

Pacific Grove Museum of Natural History  
Director's Report December 2021

Guests & Event Attendance	December 2021			
	Museum Visitation	General Attendance	1683	
Science Saturday		n/a	<b>In County</b>	508
Museum Events*		70	<b>Out of County</b>	798
Group Visits		23	Undeclared	377
Free First Friday		28	<b>TOTAL: 1683</b>	

December 2021				
Permanent Exhibitions	<ul style="list-style-type: none"> <li>Installation begins on updated Monarch exhibit, museum store relocates in preparation of Nature Exchange exhibit, coming spring of 2022, new Monarch interpretive signage at Sanctuary.</li> </ul>			
Special Exhibitions	<ul style="list-style-type: none"> <li>n/a</li> </ul>			
Education	December 2021			
Field Trips (included in Gen Attendance)	<b>Groups: 8</b>	<b>Virtual: 3</b>	<b>Onsite: 5</b>	5 groups in Sanctuary
	<b>Students: 255</b>			
Other Group Visits			<b>Attendees</b>	
	Girl Scout troop		23	
	<b>Total: 23</b>			
Science Saturday	n/a*			
Event Tabling	<b>Event: n/a</b>		<b>Visitors:</b>	
Group Outreach Programs/Kits	<b># of Schools</b>	<b>Students</b>	<b># Program/Kit</b>	
	1	50	1	
Museum Events/ Facility Rentals/ Private Events Guests	Lectures *n/a			
	HNH* 16			
	Business Member Meetings* 19			
	Private Events & Receptions* 70			
Jr Naturalists	21			
LiMPETS	<b># of Schools</b>	<b>Grade Level</b>	<b># of Students</b>	
	n/a			
Watershed Guardian Program	<b># of Schools</b>	<b>Grade Level</b>	<b># of Students</b>	
	n/a			
Marketing & Promotions	December 2021			
Web, Media Social Media	<ul style="list-style-type: none"> <li>Website Visits: 15K visits with 25K page views For amazing Monarch press, check <a href="https://www.pgmuseum.org/newsroom">https://www.pgmuseum.org/newsroom</a></li> </ul>		Instagram- 2,743 Facebook- 9,387 Twitter- 1,971 Youtube- 383	Tumblr: 1164

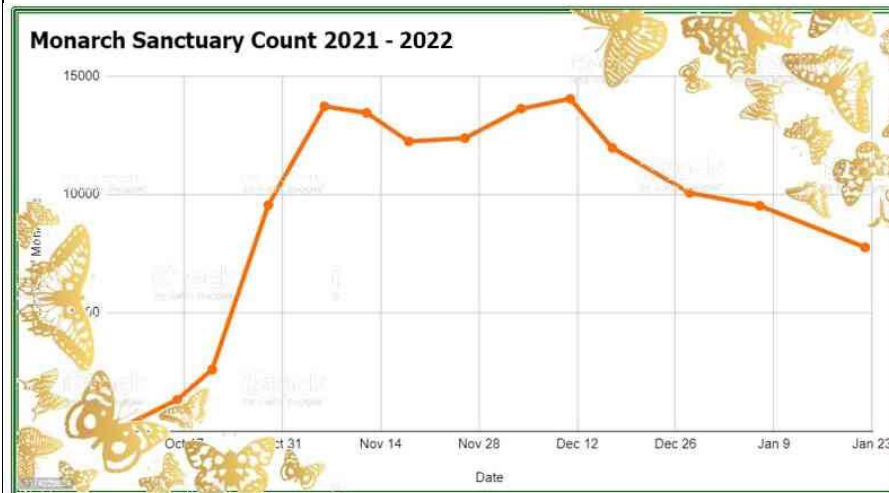
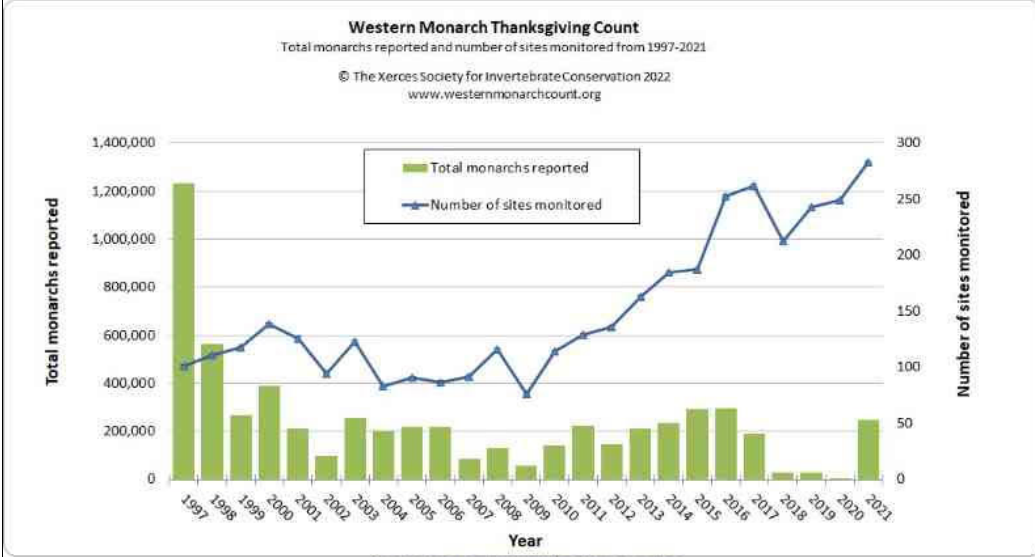
**Organizational Updates**

**December 2021**

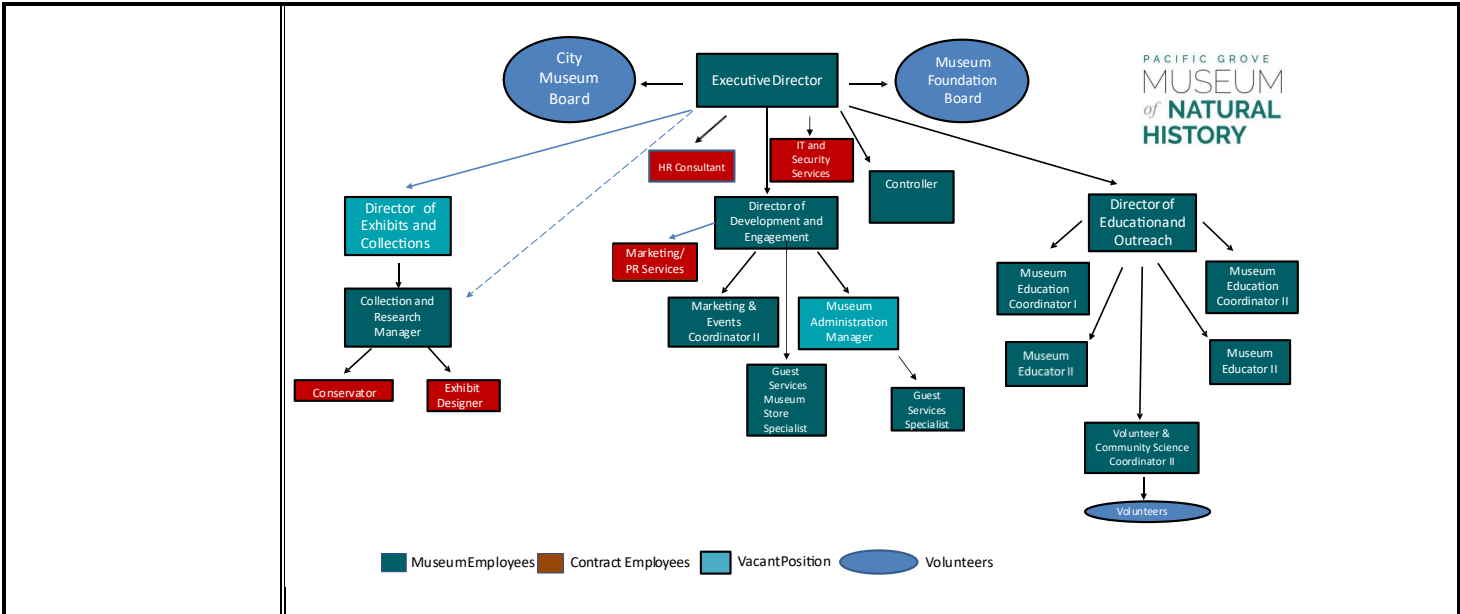
Thanksgiving Count Results & Monarch Sanctuary Count

New staff

Open positions as of 12/31/21



The Museum warmly welcomes Elin Dolowich as our new PT Controller. Elin had been serving as our Bookkeeper. We also are thrilled to welcome Noelle Johnson as our brand new Marketing & Museum Events Coordinator. Noelle will begin in Feb 2022. Still hiring for our Museum Admin Manager position <https://static1.squarespace.com/static/53ac1211e4b0a7d6603b36c3/t/61df7c604bc9e92449b9f3e5/1642036320966/Museum+Administration+Manager.final2.pdf>



Current Org Chart for PG Museum circa Dec 2021

Volunteers	December 2021		
Volunteers	<b>Active Volunteers: 40</b> <b>Monarch Docents: 19</b>	<b>Combined Vol Hours 290</b> <b>(152.25 Monarch docents)</b>	<i>Please see graphs and media links For monarch counts and coverage</i>
	TOTAL: 40	290	
Volunteer Trainings	16.25 hours accrued by 7 volunteers		

Collections	December 2021
Management	Continued rotating inventory: a. 262 items assessed, photographed and inventoried. b. 4 items added to catalog Rehoused items in appropriate archival conditions where necessary.
Conservation	New Conserv exhibit monitoring system up and running including leak protection. CAP orientation and planning meetings began for Collection's assessment to begin in Feb 2022. Museum joins AIC as an institutional member.

Membership	December 2021
Active Memberships	624
Business Members	4