



**Pacific Grove Museum of Natural History  
Director's Report  
March 2017**

Guests & Event Attendance	March 2017			
Museum Visitation	General Attendance	<b>1,402</b>	MPUSD/MPRPD (off-site)	<b>481</b>
	Field Trips	<b>502</b>	LiMPETS (off-site)	<b>796</b>
	Science Saturday	<b>485</b>	<b>TOTAL(off-site)</b>	<b>1,277</b>
	Lectures	<b>83</b>		
	Museum Events	<b>550</b>	In County Visitors (63%)	<b>887</b>
	Birthdays	<b>70</b>	Out of County Visitors (37%)	<b>515</b>
	Museum Meetings	<b>158</b>	Sanctuary Attendance	<b>N/A</b>
	Other Group Visits	<b>23</b>		
	<b>TOTAL (on-site)</b>	<b>3,273</b>	<b>TOTAL: 4,550</b>	

Exhibits	March 2017
Permanent Exhibitions	<ul style="list-style-type: none"> <li>• Developed text and design for new pollinator signage in native plant garden.</li> <li>• Created additional text panel for fluorescent mineral display.</li> <li>• Created Exhibitions update report for volunteers.</li> </ul>
Special Exhibitions	<ul style="list-style-type: none"> <li>• Worked with Monterey Peninsula Quilters Guild to extend exhibition through Easter Sunday.</li> <li>• Installed Condor Quilt on loan from Ventana Wildlife Society in Bird gallery.</li> <li>• Created graphics for use in upcoming Wildflower Show.</li> </ul>

Education	March 2017						
School Field Trips	<b>School</b>	<b>Program</b>	<b>Grade</b>	<b>Students</b>	<b>Adults</b>	<b>Total</b>	
	Creekside Elem.	Life Cycles	K	60	27	87	
	Del Rey Elem.	Ro. & Min.	2nd	40	12	52	
	Light House Co op	Tour	PreK	20	20	40	
	Porter Youth Center	Life Cycles	K	30	7	37	
	Robert Down Elem.	Owl Pellets	4th	25	9	34	
	W.E. Mitchell Middle	Jr. Nat	6-8th	23	5	28	
	Porter Youth Center	Life Cycles	1st	13	2	15	
	Robert Down Elem	Ro. & Min.	1st	24	9	33	
	Washington Middle	Jr. Nat	7th	45	3	48	
	The Village Project	Tour	K-5th	12	3	15	
	Del Rey Elem.	Ro. & Min.	1st	60	17	77	
	Robert Down Elem.	Pred/Prey	1st	27	9	36	
	<b>Total:</b>			379	123	<b>502</b>	
Other Group Visits	<b>Group</b>			<b>Attendees</b>			
	Cub Scouts			10			
	AAUW			13			
	<b>Total:</b>			<b>23</b>			
Science Saturday	<ul style="list-style-type: none"> <li>• <b>Bees- 485</b></li> </ul>						
Museum Meetings	<b>Organization</b>		<b>Attendance</b>				
	Gem and Mineral		35				
	Audubon		25				
	Sustainable PG		27				

Education	March 2017			
	CA Native Plant Society	37		
	Book Club	6		
Museum Events/ Facility Rentals/Events	<b>Event Name</b>	<b>Attendance</b>		
	Birthday	70		
	Night Owl	250		
	Rental	300		
	<b>Total: 620</b>			
Lectures	<ul style="list-style-type: none"> <li>• Technology and Wales-30</li> <li>• Living Under the Sea -53</li> </ul>			
LiMPETS	<b>School</b>	<b>Grade</b>	<b>Students</b>	
	Cabrillo College	College	90	
	Lincoln High School	High School	100	
	Menlo- Atherton High	High School	25	
	Santa Catalina School	High School	8	
	SCU Stanislaus	College	24	
	Vanguard University	College	51	
	Carmel High School	High School	180	
	Sheppard Middle School	Middle School	80	
	Oak Middle School	Middle School	75	
	Mitchell Middle School	Middle School	35	
	CART High School	High School	25	
	Washington Middle School	Middle School	100	
	CSUMB Marine Science Club	College	3	
	<b>Total:</b>		<b>796</b>	
MPUSD and Educational Outreach Events offsite	<b>MPRPD</b>	<b>Students</b>	<b>MPUSD</b>	<b>Students</b>
	Marina Vista	78	Olson ES	60
	Robert Down	75	Marina Vista ES	78
	Marina Vista	25	Marshall ES	78
	River School	25	Highland ES	62
	<b>Total:</b>	<b>203</b>	<b>Total:</b>	<b>278</b>

Marketing & Promotions	March 2017
Web	<ul style="list-style-type: none"> <li>• Web Visits- <b>8,469</b></li> <li>• Page Views- <b>16,945</b></li> <li>• Story on wildflower season in Monterey Herald - <a href="https://goo.gl/typKL4">https://goo.gl/typKL4</a></li> <li>• Story on monarch numbers for KION – To air in April</li> <li>• Night Owl interview on KRML Pub Talk</li> <li>• Night Owl featured in Cedar Street Times</li> <li>• Science Saturday featured in Cedar Street Times</li> <li>• Aquanauts featured in Cedar Street Times</li> <li>• Natural History Book Club featured in Cedar Street Times</li> </ul>

Organizational Updates	March 2017
Staff	<ul style="list-style-type: none"> <li>• N/A</li> </ul>

Volunteers	March 2017		
Volunteers	<b>Position/Area</b>	<b>Docents</b>	<b>Hours</b>
	Museum Docents	14	112.53
	Store	11	62.58
	Garden	4	11.92
	Science Sat/Event	15	52.35
	Special Projects	7	88.45
	BLOY Monitoring	12	80
	School Groups	1	1.85
	LiMPETS Volunteer	1	1.95
	Eco Ambassadors Vol.	1	10
	Other	17	17
<b>TOTAL:</b>	<b>57</b>	<b>438.63</b>	
Volunteer Orientation/ Enrichment	3/7/17 -End of the Monarch Season meeting & Potluck-11 3/21/17- Talk by Hopkins Marine Station Ph.D. student Crystal Ng- 17 Regular Volunteers: 2 Service Learners: <b>Total New Volunteers: 2</b>		

Collections	March 2017
Management	<ul style="list-style-type: none"> <li>Supervision of Collections Registrar projects: Application for CLIR Grant, continued improving storage of ceramic artifacts, cleaning and photographing objects, improvements to object information in database, adding objects to online database.</li> <li>Continued process of organizing and digitizing historic Museum records.</li> <li>Worked with volunteers on multiple taxidermy projects.</li> <li>Supervised volunteer project of Library inventory.</li> <li>Met with and facilitated tour for colleagues from UC Davis interested in specimen preservation.</li> <li>Worked with members of California Native Plant Society for possible donation of collection of Wildflower photographs.</li> <li>Assisted with research requests RE: Museum History, Sandy the Whale, G. Washington Park, insect identification and several others.</li> </ul>
Conservation	<ul style="list-style-type: none"> <li>Assisted Collections registrar in cleaning of collection objects.</li> <li>Condition Reports created and updated in database.</li> </ul>

Facility and Risk Management	March 2017
Repairs / Upgrades	<ul style="list-style-type: none"> <li>3/15/2017- Toilet Repairs</li> <li>3/15/2017- Faucet Replacement in both public bathrooms</li> </ul>