



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

Guests & Event Attendance	October 2018			
Museum Visitation	General Attendance	<b>1,124</b>	Watershed Explorers (off-site)	<b>264</b>
	Member Attendance	<b>12</b>	LiMPETS (off-site)	<b>683</b>
	Field Trips	<b>1,003</b>	Tabled Events	<b>220</b>
	Science Saturday	<b>1,435</b>	<b>TOTAL (off-site)</b>	<b>1167</b>
	Lectures and Classes	<b>27</b>		
	Museum Events	<b>262</b>	In County Visitors (62%)	<b>708</b>
	Birthdays	<b>28</b>	Out of County Visitors (38%)	<b>428</b>
	Rentals	<b>75</b>	Sanctuary Attendance	<b>2,768</b>
	Museum Meetings	<b>81</b>		
	Other Groups	<b>12</b>		
	<b>TOTAL (on-site)</b>	<b>4,059</b>	<b>TOTAL: 7,994</b>	

Exhibits	October 2018
Permanent Exhibitions	<ul style="list-style-type: none"> <li>• De-installed main gallery mushroom exhibit.</li> <li>• Finished decorative butterflies in lobby.</li> <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>• Completed installation of 135th Anniversary Exhibit.</li> </ul>

Education	October 2018				
School Field Trips	<b>School</b>	<b>Program</b>	<b>Grade</b>	<b>Students</b>	
	Robert Down	Monarch	1st	15	
	Prunedale Elementary	Training	2nd	108	
	Forest Grove	Monarch	3rd	60	
	Monte Vista	Monarch	1st	48	
	Sleepy Hollow	Self Led	PreK	10	
	Forest Grove	Monarch	Kinder	29	
	Salinas High	Self Led	Mixed	7	
	Forest Grove	Monarch	Kinder	33	
	Robert Down	Monarch	1st	17	
	King Elementary	Monarch	6th	50	
	Classical Conversations	Self Led	3rd	15	
	Mission Park	Training	2nd	79	
	Felton Homeschoolers	Sand Crab	Mixed	20	
	Oasis Charter	Monarch	Kinder	45	
	Elkhorn Elementary	Training	2nd	96	
	Oasis Charter	Monarch	2nd	42	
	Bardin Elementary	Training	4th	80	
	Robert Down	Monarch	1st	17	
	Carmel Middle School	Monarch	7th	217	
	CSUMB	Self Led	College	15	
<b>Total:</b>				<b>1003</b>	

Education	October 2018		
Other Group Visits	<b>Group</b>		<b>Attendees</b>
	Forest Hill Retirement Home		12
	<b>Total:</b>		<b>12</b>
Science Saturday	<ul style="list-style-type: none"> <li>Bats, Snakes and Spiders- 1,435</li> </ul>		
Event Tabling	<b>Event</b>		<b>Visitors</b>
	Ocean Night		100
	Northridge Mall (Halloween)		120
			220
Group Outreach Programs/Kits	<b>School</b>	<b>Students</b>	<b>Program/Kit</b>
	George Marshall	24	Ohlone
	PG High School	11	Ohlone
Museum Meetings	<b>Organization</b>		<b>Attendance</b>
	Sustainable PG		58
	Audubon		23
	<b>Total:</b>		<b>81</b>
Museum Events/ Facility Rentals/Events	<b>Event Name</b>		<b>Attendance</b>
	Birthday		28
	Rentals		75
	Anniversary Gala		141
	Estate Planning Seminar		3
	Volunteer Basement Tour		17
	Exhibit Opening		75
	Jr Nat Excursion		26
			<b>Total: 365</b>
Lectures	<ul style="list-style-type: none"> <li>HNH- Salt- 27</li> </ul>		
LiMPETS	<b>School</b>	<b>Grade</b>	<b>Students</b>
	Santa Catalina	9-12	5
	Santa Catalina	9-12	6
	Santa Catalina	9-12	5
	Renaissance HS	9-12	15
	Renaissance HS	9-12	15
	CSU Stanislaus	College	17
	PVUSD after school	7-8	45
	PVUSD after school	7-8	45
	PVUSD after school	7-8	45
	PVUSD after school	7-8	45
	Cunningham Elementary	5-6	45
	Turlock Elementary	5-6	64
	King Elementary	5	70
	KIND Organization	Adult	15
	Aptos High	9-12	55
	Aptos High	9-12	25
	Aptos High	9-12	30
	Inter. School of Monterey	8	50
	Inter. School of Monterey	8	50
	Junipero Serra	6	23
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Education	October 2018		
	Data Analysis Workshop	Teachers	3
	San Antonio Elementary	6	56
	Castroville Elementary	6	100
	Castroville Elementary	6	50
	Walnut Elementary	5-6	64
	Lincoln HS	9-12	50
	<b>Total: 683 (non duplicate)</b>		
Watershed Guardian Program	<b>School</b>	<b>Grade</b>	<b># of Students</b>
	Learning for Life Charter	11-12	15
	Juniper Serra	5-6	23
	San Antonio Elementary	6-8	53
	Junipero Serra	5-6	23
	Pacific Grove HS	12	22
	Hollister DLI	7	64
	Hollister DLI	7	64
	<b>Total:</b>	<b>264</b>	

Marketing & Promotions	October 2018	
Web	<ul style="list-style-type: none"> <li>Website Visits: 9,779</li> <li>Page Views: 18,523</li> </ul>	<ul style="list-style-type: none"> <li>Instagram followers: 1,684</li> <li>Facebook followers: 8,706</li> <li>Twitter followers: 1,615</li> <li>Tumblr:847</li> </ul>
	<ul style="list-style-type: none"> <li>"'Tis the Time to Visit Monarchs in Pacific Grove", NBC Los Angeles - <a href="https://bit.ly/2QIT4wh">https://bit.ly/2QIT4wh</a></li> </ul>	

Organizational Updates	October 2018
Staff	<ul style="list-style-type: none"> <li>Guest Service Representative- Sophie Snow- 10/5/2018</li> </ul>

Volunteers	October 2018		
Volunteers	<b>Position/Area</b>	<b>Hours</b>	<b>Docents</b>
	Museum Docents	122	21
	Store	48.25	9
	Garden	10.25	5
	Science Saturday/Event	26	8
	Special Projects (Field Trips)	27	4
	BLOY Monitoring	7.5	2
	SeaWatch Docent	103	13
	Continuing Education	59	15
	LiMPETS Volunteer	18	2
	Watershed Explorers	16.75	2
	Tours		
	MPA Watch	18.75	2
	Plankton Monitoring	27	4
	School Groups		
	Monarch Docents	47.5	5
	Sanctuary Tour		
	<b>TOTAL:</b>	<b>538.75</b>	<b>56</b> non-Duplicator

<b>Volunteers</b>	<b>October 2018</b>
Volunteer Orientation/ <small>Enrichment</small>	Monarch Training: 10 Seawatch Training: 20 New Regular Volunteers: <b>6</b> Service Learners: <b>2</b>

<b>Collections</b>	<b>October 2018</b>
Management	<ul style="list-style-type: none"> <li>Continued rotating inventory 143 items assessed, photographed and inventoried.</li> <li>Continued work on archives assessment.</li> <li>Continued research in to repatriation efforts.</li> <li>Completed loan of 5 objects to Santa Cruz Museum of Natural History.</li> </ul>
Conservation	<ul style="list-style-type: none"> <li>Rehoused items in appropriate archival conditions where necessary. 62 new records added to catalog.</li> </ul>

<b>Facility and Risk Management</b>	<b>October 2018</b>
Repairs / Upgrades	<ul style="list-style-type: none"> <li></li> </ul>