



**Pacific Grove Museum of Natural History
Director's Report
January 2018**

Guests & Event Attendance	January 2018			
Museum Visitation	General Attendance	1,367	Watershed Explorers (off-site)	362
	Field Trips	1,076	LiMPETS (off-site)	177
	Science Saturday	461	Tabled Events	~1,015
	Lectures and Classes	N/A	TOTAL(off-site)	1,554
	Museum Events	N/A		
	Birthdays	90	In County Visitors (61%)	838
	Rentals	45	Out of County Visitors (39%)	529
	Museum Meetings	145	Sanctuary Attendance	7,800
	Other Groups	52		
		TOTAL (on-site)	3,236	TOTAL (on and off site): 13,957

Exhibits	January 2018
Permanent Exhibitions	<ul style="list-style-type: none"> • Reprinted and installed several text panels • Developed and designed draft panels from black bear, mountain lion and coyote • Received new introductory panels for sanctuary and began coordinating for installation • Altered Sanctuary panels to include magnetic indicators for where monarchs can be found • Organized digital exhibition files and museum facility resources • Created basic layout of existing native plant garden
Special Exhibitions	<ul style="list-style-type: none"> • Began coordinating with CNPS for upcoming Wildflower Show

Education	January 2018					
School Field Trips	School	Program	Grade	Students	Adults	Total
	Castroville	Insects	2nd	75	22	97
	Spreckels	Insects	2nd	46	12	58
	San Carlos	Ohlone	4th	22	7	29
	DLA Monterey Peninsula	Insects	K	61	41	102
	La Mesa	Insects	2nd	64	15	79
	Santa Lucia	Insects	2nd	50	18	68
	Spreckels	Insects	2nd	51	16	67
	Toro Park	Insects	K	99	26	125
	Prunedale	Insects	2nd	106	34	140
	Sunset Ranch Elem	Self Led	4th	26	30	56
	Toro Park	Ohlone	3rd	42	20	62
	Junipero Serra	Sanctuary	6 th	12	2	14
	Carden China	Insects	Mixed	23	9	32
	Toro Park	Insects	3 rd	45	20	65
	Fremont	Insects	5 th	55	12	67
	Porter Youth Center	General	Mixed	15		15
	Total:			792	284	1,076

Education	January 2018		
Other Group Visits	Group	Attendees	
	Emeryville Senior Center	22	
	Jr. Naturalist Excursion	30	
	Total:	52	
Science Saturday	<ul style="list-style-type: none"> Amazing Migrations: 461 		
Event Tabling	Event	Visitors	
	Merrill Gardens- Monarch Lecture	15	
	Whalefest	~1,000	
Group Outreach Programs/Kits	School	Program/Kit	
	Laurel Wood Elementary	Pred/Prey	
Meetings	Organization	Attendance	
	Sustainable PG	78	
	CNPS	43	
	CVGM	24	
	Total:	145	
Museum Events/ Facility Rentals/Events	Event Name	Attendance	
	Birthdays	90	
	Rentals	45	
	Total: 135		
Lectures	<ul style="list-style-type: none"> N/A 		
LiMPETS	School	Grade	Students
	Stevenson Upper School	High School	8
	El Sausal Middle School	Middle School	51
	Santa Catalina School	High School	28
	Seaside High School	High School	90
	Total: 177		
Watershed Explorers Program	School	Grade	# of Students
	Pacific Grove Youth Center	1-6	28
	Girl Scouts of Northern CA	K-8	12
	PG Middle School	6	145
	Gavilan View Middle School	6	177
Total: 362			

Marketing & Promotions	January 2018	
Web	<ul style="list-style-type: none"> Website Visits: 8,411 Page Views: 16,767 	<ul style="list-style-type: none"> Instagram followers: 1,564 Facebook followers: 8,320 Twitter followers: 1,478 Tumblr: 434
	<ul style="list-style-type: none"> Pacific Grove Museum of Natural History Receives Statewide Award for its LiMPETS Education and Monitoring Program - https://goo.gl/tX3UVX 	

Volunteers	January 2018		
Volunteers	Position/Area	Hours	Docents
	Museum Docents	106	15
	Store	73	12
	Garden	13	3
	Science Saturday/Event	48	14
	Special Projects (Field Trips)	9.25	2
	BLOY Monitoring	0	0
	SeaWatch Docent	0	0
	Continuing Education	7	3
	LiMPETS Volunteer	0	0
	Watershed Explorers	20.5	3
	Tours	12.5	4
	Monarch Docents	146.75	12
	School Groups	42.25	5
Sanctuary Tour	1.5	1	
TOTAL:	491.75	53 non Duplicator	
Volunteer Orientation/ Enrichment	New Regular Volunteers: 7 Service Learners:5		

Collections	January 2018
Management	<ul style="list-style-type: none"> • Collections Registrar continued with inventory, research, rehousing, and photography of collection • Collection Registrar developed presentation of accession candidates • Began selection of objects for display in upcoming event Night Owls: Stranger Things of Natural History

Facility and Risk Management	January 2018
Repairs / Upgrades	<ul style="list-style-type: none"> • 1/10/2018- City pressure washed building • 1/19/2018- KBA serviced the copier