

The Campaign For UC San Diego

At the University of California San Diego, challenging convention is our most cherished tradition. The Campaign for UC San Diego is a university-wide comprehensive fundraising effort to transform the student experience, our campus, and ultimately the way humanity approaches problems and develops solutions.

Birch Aquarium at Scripps

Revitalization for a New Era

Transforming our space

Birch Aquarium at Scripps Institution of Oceanography, an integral part of the renowned Scripps Institution of Oceanography for over a century, is embarking on an ambitious and timely renovation. We are wholly reimagining our space to better support our crucial role as a leader in experiential STEM learning and community engagement. This phased capital project will fully express our new mission: **at Birch Aquarium, we connect understanding to protecting our ocean planet.**

Birch Aquarium's current home is more than 25 years old, with outdated facilities, equipment, and life support systems. In our current configuration we cannot fully meet the demands of our visitors or staff. Our revitalization will create improved areas for interactive exhibits on earth, ocean, atmosphere, and life science; animal care and conservation; K-14 educational programs; public outreach; and community events.

Implementing a new vision

We visualize the revitalized Birch Aquarium as both a global-class aquarium and behind-the-scenes Scripps Institution of Oceanography experience. Guests of all ages and backgrounds will find all new immersive learning experiences organized under a central theme: **big and small, near and far, explore our ocean planet, how it works, and how we fit in.**

We intend to be more than a window into Scripps Institution of Oceanography science, functioning rather as an open door, inviting full engagement in learning about our ocean planet! Complex science will be presented through easy-to-access interpretive zones: **Invent, Discover, and Connect.**



470,000 visitors

Explore Birch Aquarium yearly

56,000 K-14 students

Experience marine science annually through a combination of aquarium visits and outreach

2 million learners

Reached through online programming including UCSD-TV

Continue the nontradition.

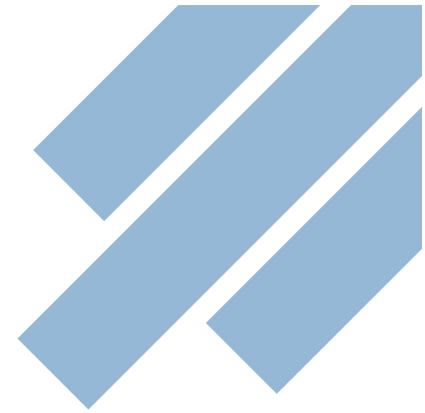
Birch Aquarium Revitalization

Enriching our community

- » Birch Aquarium aims to amplify its role as the **community's gateway** into our world's oceans, inviting generations of San Diegans to use our learning center as an authentic and trusted place to introduce their families to science and nature. Each year, Birch Aquarium hosts over 480,000 guests with an equal mixture of local community members and area visitors.
- » Birch Aquarium's applauded **student education program welcomes over 56,000 K-14 students** annually and emphasizes service to San Diego's underserved communities. Students will enjoy new ways to engage with marine life, connect with place, and observe our planet using innovative technologies. With 21st century science, young people can experience the engineering, computing, and data science used to understand and protect our planet.
- » We leverage the strength of Scripps Institution of Oceanography and UC San Diego as engines of knowledge and creativity to drive innovation in exhibition design, education, and community engagement.

Enhancing the learning experience

- » Birch Aquarium's new interpretive pathway will double its length and provide deeply engaging experiences based on learning theory. New exhibits and programs will be designed to promote curiosity, empathy, and play; and be multisensory, socially delightful, and universally accessible.
- » The learning program will offer eight distinct learning pathways, each designed to engage visitors differently. The expansive **Earthworks: Earth Investigation Gallery**, an Exploratorium-like experience, will invite visitors to play with a building-scale wave tank, working Scripps buoys, autonomous robots, and giant touch screens streaming live plankton images from Scripps Pier. Other exciting experience-based pathways will include the **Cove to Canyon Aquatic Exhibition**, **Phenomena Play Zone**, **Husbandry Arts: Animal Care and Conservation Center**, and **Seahorses, Dragons, and Penguins Gallery**.
- » A new K-14 student learning center with an embedded **Center for Science Translation and Global Sustainability** will allow Birch Aquarium to leverage UC San Diego's resources as a major research university to drive innovation in learning, reinforce cross-cutting concepts and practices of STEM, and integrate the arts and humanities.
- » Examples of new feature exhibits that will distinguish Birch Aquarium as a leader in experiential learning will include the **Leopard Shark Aggregation Swim-with Experience** and a site-wide art, science, and technology installation, **Ocean@Night**.



Help us continue the nontradition.

With your help, UC San Diego will realize a transformative revitalization of Birch Aquarium at Scripps, placing 'protecting our ocean planet' at the center of Birch's educational programs and exhibits. Together with your philanthropic support of the **Campaign for UC San Diego**, we can successfully share Scripps Oceanography's vital research with the community, influencing generations of our planet's future innovators and guardians.

[Learn more at *campaign.ucsd.edu*](https://campaign.ucsd.edu)

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