



2023-24

ANNUAL

REPORT

2023-24 SCHOOL YEAR

BY THE NUMBERS



19,874

PEOPLE REACHED

13,535 people visited the IQhub
6,339 people were educated through staff outreach

33.8%

ATTENDANCE INCREASE OVER 22-23

The IQhub's attendance increase goal for the 2023-24 school year was **15%**. Through special events, we were able to exceed that goal by almost **2,800 people!**

302

GROUPS/FIELD TRIPS

155 groups were return visits
147 NEW groups booked educational experiences

\$440,590

GRANTS, SPONSORSHIPS & DONATIONS

\$137,671 USDA Rural Facilities Grant
\$100,000 Anonymous Capital Improvement Grant
\$100,000 Sponsorship from Troy & Jill Bancroft
\$15,000 Sponsorship from ITC
\$10,000 Sponsorship from Michigan Foundation for Agriculture

2024-2027

STRATEGIC PLAN

Between July 2024 and July 2027, the IQhub will review, innovate and implement modifications to evolve the visitor experience by focusing on community, school and industry engagement.

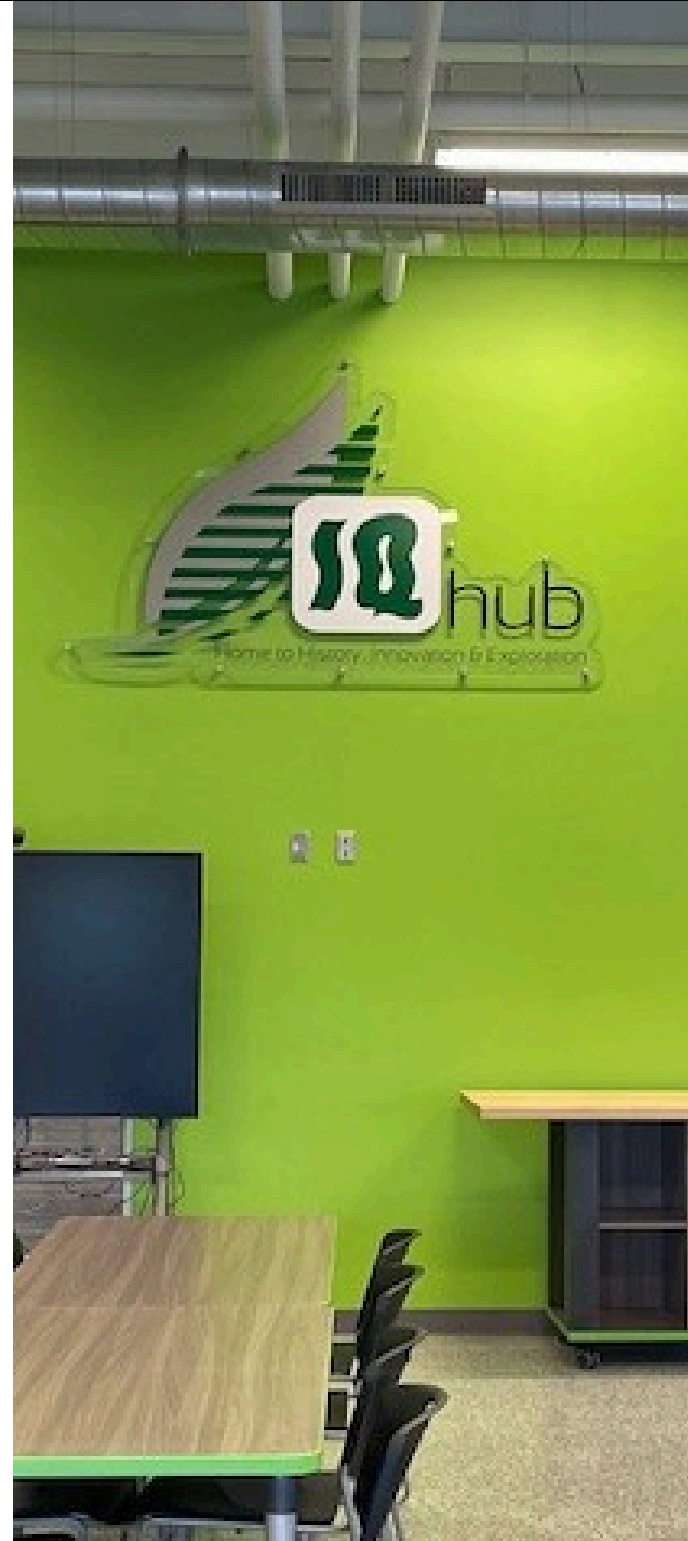
- Community engagement offerings will consist of markets, themed exhibits and other innovative opportunities to engage local visitors in IQhub facilities, events and programming.
- School experience enhancements will include the integration of Michigan specific content into lessons, development of environmental/conservation content and refresh of pre and post visit procedures.

By July 1, 2027, funding will increase by 25% from the 2023/2024 fiscal year (excluding classroom funds) through diversification of revenue channels.

- Create 2 new revenue channels
- Identify and apply for new grant opportunities
- Increase donation and fundraising potential

Annually, from 2024 through 2027, accessibility of the IQhub will be enhanced through:

- Instituting quarterly attendance at off-site events
- Quarterly visits to local schools (Professional development days, staff meetings, RESA events, etc.)
- Enhanced communication with the public through social media channels and, if budgetarily possible, utilization of an external public relations firm.

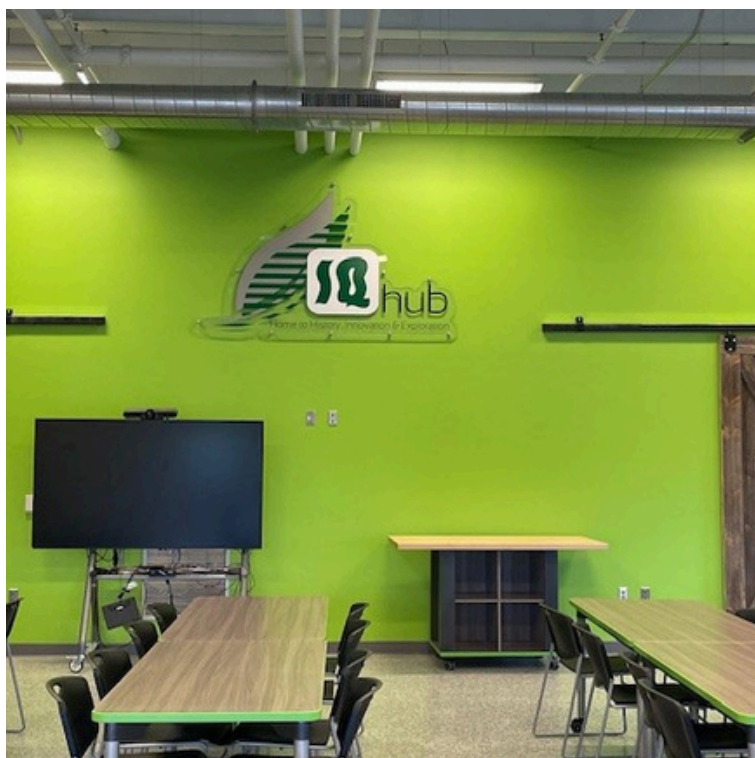


NEW! STEM CLASSROOM

In 2019, the IQhub Board of Directors set a strategic goal to establish, equip, and launch a new STEM Community Classroom by July 2024.

The STEM Community Classroom aims to offer a collaborative learning space for agricultural education, career exploration, and entrepreneurship. It will serve as an educational center for local community members and schools, fostering project-based learning within a modern classroom setting.

Thanks to grant support, the innovative classroom has come to fruition. This 21st-century cooperative learning environment features contemporary furniture and cutting-edge technology. Emphasizing collaborative learning, the classroom is equipped with mobile desks and chairs, electronic whiteboards, and student-centered technology, aligning with current teaching approaches in STEM education.



SPONSORS & SUPPORTERS



Troy & Jill Bancroft



OUR STORY



The IQhub is home to agricultural history, innovation and exploration! Filled with 24 interactive museum quality exhibits, the IQhub educates people about the importance of agriculture and protecting the environment. Over 300 school field trip programs are conducted annually, making the IQhub a destination for science, environmental and agricultural education!

The IQhub is a STEM facility with all lessons aligned with the Next Generation Science Standards, assuring field trips are educational for students and relevant to today's curriculum standards. Transportation grants are offered to help schools offset the cost of bussing. IQhub field trips are free to visiting organizations and schools. Programs range from Pre-K to college.

The IQhub is open to the public and thousands of people visit each year! Special themed exhibits are on display during the Summer and Winter months to add freshness to the museum. Several community events are held in evenings so working families can visit. There is always something to see or do at the IQhub!

2024-25 Board of Directors

Chairman
Troy Bancroft, St Johns

Treasurer
Nikole Dunker, AgroLiquid, St Johns

Secretary
Sue Kadlek, IQhub, St Johns

Members
Jill Bancroft, St Johns

Dede Beck, Uncle John's Cider Mill, St Johns

Burt Henry, Retired AgriScience Teacher, Alma

Kate Thiel, Michigan Foundation for Agriculture, Lansing

Lory Thayer, MiSTEM, Mid-Michigan Region, Corunna

Jay Eccleton, North Central Research Station, St Johns

Our Mission:

The IQhub is a 501(c)3 non-profit organization with a mission to educate the public, while bridging the gap between agricultural producers and consumers, using interactive displays and presentations.

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**TO CONTRIBUTE
ONLINE:**

