



CORPUS CHRISTI MUSEUM OF SCIENCE AND HISTORY

The Museum with a Future

(A project of Friends of the Corpus Christi Museum of Science and History)

I. MUSEUM OBJECTIVES

a. Consumer Need & the Museum's Role

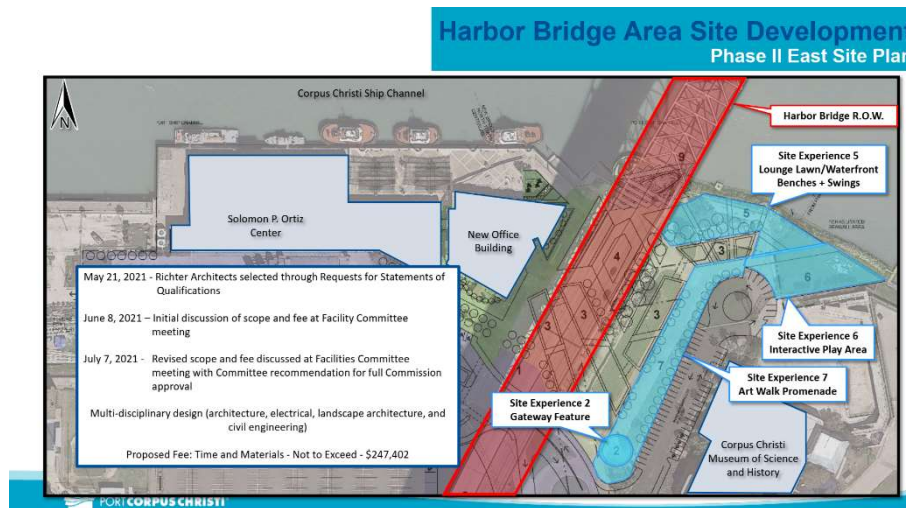
The Friends of the Corpus Christi Museum of Science and History looks forward to continuing its long history of service to the Corpus Christi Museum of Science and History (CCMSH) by continuing to provide the needed management services to make the Museum an even more extraordinary place for experiencing the rich history of our area and exploring the wonders of science. As a 501(c)(3) organization, the Friends of the Corpus Christi Museum of Science and History is committed to reinvesting all net revenues received from Museum operations back into the Museum. This aspect of our organization, and our relationship with the CCMSH/City, makes this an advantageous contract for the City to continue – one which will be for the support of our community.

b. Mission Statement

The mission of the Friends of the Corpus Christi Museum of Science and History is to engage and educate people in science and South Texas history through exhibitions and programming, inspiring enduring curiosity in people of all ages. CCMSH seeks to inspire and create a thirst for knowledge and love for learning that transcends socio-economic divides and offers an inclusive opportunity for the community and its visitors.

II. SITE OF THE MUSEUM

- a. The location of the CCMSH facilities is adjacent to Harbor Bridge East tract which is being redeveloped as the New Harbor Bridge project is completed. Friends expects to work closely with the various stakeholders of this property to create a pedestrian friendly destination for the benefit of residents and visitors alike.



III. DESCRIPTION OF PRODUCTS & SERVICES

a. Products & Services

The Corpus Christi Museum of Science and History (CCMSH) offers a multitude of products and services to the South Texas Region. CCMSH is dedicated to the acquisition, conservation, study, exhibition, and educational interpretation of objects having scientific, historical, cultural, or artistic value.

b. Core Exhibits – The Core Exhibits of CCMSH focus on the Natural History and Cultural History of South Texas and beyond. The Core Exhibits currently on display at CCMSH include:

- i. **Kenedy Gallery** – Innovation Comes Home: New technology in the latter 1800’s completely transformed the way of life in Corpus Christi. These developments changed the way we connect to the world, industry, our community, and our family. The period between 1876 to 1893 saw great growth across the United States. The hardships of the Civil War and Reconstruction period quickly ended as industry boomed. Factories mass-produced goods for a growing consumer economy. Railroads connected communities enabling once isolated communities like Corpus Christi to grow. The rich culture, new technological inventions, and societal changes of the period helped shape the lives of residents and visitors, laying a foundation for modern Corpus Christi.
- ii. **H-E-B Science Center** – This exhibit is designed for fun learning through play in the H-E-B Science Center! Designed for children ages 3 and up, activities in the 5,000 sq. ft. area include touch tables, a shadow wall, a giant set of imagination blocks, and more. Kids can also play outside on the shaded playground while parents relax nearby in areas set up with benches and picnic tables.
- iii. **Prehistoric Predators & Prey** - This Prehistoric exhibit features up close and personal interaction with the giant prehistoric predators of sea, land, and air to include the mighty ocean dwelling Mosasaur and Megalodon, and more!
- iv. **Corpus Christi History** – This exhibit explores the evolving city of Corpus Christi and examines its many cultures, from the Karankawa tribe to today’s residents. See the transformation through time, from Colonel Kinney’s trading post to a modern city boasting the 5th largest port in America. Discover the diverse past of our great city and explore the history of some of Corpus Christi’s oldest families, as well as those who have made our city what it is today.
- v. **Cultural Encounters** – The Cultural Encounters exhibit tells the story of the famous explorer Sieur de La Salle and the Karankawa Indians of South Texas. The exhibit showcases artifacts from La Salle’s ship La Belle, which wrecked in Matagorda Bay in 1686. See artifacts recovered from the wreck, from pieces of the ship to the personal items of the sailors! The display also includes artifacts recovered from local Native American settlements, including items salvaged from La Belle, showing how cultures mixed in South Texas.

- vi. **Hall of Earth Science** – This exhibit discovers the rocks and minerals that make up the Texas landscape, as well as the meteorites that have fallen from space! This hall presents a stunning variety including crystals, gems, and polished stones. The Hall of Earth Science also exhibits the importance of geology to the South Texas economy, displaying how man has learned to use earth’s resources. The centerpiece is a construction model for Southwest Refineries, used by engineers before the age of computers. See the scale model’s amazing details and learn about the oil-refining process.
 - vii. **Coastal Ecology** – This exhibit showcases the landscape of the Coastal Bend and the animals that call the coast their home. See birds that travel through the region and those that depend on local wetlands for survival. Shells in this exhibit are natural works of art, from the tiny dove shell to the giant clam. The exhibit includes beautiful dioramas and rare, endangered species.
 - viii. **Nuecestown** – This exhibit is the newest addition to CCMSH. Nuecestown western village is an immersive look into the lifestyle and work during the mid to late 19th century when Corpus Christi was in the early stages of settlement. The exhibits are brought to life through stories told by Museum Live actors and include a General Store, Saloon, Blacksmith/Saddlery Shop, Telegraph/Post Office, and Sheriff's Station/Jail.
 - ix. **Outreach to Space** – Under construction. Provide a ticketed and immersive exhibit showcasing the reach for space. Exhibit will feature content related to man’s pursuit to space, feature a top/down view (as it appears from the International Space Station), and a virtual realistic blast off into space, utilizing Virtual Reality benches.
- c. **Educational Programs** - Education plays a vital role in the mission of CCMSH. The museum’s education team provides exceptional STEM – related education opportunities for our community. CCMSH welcomes schools, scouts, and groups of all kinds. Our exciting programming ranges from biology to physics to 1,000 years of South Texas history. CCMSH Education Programs include:
- i. **Camp Programs** – Camp programming is offered during intersessions (typically 2 times a year), Winter Camp, Spring Break Camp, and a 9-week Summer Camp. These camp programs provide hands-on, science-based learning. Groups are divided by age group into 3 or 4 groups, (ages 5-13). The programs are very popular and fill quickly. There is typically a wait list for students in need of scholarships. Combined S.T.E.M. programs serve approximately 800 students each year.
 - ii. **Home School Program** - Homeschool Day is held once or twice a month at the Museum during the school year. Children participate in a STEM program and then families can explore the Museum at their own pace. Programs may include topics such as geology, engineering, explorers, bugs, Texas history, and many more.
 - iii. **Outreach Program** - CCMSH has developed campus-based learning experiences to meet the needs of area schools impacted by COVID-19 travel restrictions and social distancing requirements. The program consists of four learning experiences designed to supplement commonly used History and Social Studies scope and sequence planning documents

throughout the state of Texas. Campuses are to choose the learning experience best suited to their needs. All learning experiences are grounded in Process Standards of grade four Texas Essential Knowledge Skills (TEKS) and integrate various Readiness and Supporting standards based on learning experience themes and articulated student learning objectives.

iv. In-House Education Programs

- a. Focus Programs** - These 60-minute educator-led programs focus on a specific area of science or history. All programs are TEKS aligned and fit perfectly into teacher lesson plans. Currently CCMSH has an annual renewable contract with Corpus Christi ISD to provide Focus Programs for 4th and 5th grade students. All other school districts, private schools, and charter schools schedule visits with CCMSH Education Team.
- b. Discovery Cart Stations** - Students can explore the Museum at their own pace while interacting with educators at stations of your choosing. Stations include Geology, Fossil Touch Table, Museum Live, located in Nuecestown, Train Depot, and Shellcrete Kitchen, where Museum Live actors provide factual and historical information related to the 19th Century in South Texas.
- c. Self – Guided Tours** – Teachers and Students can explore the Museum and its exhibits at their own pace without Museum Educators facilitation.
- d. Science Shows** - Science Shows provide demonstrations using chemistry and physics applications.

v. Scout Program

- a. Girl Scout Patch Program** - From learning about the ever-expanding universe, or the vibrant lives of historic Texas women, to building and controlling your own robot, CCMSH explore the wonderful world of science and dives into the past with our Girl Scout patch program. Now offering Girl Scouts the means to earn twelve patches through their journey from Brownies to Seniors.
- b. Boy Scout Badge Programs** - CCMSH provides an opportunity for Boy Scouts to receive up to three science themed badges through programs offered during the year. CCMSH utilizes labs, technology, and expertise of our badge counselors to assist Scouts in completing the most technical requirements. The Boy Scout Merit Badge Program is open to all Boy Scouts ages 10-17.

d. Memberships

Members are privileged to attend certain special events, exclusive discounts and hours, as well as thousands of sqft dedicated to over 500 years of South Texas science and history, becoming a member of the Corpus Christi Museum of Science and History has never been so advantageous.

- i. Individual + Guest Membership- \$100** – Benefits include One Annual Membership, Free Admission for 1 plus guest, Free Admission for up to 500 ASTC Passport Program

Attractions Worldwide, Members Only Express Ticket Line, Free Members Only Popcorn, Members Only Events, 10% Off Birthday Parties, Camps, and Purchases in the Museum Gift Shop.

- ii. **Family Membership - Up to 5 People - \$180** – Benefits include One Annual Membership, Free Admission for Up to 5 People, Free Admission for up to 500 ASTC Passport Program Attractions Worldwide, Members Only Express Ticket Line, Free Members Only Popcorn, Members Only Events, and 10% Off Birthday Parties, Camps, and Purchases in the Museum Gift Shop.
- iii. **Military Family Membership - Up to 5 People - \$150** – Benefits include One Annual Membership, Free Admission for Up to 5 People, Free Admission for up to 500 ASTC Passport Program Attractions Worldwide, Members Only Express Ticket Line, Free Members Only Popcorn, Members Only Events, 10% Off Birthday Parties, Camps, and Purchases in the Museum Gift Shop.
- iv. **Business Membership** – CCMSH Business Memberships provide organizations benefits for their employees to enjoy the museum and benefits associated with the membership. Benefits include free admission for each employee and 3 additional guests, electronic admission cards available, no membership card required (must present company ID or proof of employment), company recognition in Museum, on our website, and select media, and 10% discount in Museum gift shop, on Museum camps, and educational programs. Memberships include:
 - A. Business Membership for 1-50 employees - \$2,500
 - B. Business Membership for 51-100 employees - \$5,000
 - C. Business Membership for 101 – 500 employees - \$10,000
 - D. Business Membership for 500+ employees - \$15,000
- v. **President's Circle Membership** - The President's Circle is the Museum's most elite and exclusive membership group that offers premier access to events, programming, and behind the scenes viewings of our vast, incredible collection of artifacts and specimens. Not only are President's Circle Members among the most elite group of Museum supporters, but their memberships directly impact improvements to our world-class exhibits, our vast collection of artifacts and specimens, and educational programs in the most substantial way. Memberships directly support educational programming and opportunities to school children every single year in Corpus Christi, surrounding areas, and beyond. Membership Levels include:
 - A. **Silver Annual Membership - \$1,500** - Family Museum Membership & Privileges, Preferred Event Registration, Invitations to Exclusive President's Circle Events, Name Prominently Displayed on Museum Website, Recognition.
 - B. **Gold Annual Membership - \$2,500** - Exclusive Wine Reception & Behind-the-Scenes Tour for 2 with our President and Conservation Professionals,

Family Museum Membership & Privileges, Preferred Event Registration, Invitations to Exclusive President's Circle Events, Recognition.

C. Platinum Annual Membership - \$5,000 - Museum Membership & Privileges for 6 People, Preferred Event Registration, Exclusive Wine Reception & Behind-the-Scenes Tour for 4 with our President and Conservation Professionals, Invitations to Exclusive President's Circle Events, Recognition.

D. Diamond Annual Membership - \$10,000 - Museum Membership & Privileges for 8 People, Preferred Event Registration, Exclusive Wine Reception & Behind-the-Scenes Tour for 8 with our President and Conservation Professionals, Invitations to Exclusive President's Circle Events, Recognition.

e. Publications – see Appendix

f. Online Access – CCMSH promotes itself through various online media, to include website, Shopify (website online gift store), Facebook, Instagram, Twitter, Google, Trip Advisor, and Yelp.

g. Event Management

i. Internal Themed Events - CCMSH provides different events to bring in community to enjoy the museum, and the event themed activities. These events are managed by the event staff and utilize other departments, as needed, for event details, such as set-up, tear down, activity stations, concessions, and visitor experience.

ii. Rented Events – CCMSH rents out venue space for weddings, birthday parties, corporate events, holiday parties, or other types of events. Meeting rooms are also available for rent. CCMSH has 100,000+ sq. ft. of indoor space and a 4,800 sq. ft. outside tent. Event Staff will work with renters, to ensure the event's success. With our significant experience in logistics, timing, and innovative ideas, we can and will produce a polished, professional celebration.

h. Museum Store – Also known as the Gift & Chic Gift Store inventories an array of thoughtful product based on museum budget, needs, goals, and programming. The Gift & Chic Gift Store inventory is also available on the CCMSH website online store. The Gift Store is managed by the Visitor Experience and Gift Store Manager, who keeps up with inventory, stocking, sales, and customer service.

i. Restaurant/Snack Bar – CCMSH provides concessions for sale during museum hosted events. Concessions are managed and worked by Event Staff, who are required to hold a Texas Food Handler permit. Concessions offers simple foods and drinks to promote guests the opportunity for a longer stay and enjoy great tasting food and snacks, in designated areas, at the museum.

IV. MARKET ANALYSIS

a. Audience

The core audience of the Corpus Christi Museum of Science & History is comprised of families with heads of household between the ages of 25-54 located in Corpus Christi and the surrounding areas who are interested in history, science, and family entertainment. These families are working and middle class with a median household income of \$57,387. According to Visit Corpus Christi the visiting average party size is 2.3 individuals who spend \$322 per 12-hour day.

CCMSH Attendance Tracking

CCMSH Attendance Tracking	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	10/21 - 03/22
Education Programs	16,400	26,300	24,272	13,514	2,167	8,756	5,455	6,325	4,211
General Museum Attendance	57,741	62,689	72,505	58,996	22,206	51,603	33,291	44,141	22,910
Total Attendees	74,141	88,989	96,777	72,510	24,373	60,359	38,746	50,466	27,121

b. Target Markets

CCMSH’s target audience are those same families listed above, as well as tourist families from outside the Corpus Christi and surrounding areas who are interested in history, science, and family entertainment. Audience growth goals include tourist families from San Antonio, Houston, Austin, North Texas, and the Rio Grande Valley.

c. Competition

Direct competitors with the Corpus Christi Museum of Science and History include the Texas State Aquarium, the U.S.S. Lexington Museum on the Bay, as well as the Art Museum of South Texas.

d. Value Proposition

The Corpus Christi Museum of Science and History offers a wide array of engaging and interactive exhibits, which tell the story of our local and regional history. These exhibits, our affordable pricing, along with a wealth of unique, educational events and programs make CCMSH attractive to our target audiences.

e. Pricing Strategy

Admission pricing at the Corpus Christi Museum of Science and History is lower than or competitive with all local attractions and those in neighboring cities. All changes in pricing are subject to City approval.

f. Promotional Strategy

Advertising efforts for the Corpus Christi Museum of Science and History use an audience-targeted, multi-platform approach with concentration on digital advertising through multiple social media platforms, Google, and billboards. Community blog and magazine

advertising partnerships, radio, and direct advertising via email and traditional mail are also utilized.

g. Donor Marketing

CCMSH's strategy to market to donor prospects includes

- I. Raising Awareness
 - a. CCMSH marketing attempts to raise awareness of the CCMSH brand. Brand awareness spreads the word about CCMSH and its overall cause.
- II. Increasing donor memberships and recurring donations.
- III. Recruitment of Volunteers
- IV. Promoting Museum services, such as Education Programs and Exhibits

h. Funding Strategy

CCMSH's funding strategy, moving forward, is to secure a long-standing agreement with the City of Corpus Christi to provide \$500,000 in annual operational funds. Earned revenues include Education Programs, Admissions, Membership sales, Gift Store sales, and Special Events / Rentals. Donations and grants will remain a significant part of revenue, particularly as it pertains to new exhibits. Friends has raised more than 1.5 million dollars in donations and grants from October 2018 through March 2022.

V. MANAGEMENT & ORGANIZATION

a. Management

Presently, the senior day to day management control of Friends' / CCMSH operations is vested with Alan Wilson, Chair, Board of Directors.

b. Governing Board

The management of Friends is vested with its Board of Directors and its Executive Committee. Today, the Board membership consists of 16 members as follows:

Executive Committee and Officers

Alan Wilson, Chairman
Jay Wise, Immediate Past Chair
Elizabeth Susser, Secretary
Gloria Hicks, Treasurer
Chris Adler
Pat Denniston

Board of Directors

Dr. Haysam Dawod	Dalma Eytemiz-Gibson
Gabe Guerra	Jonda Halcomb
Kathleen Horne	Janie Hoskins
Jorge Mendizabal	Sean Strawbridge
Scott Sutherland	Neill Taylor

c. Staffing

Robin Murray
Director of Education

Bobbie Smith
Accounting and
Human Resources Manager

Scott Simmonds
General Manager

VI. ECONOMIC IMPACT

a. Projections

- I. CCMSH employs 35 people in our community.
- II. CCMSH current annual budget is 1.9 million.
- III. CCMSH serves 60,000 visitors each year, including 20% from out of town.
 - a. Out of town visitors primarily come from San Antonio and the Rio Grande Valley
- IV. CCMSH serves 10,000 school children each year.

VII. FINANCIAL MODEL

As per 2018 Contract:

“WHEREAS, it is the City's intention that the Museum be operated in a First-Class and fiscally responsible manner with the objectives of creating a modern edutainment Museum that will appeal to both children and adults while maintaining the established history and science mission of the Museum, as well as the certification and accreditation; minimizing financial operating requirements required from public funds; and, in general, maximizing the utilization of the Museum for the benefit of the City, while minimizing, to the extent practical, the net cost to the City.”

Towards that goal, the CCMSH has been supported by the City as an ongoing function of the City by providing facilities, utilities, and certain administrative support such as IT, casualty insurance, etc. In addition, the City has provided a certain amount of annual funding which is necessary to supplement revenues from earnings and donations. The total operating cost by the City was 1.5 to 2 million in cash and indirect support. The level of annual support by the City since 2018 has been noticeably reduced.

However, within its FY 2021-22 Budget, the City included an increase in the amount of operating support by \$300,000 for a total of \$550,000 and those funds were incorporated by CCMSH/Friends into its operating budget for FY 2021-22.

Without the ongoing annual support from the City in the range of \$350,000 to \$500,000 per year, the continued operations of the CCMSH by Friends is in question.

The following schedule reflects the projected operations for FY 2021-22

	Actual Oct '21 - Feb 22	Mar 22 to Sep 22 Budget Adjustments		Projected Mar - Sep	Projected Fiscal Year	Original Annual Budget
Ordinary Income/Expense						
Income						
4000 · Revenue - Unrestricted						
4001 · Donations	\$15,532.62	\$15,250.00		\$15,250.00	\$30,782.62	\$25,000.00
4010 · Grants Foundations	\$111,491.00	\$87,500.00	\$12,500.00	\$100,000.00	\$211,491.00	\$170,000.00
4011 · CityofCorpus Christi - Mgmt Fee	\$150,000.00	\$0.00	\$400,000.00	\$400,000.00	\$550,000.00	\$550,000.00
4100 · Admissions Sales	\$79,913.71	\$279,000.00	\$0.00	\$279,000.00	\$358,913.71	\$357,000.00
Total 4110 · Memberships	\$51,067.08	\$62,000.00	\$0.00	\$62,000.00	\$113,067.08	\$87,500.00
4115 · Concessions	\$6,404.21	\$8,850.00		\$8,850.00	\$15,254.21	\$15,000.00
4120 · Gift Store Sales	\$31,819.37	\$88,000.00		\$88,000.00	\$119,819.37	\$109,500.00
4125 · Doc McGregor calendar, prints	\$10,535.00	\$5,850.00		\$5,850.00	\$16,385.00	\$14,250.00
Total 4130 · Vending - Gravity Penny Hurrica	\$2,520.26	\$0.00		\$0.00	\$2,520.26	
4150 · CB Volunteer Connection	\$5,375.00	\$55,000.00		\$55,000.00	\$60,375.00	\$80,500.00
Total 4200 · Special Events	\$106,201.15	\$30,750.00	\$0.00	\$30,750.00	\$136,951.15	\$150,750.00
Total 4220 · Room Rentals	\$22,873.26	\$18,950.00	\$0.00	\$18,950.00	\$41,823.26	\$28,600.00
Total 4300 · Education	\$75,751.96	\$239,900.00	(\$63,100.00)	\$176,800.00	\$252,551.96	\$316,800.00
4510 · Interest Income	\$86.84	\$275.00		\$275.00	\$361.84	\$560.00
4530 · Sales Tax Discount	\$133.97	\$130.00		\$130.00	\$263.97	\$355.00
4550 · Mineral Royalties	\$135.06	\$150.00		\$150.00	\$285.06	\$210.00
Total 4000 · Revenue - Unrestricted	\$669,840.49	\$891,605.00	\$349,400.00	\$1,241,005.00	\$1,910,845.49	\$1,906,025.00
Total 4600 · Revenue - Restricted	\$99,952.49	\$142,000.00	(\$142,000.00)	\$0.00	\$99,952.49	\$244,500.00
Total Income	\$769,792.98	\$1,033,605.00	\$207,400.00	\$1,241,005.00	\$2,010,797.98	\$2,150,525.00
Cost of Goods Sold						
Total COGS	\$22,441.94	\$20,150.00		\$20,150.00	\$42,591.94	\$35,000.00
Gross Profit	\$747,351.04	\$1,013,455.00	\$207,400.00	\$1,220,855.00	\$1,968,206.04	\$2,115,525.00
Expense						
5000 · Expense - Unrestricted						
Total 5001 · Payroll and Benefits	\$562,975.39	\$857,826.30	(\$162,920.00)	\$694,906.30	\$1,257,881.69	\$1,442,676.25
5030 · Workers Compensation Insurance	\$1,862.03	\$3,500.00		\$3,500.00	\$5,362.03	\$5,050.00
Total 6000 · Utilities	\$2,411.79	\$2,646.00	\$0.00	\$2,646.00	\$5,057.79	\$4,870.00
6510 · Insurance	\$9,950.60	\$11,250.00		\$11,250.00	\$21,200.60	\$20,000.00
Total 6550 · Event Expenses	\$25,060.28	\$12,150.00	\$0.00	\$12,150.00	\$37,210.28	\$31,150.00
Total 7000 · Exhibit Expenses	\$85,526.18	\$105,000.00	(\$28,500.00)	\$76,500.00	\$162,026.18	\$180,000.00
Total 9100 · Supplies, Materials and Fees	\$77,140.95	\$103,790.00	\$0.00	\$103,790.00	\$180,930.95	\$140,130.00
9200 · Dues & Memberships	\$2,274.00	\$4,775.00		\$4,775.00	\$7,049.00	\$5,650.00
9220 · Fees and Permits	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00
9250 · Property Tax Expense	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00
9300 · Professional Services	\$16,726.81	\$17,100.00		\$17,100.00	\$33,826.81	\$17,325.00
9350 · Professional Training	\$3,831.74	\$6,250.00		\$6,250.00	\$10,081.74	\$10,000.00
9450 · Vehicle Expense	\$326.90	\$3,500.00		\$3,500.00	\$3,826.90	\$6,000.00
9500 · Travel	\$2,206.47	\$3,250.00		\$3,250.00	\$5,456.47	\$5,500.00
Total · Expense - Unrestricted	\$790,293.14	\$1,131,037.30	(\$191,420.00)	\$939,617.30	\$1,729,910.44	\$1,868,351.25
Total 5200 · Expense - Restricted	\$31,397.79	\$71,750.00	(\$30,000.00)	\$41,750.00	\$73,147.79	\$102,250.00
Total Expense	\$821,690.93	\$1,202,787.30	(\$221,420.00)	\$981,367.30	\$1,803,058.23	\$1,970,601.25
Net Ordinary Income	(\$74,339.89)	(\$189,332.30)	\$428,820.00	\$239,487.70	\$165,147.81	\$144,923.75
Net Other Income	(\$3,750.00)	\$0.00	\$0.00	\$0.00	(\$3,750.00)	\$0.00
Net Income	(\$78,089.89)	(\$189,332.30)	\$428,820.00	\$239,487.70	\$161,397.81	\$144,923.75
Available Cash Balance - Beg Period		\$89,265.00		Sep 30, 2021	\$8,477.93	\$8,477.93
Ending Cash Balance Sep 30, 2022					\$169,875.74	\$153,401.68

Appendix

- i. Rober P. Drolet and Donald Keith. Public Education, Interpretation and Research Using Archaeological Collections of the Corpus Christi Museum of Science and History, Corpus Christi, Texas
- ii. Aalbert Heine Papers, A1991-015.XXXX, South Texas Archives, James C. Jernigan Library, Texas A&M University-Kingsville
- iii. Aalbert Heine & Corpus Christi Science and History Museum Collection, . Special Collections and Archives, Mary and Jeff Bell Library, Texas A&M University-Corpus Christi.
- iv. Special Collections and Archives, Mary and Jeff Bell Library, Texas A&M University-Corpus Christi Aalbert Heine & Corpus Christi Science and History Museum Collection Publications - Written by Heine 1961-1965: Educational Resources and Techniques "Role of a Museum in Education," You... In Corpus Christi "Junior Museum of Corpus Christi," Curator "Care and Feeding of Volunteer Staff Members", 1961-12 - 1965-12
- v. Special Collections and Archives, Mary and Jeff Bell Library, Texas A&M University-Corpus Christi Aalbert Heine & Corpus Christi Science and History Museum Collection Publications - Written by Heine 1967: Museum News "Ours A Profession?", "Attendance, Populations and the Junior Museum," You... In Corpus Christi "Why Museums?", 1967
- vi. Special Collections and Archives, Mary and Jeff Bell Library, Texas A&M University-Corpus Christi Aalbert Heine & Corpus Christi Science and History Museum Collection Publications - Written by Heine 1972-1980: Star to Star "Annual Report of the Corpus Christi Museum," Curator "Toward a More Complete Annual Report," Star to Star "The Rating of Museum News -or- Strength of the Persuasiveness of the Director , 1972 – 1980
- vii. Special Collections and Archives, Mary and Jeff Bell Library, Texas A&M University-Corpus Christi Aalbert Heine & Corpus Christi Science and History Museum Collection Publications - Corpus Christi Museum & Heine Articles 1962-1964: Texas Game and Fish "Mo Dark Corners," Museum News "Museums in TV," Hobbies "Museum in the Gulf", 1962-08 - 1964-05
- viii. Special Collections and Archives, Mary and Jeff Bell Library, Texas A&M University-Corpus Christi Aalbert Heine & Corpus Christi Science and History Museum Collection Publications - Corpus Christi Museum & Heine Articles 1971-1985: Hobbies "Museum World," Motour "Padre Island - Getting Away," Southern Living "See, Touch, Be Amazed at Corpus Christi Museum," Star to Star- Heine on cover with Carl Sagan, 1971-12 - 1985-01

- ix.** The Flora of the Texas Coastal Bend by Fred Butler Jones
- x.** Sea Shells of the Texas Coast by Dr. Jean Andrews
Shells and Shores of Texas by Dr. Jean Andrews
A Field Guide to Shells of the Texas Coast by Dr. Jean Andrews
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