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Besser Museum for Northeast Michigan
Report for November/December 2016

2016 Season of Light School Groups Report

Total Estimated Students: 644

Total Number of Students Toured: 561

Total Number of Teachers and Chaperones: 87 (roughly 1 chaperone per 7 students)

Total Number of Students Cancelled Due to Inclement Weather: 83

Total Number of Visitors during Season of Light (Chaperones + Students): 648

This is a 125% increase over last year's total number of students toured (448).

The 2016 Season of Light School Group Experience was surely one to be remembered. We toured 561 students from across northern Michigan, including: Alpena Public Schools, Immanuel Lutheran, Oscoda High School, Wolverine High School, and Hillman Elementary School. We had great feedback. Among the reviews three stood out to me. Adrienne Dodd of Wolverine High School answered the survey with "When can we come back??" Rogil Clute, a teacher at All Saints and a first time visitor, already inquired about coming back in the spring. And finally, Lynn Borke, teacher at Besser Elementary, complimented the organization, the quality of the content, and the ease of the field trip, stating that she was very impressed with this year's Season of Light field trip experience.

Preparations for a successful Season of Light Field Trip:

- Creating the Juried Art Christmas Card Craft
- Ordering "Zoo in the Sky," a National Geographic book that was read to each class
- Creating the "Constellation Projector" craft
- Creating a scripted guide for volunteers to use when leading groups through the Avenue of Shops and the Community Trees
- Coordinating, securing, and training volunteers (with the help of Frond Desk staff)
- Creating a custom planetarium show to be used during Season of Light that incorporated each of the star lore stories that were brought to life around the museum.
- Creating schedules and emailing them out to teachers prior to the field trip to ensure a smooth experience at the museum.
- Delivering letters to teachers at all of Alpena public/parochial schools.
- Sending multiple batch emails to teachers across Northern, lower Michigan.