



RIC AND JEAN EDELMAN PLANETARIUM AT ROWAN UNIVERSITY

ANNUAL REPORT

FY2022



A MESSAGE FROM THE DIRECTOR

This year started as a very challenging one for the Edelman Planetarium. As the state and University reopened, we remained closed for updates and repairs, including an improved 5.1 surround sound system and repairs to our leaking roof. The atrium also saw improvements with Hubble Space Telescope banners and a new vinyl wrap on the planetarium door.

In September, we reopened for in-person shows, following an 18-month closure due to the coronavirus pandemic. Since reopening, we have introduced six new shows, including four science documentaries. We continue to offer virtual field trips for schools unable to travel due to covid protocols or prohibitive travel costs. We also resumed in-person observatory open houses and had many great nights of observing through our telescopes.

This fall, the Edelman Planetarium received \$61,267 in funds from the Shuttered Venue Operators Grant from the U.S. Small Business Administration. The funds will support our operations, including new upholstery for our theater seats, new shows, and staff salaries. We also were awarded \$24,966 from NASA to support our Behind The Telescope project for middle school Girl Scouts.

We also welcomed several new faces to the team! Connor Marti is our new full-time Planetarium Assistant, leading a crew of five student employees, including three new students. Long-time student educators Justin Friel and Victor Lassaso completed their degrees in May. We will miss them but wish them well in their future endeavors!

We are looking forward to the coming year as we continue to expand our programming and bring new opportunities to support our mission.

Amy Barraclough
Director, Edelman Planetarium

LOOK TO THE

SKIES

The Ric and Jean Edelman Planetarium at Rowan University is a resource for public outreach and astronomy education with state-of-the-art planetarium and laser projection systems, a 0.4m research observatory and amateur telescopes, and a suite of hands-on activity toolkits in Glassboro, NJ. We have been an educational staple in the community for more than 15 years, offering planetarium shows, star parties, school field trips, and special events for the public.

Rowan University's \$45-million Science Hall opened in 2003. The 40-foot domed Edelman Planetarium—the largest in South Jersey—is the visual focal point of the facility. The Edelman Planetarium features a 102-seat auditorium which is connected to Science Hall's rooftop observatory and observing deck.

NEW SHOWS

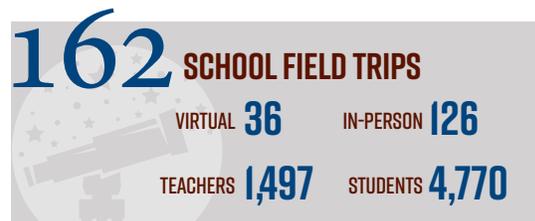
The Planetarium's show catalog continues to grow with the addition of four new full-dome shows. These new shows will become part of the Planetarium's public show schedule and are available for private shows and school field trips. Some of our new full-dome shows include *Atlas of a Changing Earth*, *Big Astronomy: People, Places, Discoveries*, *SpacePark 360*, and *SpacePark 360: Infinity*.

Before temporarily closing its doors due to the pandemic, the Edelman Planetarium expanded its laser show catalog to 35 shows, including two new shows *Laser Bowie*, and *Laser Lizzo*. Since resuming shows in September, 96 laser shows were presented for public and private rentals to nearly 5,000 visitors. Laser shows resumed in September 2021 every Friday and Saturday evening.

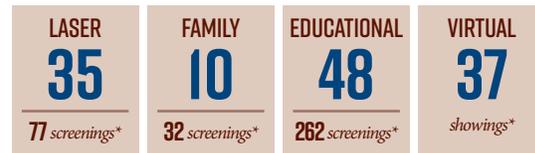
MISSION

The Ric and Jean Edelman Planetarium's mission is to create a sense of wonder about the night sky and its connections to the world around us. We achieve this by advancing the understanding of the universe and serving as a public resource for astronomical information for a broad and diverse audience.

FACTS AND FIGURES*



PLANETARIUM SHOWS



*Since September 2021.

WELCOME BACK!

STELLAR 2022 UPDATES

The Edelman Planetarium reopened for in-person shows on September 1, 2021, following an 18-month closure due to the coronavirus pandemic. Things have started to pick up, and we're optimistic for the future. Below is a summary of activities for the 2022 fiscal year.

FIRST QUARTER

- The Planetarium remained closed for much of the first quarter while roof repairs took place in Science Hall and the Planetarium. We used this opportunity to refresh the Planetarium with new graphics, including a large banner celebrating the Hubble Space Telescope's 30th anniversary of imaging the universe and new vinyl wraps near the door. A brand new 5.1 surround sound system was also installed.
- Although the Planetarium was closed to in-person events, we were able to host a virtual observatory open house for the conjunction of Mars and Venus. Over 130 people viewed the skies through our telescopes from the comfort of their homes.
- Former Department of Physics and Astronomy faculty and staff who call themselves the Local Group donated a Helioscope mount for our Coronado solar telescope in memory of Local Group and long-time Physics and Astronomy faculty member, Dr. Donald Farnelli. The Helioscope automatically finds and tracks the position of the Sun. The community has enjoyed viewing our nearest star with solar telescopes mounted to the Helioscope throughout the year.
- The Small Business Administration awarded the Edelman Planetarium \$61,267 from the Shuttered Venue Operators Grant. The funds were used to support our operations, including staff salaries and re-upholstering theater seats.



- Interviews for student educators to run our weekend public shows began at the start of the school year. Two student educators who worked before our shutdown in March 2020 returned, and an additional five were hired to start training.
- Our Director, Amy Barraclough, was honored at the Women of Excellence award banquet. SJ Magazine named her a Woman of Excellence for Business Excellence in 2020; however, due to the coronavirus pandemic, the announcement, photoshoot, and awards banquet were delayed a year.
- In-person shows resumed on September 1, and public shows returned the following weekend. Masking and other restrictions were put in place to protect our staff and audiences during the ongoing pandemic. We were thrilled to have guests under the dome exploring the night sky with us after a nearly 18-month closure. To celebrate, we offered three new planetarium shows: *Birth of Planet Earth*; *Big Astronomy: People, Places, Discoveries*; and *SpacePark 360*.
- We ended the quarter with extra public shows during Family Weekend from September 23–25. Planetarium shows were sold out most nights, and we were glad to have a theater full of visitors once again.

SECOND QUARTER

- Our popular holiday-themed shows returned this quarter, selling out most weeks. We look forward to bringing these seasonal favorites back each year to create new family traditions.
- International Observe the Moon Night in October brought 50 middle school Girl Scouts to the Planetarium for an



evening of hands-on science, including demonstrations on the properties of light, a preview of the James Webb Space Telescope, and a planetarium show. Girls who participated earned their Space Science Researcher badge, and the Planetarium staff got a trial run of the Behind the Telescope project.

- Connor Marti joined the Edelman Planetarium team as the new Planetarium Assistant. Connor has a B.A. in Astrophysics from Williams College with experience in amateur and professional telescopes. We're happy to have him here!
- A new live planetarium show, *The Astronomical World of Witchcraft and Wizardry*, was debuted to sold-out

“What a wonderful show! You did an amazing job keeping our students engaged!” —Paris Elementary 3rd Grade Teacher

crowds the first weekend of November. The approximately one-hour-long live stargazing presentation uncovers the origins of character names and places in the literary world of Harry Potter and how they connect to Greek, Roman, and Norse mythology.

THIRD QUARTER

- NASA funded the Edelman Planetarium’s Community Anchor Award project, “Behind the Telescope: Building Girls’ Confidence in STEM Through Hands-on Astronomy Outreach.” The project will consist of four public outreach events for middle-school-aged Girl Scouts over the next two years.
- A water pipe in the atrium burst and flooded the Planetarium with two inches of water in February. The Planetarium was closed for two weeks while the building



was dried out and repairs were made.

- *Harmonia Cosmica*, a new concert series featuring a pianist performing works by composers worldwide in the Planetarium, was debuted in February. The project is a collaboration between the Edelman Planetarium and the Music Department.
- In March, the Girl Scout Council of Central and Southern New Jersey hosted a day-long badge day for 150 girls in Kindergarten through 12th grade in the

“We had a wonderful experience. It was informative and educational, and your staff was professional and hospitable. More people should visit so they can enjoy this ‘hidden treasure’ on the Rowan campus.”

—Pamela S., Cherry Hill

Planetarium.

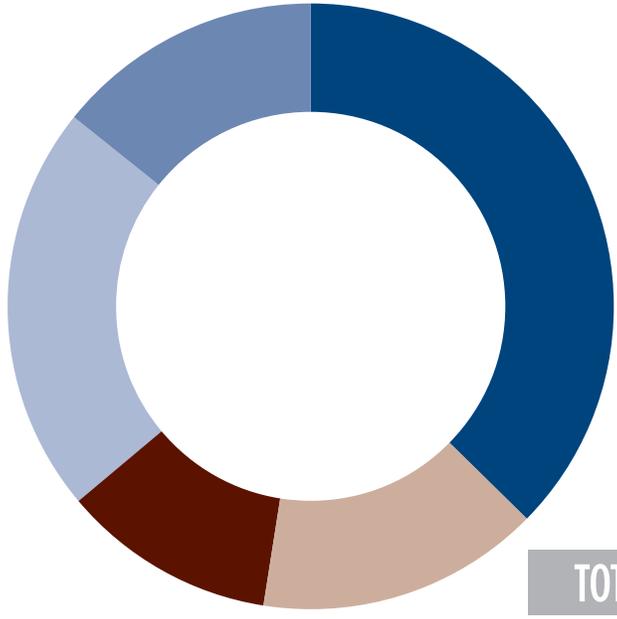
FOURTH QUARTER

- Earth Day, April 22, brought the first of four public outreach events for our “Behind the Telescope” NASA project. Approximately 30 middle school-aged Girl Scouts participated in the event that included a planetarium show, a Q&A with a NASA scientist who studies the Earth, a presentation and hands-on demonstration with Dr. Andra Garner from the School of Earth & Environment, and a chance to view the Sun through our solar telescopes.
- Throughout the spring, 30 chairs in the theater were re-upholstered using funds from the Shuttered Venue Operators Grant. Ten chairs were taken at a time to limit the disruption to our shows.
- The 16" research telescope was retrofitted with a vibration dampening system to improve the image quality.



- In April, we presented the *Capstone Senior Music Industry Showcase*, featuring two musicians in Rowan's Music Industry program. The two artists debuted their EPs in the Planetarium with original visuals created by Edelman Planetarium staff.
- The Planetarium was closed during Commencement to limit the number of people on campus during the week-long event. We took advantage of this break in shows to have our projectors serviced to extend their life.
- Throughout the spring, we worked with faculty from the Department of Radio, Television & Film, Biomedical Art & Visualization program, and the School of Earth & Environment to complete a short documentary about the history of glass in the region. The project was awarded a Rowan University STORI grant in 2020 and will debut this fall.

REVENUE AND EXPENSES



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|---------------------------------------|-------------|
| SBA GRANT | \$61,627.00 |
| OPERATING FUND FROM ROWAN | \$23,500.00 |
| TICKET REVENUE | \$36,083.22 |
| EDELMAN SCHOOL ADMISSION FUND REVENUE | \$18,801.00 |
| NASA GRANT | \$24,996.00 |

TOTAL REVENUE: \$165,007.22

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|---------------------------------|-------------|
| FULL-TIME SALARY PLUS BENEFITS: | \$46,576.64 |
| PLANETARIUM SHOW LICENSES: | \$23,620.00 |
| REPAIRS: | \$22,500.00 |
| ADVERTISING: | \$6,777.60 |
| PART-TIME WAGES: | \$6,733.50 |
| TRAVEL: | \$5,049.65 |
| CONTRACTED SERVICES: | \$3,675.00 |
| SUPPLIES: | \$1,142.79 |
| CATERING: | \$742.50 |
| TELEPHONE: | \$600.00 |
| EQUIPMENT: | \$428.65 |
| VIRTUAL CONFERENCES: | \$80.00 |
| PRINTING: | \$73.60 |
| POSTAGE: | \$29.99 |

TOTAL EXPENSES: \$118,029.92

NET REVENUE: \$46,977.30

Note: Net revenue currently covers the salary and benefits of the full-time planetarium assistant. In previous years, the assistant's compensation came from the College of Science & Mathematics, the Provost's Office, and the Planetarium. As the Planetarium continues to grow its revenue, the funds will be used for the salary, new show licenses, and system maintenance/upgrades.



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