

Pacific Grove Museum of Natural History
Director's Report
November 2017

Guests & Event Attendance		November 2017			
Museum Visitation	General Attendance	1,056	Watershed Explorers (off-site)	417	
	Field Trips	771	LiMPETS (off-site)	278	
	Science Saturday	567	Tabled Events	100	
	Lectures and Classes	66	TOTAL(off-site)	795	
	Museum Events	931			
	Birthdays	59	In County Visitors (65%)	689	
	Meetings	156	Out of County Visitors (35%)	367	
			Sanctuary Attendance	12,038	
TOTAL (on-site)		3,586	TOTAL: 4,381		

Exhibits		November 2017	
Permanent Exhibitions	<ul style="list-style-type: none"> Finalized installation plans for upcoming exhibition: Wildflowers Through a Quilters Eyes Repaired Ed Cooper dedication plaque in front garden. 		

Education		November 2017				
School Field Trips	School	Program	Grade	Students	Adults	Total
	Foothill Elementary	Insects	2nd	28		28
	Marina Vista Elementary	Sand Crabs	Mixed	14	7	21
	New Republic Elementary	Birds	3rd			
	Robert Down Elem	Insects	K	70	20	90
	Sherwood Elem	Food Chain	6th	77	4	81
	Sherwood Elem	Food Chain	6th	51	2	53
	Agnes Baptist Elem	Sanctuary	Mixed	110	32	142
	Foothill Elem	Insects	2nd	28	10	38
	CSUMB Vert. NH Class	Self Led	College	25	1	26
	Linscott Charter	Ohlone	4th	30	7	37
	San Carlos	Sanctuary	2nd	30	10	40
	Monterey Bay Charter	Sanctuary	2nd	26		26
	Ventana Wildlife Society	Sanctuary	K	20	1	21
	Forest Grove	Sanctuary	K	64	10	74
	Santa Catalina	Insects	2nd	22	6	28
	King City High	Self Led	Mixed	11	2	13
	Bachrodt Academy	Insects	2nd	118	28	146
Oasis Charter	Insects	Mixed	47	22	69	
	Total:		771	162	933	
Science Saturday	<ul style="list-style-type: none"> Magnificent Monarchs: 567 					
Event Tabling	Event	Visitors				
	Carmel Middle School- Lecture (NS)	100				

Education	November 2017			
Group Outreach Programs/Kits	School	Program/Kit		
	Carmel River Watershed Conservancy	Collection Items		
	Robert Down	Collection Items		
	JC Crumpton	Ohlone		
Meetings	Organization	Attendance		
	Sustainable PG	55		
	CVGM	40		
	Audubon	23		
	CNPS	38		
	Total:	156		
Museum Events/ Facility Rentals/Events	Event Name	Attendance		
	Birthdays	59		
	Book Club	6		
	Butterfly Ball	88		
	Santa Visits	837		
	Total: 990			
Lectures	<ul style="list-style-type: none"> Lecture Mysteries of Davidson Seamount: 66 			
LiMPETS	School	Grade	Students	
	NSHS	High School	30	
	West Park Elementary School	Elementary	46	
	SCS	High School	30	
	Pioneer Academy	Middle School	12	
	Dual Language Academy	Middle School	50	
	Sequoia HS	High School	16	
	El Sausal MS	Middle School	29	
	Expanding Your Horizons Workshop	Mixed	35	
	Lincoln HS	High school	30	
	Total: 278			
Watershed Explorers Program	School	Grade	# of Students	
	Laurel Wood Elementary	4th	61	
	La Gloria Elementary	4th	160	
	San Carlos School	3rd	34	
	Fairview Middle School	5th	60	
	Collaborative Community Pro.	1 st -5th	28	
	Monterey Park Elementary	4th	74	
	Total:	417		

Marketing & Promotions	November 2017	
Web	<ul style="list-style-type: none"> Website Visits: 8,777 Page Views: 16,746 	<ul style="list-style-type: none"> Instagram followers: 1,555 Facebook followers: 8,159 Twitter followers: 1,409 Tumblr: 257

Marketing & Promotions	November 2017
	<ul style="list-style-type: none"> • Monarch Article in Weekly- https://goo.gl/dCtGct • Santa Claus Visit Article in Weekly- https://goo.gl/KnYpdQ • Deep Sea Lecture Article in Weekly- https://goo.gl/tESwwP • "Zombie" Butterfly Article in Herald- https://goo.gl/igmbHa

Organizational Updates	November 2017
Staff	<ul style="list-style-type: none"> • Patrick Whitehurst, Marketing and Communications Coordinator last day 11/22/2017

Volunteers	November 2017		
Volunteers	Position/Area	Hours	Docents
	Museum Docents	110	13
	Store	49.25	10
	Garden	3	1
	Science Saturday/Event	59.5	15
	BLOY Monitoring	17.75	1
	SeaWatch Docent	71	8
	Continuing Education	27	7
	LiMPETS Volunteer	4	1
	Watershed Explorers	5.5	1
	Other	5.5	2
	Monarch Docents	164	15
	School Groups	34	3
	TOTAL:	550.5	51 non Duplicator
Volunteer Orientation/ Enrichment	Monarch Training/ Enrichment: Monarch Count Training: 5 attendees		

Collections	November 2017
Management	<ul style="list-style-type: none"> • Registrar began online workshop: Basics of Archives • Continued with photographing of collection items, database improvements and adding additional records for online access.
Conservation	<ul style="list-style-type: none"> • Tentative schedule set for conservator visit in early 2018

Facility and Risk Management	October 2017
Repairs / Upgrades	<ul style="list-style-type: none"> • 11/20/2017 Sandy's sand was replaced with rubber mat by the City • 11/16/2017 City repaired broken side door