Advisory Group Meeting 10/17/91
Held at EDS, The Center for Machine Intelligence

Present at meeting:
Ike Nassi, Apple
Steve Stadler, BCS
Tracy Licklider, BCS
James Starkey
Ed Belove
David Greschler, The Computer Museum
Lauren O'Neal, The Computer Museum
Greg Welch, The Computer Museum

I. Project Review
Greg presented the six topic areas of the Tools & Toys exhibit: Making
Pictures, Playing Games, Adding It Up, Getting Information, Making Noise,
and Writing.

Some of the suggestions were:
* Use a different title than "Making Noise"--the word "noise" has negative
connotations. Perhaps "Making Sound."

* Offer activities for a range of users: novice vs. power user.

* Many visitors will have had experience w/ word processing, etc.--might it
appear unexciting? How do we make writing section (word processing, spell
checkers and grammar checkers) captivating? Something interesting would be
a different type of input device, such as a pen-based system.

* Currently there is no topic area that addresses communication between
people, sharing information. So far all the areas focus only on the link
between people and data. Where can issues such as e-mail, networking, etc.
be worked in? Two possible solutions:
    1. Embed communication capabilities throughout interactives.
    2. Make communications the seventh area, to emphasize its importance,
and to keep the interactives as basic and straightforward as possible.

Other thoughts on this "communications" area:
* Must you have a relationship w/ a person to want to communicate w/ them-
-will people in the exhibit necessarily want to communicate with other
people in the exhibit if we networked the interactives together?

* Embedding communications software could also act as pointers to other
parts of the exhibit, to thematically connect all ares.

* "Sharing Ideas" as a name for new area.

II. Discussion of Interactives

Intermittently using the brainstorming software at EDS (and so testing the 'future of the PC'), group members brought up the following ideas of issues that might want to be included in each of the TNT areas:

Making Noise:
Score writing
Speech understanding-Kurzweil
Madlibs: Fill in blanks from given list of words to complete a story.
Speech recognition isn't that great yet, but it's good to show (admit?) that technology has a long way to go in some areas.

Playing Games:
Consider that Nintendo is the high end.
Kid-pix by Broderbund is a great program--should have in the exhibit.
More intellectual games: puzzles, chess, strategy games

Adding It Up:
Finance, taxes, statistics
Visualization from numeric input--visualizing data that NASA picks up.
Visa program to help kids manage their money

III. Work Update

David reviewed the prototype schedule: each week new elements, such as signs, props, and video, will be added.
David then presented pieces of several of the interactives that will appear in the prototype, including the spell checker and the chemistry experiment. Lauren reviewed the evaluation process. It will consist of several types of interviewing and observation methods, possibly using a video camera a couple hours a week to record general traffic flow. Another issue that was raised was that of allowing visitors to record their thoughts--a suggestion box, or entering opinions into a terminal.

IV. Fundraising

Board members and Computer Museum staff are acting on possible leads.

V. Next Advisory Board Meeting

The next advisory meeting will be held at the Computer Museum on Wednesday, December 18, from 10-1, where we will get a chance to look at the prototype.

Memorandum

From: Oliver Strimpel
To: Larry Brewster, Gardner Hendrie, Adeline Naiman, Jonathan Rotenberg, Tracy Licklider, Arthur Nelson, Ed Schwartz, Steve Stadler
Re: Computer Discovery Center
Date: 10/21/89

Please find enclosed a draft of a memorandum of understanding between The Computer Museum and the Boston Computer Society. I have tried to take into account the interests and concerns expressed in our recent meetings. I shall be calling Jonathan next week to get his comments before our meeting.

I look forward to seeing you all at our next meeting at the Museum which will take place at 8:00 on October 30 .

Memorandum of Understanding Between The Computer Museum (TCM) and the Boston Computer Society (BCS) Regarding the Computer Discovery Center

1. Goal
    The BCS and TCM undertake to jointly develop and open a major new exhibit for the general public at The Computer Museum. Entitled "Computer Discovery Center" (CDC), the exhibit will present the applications and impact of personal computing in a dynamic, hands-on fashion.

2. Roles
    TCM will manage the development of the CDC, including detailed exhibit development, script development, fabrication, and installation. Broad content is expected to be developed by project staff, using materials already developed by the BCS as a starting point. An advisory committee of approximately 10 people will oversee content development. The BCS and TCM will each appoint half the committee's members.

3. Timing
    TCM aims to open the CDC in late 1990. The CDC may open later owing to slower than anticipated fund-raising or exhibit development. When 60% of the funding has been secured, TCM will set an opening date after consulting with BCS. Approximately one year from the time of hiring an exhibit developer will be needed to complete the exhibit development.

4. Funding
    The exhibit budget is $500,000. Changes of more than $100,000 must be approved by both BCS and TCM. BCS will contribute all its CDC funds and outstanding pledges towards the CDC. 50% of the BCS's CDC funds will be payable to TCM at the start of the development, with the remaining 50% paid 4 months thereafter. TCM will assume responsibility for raising the remaining funds. BCS will support TCM's fund-raising efforts. TCM assumes responsibility for all expenses associated with the CDC's development.

5. The name CDC
    The name CDC is owned by BCS. BCS grants TCM a non-exclusive world-wide royalty-free license to use the name CDC in relation

to the exhibit at TCM, other exhibits as referred to in paragraph 6, Exhibit Kits as in paragraph 7, and in any other context directly related to the above.

6. Other CDC's
The BCS and TCM may wish to develop or sponsor exhibits in other cities that bear the name "Computer Discovery Center." The initiating party will discuss with the other party what relationship would be appropriate for the development of the new CDC.

7. Kits
TCM has the right to develop and market a new series of Exhibit Kits based on exhibits developed for the CDC and shall be entitled to all funds derived therefrom with the exception of any royalty payable to programmers. Appropriate credits will be given to BCS in all such Kits. The exhibits may be modified by TCM in the light of exhibit evaluation.

8. Benefits for BCS Members
TCM and BCS will agree on appropriate admission privileges to TCM for BCS members for a period after the opening of CDC.

9. Credit for Sponsors
All sponsors of the CDC project, including those whose contributions were expended before TCM's involvement in CDC, will be credited at the level of their contributions during all phases of the CDC.

10. Credit for BCS and TCM
The CDC will be a joint project of the BCS and TCM and will be referred to as such in all publicity and promotional materials.

11. Lifetime
The CDC will have an anticipated lifetime of at least five years. Within that time, if funds permit, the CDC may be updated. After five years or more, TCM may decide to perform radical renovation of the CDC. At the time of any radical renovation, TCM will meet with BCS to determine their interest in participating in this renovation.

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2. Roles
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END

OS

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The Computer Discovery Center

Board Subgroup meeting October 2, 1989

AGENDA

- the relationship between The Computer Museum and the BCS:

    openness
    trust

- responsibility for past activities of The Computer Museum

- discussion of possible bad scenarios and their impacts on the BCS and Computer Museum

- planning and scheduling of written agreement between BCS and Computer Museum

OS
9/29/89

Tracy Litchiller
Jonathon Rothenberg
Adeline
Oliver
Swartzle

issues that board of BCS is concerned about

ownership of name

Computer Discovery Center

letter to Museum of Science

national rollout

covered new director

The Boston Computer Society

Name

CHRIS WHITLOCK

REGULAR, 3-YEAR   Z7304   04-92

Type   Member No.   Exp. Date
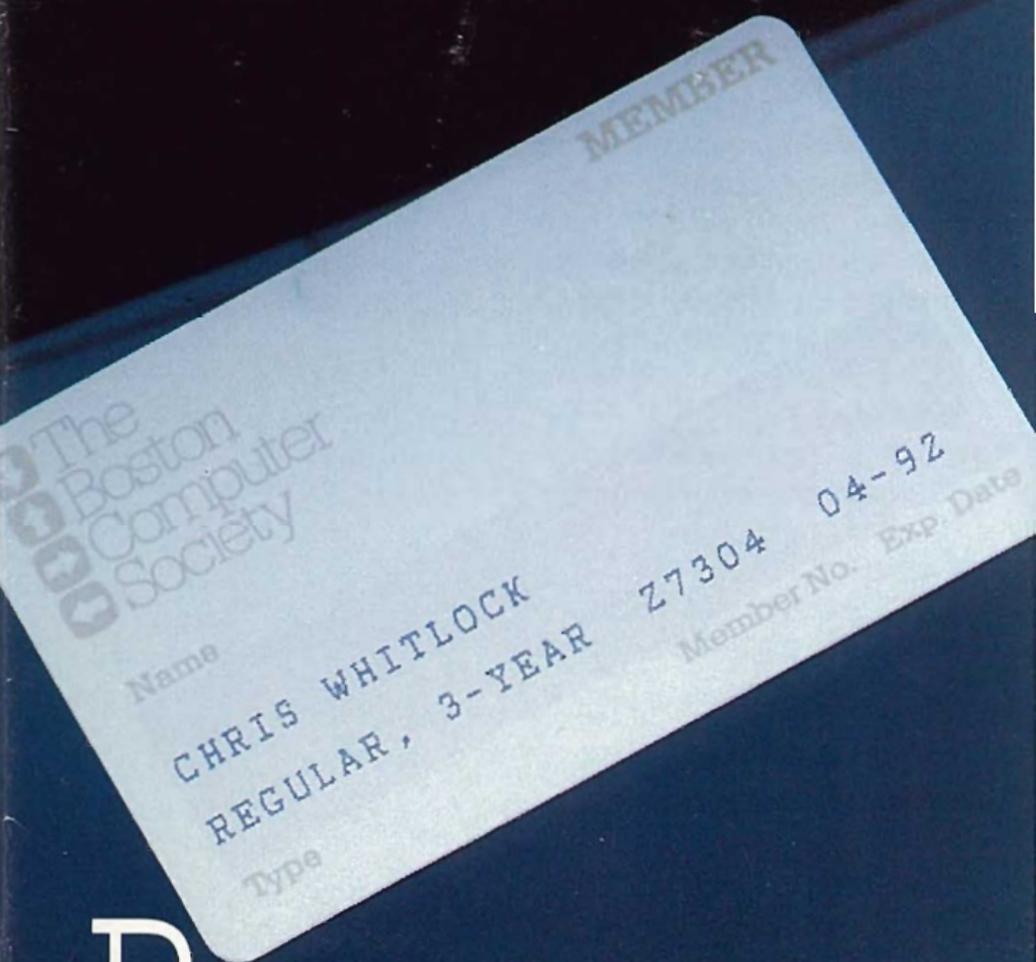
MEMBER

Become a member of the world's largest personal computer users organization.

➡ No experience necessary.

The BCS has something for everyone.

Explore new ideas, products, and services.
Many major new products and technological breakthroughs have had their world debut at BCS meetings. At some meetings, you'll even get a chance to personally meet these products' creators and ask them questions.

Help when you need it.
Everyone needs help once in a while, so the BCS has a variety of programs to help you when you have a problem with your computer or software – including a referral network to get you answers over the phone, at work, or at home.
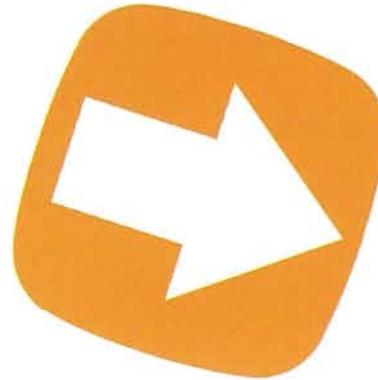
Learn more about computers.
Whether you're a complete beginner or a seasoned veteran, the BCS has hundreds of classes, workshops, meetings, and special events each month to help you get more out of your computer.
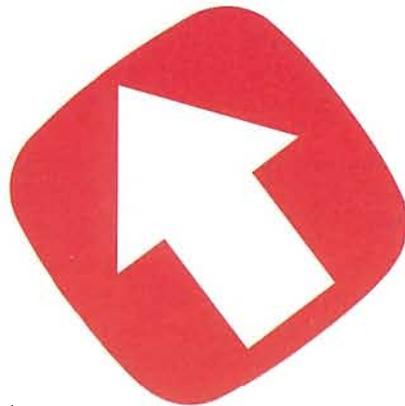
Compare before you buy.
The BCS Resource Center has over 40 personal computers and 1,500 software packages for you to try out and evaluate during frequently scheduled clinics and open houses. Fellow members are always on hand to assist you.
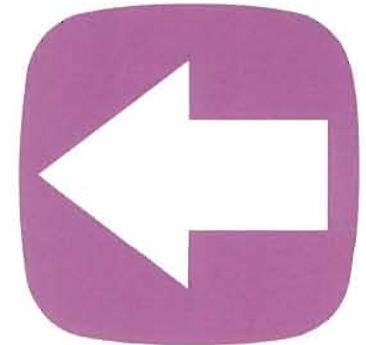
Meet people with similar interests.
Whatever facet of personal computing you're interested in, chances are we have a group of people with the same interest. The BCS has over 50 different user and special interest groups. From Macs to IBM PCs, from business to pleasure, the BCS has a group for you. And if not, we'll help you start one.
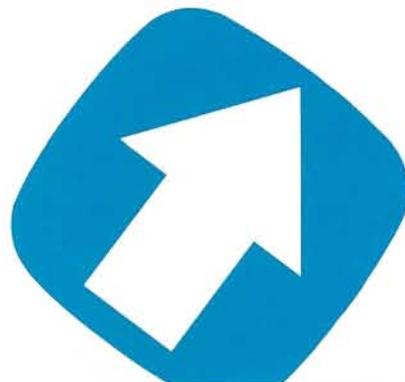
Save money on software and other products.
By joining the BCS, you'll get 10% to 40% discounts from more than 500 companies. These discounts cover computers, software, publications, consultants, peripherals, supplies, and various services. In addition, fellow members will undoubtedly offer you many money and time-saving suggestions.

User/interest groups for every user and interest.

When you join the BCS, you automatically become a member of over 50 BCS user and special interest groups. Get involved with the ones that interest you most.

User Groups bring together users of a particular personal computer to learn how to get the most out of their investment. Most groups offer monthly meetings, newsletters, special publications, software, electronic bulletin boards, educational programs, and other services. The BCS offers the following user groups:

Amiga Apple II and IIGS Atari 8-Bit & ST Commodore CP/M and DOS Digital (Rainbow & Vax) Heath/Zenith Hewlett Packard IBM PC & Compatibles Lap Computers Macintosh NEC NeXT Otrona Sinclair/Timex Tandy/Radio Shack Texas Instruments 99/4a & Pro

Special Interest Groups offer meetings, publications, and educational programs on dozens of different personal computer uses and interests. Whatever aspect of personal computers you want to learn more about, the BCS has a special interest group to help you. The BCS offers groups for the following interests:

Artificial Intelligence Business Church & Synagogue Computer-Aided Publishing Construction Consultants & Entrepreneurs dBase Databases Disabled/Special Needs Education Graphics Hypermedia/Optical Disk International Investment Legal Logo Lotus Medical/Dental Music Networks Programming Real Estate Robotics Science & Engineering Social Impact Telecommunications Training & Documentation Visually Impaired/Blind

Computer solutions by phone.

The BCS has a network of more than 600 active volunteers who are available by phone to help you with almost any computer problem you can think of.

Many outstanding publications.

Your basic membership includes five BCS publications:

BCS Update, the Society's monthly magazine featuring provocative reporting and commentary on the latest developments in personal computers and the BCS, as well as a monthly guide to the more than 150 BCS-sponsored events each month.

The BCS Buying Guide, our semi-annual directory of hundreds of major companies that offer special discounts to BCS members.

Two BCS **newsletters of your choice,** covering helpful tips, techniques, and trends from the Society's user and special interest groups.

The BCS Resource Guide, a handy booklet with detailed information on all of the Society's services.
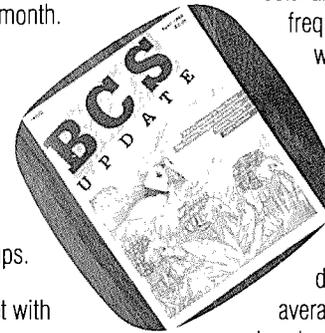
# The many benefits of membership.

Over 1,500 meetings and events.

More than 1,500 meetings, events, and educational programs are offered by the BCS each year throughout the six New England states.

General meetings feature internationally renowned speakers and computer industry leaders. Major new products and technologies frequently debut at these meetings.

Group meetings keep you up to date on new products and computer uses and provide answers to your questions and problems.

Educational programs include seminars, workshops, and clinics. These range from fun, easy-to-understand, introductory workshops to advanced programs on business applications and technology.

Special events include computer shows, forums, and our Summer Computer Institute. There may be an additional charge for some programs.

Resource Center.

The BCS Resource Center, located at One Center Plaza, provides many special services to BCS members. It offers an extensive library of personal computer books and magazines for you to read and photocopy. It has more than 40 computers and 1,500 software packages for you to try out and evaluate during frequently scheduled open houses. And it has resource files with information on computers, software, applications, courses, and consultants.

Over 1,000 software programs.

The BCS and its groups offer more than 1,000 public-domain and shareware programs to members for an average of $5 to $10 per disk. These include hundreds of business, entertainment, and utility programs that are not available commercially. The BCS is one of the largest distributors of shareware and freeware programs in the country.

Discounts.

Your BCS membership entitles you to discounts of 10% to 40% from more than 500 companies. The discounts cover computers, software, publications, and more. The discounts are listed in the semi-annual *BCS Buying Guide.*

A choice of electronic bulletin boards.

If you own a personal computer and a modem, you can take advantage of several free services offered electronically by the BCS. Electronic bulletin boards are an easy way to exchange information with the BCS and its user groups; a place to read and post messages for fellow members; and a way to download public-domain software into your personal computer.
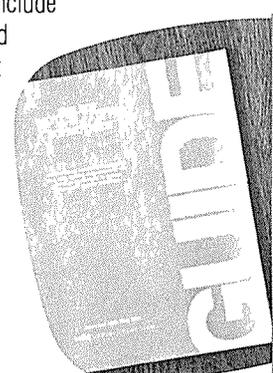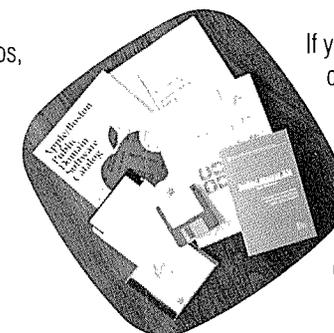
How to join.

To join the BCS, simply complete and return the attached membership application. You'll receive your BCS membership card and first mailings in about 4 to 6 weeks.

There are 10 categories of membership. Each includes the BCS services described above, as well as two special interest newsletters. Additional newsletters are $5 each per year.

Regular
All BCS services for one individual
Available for one, two, or three years

Student
All BCS services for one individual
Available only to full-time students

Senior Citizen
All BCS services for one individual
Available only to people 65 or older

Associate
Available only to non-New England residents
Includes all BCS services, except admission to meetings

Family
All BCS services for one individual and immediate family
Two BCS membership cards

Outside of U.S.
All BCS services for one individual
Includes international surface mail costs

Corporate
All BCS services for a company
Ten transferrable membership cards that may be used by any full-time employees
Recognition in *BCS Update*

Institutional
All BCS services for a nonprofit institution
Six transferrable membership cards that may be used by any employees or students
Recognition in *BCS Update*

Sustaining
All BCS services for one individual and immediate family
Meeting admission privileges for two guests
Two membership cards
Recognition in *BCS Update*
A fully tax-deductible, charitable contribution

Lifetime
All BCS services for one individual for life
Recognition in *BCS Update*

Membership Application for The Boston Computer Society

Please Print or Type.

1. Name _____

   _____

   Address _____

   City _____ State _____ Zip _____

   Daytime Telephone _____

2. Please enroll me as a Boston Computer Society member:

   ☐ Regular (1 year), $40
   ☐ Regular (2 year), $72
   ☐ Regular (3 year), $105
   ☐ Student (full time), $28
   ☐ Senior Citizen, $28
   ☐ Family, $55

   ☐ Outside U.S., $75
   ☐ Sustaining, $100
   ☐ Institutional, $100
   ☐ Corporate, $400
   ☐ Lifetime, $2500
   ☐ Associate (outside New England only), $34

3. Sign me up for these BCS newsletters. **Two** are included free of charge in your basic membership; additional ones are $5 each per year. (Approximate publication frequency: M=Monthly; B=Bimonthly; Q=Quarterly)

   Computers:
   ☐ Amiga: *Amiga Culture* (B)
   ☐ Apple II: *ApplePress* (B)
   ☐ Atari ST: *FaSTone* (Q)
   ☐ Commodore: *Sprite—The Commodore Newsletter* (B)
   ☐ CP/M and DOS: *The Boston Kugel* (Q)
   ☐ DEC Rainbow: *Boston Area Rainbow News* (Q)
   ☐ IBM PC and Compatibles: *PC Report* (M)
   ☐ Lap Computers: *Lap Gazette* (B)
   ☐ Macintosh: *The Active Window* (M)
   ☐ NeXT: *What's NeXT?* (Q)
   ☐ Sinclair and Timex: *Sinclair—Timex Newsletter* (Q)
   ☐ Texas Instruments 99/4a: *BCS 99er* (B)

   Special Interests and Technologies:
   ☐ Artificial Intelligence: *The BCS Artificial Intelligence Newsletter* (M)
   ☐ Church and Synagogue: *Church and Synagogue Computer* (Q)
   ☐ Disabled/Special Needs: *D/SNUG* (Q)
   ☐ Hypermedia/Optical Disk Publishing: *New Media News* (Q)
   ☐ International: *Foreign Exchange* (B)
   ☐ Music: *Soundwaves* (B)
   ☐ Networking: *BCS Networking Newsletter* (Q)
   ☐ Programming: *BCS Programming Newsletter* (Q)
   ☐ Robotics: *The BCS Robotics Newsletter* (Q)
   ☐ Social Impact: *Impact* (Q)
   ☐ Telecommunications: *Online Connection* (B)
   ☐ Visually Impaired (Blind): *VIBUG Newsletter* (Q)
   ☐ Visually Impaired (Sighted): *VIBUG Newsletter* (Q)

Software/Applications:
☐ Computer-Aided Publishing: *CAPs* (Q)
☐ Databases: *BCS Database Newsletter* (Q)
☐ dBase: *One to Many* (B)
☐ Logo: *Polyspiral* (Q)
☐ Lotus: *The Lotus Newsletter* (Q)

Professional Interest Groups:
☐ Business and Management: *Business Reply* (B)
☐ Construction: *BCS Construction Newsletter* (B)
☐ Consultants and Entrepreneurs: *BCS Enterprise* (M)
☐ Computer Graphics: *Graphics News* (Q)
☐ Education: *Education News* (Q)
☐ Investment: *Investment Newsletter* (B)
☐ Medical/Dental: *HealthComp* (Q)
☐ Real Estate: *Real Estate* (Q)
☐ Science and Engineering: *BCS Science & Engineering* (B)
☐ Training and Documentation: *BCS T&D* (B)

☐ Other _____

4. Membership fee (from item 2) _____

   Additional newsletters from item 3 (**two** are included in your membership fee): _____ extra newsletters at $5 each **per year**. _____

   Total amount enclosed: _____

5. Payment

   ☐ Check enclosed   ☐ MasterCard   ☐ VISA

   Charge customers only:

   Credit card no. _____

   Expiration date _____

   Signature _____

6. ☐ Check if this is a gift membership and write your name here. We'll send an attractive announcement of the gift to the recipient.

   _____

7. ☐ Check if you do not wish to receive occasional promotional mail from personal computer companies.

   Note: You'll receive your membership card and first mailings in 4–6 weeks. $5.00 of dues are designated for subscription to *BCS Update* magazine.

   Return to:
   The Boston Computer Society
   One Center Plaza
   Boston, MA 02108

   OFC

The Boston Computer Society: You have friends in high-tech places.

Getting a personal computer seemed like a great idea.

But using it isn't as simple as you thought. Turns out you need more than the manuals to get it up and running the way you want.

Fortunately, you have some friends who can help.

The BCS is dedicated to one mission: helping you get the most out of your personal computer.

We'll teach you how to put today's technology to work for you and help you avoid the pitfalls. We'll provide an answer or a service for any possible problem you may have.

At the BCS, there is no such thing as a dumb question.

Perhaps it's this single-mindedness that prompted *Tech Weekly* to say that "The BCS may turn out to be the American Automobile Association of the 21st century," and *InfoWorld* to state that "Everyone who uses a computer should belong to the BCS. There's nothing else like it."

Our philosophy has helped us grow from two members in 1977 to the largest organization of personal computer users in the world today, with over 30,000 members in the U.S. and abroad.

There is no limit as to how much you can learn at the BCS. We have programs, classes, seminars, and more for people at every level of experience.

At the BCS, you learn at your own pace, according to your own needs.

So if you want to get the most out of your personal computer, join today. And make some friends in high-tech places.

The Boston Computer Society

One Center Plaza

Boston, MA 02108

617-367-8080

August 3, 1989

Ms. Ellen Leanse
Program Manager, User Group Connection
Apple Computer, Inc.
20525 Mariani Avenue
Cupertino, CA 95014

Dear Ellen,

Following up on my letter of June 2, I'm pleased to tell you that we have
finished our new plan to build a prototype Computer Discovery Center at The
Computer Museum in Boston. The plan has been approved by the Boards of
Directors of The Boston Computer Society and The Computer Museum.
Both organizations are extremely excited about it and its potential to make
personal computers vastly more accessible to millions of people worldwide.

As I mentioned in my letter, we have made a few changes from the original
plan we presented to Apple when we solicited Apple's support. We would
like to discuss these changes with you and ask for your approval before we
proceed any further.

I have enclosed the original brochure describing Computer Discovery Center.
I'd like to describe the changes we propose to make, as well as the elements
we propose to leave unchanged.

What remains the same.

*The mission of Computer Discovery Center and our vision of how to
achieve it remain unchanged.*

The mission is fourfold:

1. To help the nontechnical public overcome computer fear.
2. To demystify personal computer basics.
3. To help people discover what they can do with a personal computer and
   how it can enrich their daily lives.
4. To act as a referral service to places where people can learn more about
   personal computers.

Our vision of how to achieve the mission is as follows.

We believe that science and technology museums are the most effective forum
available today to demystify technology to all levels of the general public.
According to the Association of Science and Technology Centers (ASTC),
more Americans visit science museums each year than attend professional
sporting events.

We believe that the best approach to help people understand what a personal computer can do for them is to provide a wide range of fun, meaningful hands-on experiences representing the ways that personal computers could benefit them in their work, leisure or education. And—because the variety and depth of personal computer applications increase almost every day— these experiences must be constantly improved and updated to reflect the evolving technology.

Our vision, therefore, is of a friendly, easily-accessible center in every major U.S. city and abroad, where the general public can discover personal computers. People who've never touched a computer before can receive a pleasant, nonintimidating introduction. People who already work with a personal computer application can discover the dozens of other applications that may be meaningful to their work or personal interests. And people who consider themselves to be computer knowledgeable can explore the very latest technologies and applications.

Our strategy for turning the vision into a reality also remains unchanged.

Our first step is to build a prototype Computer Discovery Center, where we can begin refining the techniques the BCS has developed to produce outstanding interactive exhibit experiences.

Once the prototype is complete, we will work with science museums throughout the United States to develop a nationwide network of Discovery Centers. The response from Museum directors to this concept has been overwhelming. Nearly all science museums have experienced the problem of investing vast amounts of time and money in a computer exhibit, only to find the exhibit technologically obsolete by the time it opens. Directors are excited about the idea of a national consortium of Discovery Center museums to share the ongoing cost of developing new exhibit modules and to keep Discovery Centers on the cutting edge of technology.

Once the nationwide network is underway, we intend to begin developing multilingual Discovery Centers for science museums in other countries.

The enclosed brochure describes two phases for the Discovery Center's development. The goal of Phase I is to build a prototype Discovery Center at The Computer Museum in Boston. The goal of Phase II is to begin the national roll-out of Computer Discovery Center.

The goals for Phases I and II also remain unchanged. The only changes we propose to make are in the size and budget of the prototype Discovery Center described in Phase I and in the logistics of the national roll-out described in Phase II.

What has changed in Phase I.

We propose to make two changes to Phase I: to reduce the size of the exhibit from 7,000 square feet to 4,000 square feet, and to reduce the budget from $1,500,000 to $700,000.

The brochure describes four major exhibition areas: Computer Questions, Sorting Out, Discovery Theater, and What You Can Do with a Computer. Here is how the four areas are modified in the new plan:

What You Can Do with a Computer. The core of Computer Discovery Center—a series of whimsical environments where visitors can experience a variety of personal computer applications—remains unchanged. This area will fill the same 4,000-square-foot gallery shown in the brochure and will include the pictured exhibit modules.

Discovery Theater. This area has been removed from the Discovery Center plan. In its place, The Computer Museum is building a gigantic (two-story-high, 3,000-square-foot) walk-through personal computer. This spectacular exhibit will serve the same function as the Discovery Theater: to demystify personal computer basics. The walk-through computer will be carefully integrated into the Discovery Center, and the BCS is actively involved in its design and development. We think this represents a much more exciting concept than our original Discovery Theater. Moreover, it represents a major cost savings for our project, as the walk-through computer is being funded separately from the Discovery Center.

Sorting Out. This area has been removed from the Discovery Center plan. In its place, The Computer Museum is building a new Visitor Orientation Center at the Museum's sixth-floor entrance. This Center will help visitors sort out their entire Computer Museum visit, as well as their Discovery Center visit. The Museum is also building a new Education Resource Center on its fifth floor, which will refer visitors to educational resources outside the Museum. With the addition of these new facilities, we feel that Sorting Out would be redundant and unnecessary. We're also pleased that these facilities will be funded separately, further reducing the Discovery Center's cost.

Computer Questions. Unfortunately, there will not be space available to build this multimedia tunnel.

Please refer to the enclosed drawing of the new Discovery Center plan and the adjoining Computer Museum facilities.

By reducing the exhibit's size from 7,000 square feet to 4,000 square feet, the project garners substantial cost savings. Furthermore, because The Computer Museum has hired renowned British museum designer Richard Fowler to be its inhouse designer for one year, and because Richard is working on several exhibits simultaneously, the Museum is able to substantially reduce design costs from our original plan to use outside designers.

Thus, we have been able to reduce the budget for the prototype Computer Discovery Center from $1.5 million to $700,000 without sacrificing any of its vital elements. In fact, we believe the new plan—in conjunction with the facilities being built next to it—is a great improvement over our original plan.

What has changed in Phase II.

The Computer Discovery Center brochure indicates that the project's primary goal in Phase II is to build a traveling Center to visit science and technology museums nationwide.

After further research, we do not feel this approach is the best way to expand the Discovery Center nationally.

The museum directors we have spoken with would like to work with the BCS to establish permanent Discovery Centers in their institutions, rather than host temporary exhibits. Also, each would like to customize and modify the Discovery Center to fit their individual needs.

We have received strong interest from the Informal Education Division of the National Science Foundation to provide substantial funding for a permanent nationwide network of Discovery Centers located in science museums. Our ability to make the Boston prototype successful will, of course, greatly influence the NSF's ultimate involvement to the project.

Our new strategy for Phase II, therefore, is to develop jointly with The Computer Museum exhibit kits and consulting services to help other institutions build permanent Computer Discovery Centers. The strategy is also to establish a nationwide consortium to share the development of new exhibit modules and software.

Not mentioned in the original Discovery Center brochure is the third phase of the project that we envision. This phase will expand the nationwide network of American Discovery Centers to a worldwide network of multilingual Centers.

The new budget and an update on fundraising.

Here is a breakdown of the revised budget for the prototype Computer Discovery Center in Boston:

Exhibit Research & Development	$ 210,000
Exhibit Design	125,000
Exhibit Fabrication	210,000
Graphics/Video Production	60,000
Computer/Video Hardware	30,000
Educational Materials for Distribution	15,000
Fundraising Expenses	50,000
Total	$700,000

(Note that the budget is exclusive of in-kind equipment contributions.)

Our progress on fundraising to date is as follows:

Total Goal	$700,000
Cash Received to Date	(460,000)
Pledges Outstanding	(150,000)
Total remaining to be raised	$90,000

Thus, with our revised budget and our strong fundraising progress, the project is now 87 percent funded. We have discussions underway with several interested supporters who, we believe, will provide the $90,000 necessary to complete the fundraising for Phase I.

Timetable.

We are prepared to embark on the final phases of software development and exhibit fabrication in September. We plan to complete this work and open Computer Discovery Center/Boston to the public in the fourth quarter of 1990.

Hopefully, I've covered all the questions you might have about the new plan for Computer Discovery Center. But if I've missed anything, please don't hesitate to call.

In your letter of July 17, 1987, you indicated that Apple is committed to contributing the $150,000 balance of its $250,000 gift to Computer Discovery Center over two years. If this revised plan meets with your approval, I that hope that we can still count on Apple's support.

Best Regards,

Jonathan Rotenberg
President

Enclosures

GIANT WALK-THROUGH COMPUTER

POWER UNIT + FAN

INPUT
FROM VISITORS

FRAME GRABBER BOARD

SERIAL BOARD

SCREEN DRIVER BOARD

DATA BUS

CLOCK

CPU

glass wall

INSTRUCTION BUS

ROM

PORT

mirror wall

suspended Tagan
probe stations

DISK DRIVES

OUTPUT
TO VISITORS

Directions

12 U THEATER

GIANT
RECESSED
SILICON
CHIP

& THIS is kind of
DERUG AREA?

COMPUTER
GRAPHICS
THEATER

Graphics

EDUCATION
RESOURCE
CENTER

Directions

Graphics

IMAGE PROCESSING

Anatomy of an
Image
(color your face)

Kodak
workstation

Kinetics PDP

Paint
Program

Computer Graphics demos

IMAGE SYNTHESIS

Teapot

CAD Section

Cellular
Automata

COMPUTER GRAPHICS GALLERY

Electronic sign

LEARNING

MAKING ART

PUBLISHING

SENDING MAIL

SIMULATING

READING AREA

DESIGNING

GETTING
INFORMATION

MAKING
MUSIC

FIGURING

WRITING

New Stairway

COMPUTER DISCOVERY CENTER

A million dollar idea is looking for some adventure capital
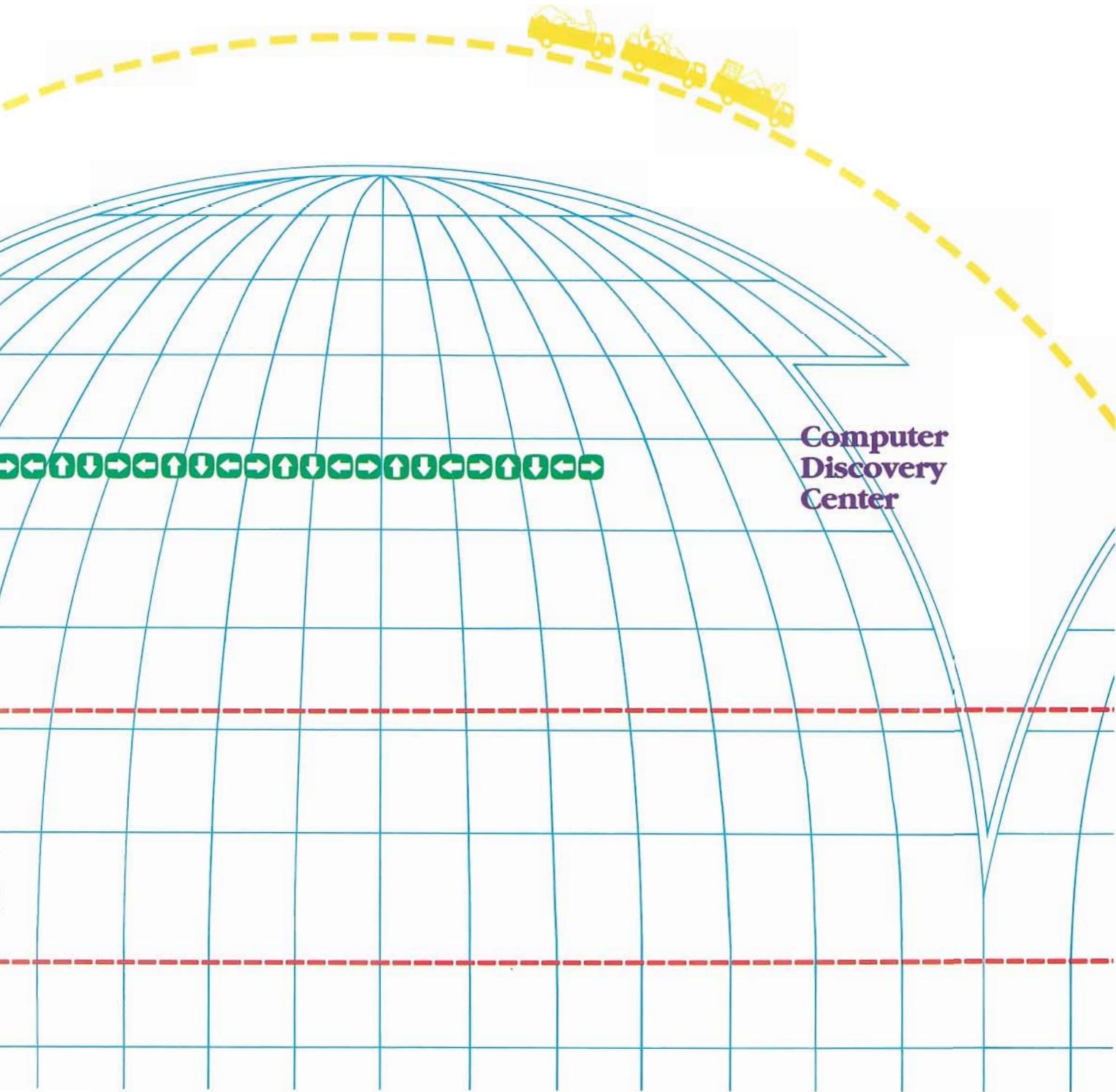
Computer Discovery Center

Why a Computer Discovery Center?

We believe there is a vast, unmet need for a place that helps the general public understand and make use of computers. Although schools, colleges, and books today teach some aspects of computers, none addresses people's basic questions: What can I *do* with a computer? What do I need to *know* about computers? Where can I go to learn more?

The computer revolution has not touched all of our society equally. Although many people, because of their work, background, or economic fortune, have been able to benefit from computer technology, most Americans feel alienated by it. Children in different parts of the country have greatly disparate access to computers. Most adults have no easy way to learn about them. And an alarming percentage of our population has little confidence that they could ever master a computer.

We believe that an institution dedicated to making computers accessible to the nontechnical public will help people discover new, creative ways in which they can take advantage of the technology. It will help them feel in control of, rather than controlled by, technology. It will enrich society and help it reap the most benefits from the information age.

This is why The Boston Computer Society wants to build Computer Discovery Center.

two

An exhibition and learning center

Computer Discovery Center will be a fun, friendly place where families can discover computers together. It will be a dazzling field-trip experience for school and community groups. It will be an invaluable resource for teachers, businesspeople, and curious individuals of all ages.

Computer Discovery Center will be a hands-on exhibition. As a Chinese philosopher once said, "I hear and I forget; I see and I remember; I do and I *understand*." Every part of the Discovery Center will involve visitors in doing things: trying out different kinds of computers, reacting to an interactive multimedia show, and expressing their feelings about computers. Good humor and a lighthearted approach will gently ease visitors on their way to becoming confident computer users.

The Discovery Center will accomplish four things:
• Help people overcome computer fear.
• Demystify the basics of computers.
• Let each individual discover how he or she might use a computer in his or her daily life.
• Act as a referral service to places where people can learn more about computers.

An outreach program

Computer Discovery Center will have an aggressive community outreach program. To ensure that everyone takes advantage of it and feels welcome to visit it, Computer Discovery Center will work closely with public and private schools, neighborhood organizations, boys and girls clubs, adult education organizations, colleges, and universities. Teachers and organization leaders will be provided with materials prior to their group's visit to the Discovery Center to help them get the most out of the visit. They will also receive follow-up materials to help them continue their computer discovery.

A national and international network

A Computer Discovery Center can be located in almost any public space. In a shopping mall. In a library. Even in a train station. It can be permanent or temporary, stationary or traveling. And once developed, it can be inexpensively replicated.

Initially, we are building a prototype of Computer Discovery Center in Boston, where we can experiment with it and refine it. Next, we will build a traveling Discovery Center to go to major science and technology museums throughout the United States. Ultimately, we are working toward developing local Discovery Centers with other nonprofit organizations throughout this country and the world. These would form a national and international network of Centers which would interact with each other for the benefit of all.

**What is Computer Discovery Center?**

Computer Questions

A multimedia entry tunnel that will pique visitors' curiosity and interest.

Discovery Theater

An interactive theater where lively shows will demystify computers.
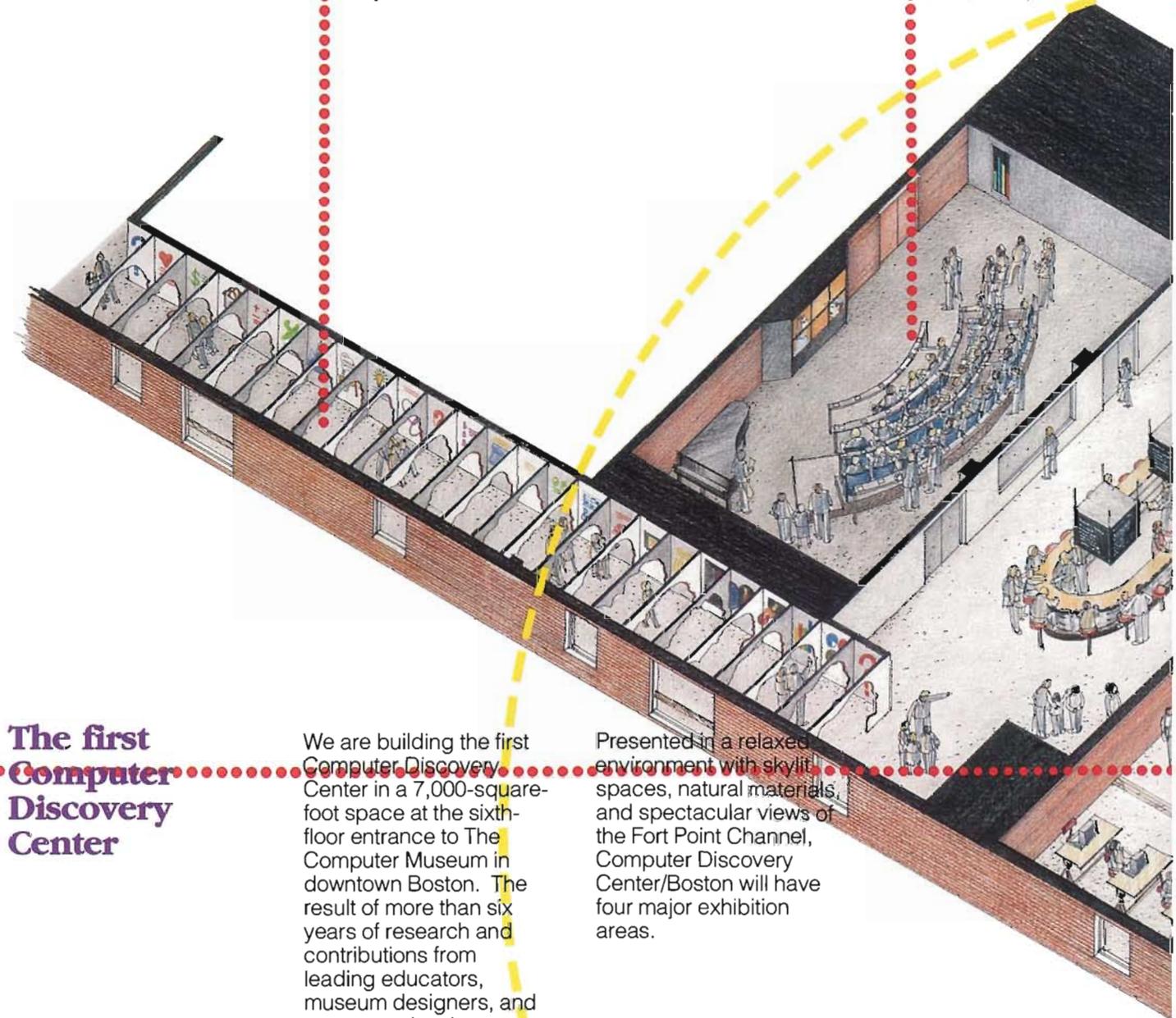
The first Computer Discovery Center

We are building the first Computer Discovery Center in a 7,000-square-foot space at the sixth-floor entrance to The Computer Museum in downtown Boston. The result of more than six years of research and contributions from leading educators, museum designers, and computer developers throughout the United States, Computer Discovery Center/Boston will be unlike any educational institution in existence.

Presented in a relaxed environment with skylit spaces, natural materials, and spectacular views of the Fort Point Channel, Computer Discovery Center/Boston will have four major exhibition areas.

four

Sorting Out

A central information area where visitors will receive an introduction to the Discovery Center and can sort out which exhibits they want to see and where to go afterward to learn more about any of the topics presented.

What You Can Do with a Computer

A series of whimsical environments where visitors can try out different ways that they might use a personal computer.
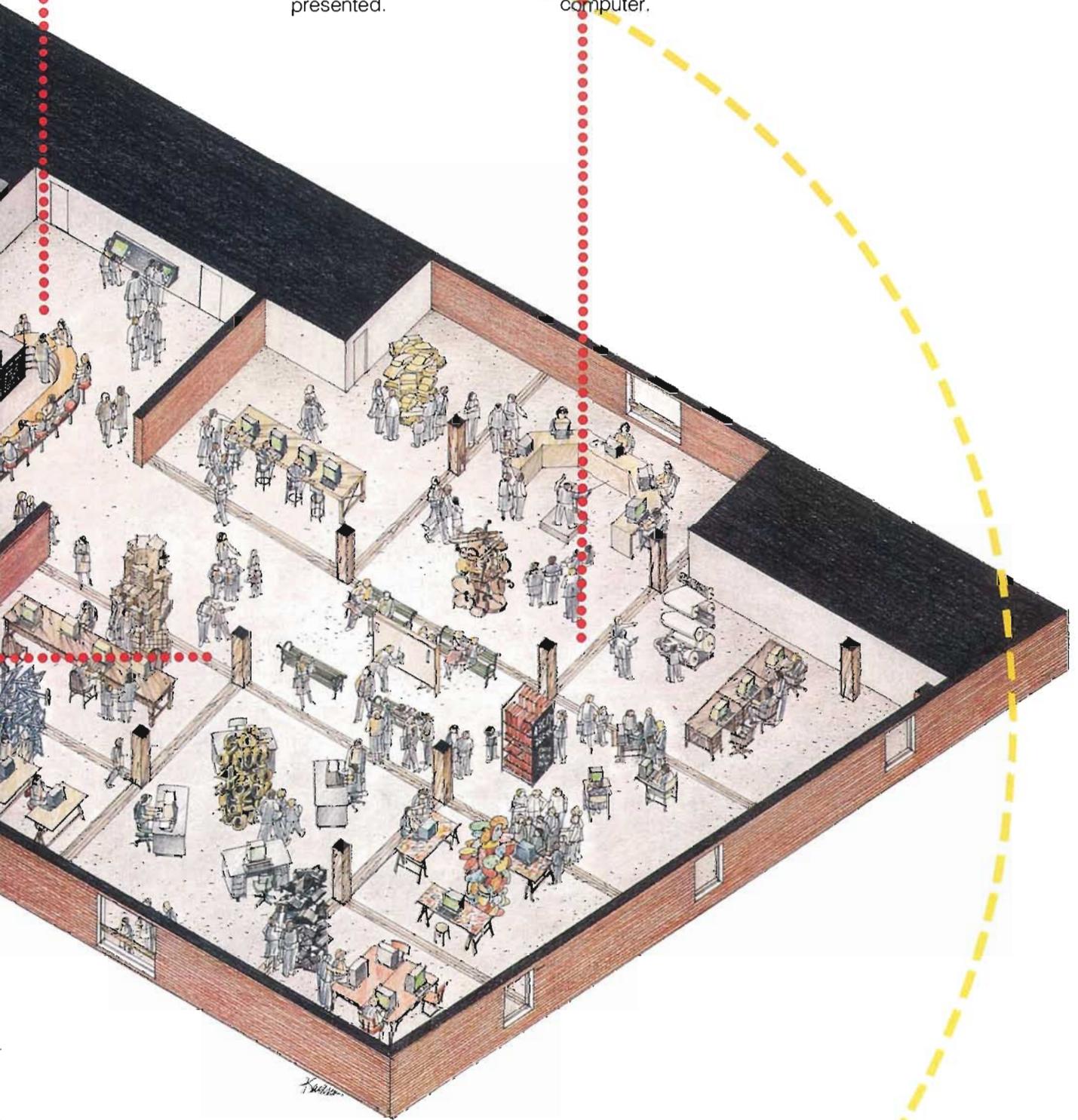
This multimedia sound
and image tunnel will
provide a fun, yet
provocative, entry into
the Discovery Center.
Its purpose is to stimulate
visitors to ask questions
about computers: What
can a computer do for
me? What is a
computer? How do
computers work? Do
computer people ever
speak English? If I press
this, will I blow up
Cleveland? Once inside
the Discovery Center,
visitors will be able to find
answers to each of these
questions.
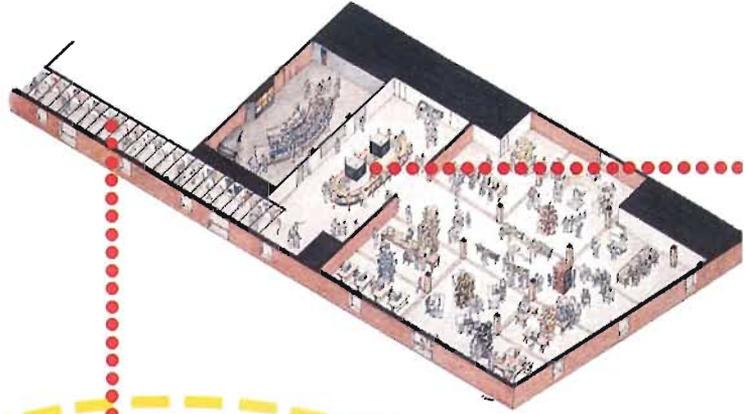
Computer Questions
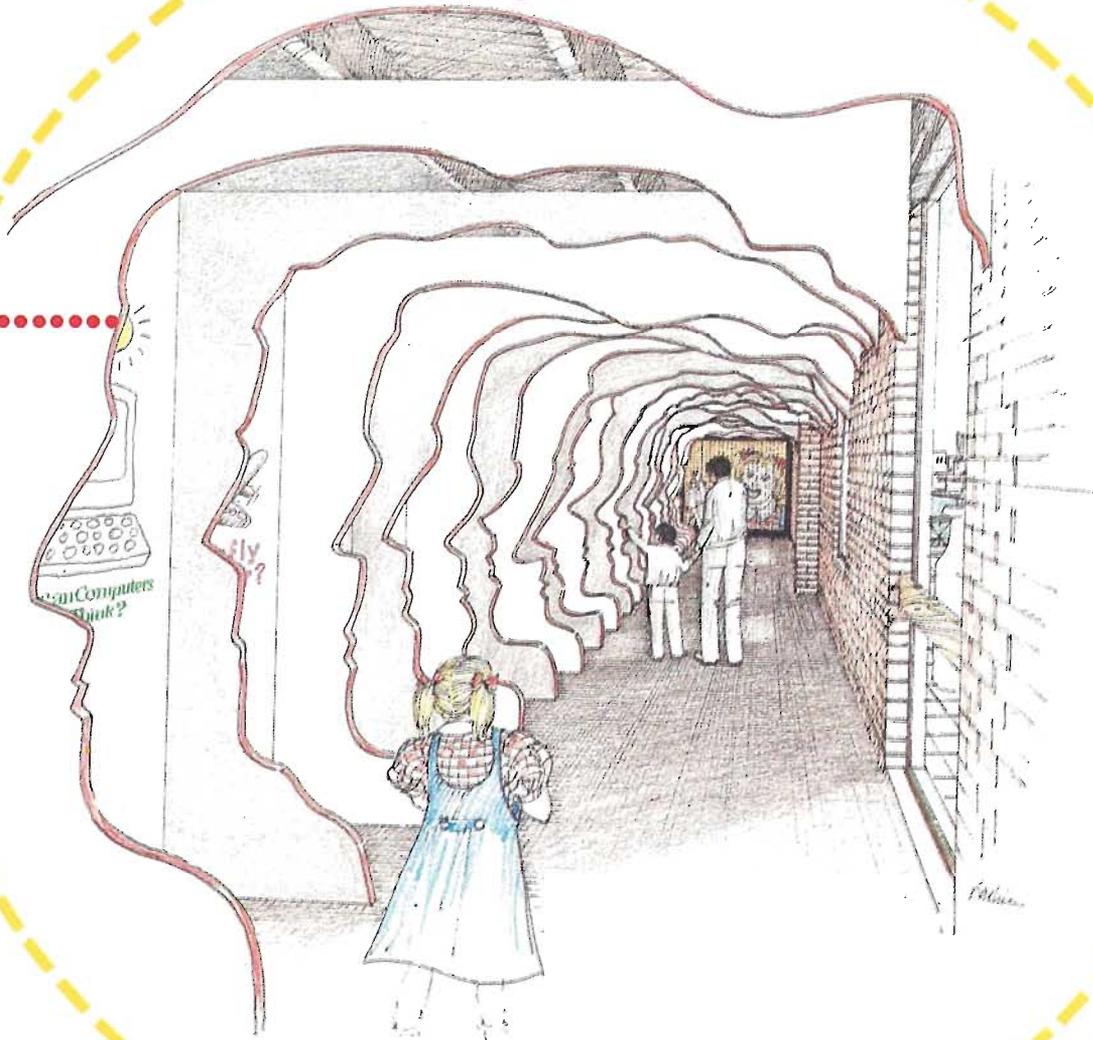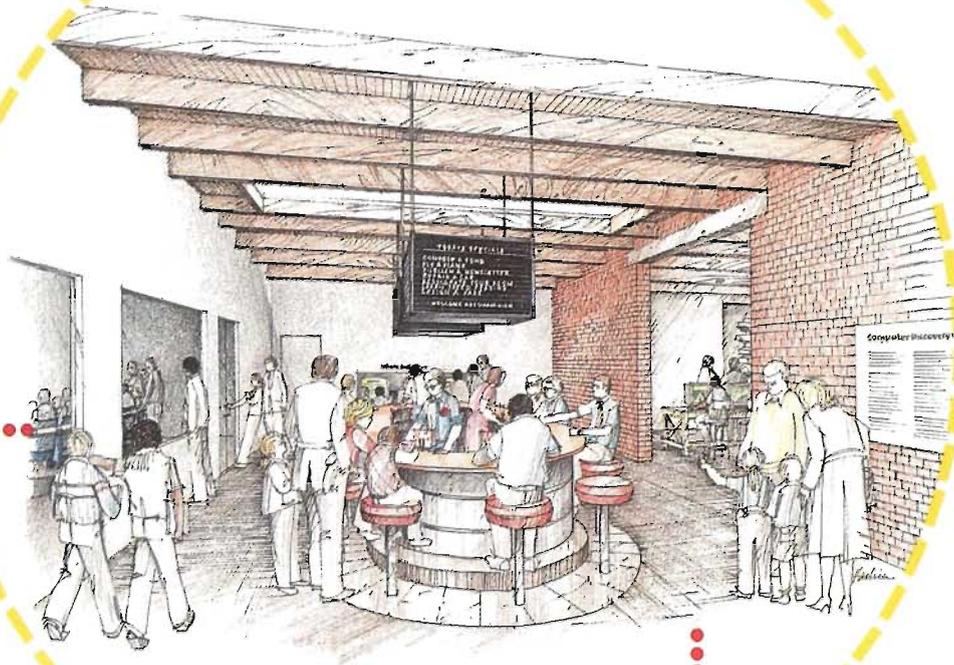
Sorting Out

Upon entering the Discovery Center, visitors will be confronted not with a bank of cold machines, but with a staff of friendly people. The Sorting Out room will present a brief introduction to the Discovery Center and give each visitor a chance to sort out his or her own interests and figure out which exhibits to see. This room will also serve as a central information area where visitors can come at any time to ask about any topics presented within the Discovery Center and find out where to go next to learn more about them.
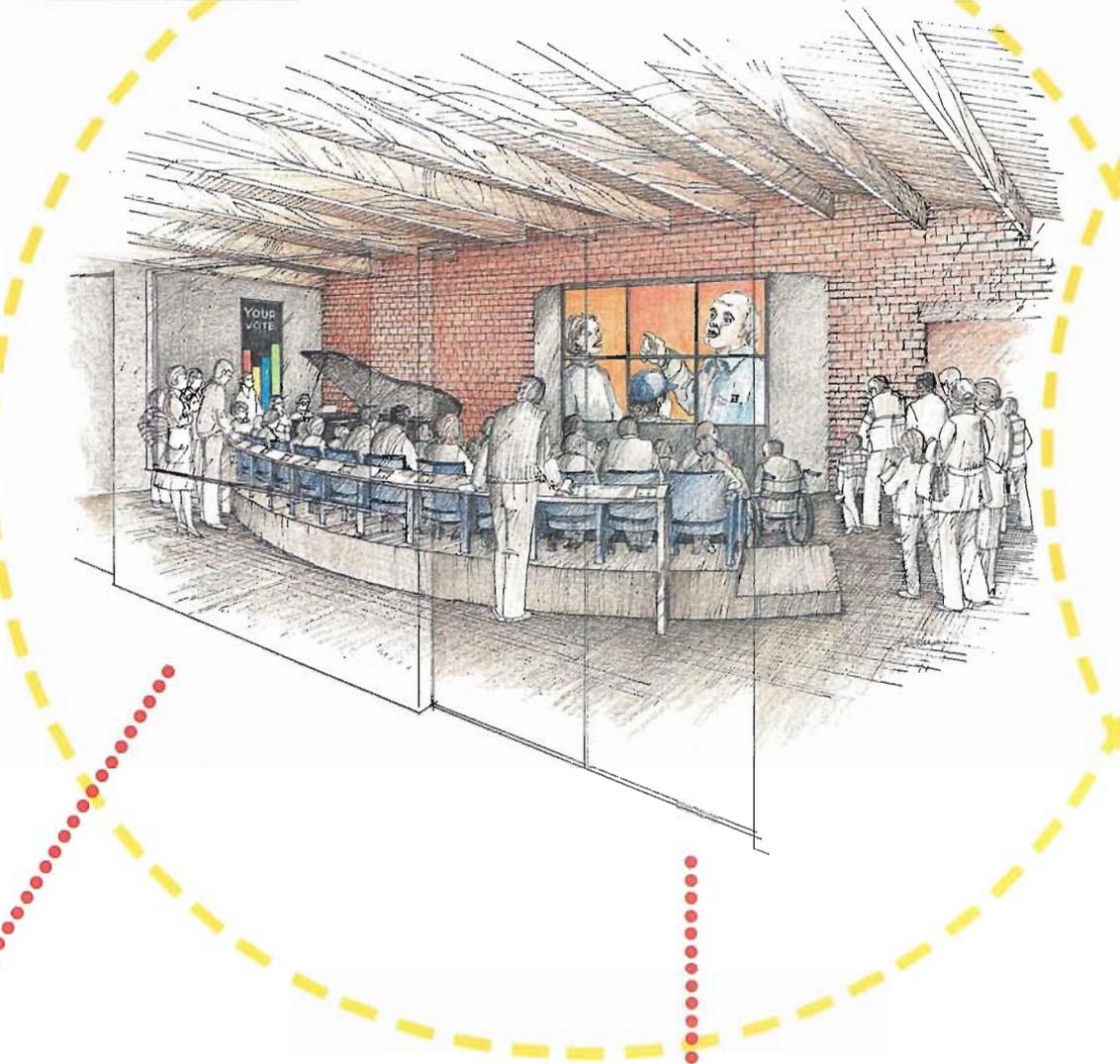
Discovery Theater

The Discovery Theater will present innovative multimedia shows about how computers work and what they do. Beyond just conveying information about computers, the shows will entertain and cajole visitors into a particular point of view: that you *can* master and feel in control of computers. Unlike most theaters, the audience will not be merely passive observers, but active participants. Each seat in the theater will be equipped with a keypad, and visitors will be frequently asked to vote on and respond to issues presented in the shows.
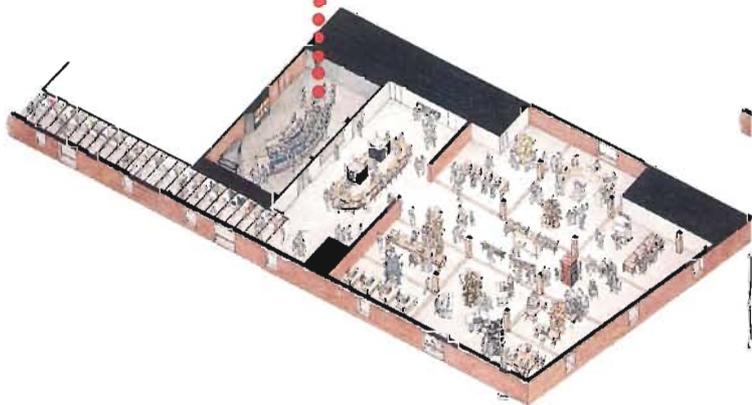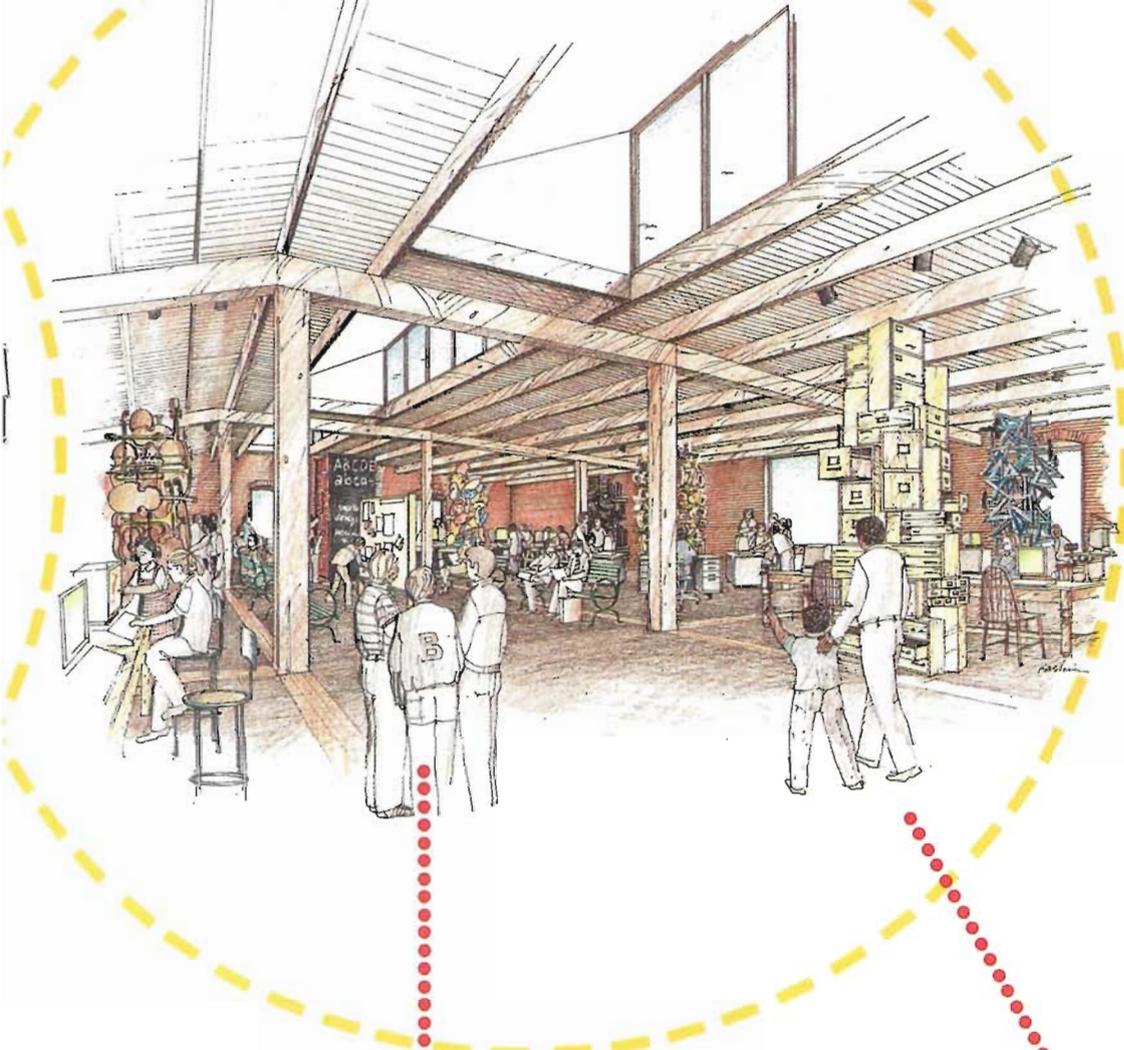
This large, daylit space will offer visitors nine distinctive environments where they can use computers to accomplish a wide variety of meaningful and useful functions. Within each environment, everyday furniture and objects symbolic of the functions demonstrated will introduce a cluster of computer activities. In the Publishing cluster, for example, visitors can use a computer to design and print their own personal stationery; in the Making Music cluster, they can use a computer to compose a song; in the Learning cluster, they can ask a computer to teach them how to repair a car or use a welding gun. All of the activities will demonstrate impressive uses of computer technology, yet they will be simple enough for even the most computer-intimidated visitor to use. Many of the activities will allow visitors to create souvenirs that they can take home. This area will change from year to year, mirroring the continuing developments of computer technology.

What You Can Do with a Computer
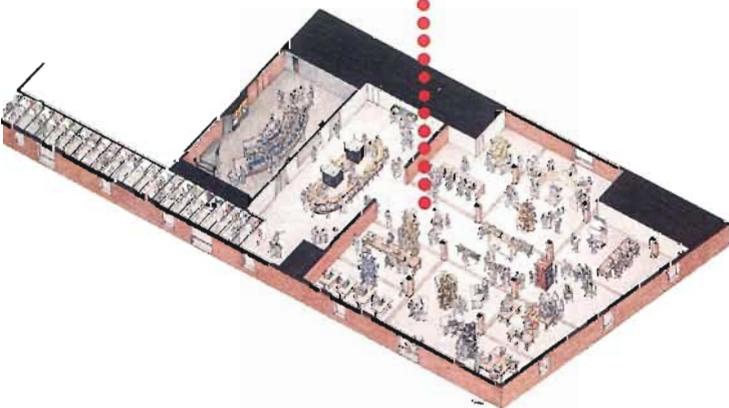
Phase I

Construction of the Computer Discovery Center/Boston prototype.
Goal: $1.5 million.
Time: 18 months.

Working with leading educators, museum designers, software developers, film producers, staff, and volunteers, The Boston Computer Society will complete the following objectives during the first phase:

1. Design the overall space plan and individual exhibit modules for the Computer Discovery Center/Boston prototype.

2. Organize staff, volunteers, and consultants to develop exhibit designs, software, films, and support materials.

3. Fabricate the permanent exhibition within 7,000 square feet of space at The Computer Museum and open it to the public by late 1987.

4. Design the outreach program.

The needed funding for Phase I would be spent as follows:

Design (architects, consultants, exhibit plans)	$ 320,000
Construction (space renovation, exhibit fabrication, multimedia shows)	820,000
Fundraising (fundraising counsel, printing, mailing, travel)	60,000
Two-year operations (staff, educational materials, office overhead)	300,000
Total	$ 1,500,000

How it will happen

Conceptual Design

Design Development

Development of software and theatre

Fabrication and final programs

Installation
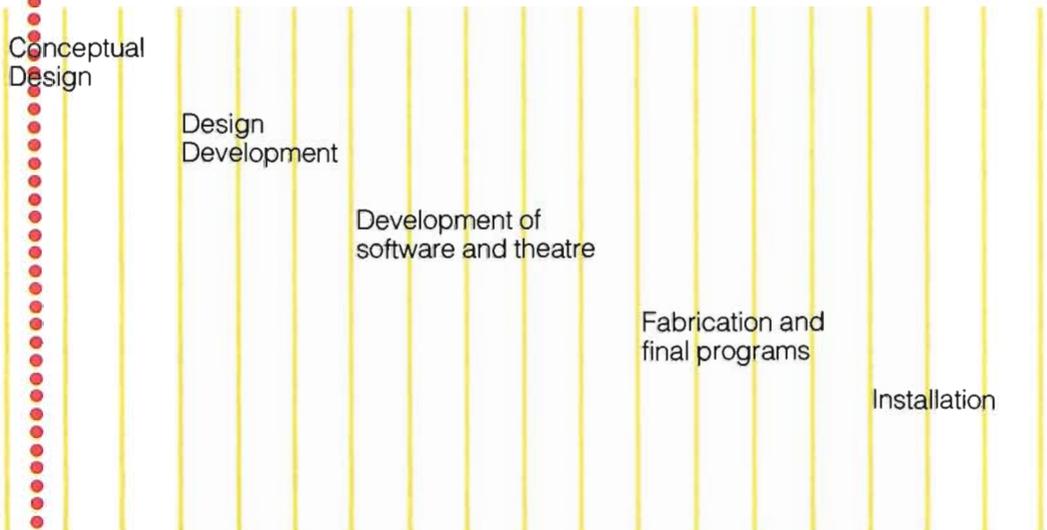
Phase II

Creation of the first traveling Discovery Center and national outreach programs.
Goal: $1.5 million.
Time: 18 months.

Once Computer Discovery Center/Boston has been opened to the public and its exhibits have been tested and refined, Phase II of the project will begin. During this phase, the following objectives will be completed:

1. Design and construct the traveling Computer Discovery Center.

2. Implement a national outreach program.

The needed funding for Phase II would be spent as follows:

Design, development, and construction of traveling exhibits	$ 1,000,000
Implementation of outreach program	500,000
Total	$ 1,500,000

Throughout Phase II, plans will be defined for future development of the network of Discovery Centers worldwide. Plans will also be finalized to secure ongoing operating funds through annual giving, admission fees, sale of collateral materials, fundraising events, and public funding sources.

Planning of traveling Centers

Develop outreach programs

New software development

Design refinement and development

Fabrication and final programs

Installation
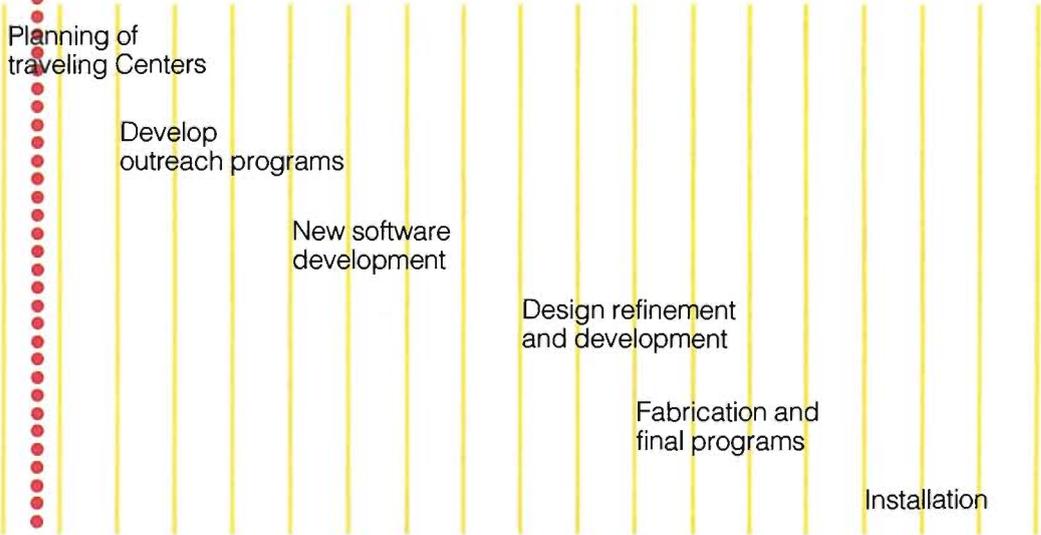
The Boston Computer Society

The Boston Computer Society, the world's largest association of personal computer users, is designing and developing Computer Discovery Center.

The BCS provides over 150 educational services, including 40 publications, 47 user and special interest groups, 11 electronic information services, 3,000 software

A nonprofit, educational organization under Chapter 501(c)3 of the Internal Revenue Code, the BCS was begun in 1977 to demystify personal computers for

programs, and more than 1,000 meetings and educational programs each year. One of the most remarkable things about the BCS is that it is run almost entirely by

users and the general public. Today, it is an international organization with more than 23,000 members in all 50 United States and 40 countries. The quality and diversity

unpaid volunteers. Nearly 500 BCS members—whose talents range from professional writers to computer programmers, graphic designers to management

The people behind the project

of the Society's educational programs have received wide critical acclaim, having been featured in *The Wall Street Journal, The New York Times, The Christian Science Monitor*, CBS Evening News, and in hundreds of other publications and broadcast programs.

consultants—donate an average of 20 hours a month of their time to the BCS. The BCS is unique in the nonprofit world in that it has substantial support from the business sector, yet also a strong grassroots role in the public sector, making it an ideal bridge between neighborhood agencies and the computer industry.
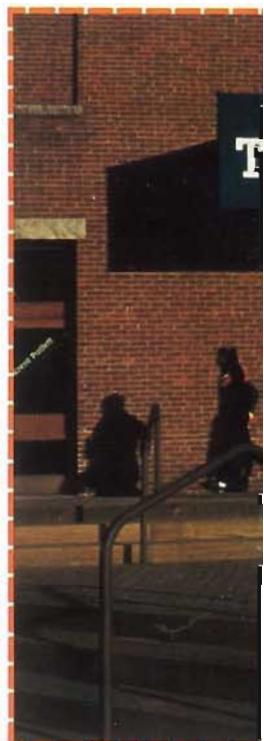
The Computer Museum

The Computer Museum, the first and only permanent exhibition of the past, present, and future of computer technology, will house Computer Discovery Center/Boston. The Museum currently offers more than 30,000 square feet of exhibits and hands-on demonstrations at its facility on Museum Wharf in Boston, adjacent to the Boston Children's Museum and Boston Tea Party Museum.

Initially, the Museum will provide space and utilities to Computer Discovery Center rent-free. This gives the project an unusual head start, because most new museums and exhibitions spend much of their initial fundraising efforts on securing real estate and can use only what funds are left over to create exhibits and educational programs. With The Computer Museum's support, the Discovery Center can focus its fundraising exclusively on its exhibits and outreach.

The Museum also brings important resources to the project. It has a management structure in place, as well as admission and promotion programs. (Admission to The Computer Museum will include free entry into the Discovery Center.) And it has a talented staff of museum professionals with extensive experience in building interactive computer exhibits and in creating traveling exhibit modules. The Museum is a tax-exempt, educational organization, also under Chapter 501(c)3 of the Internal Revenue Code.

Chermayeff & Geismar Associates

Chermayeff & Geismar Associates, the internationally renowned New York design firm, has been selected to design the Computer Discovery Center exhibition.

A leader in the field of exhibition design for 26 years, Chermayeff & Geismar has created educational exhibits for a diverse array of clients. Its creations include the Nation of Nations exhibition for the American Bicentennial; the Whole of the Sun at New York's Hayden Planetarium; the Mill at Burlington House in New York; and the exhibits at the John F. Kennedy Library in Boston, the USA Pavilion at Expo '67 in Montreal, the USA Pavilion at Expo '70 in Japan, the St. Louis Children's Zoo, and, recently, the permanent museum at the Statue of Liberty.

Chermayeff & Geismar exhibitions are well-known for their clear, easy-to-understand approach to demystification and their innovative use of materials and media. The firm's designs have received dozens of international awards, including the Gold Medal of the American Institute of Graphic Arts and the First International Design Award.

How you can help

The Boston Computer Society is seeking financial support from corporations; public and private foundations; federal, state, and municipal agencies; and individuals.

Given the nature of the project, we expect the required $3 million to be provided by leadership gifts from three groups of donors: corporations, foundations, and individuals. We are seeking approximately one third of the goal from each of the three groups. Among corporations, we are focusing on those that manufacture hardware and software and that provide related services to the personal computer industry; among foundations, we are focusing on those committed to supporting scientific and educational programs for children and adults; and among individuals, we are focusing on people who have been at the forefront of computer technology.

Gifts are most frequently made in the form of cash or securities. Pledges may be extended over a three-year period. Planned gifts, which may provide substantial tax savings to the donor as well as significant benefits to the Discovery Center, are also welcomed.

Through a gift of stock, entrepreneurs whose efforts are in their early stages and whose capital may be totally invested can share in the Discovery Center's vision and goals through the Discovery Center's Fund for the Future. As their undertakings achieve success in the future, their gift today will also grow and provide significant support for the future operations of Computer Discovery Center.

Computer Discovery Center offers naming opportunities to recognize those individuals and corporations who have been leaders in computer technology or public education. A gift to the project's campaign may commemorate your own name or that of your corporation. It may also commemorate the name of a living relative or friend, or the name of a deceased person. Each commemorative gift will be individually recognized, and donors will be identified with the purposes for which their gifts were made through an appropriate testimonial at the Discovery Center. Specific information on naming opportunities is available on request.

The Boston Computer Society

One Center Plaza
Boston, Massachusetts
02108
617-367-8080
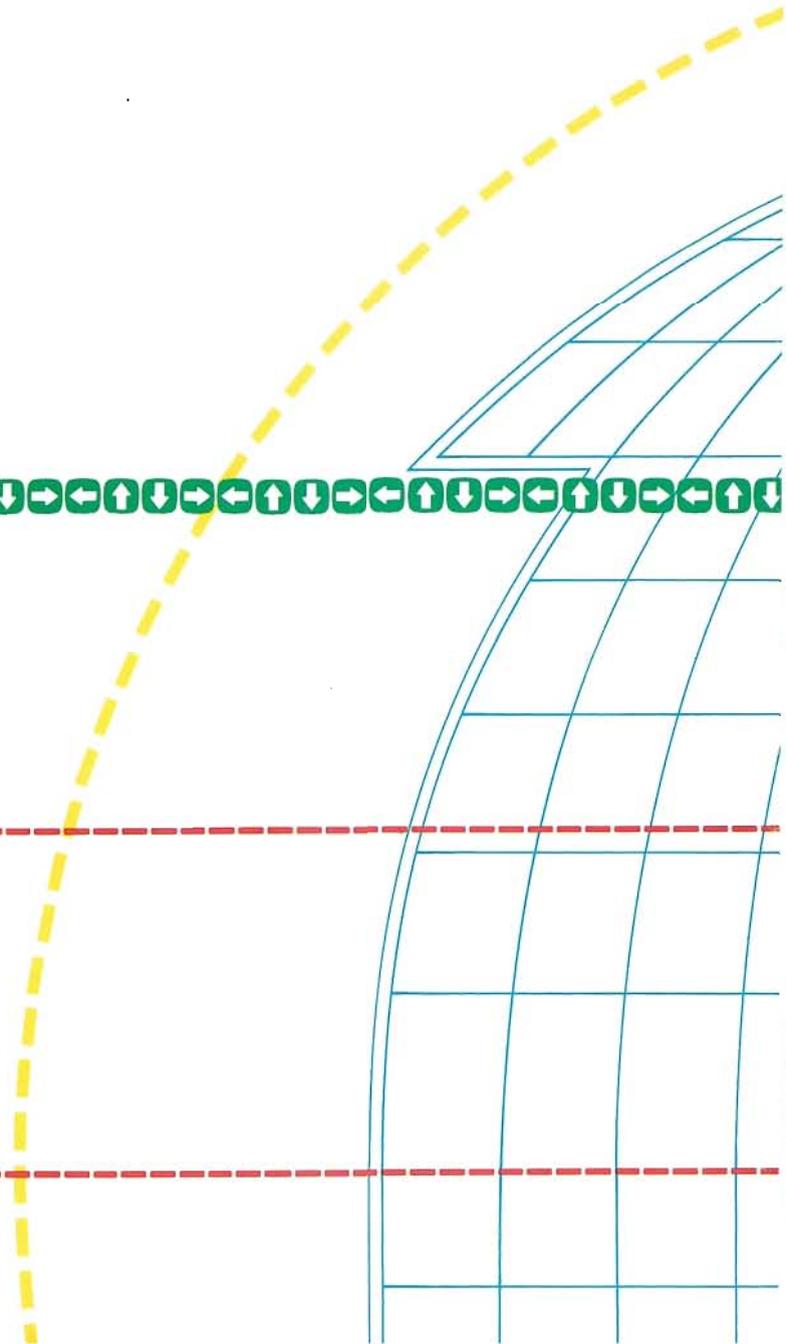
memo:

To: BCS Board of Directors
From: Jonathan Rotenberg, Steve Stadler, Arthur Nelson, Tracy Licklider
Re: Rejoining with The Computer Museum to Build Computer Discovery Center
Date: June 28, 1989

Over the last few months, we have had several meetings with staff and Board members of The Computer Museum to explore restarting our efforts to build the prototype Computer Discovery Center at The Computer Museum. (Computer Discovery Center—as you know—is the BCS's flagship project to reach out to the general public and demystify personal computers.)

As you may recall, we ended our collaborative effort with the Museum in 1987 because of our concerns regarding the Museum's financial viability, its commitment to being a public museum, and its apparent unwillingness to discuss these concerns with the BCS.

Since that time, we have been very impressed with the Museum's progress. The Museum has secured a five-year extension from Digital Equipment Corporation on Digital's support of basic building costs. The Museum has hired BCS activist Adeline Naiman, who has launched aggressive community and school outreach programs. The Museum has hired a top-notch development director and has made significant progress in securing leadership gifts from its Board members. The Museum has also developed a master plan to rebuild most of its exhibits and transform its facility into a much more exciting place for the general public. Other important achievements of the Museum are described in the enclosed Computer Museum Annual Report.

We have developed a plan with the Museum—which is explained in the attached proposal—to build the Discovery Center at the Museum. The plan differs in several ways from the plan we originally developed in 1985:

• **The size of the Discovery Center would be reduced from the original 7,000-square-foot plan to approximately 3,500 square feet.** (Please see the enclosed Discovery Center brochure.) The "What You Can Do with a Computer" area would be built as per the design shown in the enclosed brochure. The "Computer Questions" tunnel and "Discovery Theater" would be eliminated. The "Sorting Out" area would be replaced with a new Computer Museum Resource Center. Near the Discovery Center, the Museum is planning to build a giant, two-story-high, walk-through personal computer, which would provide a nice educational complement.

• **The budget for the project would be reduced from $1.5 million to $500,000.** The cost savings would be derived from reducing the exhibit's square footage and using the Museum's staff designers, rather than an outside design firm. (Note that we are required to obtain permission from Chermayeff & Geismar Associates to use their preliminary design work if they are not hired to complete the project.) The BCS would provide the $164,000 fund balance that we have raised for the Discovery Center and would work to secure the $150,000 balance of Apple Computer's pledge to the project. The Museum would add the $100,000 that it has raised to date and would be responsible for raising the remaining $86,000.

• **The Computer Museum would be responsible for all software development and exhibit fabrication.** The Museum plans to use most of the work that the BCS has completed in this area. The BCS would assist in an advisory capacity and in helping to recruit BCS members to develop exhibit modules.

The BCS would be acknowledged as co-developer and sponsor of the exhibit and would be credited in the exhibit, on all printed materials, and in any exhibit kits that derive from it. All corporations and individuals who have made donations to the BCS's Discovery Center campaign would be similarly acknowledged.

The Museum is prepared to embark immediately on the next phases of the Discovery Center, and is committed to opening the Center by late 1990.

We believe that this is a good plan for both the Museum and the BCS. Although the Center would be somewhat smaller than we originally planned, we believe it will still be able to meet all of our educational objectives. It will allow us to finally get the Discovery Center open and begin working toward its international development. Finally, it will resolve a concern raised by several potential major supporters of the BCS Center project.

At the July 10 Board meeting, we would like the Board's feedback and approval of this plan. Once the Board has authorized us to proceed, we would like to present it to the two major funders (Apple Computer and Steve Wozniak) and then proceed with finalizing arrangements with The Computer Museum.

300 Congress Street
Boston, MA 02210

(617) 426 2800

June 2 1989

JUN   7 1989

Jonathan Rotenberg, President
Boston Computer Society
1 Center Plaza
Boston 02108

Dear Jonathan,

The Computer Museum is delighted to be discussing the joint
development of the Computer Discovery Center with the BCS once
again. As you know, The Computer Museum has for a long time felt
that a major new exhibit on personal computers is an essential and
much-needed part of our exhibit offering. Since we last went our
separate ways, we have been calling our own project the "Personal
Computer Exploration Center." However, we are enthusiastic about
joining forces with the BCS and pooling our resources towards the
successful fruition of a single project — the Computer Discovery
Center. We have been impressed by the BCS's vision of an exhibit
with a wide appeal, especially to those with limited or no prior
experience of computers, and by the large number of excellent
exhibit ideas that you and your advisors have generated. The
Computer Discovery Center we can create together will be in the
spirit of the BCS's vision over the past decade, though the scale and
overall budget of the exhibit will be smaller than that originally
envisaged. A short proposal that describes our approach to the
project is attached.

We envisage a 2,500-3,500 square foot exhibit that will require a
total of $500,000 in cash for its development, fabrication, and
installation. An additional $150,000 worth of in-kind donations of
hardware and software will be raised. The exhibit is targeted to open
in late 1990.

The Computer Discovery Center is an integral part of the Museum's
long-range plan and will have a life of at least five years in its initial
form. Exhibit Kit versions of individual exhibits in educational
institutions around the world will have a useful life of up to 10
years.
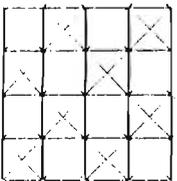
We propose two main areas of collaboration between the BCS and The Computer Museum:

• Exhibit Content

The Computer Museum plans to make as much use as possible of the work done so far by the BCS for the Computer Discovery Center. In particular, we like many of the exhibit ideas that have resulted from your planning. We shall also try to make use of the drawings produced by Chermayeff and Geismar. We foresee an ongoing fruitful collaboration with the BCS in the formulation and implementation of the exhibits. We will seek direct participation of BCS members as volunteers to develop software or other elements of the exhibit. This may even take the form of the creation of a new special interest group within the BCS. We also envisage the creation of an exhibit advisory committee that will advise on the themes to be addressed in the exhibit. The Computer Museum and the BCS will each nominate approximately half the committee's members. However, The Computer Museum will take overall responsibility for developing the exhibit, for managing its fabrication and installation, and for meeting budget and scheduling constraints.

• Funding

We anticipate an overall cash budget of approximately $500,000 for the exhibit. So far, The Computer Museum has raised $100,000. The Museum proposes that the BCS contribute its outstanding $160,000 of cash towards the exhibit and help obtain the outstanding $150,000 pledge from Apple Computer. The Computer Museum will take the lead in raising the remaining $90,000 required.

The BCS will be acknowledged as co-developers and sponsors of the exhibit, and will be credited in the gallery, all printed materials, and in each Exhibit Kit that derives from the exhibit. All past contributors to the Computer Discovery Center will likewise be credited.

When the exhibit opens, all BCS members will receive admission and membership benefits for a period to be determined.

The Museum is very pleased at the prospect of working with the BCS on this long-heralded exhibit. We are confident that the new Computer Discovery Center will help both our institutions fulfill an

important part of our respective missions. We look forward to your positive response and to working closely with you.

Yours sincerely,
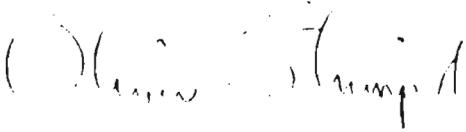
Oliver Strimpel
Associate Director & Curator

enclosure: Computer Discovery Center outline

copies: Gardner Hendrie, Ed Schwartz

COMPUTER DISCOVERY CENTER

PROPOSAL FOR A MAJOR NEW EXHIBIT AT THE COMPUTER MUSEUM

The Computer Museum proposes to develop a major, hands-on exhibit devoted to the applications of the personal computer.

THE NEED

Computers have enormous potential to affect professional and recreational life, and our world grows increasingly dependent on them every day. A basic understanding of computers is becoming nearly as important today as literacy and numeracy. Yet only a small percentage of society has adopted computers enthusiastically, while the vast majority of the population feels left out, unable to find a suitable entry to the world of computers. Existing educational facilities, such as schools, colleges, universities, book stores, and computer retailers only serve selected groups of individuals, many of whom already have some basic understanding of computers.

The purpose of the Computer Discovery Center is to offer the general public a unique mixture of learning and entertainment. Its goal is to expand everyone's understanding of how computers are used, and answer the question "What can a personal computer do for me?" The educational impact of the Computer Discovery Center will extend well beyond New England: exhibits will be developed into Exhibit Kits, which will be made available to science and technology centers and other educational institutions across the world. Millions of people a year will thus benefit from the development of the Computer Discovery Center at The Computer Museum.

THE EXHIBITION

Exhibits will be designed to appeal to a broad range of ages and experience levels. Many will address practical issues that will be of direct benefit to people in their personal or professional lives. The primary vehicle will be the participatory hands-on exhibit, where visitors can learn by doing.

Application areas will include art (graphic art, music), education, engineering, design, writing, communications, publishing, business, and entertainment. The public will be able to interact with exhibits that run simplified versions of the "real world" application software that yield rapid payoff and insight into the functions being performed. The goal of each exhibit will be to get visitors to grasp the point of each application, and think "Aha! Now I know what ... is all about!" Visitors will be able to create their own original documents, art, or music. Other functions will be presented non-interactively through video or previously composed screens of text, graphics, and animation. There will be a total of 20-30 hands-on exhibits.

Example: Word-processing
Visitors will see a post-card on a computer screen with a partial message. They will be invited to add to the message, type in their name and that of the recipient, and then print out the card. Visitors will then receive a laser-printed post card from the Computer Discovery Center to mail or keep as a souvenir. After only a few keystrokes, visitors who have never used a word-processor before will be able to grasp some key features, such as the ability to correct errors and work from a standard form already stored in the computer.

Example: Computer Music
A set of musical phrases will be pre-stored. Visitors will create their own pieces by selecting a series of phrases. When visitors request it, the computer will play the phrases by means of a synthesizer. Visitors will be able to control parameters such as the speed and timbre. Everyone who tries this out will experience a sense of power as thay will be able to use a computer to control musical sounds flexibly, storing and reusing sections at will.

The rapid progress in the field of personal computing makes it essential that the exhibit be thoroughly updated on a regular basis. Computers and software will be evaluated for upgrade on an 18-month cycle. This will ensure that the exhibit retains its dynamic, state-of-the-art character.

The Computer Discovery Center will be supported by The Computer Museum's Resource Center, where magazines, books, reference

publications, and information about courses, user groups, and training programs will be available. This area will help visitors whose appetites for computers have been whetted discover where to turn next. The Resource Center will also display computer-related technology for educational purposes which will be of special interest to teachers (with or without their students) and families.

BUDGET

The Computer Discovery Center will require $500,000 of cash and an additional $150,000 of in-kind contributions, broken down as follows:

ITEM	COST ($K)	IN KIND
exhibit research & development	160	35
exhibit design	75	
exhibit fabrication	160	
graphics & video production	60	10
computer & video hardware	30	100
educational materials for distribution	15	5
TOTAL	**500**	**150**

END
6/13/89

The
Computer
Museum

Discovery Center

Memorandum

From: Oliver Strimpel

To: Larry Brewster, Gardner Hendrie, Adeline Naiman, Jonathan
       Rotenberg, Tracy Licklider, Arthur Nelson, Ed Schwartz, Steve
       Stadler

Re: Computer Discovery Center

Date: 12/4/89

Please find enclosed a revised draft of a memorandum of
understanding between The Computer Museum and The Boston
Computer Society. This draft includes changes suggested at our last
meeting as well at the November Computer Museum Executive
Committee meeting.

I look forward to seeing you all at our next meeting at the Museum
which will take place at **8:00 on December 18**.

Our agenda will be to see if we can reach closure on the
memorandum of understanding. This would then put us in a position
to start moving forward with the project fundraising.

Memorandum of Understanding Between The Computer Museum (TCM) and The Boston Computer Society (BCS) Regarding the Computer Discovery Center

1. Goal
    The BCS and TCM jointly undertake to develop and open a major new exhibit for the general public at The Computer Museum. Entitled "Computer Discovery Center" (CDC), the exhibit will provide a variety of hands-on experiences to help people appreciate the role personal computers can play in their personal and professional lives. A plan for the CDC is attached. Major departures from this plan must be agreed to by the steering committee defined in paragraph 3.

2. Roles
    TCM will manage the development of the CDC, including detailed exhibit development, script development, fabrication, and installation. Content is expected to be developed by project staff, using materials already developed by the BCS as a starting point (subject to any approvals that might be required from Chermayeff & Geismar regarding elements drawn from their work). Groups of advisors focussed on specific topics will be convened as needed. A designated person at BCS and TCM will be responsible for day-to-day development of the project. The BCS will, to the best of its ability, help the CDC's development by encouraging its members to volunteer as programmers or helpers, by publicizing and promoting the CDC in its publications, and by other (non-financial) means at its disposal.

3. Steering Committee
    A steering committee will review the CDC's progress, resolve policy issues and, if necessary, revise the memorandum of understanding between BCS and TCM. The committee will be composed of four members appointed by each of the BCS and TCM, of whom at least two will be on the Boards of their respective institutions. The steering committee will meet quarterly or, if needed, more frequently during the development phase of CDC, and at least once a year thereafter.

4. Timing
    TCM hopes to open the CDC in late 1990. The CDC may open later owing to slower than anticipated fund-raising or exhibit development. When 60% of the funding has been secured, TCM will set an opening date after consulting with BCS. TCM will need approximately one year from

the time of hiring an exhibit developer to complete the exhibit development.

5. Funding
    The exhibit budget is $500,000. Changes of more than $100,000 must be approved by the CDC steering committee. BCS will contribute all its CDC funds and outstanding pledges towards the CDC. 50% of these funds will be payable to TCM at the start of the development, a further 25% will be payable when development teams for half the exhibits are in place, and the final 25% will be paid when initial versions of the software are substantially complete. Funds could be released earlier by consent of the steering committee. TCM will assume responsibility for raising the remaining funds. BCS will support TCM's fund-raising efforts. TCM assumes responsibility for all expenses associated with the CDC's development.

6. Ownership of CDC
    The name CDC, the software, and the design of the CDC will be jointly owned by BCS and TCM. All uses of the name, software, or design outside Boston must be reviewed by the steering committee.

7. Benefits for BCS Members
    TCM and BCS will agree on appropriate admission privileges to TCM for BCS members for a period after the opening of CDC.

8. Credit for Sponsors
    All sponsors of the CDC project, including those whose contributions were expended before TCM's involvement in CDC, will be credited at the level of their contributions during all phases of the CDC's development.

9. Credit for BCS and TCM
    The CDC will be a joint project of the BCS and TCM and will be referred to as such in all publicity and promotional materials.

10. Lifetime
    TCM comits to retaining the CDC at TCM for five years from the date of opening. The CDC's future thereafter will be determined by the steering committee.

OS

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6. Ownership of CDC
The name CDC, the software, and the design of the CDC will be jointly owned by BCS and TCM. All uses of the name, software, or design outside Boston must be approved by the steering committee. It is understood that if either party wishes to develop a use for the material outside Boston, the other party will have the opportunity to participate, but that if it chooses not to, will not stand in the way of the initiating party.

7. Benefits for BCS Members
TCM and BCS will agree on appropriate admission privileges to TCM for BCS members for a period after the opening of CDC.

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All sponsors of the CDC project, including those whose contributions were expended before TCM's involvement in CDC, will be credited at the level of their contributions during all phases of the CDC's development.

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END

OS

PROPOSAL TO	REQUEST	FOR	RESPONSE	COMMENTS
OPERATING:				
Mass Council on the Arts & Humanities	$ 50,750	Admission subsidies	$ 18,000	Were originally awarded $26,000 but due to state cutbacks grant was diminished.
Hyams Foundation	$ 1,400	Ticket Subsidy program	$ 1,400	Confirmed $900 and we asked for increase which was fully granted
Institute of Museum Services	$ 75,000	Operating support	$ 75,000	Received maximum grant awarded.
EXHIBITS:				
Apple Computer	$ 50,000 plus equipment	Walk-Through	$ 50,000 plus equipment	Committed
AT&T	$100,000	Walk-Through	$ 40,000	$40,000 has been committed with the potential for the additional $60,000 as well.
DEC	$450,000 plus equipment	Walk-Through for exhibits and admin	$450,000 cash $500,000 equip	Cash and equipment over three years. First $150,000 cash for Walk-Through.
IBM	$350,000 plus equipment	Milestones	$100,000 plus equipment	Requested cash and equipment for Milestones. Were told at outset that low six figures was more likely.
Intel	$ 50,000-$100,000	Walk-Through	$ 50,000	Committed
The Travellers Co.s	$ 25,000	Milestones	$ 25,000	Committed
Sloan Foundation	$250,000	Walk-Through	$250,000	Received full funding.
National Endowment for the Humanities	$ 91,038	Milestones	$ 50,000	Committed
SPECIAL EVENTS:				
ACM	$ 50,000	Computer Bowl sponsorship	$ 25,000	Additional $25,000 pending, but expected.
EDUCATION:				
Lotus	$ 30,000	Education outreach program	$ 2,000	AN was encouraged to request in range of $25,000. Have asked for meeting to discuss decision.

TOTAL FUNDED: $1,111,850 cash; $500,0000+ in equipment (IBM, Apple equipment not yet assigned a cash value)

PENDING PROPOSALS as of 11/9/89

PROPOSAL TO	REQUEST	FOR	COMMENTS
OPERATING:			
Institute of Museum Services	$ 75,000	General operating support	Were funded at this level in FY 90. This is for FY 91.
Shawmut	$ 5,000	General program support	Meetings and conversation with Shawmut suggest 75% chance of full funding.
EXHIBITS:			
American Airlines	$125,000	Networked Society	
AT&T	$ 60,000	Walk-Through	Additional funds being considered
Cirrus Logic Corp.	$ 10,000-$25,000	Walk-Through	Request to Board Chairman following presentation
IEEE Computer Society	$ 25,000	Milestones	Would be multi-year if funded.
Lotus	$ 25,000-$100,000	Walk-Through	1-2-3 marketing decision.
MAXELL	$ 37,500	Walk-Through	Gave $12,500 in FY 89. Have asked for an additional contribution.
NEC	No amount specified - exhibits		Staff met with NEC to discuss progress, to be told that they are interested in Milestones. Have suggested they consider Milestones and Walk-Through.
Sun Microsystems	$100,000	Walk-Through	Presentation to PR staff.
Maxtor	$ 50,000	Walk-Through	Gordon Bell has written. Will
SPECIAL PROJECTS:			
Hearst Foundations	$ 25,000	Computer Exhibit Kits	Excellent chance of funding since we have Will Hearst's support.
National Science Foundation	$ 97,772	Computer Kits program	The staff worked closely with NSF to develop this proposal. Although there is staff support for the project, the decision is made by peer review. 60% chance. try to see in CA.

PROPOSAL TO	REQUEST FOR	COMMENTS
Mitre	$ 20,000 Milestones	Need to confirm
Charles Bachman	$ 5,000 (over two years) Milestones	Pledged
Ed Fredkin	$ 50,000 Milestones	Pledged
Allen Michels	$ 12,500 Milestones	Pledged
David Rodgers	no specific amount Milestones	Pledged

SPECIAL EVENTS:

ACM	$ 25,000 Computer Bowl	Under consideration.

CAPITAL:

Owen Brown	$ 20,000	Pledged $20,000 in response to G. Hendrie's request for $50,000

TOTAL PENDING: $687,772 (of that $132,500 is pledged)

PROPOSALS IN PREPARATION

OPERATING:

Boston Globe Foundation	$ 10,000 Education program support	Meetings with BG staff encouraged us to apply.
Bank of Boston	$ 3,000 Education program support	Meetings with B of B staff encouraged us to seek small additional support beyond corporate membership now at $1K

EXHIBITS:

AAAI	$ 10,000 Computer Exhibit Kits	Encouraged to apply.

EDUCATION:

SIGGRAPH	$ 10,000 Education project in graphics	SIGGRAPH education committee is interested in innovative programs.

PROPOSED NEW FORMAT FOR DEVELOPMENT REPORT

PROPOSAL TO	REQUEST	FOR	SUBMISSION DATE	DECISION DATE	PAYMENT DATES	COMMENTS

FUNDING CATEGORIES:

Operating

Exhibits

Education

Special events

Capital

Special projects

DONOR CATEGORIES:

Corporations

Foundations

Government

Individuals

COMPUTER DISCOVERY CENTER

Issues Regarding the Memorandum of Understanding between The Computer Museum (TCM) and The Boston Computer Society (BCS)

During Exhibit Development

1. Are the respective roles of TCM and BCS appropriate and sufficiently clearly laid out?

2. Are the interests of the TCM protected?

Uses of CDC Design, Exhibits and Name after CDC at TCM opens

3. The Museum is actively interested in pursuing the Exhibit Kit program. Many CDC exhibits will probably lend themselves well to Kit conversion. Does the memorandum place too many constraints on TCM's Kit development?

4. Should all future uses of the CDC design, software, and name be determined by a body in which TCM and BCS have equal voice? In addition to Kits, there is the possibility of a travelling exhibit and exhibit duplication.

5. Has the steering committee been given too much power? Could it potentially become a "roadblock" for TCM?

OS
11/9/89

The Computer Museum EXECUTIVE COMMITTEE
_____

Minutes from 10/18/89 Meeting

Compiled by Gillian Ley

Present: Lynda Schubert Bodman, Dave Donaldson, Ed Schwartz, Paul
Severino, Gardner Hendrie, Nick Pettinella, Bill Poduska, Oliver
Strimpel, Gillian Ley, Gwen Bell, Janice DelSesto, Adeline
Naiman.

REPORT ON CURRENT HAPPENINGS AT THE MUSEUM

Exhibit Funding
Oliver reported that the Museum has received major funding for
two exhibits. The Museum has been awarded $250,000 from the
Sloan Foundation for the Walk-Through Computer, $40,000 from AT&T
also for the Walk-Through Computer, and $100,000 and 15 PS/2's
from IBM for the Milestones of a Revolution exhibit.

Attendance
September was 11% ahead of budget and August was 29% ahead. As
of October 15, 67% of the month's budget was reached. Oliver
suggested that the Siggraph Art Show and the Smart Machines
exhibit, coupled with good PR early in summer was responsible for
the high attendance.

Financials
The store and functions are ahead in earnings. Oliver explained
that the new store manager has really turned things around.
Unfortunately, we are still behind in Corporate and Individual
Membership. Oliver attributed the latter to the vacant
Membership position.

Staff
Oliver announced that a job offer has been made for the
membership coordinator position. There is a second choice in
case the first offer does not work out. Interviews for the
Director of Marketing position have begun and several strong
candidates have been seen.

The Museum has started off-site meetings with department heads.
Education plans and development plans have been addressed.
Oliver expressed concern that not enough new grants were being
placed into the "development pipeline". The development
department needs more help both from Board to provide new
prospects and contacts and from the staff to provide specific
materials for proposals. He said we need more events like the
Walk-Through Computer Dinner Mitch Kapor is hosting and the
California cultivation events. Oliver also suggested that we
might need a grant writer.

Ed Schwartz brought up the issue of time management in the Development department and the problem of the Museum spending a lot of time on various projects for limited or few results. Dave Donaldson mentioned that Jan DelSesto has only been with the Museum for 7 months and that to see real results we need a minimum of 12 months. Linda Bodman asked who handled the IBM and the Sloan Foundation relationships. Ed Schwartz explained that the IBM gift was the result of a 3 year effort mainly by Joe Cashen and Oliver. The Sloan relationship was handled mainly by Oliver.

The Boston Computer Society

Oliver is working on an agreement with the BCS in which the Museum would take on the project with financial support from the BCS. The Discovery Center would be a joint project of the CM and the BCS. Oliver asked if this issue should be on the agenda of the next Board meeting. Gardner felt that the Discovery Center should be on the agenda for the next Board meeting. Ed preferred that the item be added to the agenda only if there is progress to report on an agreement following the meeting scheduled for October 30.

Exhibit Kits

Oliver reported that the Franklin Institute and the Technology Center of Silicon Valley have ordered kits. He also reported that plans with the Walk-Through are going well and the project is still on track for a May/June opening.

SEPARATING RESTRICTED FROM OPERATING CASH

Oliver and Nick Pettinella explained the Projected Cash Flow Summary prepared by Mark Allio. Oliver explained that the Executive Committee needs to determine if the operating funds can borrow from restricted funds. Ed Schwartz felt that there should be a way for the Executive Committee to track the funds that come in. He also said that he felt funds should not be borrowed unless special arrangements are made. The general consensus was that each month a request should be made to the Executive Committee for funds to be borrowed if needed. To help track the cash balance, a bar chart showing the monthly cash balance in the operating fund, in the restricted fund, and combined operating and restricted will be prepared. A separate bank account for restricted funds will be set up.

LONG RANGE PLANNING

Gwen Bell asked the Executive Committee to approve her plans to begin a proccess for long range planning. She wants to focus on 1) the organization as a whole and 2) the site and location. Gwen suggested she start by looking at other museum plans and finding a co-chair to assist her. Bill Poduska felt this was a good idea and supported Gwen's proposal as did the rest of the Committee.

DEVELOPMENT

Jan addressed the areas of concern for the development department as follows: Corporate Membership and Individual Membership. Jan also attributed the current shortfall to not yet having a Membership Coordinator. Ed Schwartz said that he felt it was necessary for the Committee to have a better understanding of how Jan spends her time. Jan explained that because the development department is so under-staffed she has to constantly reprioritize tasks. She has spent a great amount of time motivating Committee Chairs. Jan also mentioned how important it is for Board members to take on responsibilities. This alleviates work for the Museum staff. Jan also said that in the coming months she would be concentrating on membership, capital campaign and general operating proposals.

AGENDA FOR THE NOVEMBER 3 BOARD MEETING

The draft agenda for the November Board meeting was reviewed and some changes were made. Lynda Bodman suggested that the Museum send out as much briefing material as possible before hand. She felt that future meetings should encourage more conversations and input from Board members. Paul Severino agreed with this and said it was time to set a new tone to the Museum Board meetings. Bill Poduska suggested that the next meeting should be reviewed at the end to see if the changed form, paticularly the focus groups, has helped.

EDUCATION

Adeline focused on four areas: 1) Internal operations(including interpreter training and tours) 2) Special Programs in the Museum(including teacher training) 3) Outreach 4) Bringing the Museum to general public. Under these four areas were many subgroups like college liasions, funded internships, lecture series, educational networking, and teacher training.

Paul Severino brought up his concern that since the education department is comprised of only 2 people that maybe the list of objectives should be more focused. He felt that when there is a limited staff and you don't focus enough you don't accomplish much at all. Adeline agreed that there is a lot to do but feels the education department has the resources (volunteers, connections) to accomplish the tasks.

Lynda Bodman was concerned that Adeline's plan was too regionally focused as oppossed to nationally or internationally. Lynda felt that Adeline could be doing more in the way of cultivation for the education department. Linda pledged $5000 to encourage the start of national outreach by the Museum.

THE COMPUTER MUSEUM
STATEMENT OF REVENUES AND EXPENSES
COMBINED OPERATING AND CAPITAL FUNDS
($ - Thousands)

	10/31/88 ACTUAL	\-\-\-\-\-\-\-\-10/31/89\-\-\-\-\-\-\-\-\-				ANNUAL FY1990 BUDGET
		BUDGET	ACTUAL	FAV(UNFAV)		
REVENUES:						
Operating Fund	399	466	524	58	12%	1,518
Capital Fund	70	85	361	276	438%	1,100
Total Revenues	469	551	885	334	61%	2,618
EXPENSES:						
Operating Fund	543	562	473	89	16%	1,650
Capital Fund	162	251	266	(15)	(6%)	1,053
Total Expenses	705	813	739	74	9%	2,703
NET REVENUES (EXPENSES)	($236)	($262)	$146	$408	256%	($85)

SUMMARY:
\-\-\-\-\-\-\-\-

For the four months ended October 31, 1989 the musuem operated at a surplus of 146K
compared to a budgeted deficit of (262K). As of October 31, 1989 total cash and
cash equivalents amounted to 466K.

OPERATING: Operating revenues were 12% over budget due mainly to strong unrestricted
contributions, admissions, functions and store revenues. Expenses were 16% under
budget due mainly to lower personnel costs (vacant positions).

CAPITAL: Revenues were 325% over budget due to advance receipt of budgeted
exhibit related revenue. Expenses were 6% over budget due to payment of
corresponding exhibit related costs.

THE COMPUTER MUSEUM
STATEMENT OF REVENUES AND EXPENSES
OPERATING FUND
($ - Thousands)

	10/31/88 ACTUAL	FOR THE FOUR MONTHS ENDED ------10/31/89-------------				ANNUAL FY1990 BUDGET
		BUDGET	ACTUAL	FAV(UNFAV)		
REVENUES:						
Unrestricted contributions:	6	$65	131	66	102%	$279
Restricted contributions	151	88	57	(31)	(35%)	400
Corporate memberships	44	63	31	(32)	(51%)	188
Individual memberships	18	27	15	(12)	(44%)	82
Admissions	91	105	133	28	27%	247
Store	44	55	83	28	51%	163
Functions	38	51	62	11	22%	124
Other	13	12	12	0	0%	35
Gain/Loss on Securities	(6)	0	0	0	0%	0
Total Revenues	399	466	524	58	12%	1,518
EXPENSES:						
Exhibits & education	121	123	106	17	14%	324
Marketing & memberships	84	100	82	18	18%	298
Management & general	113	138	90	48	35%	409
Fundraising	76	27	21	6	3%	127
Store	49	59	66	(7)	(12%)	160
Functions	21	25	22	3	12%	70
Museum Wharf expenses	79	90	86	4	4%	262
Total Expenses	543	562	473	89	16%	1,650
NET REVENUES(EXPENSES)	($144)	($96)	$51	$147	253%	($132)

THE COMPUTER MUSEUM
STATEMENT OF REVENUES AND EXPENSES
CAPITAL FUND
($ - Thousands)

	10/31/88 ACTUAL	FOR THE FOUR MONTHS ENDED				ANNUAL FY1990 BUDGET
		----------10/31/89----------				
		BUDGET	ACTUAL	FAV(UNFAV)		
REVENUES:						
Contributions	$35	$20	$11	($9)	(45%)	$400
Exhibit Funding	35	65	350	$285	438%	700
Total Revenues	70	85	361	276	325%	1,100
EXPENSES:						
Exhibits	1	44	113	(69)	(157%)	481
Exhibit Administration	65	116	80	36	31%	313
Fundraising	42	39	21	18	46%	105
Wharf mortgage	54	52	52	0	0%	154
Total Expenses	162	251	266	(15)	(6%)	1,053
NET REVENUES (EXPENSES)	($92)	($166)	$95	$261	257%	$47

THE COMPUTER MUSEUM
BALANCE SHEET
10/31/89

	OPERATING FUND	CAPITAL FUND	PLANT FUND	TOTAL 10/31/89	TOTAL 6/30/89
ASSETS:					
Current:					
Cash	$165,800			$165,800	$149,212
Cash Equivalents	300,061			300,061	121,117
Investments		$37,500		37,500	37,500
Receivables	12,099			12,099	36,427
Inventory	67,550			67,550	43,708
Prepaid expenses	12,676	554		13,230	7,227
Interfund receivable		596,222		596,222	492,907
TOTAL	558,186	634,276	0	1,192,462	888,098
Property & Equipment (net):					
Equipment & furniture	–		$11,482	11,482	11,482
Capital improvements	–		699,126	699,126	699,126
Exhibits	–		336,276	336,276	336,276
Construction in Process	–	26,311		26,311	26,311
Land	–		24,000	24,000	24,000
Total	0	26,311	1,070,884	1,097,195	1,097,195
TOTAL ASSETS	$558,186	$660,587	$1,070,884	$2,289,657	$1,985,293
LIABILITIES AND FUND BALANCES:					
Current:					
Accounts payable and accrued expenses	$71,493	$13,912		$85,405	$76,446
Deferred income	18,835	–		18,835	22,230
Line of credit/Loan Payable	50,000	–		50,000	0
Interfund payable	596,222	–		596,222	492,907
Total	736,550	13,912	0	750,462	591,583
Fund Balances:					
Operating	(178,364)			(178,364)	(229,083)
Capital		646,675		646,675	551,909
Plant			$1,070,884	1,070,884	1,070,884
Total	(178,364)	646,675	1,070,884	1,539,195	1,393,710
TOTAL LIABILITIES AND FUND BALANCES	$558,186	$660,587	$1,070,884	$2,289,657	$1,985,293

THE COMPUTER MUSEUM
STATEMENT OF CHANGES IN CASH POSITION
10/31/89

	OPERATING FUND	CAPITAL FUND	PLANT FUND	TOTAL 10/31/89	TOTAL 6/30/89
Cash provide by/(used for) operations:					
Excesss/(deficiency) of support and revenue	$50,719	$94,766		$145,485	($606,578)
Depreciation				0	283,311
Cash from operations	50,719	94,766	0	145,485	(323,267)
Cash provided by/(used for) working capital:					
Receivables	24,328			24,328	(5,654)
Inventory	(23,842)			(23,842)	(4,011)
Investments		0		0	81,173
Accounts payable & other current liabs	3,383	5,576		8,959	(11,602)
Deferred income	(3,395)			(3,395)	7,980
Prepaid expenses	(8,976)	2,973		(6,003)	1,482
Cash from working capital	(8,502)	8,549	0	47	69,368
Cash provided by/(used for) Fixed assets	-			0	(33,147)
Net increase/(decrease) in cash before financing	42,217	103,315	0	145,532	(287,046)
Financing:					
Interfund rec. & pay.	103,315	(103,315)		0	-
Transfer to Plant				0	-
Line of credit/Loan Payable	50,000			50,000	0
Cash from financing	153,315	(103,315)	0	50,000	0
Net increase/(decrease) in cash & investments	195,532	0	0	195,532	(287,046)
Cash, beginning of year	270,329	0	0	270,329	557,375
Cash, end of period	$465,861		$0	$465,861	$270,329