Welcome

We entered 2021 with a great deal of hope, as COVID-19 vaccines promised a path out of a pandemic that had crippled the economy and produced untold suffering, death, and devastation. Unfortunately, 2021 did not work out as planned. Yet despite the ongoing pandemic, Knology maintained our operations and succeeded in supporting partners and the public with research that advances Knology's mission: practical social science for a better world.

Since Knology's founding, we have committed ourselves to engaging in large scale, multi-dimensional research projects that are embedded in practice. 2021 was no exception. Whether it be through continued relationships with long-term partners (such as PBS NewsHour, the Association of Children’s Museums, the American Library Association, and the Association of Zoos and Aquariums) or through solidifying newer partnerships with organizations like the National Endowment for Financial Education and Empatico, during the past 12 months, Knology has worked on a wide variety of thought-provoking, practical projects. Some of our standouts for 2021 include “A New History of Investment in Financial Education” and our contributions to PBS NewsHour’s “Searching for Justice” series—both of which are discussed below. Moreover, in light of the continued threat posed by COVID-19, throughout 2021, Knology continued to devote attention to this ongoing public health crisis, expanding research on such issues as media coverage of the pandemic, the complexities of testing and case-tracking, and COVID-19's impact on children's museums.

Despite the challenges of the last two years, Knology continues to look towards the future. At our final board meeting of 2021, our Growth Committee presented an expanded vision of how Knology can provide more value to even more partners and collaborators. Our board has since begun assessing Knology's value proposition based on past successes and emerging opportunities. As we look toward 2022, Knology will be investing in growing our publishing enterprise, building out formalized training and capacity building programs, expanding its fundraising opportunities, and working to help companies meet their environmental, social, and governance commitments.

2021 has certainly provided a host of challenges to our local and global communities. Knology is proud to work with our partners to promote social scientific solutions.

Adam J. Wasserman, J.D.  
Chair

John Fraser, Ph.D. AIA  
President & CEO

Joanna Laursen Brucker, Ed.M.  
Chief Operating Officer
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Critical Thinking

Use diverse perspectives to challenge the status quo and navigate the great social issues of our time.

Knology takes a transdisciplinary approach to tackling today's complex problems, drawing on perspectives from myriad academic disciplines and using them to craft smart, evidence-based solutions. In 2021, we applied our critical thinking skills to a number of urgent social issues. Three of our highlights from 2021 include:

**Promoting Cultures of STEM Learning**

2021 marked the fourth year of our work on the “Discover SCIENCE with Dr. Bear” project. Initiated by the Children’s National Medical Center with support from the National Institutes of Health, Discover SCIENCE builds up children's scientific reasoning skills through hands-on, art-focused teaching on topics such as asthma, obesity, stress, genetic diseases, and COVID-19. Our analysis showed that the project is stimulating critical thinking about the impact of individual behaviors, social structures, and the broader environment on health outcomes. [https://knology.org/article/promoting-a-culture-of-stem-and-health-learning-through-public-libraries](https://knology.org/article/promoting-a-culture-of-stem-and-health-learning-through-public-libraries)

**Stats Sweep: Change over Time**

As part of the NSF-funded “Meaningful Math” project Knology is jointly pursuing with PBS NewsHour, we published the results of an investigation into media reporting on crime polls. Based on an analysis of graphics featured during a CNN “Cuomo Prime Time” broadcast, our research showed journalists and media organizations how to more effectively visualize data. [https://knology.org/article/stats-sweep-change-over-time/](https://knology.org/article/stats-sweep-change-over-time/)

**Going Beyond Attitudes in Antiracism Programs**

In recent years, a growing number of organizations have launched initiatives designed to foster diversity, equity, accessibility, and inclusion (DEAI). The goal of these initiatives is often to get people to recognize and overcome their implicit biases, the assumption being that personal behavioral change can help reduce rates of racial and ethnic discrimination. Though certainly true, our research showed that antiracism programs focusing solely on individual beliefs and attitudes are unlikely to be successful, as they neglect the cultural and institutional factors that reinforce implicit bias. If organizations want to build compassion across lines of race and ethnicity, they will need to think critically about the environmental dimensions of DEAI. [https://knology.org/article/going-beyond-attitudes-in-antiracism-programs](https://knology.org/article/going-beyond-attitudes-in-antiracism-programs)
Inform & Shape Action

Equip leaders with social science research for evidence-based decisions and meaningful action.

Our focus on practical social science translates into actionable reports and advice to help government, business, non-profits, and philanthropy increase the efficacy of their work. In 2021, as the world oscillated between imagining a return to work and accepting a new normal with limited public contact, we published a series of open-access reports to aid with policy decisions and public understanding of the cultural vectors for information in society. We are also committed to research transparency through our archives, the National Science Digital Library, and other public databases. This year, our work helped shape science learning, news media, and libraries. Three highlights included:

Open Access Data on Financial Education Investments across the U.S.

In February 2021, Knology released an open-access database detailing two-decades of state-level spending on financial education. This new dataset, which we were able to make because of support from the National Endowment for Financial Education, will help decision makers more efficiently conduct research into all aspects of financial education and well-being. By creating links, connections, and alignments between existing open data sources, this resource furthers our commitment to making public data useful.


1, 2, 3, SDG at the UN

In Spring 2021, Knology led a global webinar for the Psychology Coalition at the United Nations. As we demonstrated, ensuring food security during times of medical crisis is essential to meeting the UN's Sustainable Development Goals. Doing so will require the UN to treat food insecurity not simply as a temporary problem resulting from injury or illness, but as a product of poverty and other chronic challenges. During the webinar, we highlighted the work of our partners at Solid’Africa. For more on them, see:

https://www.youtube.com/watch?v=gci140PluJ0

Scale & Policy: How News Shapes Your Views on COVID-19

We closed 2021 with a report on how the media influences public understandings of social issues. Based on an analysis of a New York Daily News story entitled “Omicron Hits City,” we showed how visuals and text can work together to subtly encourage audiences to associate COVID-19 with violence, national security threats, and racialized understandings of disease.

https://knology.org/article/scale-and-policy-how-news-shapes-your-views-on-covid-19/
Embody DEAI

Strive to integrate principles and practices of diversity, equity, access, and inclusion.

Throughout 2021, we steadily extended our commitment to integrating DEAI into all aspects of our work—whether it be helping partners make their research more accessible, implementing new methods to increase participation in data collection and analysis, or encouraging research on topics such as neurodiversity and socially marginalized groups. In 2021, we also worked with an external advisor to craft new policies that will help us keep Knology's workplace safe, inclusive, equitable, and accessible. For more on this, please see https://knology.org/about/diversity-equity-access-inclusion/

Perspectives from Emerging Museum Professionals

The STEM fields can play a big role in solving the pressing social problems (poverty, climate change, racism, addiction, incarceration, and more) of the 21st century. So as to understand how museums have worked at the intersection of social issues and STEM, in 2021, we conducted a review of emerging work on this topic. Focusing particularly on research published by minority scholars, we identified several ways that museum professionals can more effectively engage with today's most important social issues. https://stemforall2021.videohall.com/presentations/2021/

News Reporting on Re-Entry after Incarceration

For the millions of people who have been incarcerated in the US, re-entering society is a challenging process. To understand this better, we studied local news stories about re-entry after incarceration. Through our research, which was part of the PBS NewsHour's “Searching for Justice” project, we uncovered a significant gap between what the media says about post-carceral life and the actual lived experiences of formerly incarcerated people. https://knology.org/article/searching-for-justice-news-media-coverage-of-re-entry/

Transforming Media Portrayals of Environmental Leaders

For Earth Day in 2021, we examined the media's portrayal of environmental justice leaders. As our research demonstrated, although the environmental movement is perhaps now more ethnically and racially diverse that at any point in its history, media coverage of the movement suggests that its leadership consists mostly of well-educated White people. Correcting this erroneous representation of environmental change agents will help all segments of the population identify with the movement, and thus lead to greater engagement with environmental justice concerns. https://knology.org/article/transforming-the-portrayal-of-environmental-leaders-and-change-agents/
Strengthen Alliances

Invest in people and organizations working toward a common good.

At Knology, we promote alliances because solving complex social issues is an “all-of-society” effort. As a result, we do not measure our impact simply by counting up the number of projects we are involved in. We measure this based on the quality of change achieved by our partners. For us, helping organizations more effectively and efficiently advance social well-being and the public good means looking at how to link projects across time. It also means working to bring data from multiple initiatives into each and every question we explore. By doing this, we bring our partners together into a community—one that is synergistic, united, and strong.

Sharing Power: Aquariums & Community Groups Advancing STEM Literacies in Climate-Threatened Areas

Our study of partnership-building between aquariums and community organizations demonstrated a number of concrete ways to build equitable collaborations between different types of nonprofits. These techniques can be used in any type of collaboration between organizations that serve the public.


Spotlights

In past years, our website and annual report focused on our primary research. But as our followers have grown, we have realized that in order to fulfill our vision of true collaboration, we need to also report on the successes of our partners—such as Terrence Coffie, the founder of Educate, Don't Incarcerate (EDI). A non-profit that seeks to effect policy change, EDI brings together formerly incarcerated people, amplifying their voices and stories as Credible Messengers through a national campaign. By highlighting organizations that partner with us to understand how to improve vectors for social change, we are using our platforms to ensure that all voices are raised, not only our own.

https://knology.org/article/spotlight-on-terrence-coffe-educate-don-t-incarcerate/
Refine Our Model

Cultivate our collaborative philosophy to make our model resilient and replicable.

After a decade of operations, in 2021, our Board of Trustees charged our Growth Committee with the task of examining our successes and exploring opportunities for increasing the scale and impact of our work. The result is a new growth plan that explores new trajectories for the organization.

We focused our first decade on applied research through our six research areas and on work undertaken through commissions or grant funding. In 2021, we recognized that our training, capacity building efforts, and publishing were starting to demonstrate new, independent areas for impact, leading to a new focus for our Growth Plan in coming years. Some of these areas of focus include:

Learning Workshops with Knology

In 2021, Knology launched a formal program for on-demand training sessions to provide professionals with critical skills and resources. Highlights included a speakers' bureau and a series of workshops. Taken together, these efforts helped organizations better understand social science theories and principles, and more effectively design surveys and develop logic models.

https://knology.org/article/learning-workshops-with-knology

ACM Trends

We entered our fifth volume year of co-publishing the ACM Trends Report series with the Association of Children's Museums. In this volume year, we transitioned into an editorial role, convening meetings and collaborating with external researchers to broaden the journal's content. The series was conceived as a data-rich reporting program that provides benchmarking data to aid in museum operations and management decisions. For an overview of the entire ACM Trends Report series, see: https://knology.org/article/acm-trends-data-driven-outcomes-for-children-s-museums

Books by Knology Staff

We were pleased to create a dedicated space on the Knology website highlighting books written or edited by our staff. In 2021, John Fraser and co-author Tawnya Switzer published a new book with Cambridge University Press entitled The Social Value of Zoos, and we anticipate that our partnership with the global publisher Springer Nature of Cham (Switzerland) will result in a wave of new publications. We also finalized our agreement and delivered the first installment in the Springer/Knology, Psychology and Our Planet book series.

https://knology.org/article/books-by-knology
Financial Stability

Knology had a very stable 2021. With contract revenue holding steady throughout the year, and fewer COVID interruptions in project work, we closed the year in good financial standing. Early in the year, the PPP loan we received was forgiven, further adding to our financial stability. We would also like to thank 40 X Owner LLC for the kind donation of office space during early 2021, when we were unable to make use of our offices due to COVID restrictions.

Condon, O’Meara, McGinty & Donnelly LLP performed our 2021 audit and issued an unmodified opinion. We summarize our financial standing on the following pages. The full audit is available on request.

Statement of Financial Position

Assets

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$ 687,394</td>
<td>$ 586,981</td>
</tr>
<tr>
<td>Contract service fees receivable</td>
<td>168,161</td>
<td>299,665</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>22,893</td>
<td>14,892</td>
</tr>
<tr>
<td>Security deposits</td>
<td>24,670</td>
<td>24,670</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>24,514</td>
<td>41,791</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$ 927,632</strong></td>
<td><strong>$ 967,999</strong></td>
</tr>
</tbody>
</table>

Liabilities and Net Assets

Liabilities

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$ 60,088</td>
<td>$ 107,151</td>
</tr>
<tr>
<td>Deferred rent</td>
<td>45,452</td>
<td>15,225</td>
</tr>
<tr>
<td>Unearned revenue</td>
<td>144,015</td>
<td>316,094</td>
</tr>
<tr>
<td>Paycheck Protection Program loan</td>
<td>-</td>
<td>193,617</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>249,555</strong></td>
<td><strong>632,087</strong></td>
</tr>
</tbody>
</table>

Net assets with donor restrictions

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>678,077</td>
<td>335,912</td>
</tr>
</tbody>
</table>

**Total liabilities and net assets**

|                      | **$ 927,632** | **$ 967,999** |
## Statement of Activities

### Support and Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract service fees</td>
<td>$1,443,429</td>
<td>$1,493,279</td>
</tr>
<tr>
<td>Contributions</td>
<td>60,829</td>
<td>24,540</td>
</tr>
<tr>
<td>Government grant (CARES Act / PPP Loan)</td>
<td>193,617</td>
<td>-</td>
</tr>
<tr>
<td>In-kind contributions*</td>
<td>10,617</td>
<td>95,439</td>
</tr>
<tr>
<td>Other</td>
<td>10,084</td>
<td>4,808</td>
</tr>
<tr>
<td><strong>Total support and revenue</strong></td>
<td><strong>1,718,576</strong></td>
<td><strong>1,618,066</strong></td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td>854,658</td>
<td>1,006,358</td>
</tr>
<tr>
<td>Supporting activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management and general</td>
<td>402,035</td>
<td>519,971</td>
</tr>
<tr>
<td>Fundraising</td>
<td>119,718</td>
<td>108,644</td>
</tr>
<tr>
<td><strong>Total supporting activities</strong></td>
<td>521,753</td>
<td>628,615</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>1,376,411</td>
<td>1,634,973</td>
</tr>
<tr>
<td><strong>Increase (decrease) in net assets</strong></td>
<td><strong>342,165</strong></td>
<td><strong>(16,907)</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net assets without donor restrictions, beginning of year</td>
<td>335,912</td>
<td>352,819</td>
</tr>
<tr>
<td><strong>Net assets without donor restrictions, end of year</strong></td>
<td><strong>$678,077</strong></td>
<td><strong>$335,912</strong></td>
</tr>
</tbody>
</table>

* Excluding in-kind donation of office space from January through June 2021 provided by GFP Real Estate LLC, the landlords for our New York offices. The in-kind donation of office space from October through December 2020 is included.
Sources of Revenue

- Charitable and Other Income: 3%
- Corporations, Universities, State/Local Gov’t: 9%
- In-Kind Donations: 23%
- Foundations & Non-Profits: 23%
- Federal: 59%

Distribution of Federal Funding

- U.S. Department of Commerce (NOAA): 62%
- U.S. Department of State: 1%
- U.S. Department of Education: 8%
- National Institutes of Health: 14%
- Institute of Museum and Library Services: 5%
- National Science Foundation: 1%

Distribution of Functional Expenses

- Fees, Dues, & Other: 7.0%
- Travel & Conferences: 3.3%
- Professional & IT: 7.0%
- Accounting & Audit: 0.1%
- Insurance & Depreciation: 0.4%
- Office & Supplies: 2.5%
- Occupancy & Maintenance: 2.4%
- Subawards & Consultants & Stipends: 7.0%
- Salaries & Benefits: 12.8%

Knology | 2021 Annual Report
2021 Knology Team

Staff

Bennett Attaway, B.S., Researcher
Jena Barchas-Lichtenstein, Ph.D., Researcher
Joanna Laursen Brucker, Ed.M., Chief Operating Officer
James Cribbs, M.A., Writer
Ian Dougherty, CPA
Shaun Field, M.A., Researcher
Kate Flinner, M.A., Manager of Communications
John Fraser, Ph.D., AIA, President & CEO
Rupu Gupta, Ph.D., Researcher
Olivia Killingsworth, Finance Team
Nicole LaMarca, M.A., Researcher
Kathryn Nock, B.S., Researcher
Rebecca Norlander, Ph.D., Researcher
Uduak Grace Thomas, M.A., Writer & Manager of Communications
Laura Tietjen, M.A., Researcher & Administrator
John Voiklis, Ph.D., Researcher

Board of Trustees

Leonard P. Singh, Board Chair, Audit Committee Chair (to June ’21)
Adam Wasserman, J.D., Treasurer (to June ’21)
Carolyn Gray, Vice-Chair, Research Integrity Officer
Jenna Hayes, J.D., Secretary, Legal Committee Chair
Thomas Graham, Ph.D., Treasurer (July ’21 onward), Finance Chair
Jeanne Achille, Trustee
Kashif Akhter, Trustee, Organizational Development Committee Secretary
Robert Davis DVM, Trustee
Batool Hussain, Trustee
Julia Mair, Trustee
Manoj Panjwani, Trustee, Growth Committee Chair
Greg Parets, J.D., Trustee
Evangelos Perros, Trustee, Growth Committee Secretary
Suzanne Salomon, Trustee
Jack Sanderson, Trustee, Organizational Development Committee Chair
Anna Soubbotina, Trustee
John Fraser, Ph.D., AIA, President & CEO (ex officio)

Research Fellows

Nezam Ardalan, M.A.
Jennifer Dixon, J.D., MSLIS
Joseph de la Torre Dwyer, Ph.D.
Ed Greene, Ph.D.
Erwin de Leon, Ph.D.
Heather Lerner, Ph.D.
Susan Hannah
William Lynn, Ph.D.
Kin Kong, Ph.D.
Kris Morrissey, Ph.D.
Brian J. Plankis, Ed.D
Christina Shane-Simpson, M.A., Ph.D.
Beverly K. Sheppard, M.A.
Sarah Sutton, M.A.
Shelley Stern, LCSW, Ed.M.
2021 Publications

Peer Reviewed


Editorials


Publications for Professionals

PBS NewsHour: Health Literacy


Discover SCIENCE with Dr. Bear


West Big Data Innovation Hub


CodePlay


Community Partnership for Resilience, Communities Advancing Science Literacy, & Capacity-building for Youth Civic Leadership for Issues in Science & Society


**Addressing Societal Challenges through STEM**


**Media Literacy Education**


**Evaluation of NY Sun Works' Discovering Sustainability Science Curriculum & Home Hydroponic Kits**


**Meaningful Math**


**Northeast Big Data Innovation Hub**


**Financial Education & State Spending**


**ACM Trends Reports Series**


**Libraries Transforming Communities: Facilitation Skills for Small and Rural Libraries**


**Park Over Plastic**


**Global Media Makers Year 5**


**Libraries as Entrepreneurial Hubs**


**Searching For Justice**


**UniVRsal Access: Broadening Participation in Informal STEM Learning through Virtual Reality**


**Family Place**

**Empathy Across the USA**


**Skills for 21st-Century Librarians:**

**Task Force for the Development of a NiLPPA-Informed Programming Librarian Curriculum**


**Global Media Makers Year 6**


**PTS Online Learning Research**


**Moral Motives Conference**
