

Pacific Grove Museum of Natural History  
Director's Report  
March 2019

Guests & Event Attendance		March 2019			
Museum Visitation	General Attendance	1,511	Watershed Guardians (off-site)	112	
	Member Attendance	23	LIMPETS (off-site)	786	
	Field Trips	485	Tabled Events	653	
	Science Saturday	648	<b>TOTAL (off-site)</b>	<b>1,551</b>	
	Jr. Naturalist Excursion	14			
	Lectures and Classes	49	In County Visitors (58%)	877	
	Birthdays	26	Out of County Visitors (42%)	634	
	Museum Events	194	Sanctuary Attendance	N/A	
	Museum Meetings	170			
	Other Group Visits	48			
	<b>TOTAL (on-site)</b>	<b>3,168</b>	<b>TOTAL: 4,719</b>		

Exhibits		March 2019	
Permanent Exhibitions	<ul style="list-style-type: none"> <li>Performed various spot repairs.</li> <li>Continued work on Adopt-a-Bird labels.</li> </ul>		
Special Exhibitions	<ul style="list-style-type: none"> <li>Installed new Local Paleontology display featuring Miocene and Pleistocene marine fossils from the major geologic formations of Monterey county ranging from tiny crab imprints to the fossilized teeth of giant archaic sharks. These remains and imprints demonstrate our home's long journey through geologic time, much of it spent as an ancient sea floor.</li> </ul>		

Education		March 2019			
School Field Trips	<b>School</b>	<b>Program</b>	<b>Grade</b>	<b>Students</b>	
	Foresthill Divide Middle School	Other	7th	45	
	Forest Grove	Sand Crab	K	31	
	Forest Grove	Sand Crab	K	29	
	Forest Grove	Steelhead	2nd	66	
	Alvarez High	Other	Mixed	15	
	Stevenson	Monarch	Pre-K	16	
	The Village Project	Self-Led	Mixed	23	
	Robert Down	Sand Crab	1st	17	
	Castroville Elementary	Ohlone	4th	84	
	Lincoln Elementary	Monarch	1st	89	
	Monterey Bay Charter	Ohlone	4th	50	
	Robert Down	Steelhead	1st	20	
<b>Total:</b>			<b>485</b>		
Other Group Visits	<b>Group</b>		<b>Attendees</b>		
	Frontier Travel Group		48		
	<b>Total:</b>		<b>48</b>		
Science Saturday	<ul style="list-style-type: none"> <li><b>Bees, Wasps, Honey – 648 attendees</b></li> </ul>				

<b>Education</b>	<b>March 2019</b>		
Event Tabling	<b>Event</b>	<b>Visitors</b>	
	Science Saturday at Northridge	388	
	Monarch Talk at Monterey Public Library	16	
	California Wildlife Day	249	
Group Outreach Programs/Kits	<b>School</b>	<b>Students</b>	<b>Program/Kit</b>
	Int. School of Monterey	45	Ohlone
	Lyceum of Monterey County	10	Birds
Museum Meetings	<b>Organization</b>		<b>Attendance</b>
	CVGM		22
	Audubon		36
	CNPS		71
	Sustainable PG		41
	<b>Total:</b>		<b>170</b>
Museum Events/ Facility Rentals/Events	<b>Event Name</b>		<b>Attendance</b>
	Birthday Parties		26
	Jr Nat Excursion		14
	Night Owl- Hoot and Holler		154
	PG Chamber		40
<b>Total:234</b>			
Lectures	<ul style="list-style-type: none"> <li>Hardcore Natural History- 49 Attendees</li> </ul>		
LiMPETS	<b>School</b>	<b>Grade</b>	<b>Students</b>
	Pacific Grove High	9	80
	Volunteer RIM Training	Adults	4
	Pacific Grove High	9	54
	Pacific Grove High	9	74
	Pacific Grove High	9	102
	Clovis East High	11-12	24
	CART	11-12	24
	Sheppard Middle School	6	60
	Sheppard Middle School	6	70
	Sheppard Middle School	6	68
	Vanguard University	College	30
	Vanguard University	College	30
	Menlo-Atherton High	11-12	28
	Menlo-Atherton High	11-12	34
	Watsonville High	10	24
	St. Mary's Gilroy	8	34
	Watsonville High	10	12
	St. Mary's Gilroy	8	34
	<b>Total: 786 (non-duplicate)</b>		
Watershed Guardian Program	<b>School</b>	<b>Grade</b>	<b># of Students</b>
	Forest Hill Union Elementary	7	48
	Seaside HS	11-12	14
	Cabrillo College	College	16
	Stevenson Lower	5	16
	Stevenson Lower	5	18
<b>Total:</b>		<b>112</b>	

Marketing & Promotions	March 2019	
Web	<ul style="list-style-type: none"> <li>Website Visits: 8,273</li> <li>Page Views: 17,136</li> </ul>	<ul style="list-style-type: none"> <li>Instagram followers: 1,740</li> <li>Facebook followers: 9,239</li> <li>Twitter followers: 1,660</li> <li>Tumblr: 973</li> </ul>
	<ul style="list-style-type: none"> <li>Monterey County Weekly Grizzly Article -<a href="https://bit.ly/2TQOBT8">https://bit.ly/2TQOBT8</a></li> </ul>	

Organizational Updates	March 2019	
Staff	<ul style="list-style-type: none"> <li>N/A</li> </ul>	

Volunteers	March 2019		
Volunteers	<b>Position/Area</b>	<b>Hours</b>	<b>Docents</b>
	Museum Docents	84.75	13
	Store	76.75	12
	Garden	17.25	8
	Science Saturday/Event	39.75	12
	Special Projects (Field Trips)	13.75	3
	Continuing Education	106	18
	BLOY Monitoring	14.5	4
	LiMPETS Volunteer	26	5
	Watershed Guardians	14.5	2
	MPA Watch	18.75	2
	Plankton Monitoring	32.5	4
	Collections/Archives	44	4
	Other	5.5	1
<b>TOTAL:</b>	<b>494</b>	<b>63</b> Non-Duplicator	
Volunteer Orientation/ <small>Enrichment</small>	Bird ID Training: <b>12 Attendees</b> MPA Watch Training: <b>6 Attendees</b> BLOY Orientation: <b>20 Attendees</b> New Regular Volunteers: <b>9</b> Service Learners: <b>2</b>		

Collections	March 2019	
Management	<ul style="list-style-type: none"> <li>Continued rotating inventory:               <ul style="list-style-type: none"> <li>a. 321 items assessed, photographed and inventoried.</li> <li>b. 34 items added to catalogue.</li> </ul> </li> <li>Rehoused items in appropriate archival conditions where necessary.</li> </ul>	
Conservation	<ul style="list-style-type: none"> <li>Continued monitoring collection area environmental conditions.</li> <li>Assessing photography storage.</li> </ul>	

Facility and Risk Management	March 2019	
Repairs / Upgrades	<ul style="list-style-type: none"> <li>3/12/19- Sentry Alarm looked at fault in alarm system</li> </ul>	