

Pacific Grove Museum of Natural History
Director's Report
September 2021

Guests & Event Attendance		September 2021			
Museum Visitation	General Attendance	1205			
	Science Saturday	93	In County		532
	Museum Events	84	Out of County		572
	Other Group Visits	172	Undeclared		482
	Free First Friday	32			
					TOTAL: 1586

September 2021	
Permanent Exhibitions	<ul style="list-style-type: none"> Continued work on <i>Changes</i>, signed Nature Exchange contract, finalized interpretive plan for <i>Wonder</i> (new children's gallery)
Special Exhibitions	<ul style="list-style-type: none"> Uninstalled Studio Art Quilters' Association "Shifting Tides" on Sept 14.

Education		September 2021			
Field Trips	Groups: 17	Virtual: 9	Onsite: 8		
	Students: 398	226	172		

Other Group Visits	Cal Naturalist Course		Attendees	
	8 sessions virtual and field		24	
	Total: 192			

Science Saturday HNH	Bioblitz: 93 HNH event cancelled: 0
----------------------	--

Event Tabling	Event	Visitors	
	N/A		

Group Outreach Programs/Kits	Schools	Students	Program/Kit
	3	190	3

Museum Events/ Facility Rentals/Events	Jr Naturalists	6
	First Friday	32
	Business Member Meetings	22
	Private Events & Receptions	62

Lectures	<ul style="list-style-type: none"> N/A
----------	---

LiMPETS	School	Grade	Students
	Teacher Training	Adults	11

Watershed Guardian Program	School	Grade	# of Students
	N/A		

Marketing & Promotions		September 2021	
Web & Media Social Media	<ul style="list-style-type: none"> Website Visits: 7,975 visits with 14,000 page views New social media staff and analytic tool Sprout added 	<ul style="list-style-type: none"> Instagram, Facebook, Twitter audience: 11,760 Tumblr: 1,166 	

Organizational Updates	September 2021		
Staff	<p>In September we welcomed three new staff members:</p> <p>Maddie Duffy: Museum Educator II Shannon Conner: Museum Education Programs Coordinator Natalie Johnston: Volunteer & Community Science Coordinator.</p> <p>The Museum is currently recruiting for a Controller position.</p>		
Volunteers	September 2021		
Volunteers	We are restructuring this reporting for the Oct update. Stay tuned!	Combined Vol Hours	
	TOTAL:	227.3	
Volunteer Orientation	Recruitment began for 2021-22 volunteer, community science and docent programs, and volunteer thank you event enjoyed by 2 dozen amazing volunteers and staff!		

Collections	September 2021		
Management	Continued rotating inventory: a. 167 items assessed, photographed and inventoried. b. 8 items added to catalogue Rehoused items in appropriate archival conditions where necessary.		
Conservation	Applied for a CAP (Collections Assessment Program) review via IMLS (Institute for Museum & Library Services)		

Membership	September 2021		
Active Memberships	717		
Business Members	4		