



**FY 22: JULY 2021 – JUNE 2022**  
**FY 23: JULY 2022– JUNE 2023**

# ANNUAL REPORT

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First Saturdays Dinotracks Tour for the Public



Staff providing a hands-on STEAM activity



A child participating in our Fire of Love Movie Screening



# A Message From Insights' Board President

I am pleased to present our annual report, highlighting our organization's achievements and milestones over the past year. It has been an exciting journey as Insights Science Discovery continues to evolve, adapt, and make a meaningful impact in the fields of Science, Technology, Engineering, Art, and Math (STEAM).

Thanks to our highly skilled staff and executive director, we have successfully implemented our fully-mobile science museum initiatives, our space festival, and our regional science fair. We have also prioritized STEAM professional development for our regional educators, effectively incorporating STEAM principles in the classroom. Furthermore, we remain dedicated to preserving our love for dinosaur tracks by continuing our educational tours and finding innovative ways to protect them.

I would like to personally thank our Board of Directors for standing strong amid our growing pains and working together to support our amazing staff and community programs. Most importantly, and on behalf of our board and staff, I would like to extend my deepest gratitude to our partners. Their belief in our mission and our work has been instrumental in shaping our organization's success. Together, and with full STEAM ahead, we will continue to foster creativity, critical thinking, and problem-solving skills in everyone and in the most fun way!

Sincerely,



**EDITH JAURRIETA DE  
VELASCO**

**BOARD PRESIDENT  
2023**

# Our Story

Insights El Paso Science Center was founded in 1979 to offer interactive science education experiences in the Border Region. Following the science center's closure and demolition in 2013, exhibits were stored in an unused school in the Segundo Barrio, the Alamo School, then gradually were rebuilt into a museum.

Unfortunately, running a museum in the Alamo School posed multiple operational challenges. Following many stakeholder meetings Insights board made the decision in 2017 to pivot to a 100% mobile outreach model, with a focus on meeting the public where they are.



In response to a series of logistical hurdles associated with operating a museum at the Alamo School location, Insights leadership initiated a thorough review of our community service model. After a lengthy series of community surveys and focus groups, Insights board came to the clear conclusion that it was time to take the museum out of the box. The board realized that they can serve more STEAM content to more people if they mobilized the hands-on science programming that has successfully served El Paso for over 40 years. Since our decision to go 100% mobile in 2017, Insights board members, staff and volunteers have been working hard to build new STEAM educational programs designed to provide learning experiences in unexpected places throughout the region, meeting the community where they are.

As we continue to grow, we will promote STEAM education through fun and innovative experiences for all ages, inspiring lifelong learning and cultivating curiosity, creativity, and critical thinking. We strive for diversity, equity, and inclusion in STEAM and aim to prepare the next generation of problem solvers and innovators.



**In 2023 Insights was awarded funds from Marathon Petroleum to purchase our official STEAM Truck.**


# Our Overall Impact

## Mission

Insights promotes STEAM (Science, Technology, Engineering, Arts, and Math) education through exploratory, interactive learning experiences.

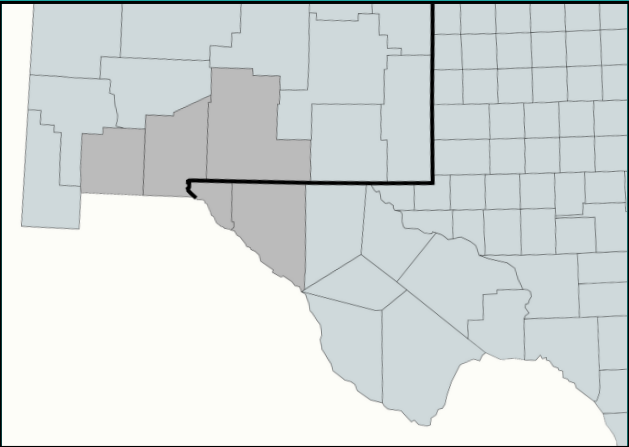
## Vision

Insights is a vital resource for the community by inspiring curiosity for STEAM subjects and promoting innovative, collaborative and cross disciplinary thinking.

Number of Participants Served				
	STEAM Enrichment Programs	Nerd Nights Educational Programs	DinoTracks Guided Hiking Tours	Pop-Ups
July 2021 – June 2022	2516	385	307	2153
July 2022 – June 2023	2523	286	1003	3135

## Where do we go?

As a 100% mobile STEAM initiative, Insights serves the El Paso Metroplex, as well as outlying areas with a high need for STEAM education, such as San Elizario and Anthony, TX. We are Unleashing STEAM education into El Paso and Hudspeth Counties in west Texas and Dona Ana, Luna, and Otero Counties in southern New Mexico.





# Our Strategic Goals

Over the last two (2) years, Insights has grown immensely and has solidified our space in the community as THE mobile STEAM education organization for all. Over the next five years, Insights will strive achieve our eight strategic goals

**GOAL 1:** Develop a Sustained Professional Volunteer Corps

**GOAL 2:** Hire and Retain World Class Staff

**GOAL 3:** Establish a Diverse, Committed, and Hands-on Board of Directors

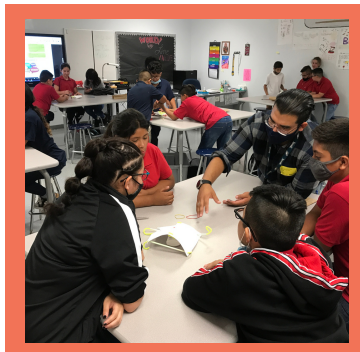
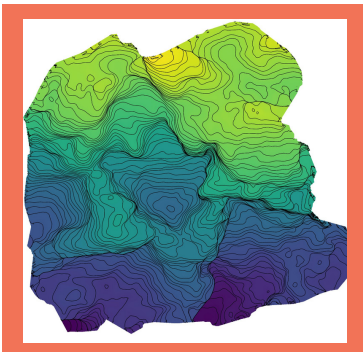
**GOAL 4:** Make Insights Financially Sustainable

**GOAL 5:** Increase Insights Community Presence

**GOAL 6:** Foster Long-Term Community Partnerships

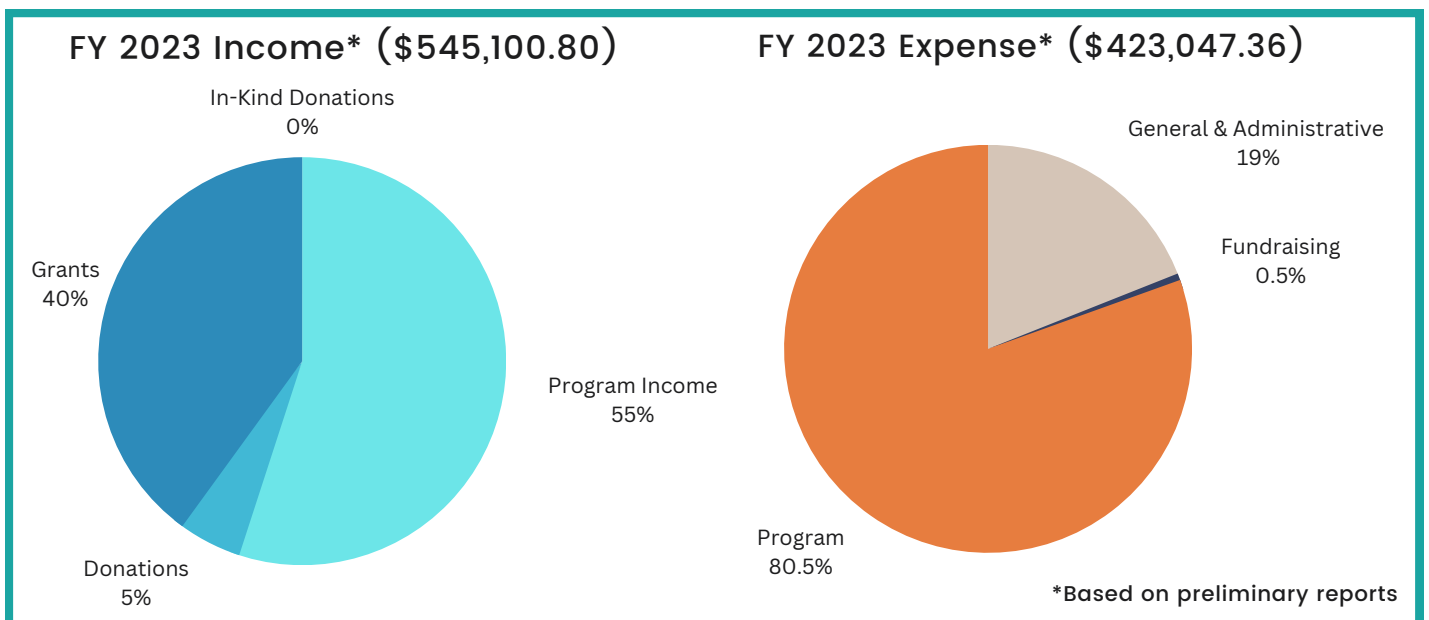
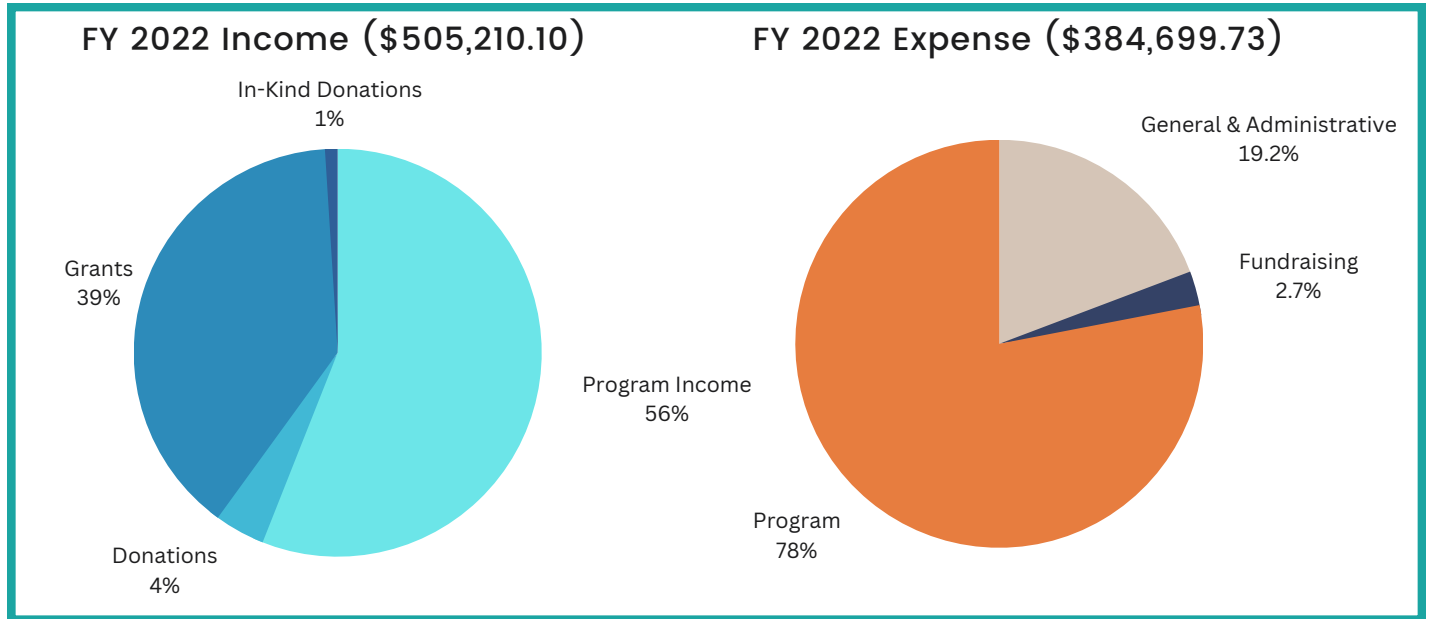
**GOAL 7:** Grow Experiential Learning and Discovery Opportunities

**GOAL 8:** Advance Dinotracks Site Development and Stewardship



# Our Finances

Insights' operating budget as a 501(c)3 nonprofit organization is almost entirely supported by program income and grant funding.



# Our Programs

With over 40 years experience providing educational programs, Insights knows that we do not need four walls to offer quality learning experiences in a variety of forms.

## DinoTracks & Tour

211 acres of DinoTracks at the border of 2 countries and 3 states, thanks to a generous donation from Stanley Jobe and Jobe Concrete. Private and public tours are offered by trained hiking guides who take individuals on a tour to view some of hundreds of dinosaur tracks and geological formations.



## Pop-Ups

Mobile exhibits that travel to you, offering hands-on science, technology, engineering, arts or mathematical learning experiences across the Paso del Norte Region.

## Nerd Nights

Programing that explores the most current, novel and interactive STEAM focused entertainment for adults. It is the perfect way to learn something new while sharing good food and drink with new friends.



## School Services

From workshops, afterschool programming,, intersessions & summer camps and more, we provide TEKS-aligned STEAM enrichment programs to schools to keep students intrigued and motivated about STEAM.



# Our Programs Continued



## Teacher Professional Development Workshops

Infusing STEAM into our teachers' classrooms. Our workshops incorporate hands-on activities and access to resources for inspiration.

## El Paso Space Festival

An annual week long event, full of space related activities for all ages. We've created partnerships with NASA, Blue Origin, Spaceport America and more to bring space education and adventures to El Paso.

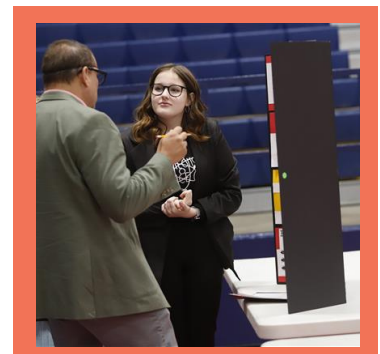


## Environmental Education

From our Student-led Environmental Stewardship Initiative to hosting the El Paso City Nature Challenge, we recognize the importance of educating the public on our environment in the border region and beyond.

## Sun Country Regional Science & Engineering Fair

We are the official host of El Paso's Science and Engineering Fair. Our fair is open to public, private, and homeschooled middle and high school students. Our competitors can qualify at our fair to move to the Texas State Fair as well as the International Science & Engineering Fair. We've enhanced our fair by adding scholarships, swag giveaways, and more.



# Our Supporters

## Community Supporters

- Aerial Amity LLC.
- Alamo Drafthouse Cinema
- Community-driven Inclusive Excellence and Leadership Opportunities in the Geosciences
- Currey Adkins
- El Paso Community Foundation
- Epicenter
- First Light Federal Credit Union
- Great Western Land Surveying & Consulting
- Innovare
- JOBE
- Junior League of El Paso
- Kendra Scott
- Marathon Petroleum Corporation
- McCoy's Building Supply
- Northeast Rotary Club
- Paso Del Norte Community Foundation
- Pizza Properties Inc.
- Raising Cane's
- Success Through Technology Education
- Southwest University
- Texas Gas Service
- Texas Tech University College of Architecture - El Paso
- The Electric Company - El Paso Electric
- University of Texas at El Paso
- Western Technical College

Without our  
community's  
support, we  
would not  
have the  
impact to  
cause ripples.

## Individual Supporters

Judy Ackerman  
Sabrina Aguilar  
Vanessa Alarcon  
Farjam Ashrafzadeh  
Michael Birkelbach  
Gracie Cain  
Aracely Calzadiaz  
Chris Canales  
Janet Eakes  
Ellen Esposito  
Roberto Fernandez  
Kevin Floyd  
Mike Gaglio  
Nohemi Galindo

E Craig Gibson  
Allen Gilmer  
Laura Grimes  
Judith Jaurieta  
Edith Jaurieta de Velasco  
Eric Kappus  
Ersela Kripa  
Fox Labyrinth  
Edna Lopez  
Richard Lopez  
Jeanne Loya  
William Lukefahr  
Elizabeth Lyn

Andrea Macias  
Kimberley McGlone  
Cristian Morales  
Stephen Mueller  
Meghan Parks  
Jennifer Ramos-Chavez  
Alicia Rascon  
Jana Renner  
Jesus Reyes  
Francine Rincon  
Paul Rodriguez  
Alexis Rossi  
Oscar Salcedo  
Kitty Spalding

Mary Spalding  
Brenda Trinidad  
Gretchen Trominski  
Linda Troncoso  
Angie & Steve Tures  
Thomas Ukestad  
Dean Van Matre  
Don Vorhees  
Justice Walker  
Susan Watts  
Janet & Randy Wechter  
Cynthia Wiltshire  
Larry Wollschlager  
Tracy Yellen

# Our Team

Insights promotes diversity, equity and inclusion throughout our programming. We are proud that our team and board members reflect the community we serve.



**Alysha Swann, MBA**  
Executive Director

**Brandi Huffman**  
Office Manager



**Dr. Jennifer Ramos-Chavez**  
Environmental Education Manager

**Brenda Trinidad**  
Experience Curator



**Alfredo Olivas**  
Curriculum & STEAM Outreach Liaison

We also recognize the members of our STEAM Team, Educator Corps, Tour Guides and volunteers. Thank you for sharing your passion and skills with us





# 2022 –2023 Board of Directors

Edith Juarrieta de Velasco (President)	Environmental Advocate
Ellen Esposito (Vice-President)	Retired Director of Secondary Education, College of Science at University of Texas at El Paso
Ericka Hernandez (Treasurer)	CPA, Gibson Ruddock Patterson, LLC.
Dr. Justice Walker (Secretary)	Assistant Professor, College of Education at University of Texas at El Paso
Dr. Benjamin Brunner	Assistant Professor, Earth, Environmental and Resource Sciences at University of Texas at El Paso
Jeremy Burciaga	Vice President & Academic Dean at Southwest University
Fan Chen	Associate Professor and Assistant to the Dean at El Paso Community College
Ernesto Herrera	Secondary Science Consultant at Region 19 Education Service Center
Kim McGlone	Architectural Designer at Root Architects
Dr. James Ramos	Senior Associate Dean at Southwest University
Alicia Rascon	Development Officer at Young Women's STEAM Leadership Academy, Ysleta Independent School District
Rachel Tarango	Socorro Independent School District Foundation Liaison
Wade Warling	Retired Battalion Chief of El Paso Fire Department
Cynthia Wiltshire	Assistant Professor of Early Childhood Education in the Department of Teacher Education at University of Texas at El Paso
Larry Wollschlager	Retired CEO of Wolf Energy

# INSIGHTS

## SCIENCE

## DISCOVERY

We invite you to come  
connect with us to learn  
more about our programs  
and events.

[www.insightse Paso.org](http://www.insightse Paso.org)

@insightse Paso

