b>	<b>6,617</b>	<b>5,788</b>
<b>In the classroom</b>	<b>5,539</b>	<b>6,787</b>	<b>8,462</b>
<b>At the Museum</b>	<b>4,621</b>	<b>8,943</b>	<b>12,187</b>
<b>% of students - free transportation*</b>	<b>43%</b>	<b>68%</b>	<b>51%</b>

\*This percentage is based on the total number of students who participated in a program at the Museum.





“

"We thoroughly enjoyed our visit yesterday to The Mariners' Museum. The students were engaged the entire time and genuinely had fun learning. Thank you so much for a great educational program and great people to implement it!"

– 10th-grade Social Studies Teacher,  
Newport News Public Schools

## Engage

Our EEPs are designed to provide engaging experiences that enhance the standard classroom curriculum, encourage active student participation, and emphasize important life skills, such as critical thinking and communication.



## Growth

### NEW Educational Enrichment Programs

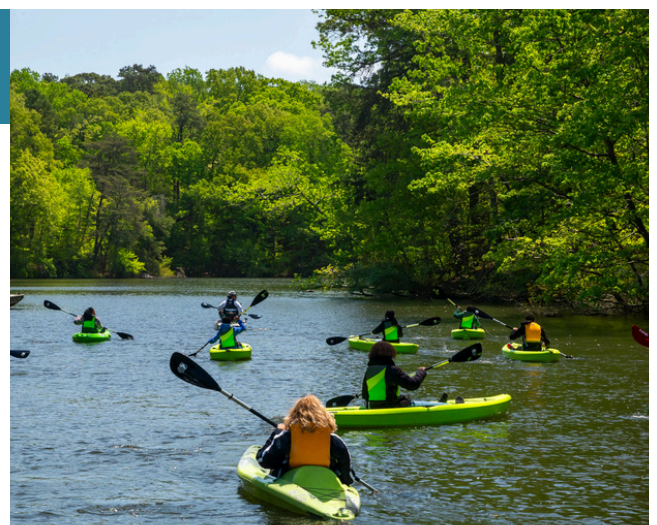
This year, we introduced several new EEPs, including *Shipwrecks of the Atlantic*, a program piloted with York County Public Schools sixth-grade students that highlights career exploration in the fields of marine science and underwater archeology. We also piloted three new EEPs designed specifically for our youngest mariners. Three and four-year-olds from Peake Early Childhood Center visited the Museum for the *Wild About Pollinators* program and planted native pollinators in the Bumblebee Learning Garden.



## The Mariners' Lake Effect

The team completed the first year of *The Mariners' Lake Effect* with sixth-graders from Newport News Public Schools. For many, this was their first time on the water for an immersive kayak experience.

With so many first-time kayakers, the Lake Team developed a system where students chose their comfort level on the water: Navigators (least experienced), Explorers, or Adventurers. In the end, nearly every student progressed beyond their initial chosen level.





# Enrich

Enrichment is an experience that provides context for abstract ideas while helping students make connections. Students are more likely to succeed and thrive when they feel connected to their community. Enrichment helps build that connection by fostering a positive sense of belonging among students. <sup>1</sup>

We aim to see students multiple times throughout their academic careers, with the cumulative effect of multiple engagements resulting in a deeper level of enrichment. This is our second year welcoming Newport News Public Schools ninth-grade students who remember our team from their program four years ago as fifth-graders.



## Growth

Next year, we will see the first cohort of students who visited the Museum in third grade and fifth grade and are now returning as ninth-graders.



## Enrichment Over Time

EEPS BY SCHOOL DISTRICT AND GRADE LEVEL  
2023-24 Academic Year



\*indicates a pilot program year where we tested a program with a small portion of students. Next year we plan to expand to the entire grade level.

1. Lardier, D. T., Opara, I., Bergeson, C., Herrera, A., Garcia-Reid, P., & Reid, R. J., "A study of psychological sense of community as a mediator between supportive social systems, school belongingness, and outcome behaviors among urban high school students of color." Journal of Community Psychology, (2019) 47(5), 1131-1150. <https://doi.org/10.1002/jcop.22182>. PG: 1133



## Evaluation

We use both informal and formal evaluation tools to assess the impact on students. B-WET has allowed us to take a huge step forward in validating our approach to serving students.

Students feel a  
stronger sense of  
*belonging*

*Outcome 1*



## Wrapping up B-WET

This spring, we finished our three-year NOAA Bay Watershed Education and Training (B-WET) grant. This hands-on, immersive program empowers ninth-grade Newport News Public Schools students to become environmental stewards as they participate in a restoration project in Mariners' Lake. Over the course of this program, we served 3,833 students and 24 teachers. Through our partnership with The Center for Educational Partnerships at Old Dominion University (TCEP), we collected data that supports the Education Department Model and demonstrates three powerful outcomes among participating students.

Students feel  
*empowered*  
to tackle  
environmental  
challenges

*Outcome 2*



## Growth Lake Stewards

As the team looks ahead to the 2024-25 academic year, we are thrilled to announce that we have secured funding to continue with phase two of this project, which we have named *Lake Stewards*. The *Lake Stewards* program will continue to offer the same core experiences and positive outcomes for NNPS students while expanding reach to ninth-grade students from Hampton City Schools and York County School District.

*Outcome 3*

Students  
have a better  
*understanding*  
of local watershed  
pollution issues



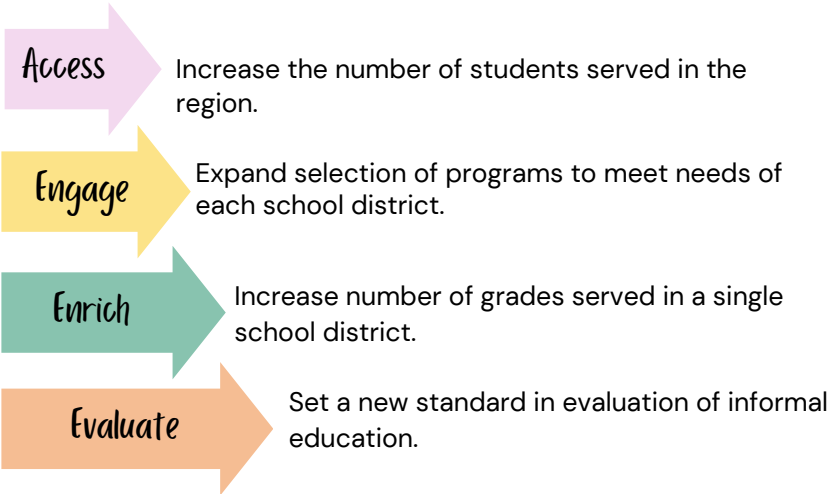


# Resourcing the Plan

Through this report, we are proud to demonstrate our institution’s commitment to the school-aged child, the most important segment we serve. To maintain our position as a vital community resource, we must stay committed to the goals of removing barriers to access, creating engaging programs in response to needs identified in the region, evaluating the outcomes, and enriching the lives of young people throughout their educational journey.

Annually, the education budget is built on our commitment to students and teachers, regardless of their ability to pay. During the 2023–24 school year, The Mariners’ Education Department budget was \$733,896, with only 3 percent of that total related to direct costs (supplies, business expenses, transportation, etc.). Below is a snapshot of the total cost per student engagement. The budget and chart highlight the critical role the team plays in serving students.

## Growth



## Business Model

### Endowment

Strategy: Grow the Educational Endowment to \$20M which would provide \$800K annually to support our commitments to local schools.

Value on 9/20/23	FY '24 Draw
\$1,248,906	\$37,381

Value on 9/30/24 (Projected)	FY '25 Draw (Projected)
\$2,049,959	\$55,729

### Earned & Contributed Revenue

Strategy: Use earned revenue, individual contributions, and grants to support growth and innovation and our ability to respond to needs as they arise.

Education Program	Staff Time	Direct Costs	Total Cost Per Engagement	Total Cost Per Student for Entire Program
Single Engagement	\$16	\$1	\$17	\$17
On-the-water	\$38	\$8	\$46	\$46
Early Childhood	\$16	\$3	\$19	\$19
Shipwrecks of the Atlantic (outreach & in-house)	\$16	\$4	\$20	\$40
Lake Stewards (outreach & in-house)	\$33	\$12	\$45	\$90



**[MarinersMuseum.org](http://MarinersMuseum.org)**  
100 Museum Drive • Newport News, VA