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We are actively seeking donations to create a \$50,000 fund to preserve and build upon our City College of San Francisco (CCSF) exhibit, **The Story of Time and Life**, which is a public-accessible, free, self-guided, four-floor walk among fossil dinosaurs, giant art murals, photographs, rocks, and panels, all of which tell the story of the formation and evolution of the universe, our solar system, and life on Earth. These funds will ensure that our exhibit can continue to engage City College students and the public, well into the future by acquiring more fossils and rocks to tell our story more powerfully, by producing new materials as needed to keep our story current, and by protecting and preserving what we have built already.

From the moment we first began installing this exhibit, students have been stopping in the hallways to gawk at the dinosaur fossil or the large oil hand-painted canvas of 400-million-year-old swamps or 100-million-year-old redwood forests. These same students have confessed their excitement and surprise to find these ancient treasures and scenes on the walls of their building, outside their classrooms. It makes them proud to be at City College. Our posters or panels catch the attention of people walking down our hallways. Each day I walk through our building, I see someone new standing in front of a panel on the *Big Bang* or *The First Spark of Life*, engrossed in the story and oblivious to the traffic around them. City College teachers use the exhibit to complement their curriculum. School groups from San Francisco Unified bring classes by for tours. All of CCSF's science and engineering departments, along with our students and the San Francisco community, have joined together to contribute to the building and preservation of a story that demonstrates the interdisciplinary nature of scientific study and emphasizes City College's community spirit and commitment to public education.

With the loss of the *California Division of Mines Museum* in 1989 and the closing of the *California Academy of Sciences (CAS)'s Mineral Hall, Earthquake Hall, and Life Through Time Hall* in 2003, a vacuum exists in the Bay Area for earth science exhibits (the new CAS contains no educational exhibits on rocks, minerals, or fossils). Our exhibit is currently the only place in the Bay Area where the public can see fossil dinosaurs and participate in an unfolding story that explores the depth of time and the history of our planet, while reviewing supporting evidence from all fields of science and engineering. This exhibit covers a topic that is in desperate need of a detailed, inspiring, and research-supported presentation, especially as access to this science is poor in many parts of our city, state, and country either due to lack of available materials or because of religious choices. There are many CCSF students who have never heard this story before entering our classrooms. Yet understanding how our planet has formed is essential to our understanding of our place on Earth today. This story, which is a clear illustration of the interdisciplinary and active nature of science, needs to be told and experienced now more than ever.

Aligning with the mission of CCSF, this exhibit is free and open access to all (including evenings and weekends). The entire exhibit is transcribed online at www.ccsf.edu/TimeLife, so we can share the story with those who can't come to our campus – such as homebound San Franciscans or school children in Kansas. Our website is also a valuable resource for teachers and students who wish to review materials.

Thank you for considering making a donation and becoming a sponsor of this valuable exhibit.

PROJECT HISTORY

When CAS closed its doors, with their cooperation, we ransacked the remnants of their *Life Through Time* and *Earthquake* exhibits. We saved close to 70 panels, 5 large 3-D interactives, and 3 murals. We also secured indefinite loans of 6 large fossils, including dinosaurs. Through mostly volunteer efforts of students and faculty over a period of six years, we installed these materials and designed and built a permanent CCSF exhibit around them – **The Story of Time and Life**. We enlarged upon the original exhibit by extending the story back to the beginning of our universe. We added a number of additional rock and fossil samples and about 50 more panels and posters – most of which were designed and produced in house. We housed the exhibit in a larger location (it covers all floors of the Science Building at CCSF's main campus). We installed dinosaur footprints on the floor and produced maps and information to make the entire walk a self-guided experience.

BUDGET NEEDS

We want our exhibit to engage more and more of the City College student body and the public, well into the future by:

- **Protecting and preserving what we have built** – Each of our samples and exhibit pieces requires regular cleaning, upkeep, and long-term preservation. We want to protect our materials with appropriate, but nonintrusive barriers, cameras, UV-protection, and combat the reality of vandalism and excess use.
- **Keeping our materials and story current** – Every year scientists are discovering new elements to this story, and we want to update our materials to reflect the latest information available.
- **Acquiring more fossils, rocks, and samples** – Alongside the informational panels, posters, and murals, we want to embed more of the actual fossils and rocks that scientists studied to uncover this story – like, for example, a large touchable meteorite to supplement our story of Earth Formation.
- **Providing outreach materials and tours** – We want to maintain a continual supply of self-guided maps and curriculum materials as well as trained student guides who can assist with large groups when needed.

DETAILED BUDGET

Anticipated Project Upgrade Budget (to be used in the next 2-5 years):

Acquisition of new fossils and samples	\$1000 to \$10,000
TV/DVD player and ongoing Video Loops	\$500
Development of Interactive Displays	\$1000 to 3,000
TOTAL:	\$2500 to 13,000

Anticipated Project Maintenance Budget (yearly):

Production of maps, activities for tour groups	\$200
Student salaries for leading tours	\$500
Addition of new panels (~5 per year)	\$500
Replacement of materials	\$500
Fund maintenance and overhead	<u>5%</u>
TOTAL:	\$1,785 per year

EVALUATION PROCESS

How do we know that our exhibit is successful? What is our evaluation process for success? How does any museum exhibit rate its success at transferring information? How does any class? Some ideas:

Word of mouth – spread of excitement – increased pride of CCSF students in their college and in themselves – increased interest in being a part of our project – increased interest in our City College Science classes – increased interest in our Historical Geology class, which covers the content of the exhibit. Finally, for tour groups, we plan to do follow-up evaluations and ask about their experience, specifically in regards to activities that we give them to complete during their tour.