

What work is being done to successfully run and improve the museum's annual programs/exhibits? Develop, implement, and evaluate, and supervise the museum's educational programs:

Website/Virtual Museum: (only educationally)

- No major updates this month. No major exhibits opened.
- Working to create a layout for a volunteer page on the website.
 - 2018 Goal

Full Steam Ahead (Final tallies)

- September 9
 - 100 people
 - \$1,539.18
 - Besser Museum In-Kind: \$439.18
 - Youth & Rec: \$1,100.00
 - Community Partners: WBKB, Ulises Garcia. Bella Rose, Dez Nowaczyk.
- October 14
 - 31 people
 - \$1,421.68
 - Besser Museum In-Kind: 321.68
 - Youth & Rec: \$1,100.00
- November 4
 - 101 people
 - Space/Large Bodies
 - 4 unique activities
 - 5 activities that will be used for both November FSA dates.
 - Attendance Information on File and emailed to Chris and Tad.
- November 15
 - 71 people
 - Space/Small Bodies
 - 6 unique activities
 - 5 activities that will be used for both November FSA dates.
 - Budgeted month as a whole: \$1349.27
- December 9
 - 125 people
 - \$1216.52
 - Partnership with: Alpena Police Department (Sgt Bill Gohl), Alpena County Sheriff's Office (Deputy Mike Lash), Starbase Alpena,
 - Resources: Michigan State Police Crime Lab, Alpena Community College (Larry Thomson)

- December 28
 - 300 people
 - Remainder of grant money used. A small portion for supplies (many were left over from previous CSI event). Over \$1,000 was used to purchase, in part, a new planetarium show. A free showing was held on December 30th.
 - Partnership with: Alpena Police Department (Sgt Bill Gohl), Alpena County Sheriff's Office (Deputy Mike Lash), Starbase Alpena,
 - Resources: Michigan State Police Crime Lab, Alpena Community College (Larry Thomson)
- December 30
 - 40 people

Log Cabin Day 2018

- emailed Jim Larrison on 10/27 for his thoughts for the Civil War Reenactment for next year.
- He recommended expanding to 2 days. We will have session time soon to talk about details. I'm waiting to hear from him on the date. His team is also looking to do an encampment at the bandshell next year, as they spoke with the Mayor already. I told him that we'd like to help out or partner with them. Good exposure for all.
- We can count them IN for Log Cabin Day next year!
- He said the living history group is also interested in being involved.

Interpretive exhibit labels - visitor information - hand-outs, etc.

Hoi Lebadang

- Provided Vicki Wright with label template, font, and font size for the labels she will create for the exhibit.
- Read through Vicki's information
- Marketing exhibit opening with Winter Blues

Alpena History

- Helped Chris Christopherson get set up on museum computer to type exhibit labels
- Received text from Chris Christopherson
- Formatted Alpena History Labels
- Proofread labels
- Will print when paper becomes available

- Grant's will be printing the final Alpena History Walking Tour using left over grant money from CFNEM. I will get them the final book to print after proof.

What is being done (tools/evaluation forms used) to evaluate and capture data (program cost, number of people served, needs met, etc.)

Surveys to Date:

- Fall Harvest Day
- Season of Light Opening
- School Groups
- Full Steam Ahead

Department budget - program costs, needs, funding possibilities/grants, ideas for fundraisers

We had a small amount of money left over from earlier in the year, which is why the actual is \$14.13 over budget.

All information filed and final money request was submitted to Youth and Rec.

Full Steam Ahead 2017 Budget vs. Actual

	Budget		Actual		Difference
9-Sep	\$ 1,100.00	\$	1,100.00	\$	-
14-Oct	\$ 1,100.00	\$	1,100.00	\$	-
November Month	\$ 2,200.00	\$	1,349.27	\$	850.73
(November 4th/15th)	-		-		-
9-Dec	\$ 1,100.00	\$	1,216.52	\$	(116.52)
28-Dec	\$ 1,100.00	\$	1,848.34	\$	(748.34)
Totals	\$ 6,600.00	\$	6,614.13	\$	(14.13)

What work is being done to market the museum and museum events?

Website updates

- Removed Best Foot from Art Page, archived
- Museum closed for Christmas Eve, Christmas Day, Day after Christmas
- Museum closed for New Year's Eve and New Year's Day
- Planetarium closed January 10th and January 11th, shows will resume January 12th
- Alpena History Exhibit Coming Soon

Mailchimp blasts

- Winter Blues/Hoi Lebadang (Founders)
- Winter Blues/Hoi Lebadang (General Membership)
- Winter Blues Entries Reminder

Facebook

- Winter Blues entries event (already created), boosted
- Winter Blues marketing calendar for social media
-

Radio/Television

- Steve Wright for a WATZ interview on Feb 12 at 8:15am for Winter Blues/Lebadang

Upcoming events to market

- January Lunar Eclipse
- Saturday Planetarium showings for families

**Rotating Exhibit themed lectures, public programs, website/virtual exhibits
(overlaps Annual Programs)**

Communication with schools across Northeast Michigan

Working with teachers to meet needs

Sending communications via ESD/School mail

Networking with NOAA, MSU/GLSI, Library, 4-H, Boys & girls Club, etc.

- Invited to participate in Optimist Day on April 3rd. Last year they served 300 kids. Contact: Brooke Mainville or Patty.

School Groups/Senior Groups for 2017-2018 School Year

- **October 13**
 - Immanuel Lutheran School, Sarah Fritz/Cindy Bell
 - 20, 1st/2nd
 - 8, Kindergarten
- **October 19**
 - Bishop Baraga, Jennifer Scheele
 - 8 students
- **November 16**
 - NEMSCA Foster Grandparent Program, Michael Blewett
 - 65 seniors
 - Planetarium show, trees of nations with Janet Young
- **December 8**
 - Wilson 4th/5th, Elizabeth Hartley
 - 67 students
- **December 12**
 - Wilson 3rd, Amy Chrzan
 - 22 students
- **December 13**
 - All Saints Youth Group
 - Lead by Cindy. 16 students.
- **December 15**
 - Immanuel Lutheran School, Chris
 - Entire school, 81 students. PreK-8
- **December 18**
 - Besser Kindergarten, Stacey Cross

- 24 students. Paid for 23. One student was a member.
- **December 19**
 - Besser 5th/3rd, Winter/Loney
 - Approx 60 students
- **December 20**
 - Besser 4th/5th/1st, Myers/Gilmet
 - Approx 48 students
- **December 20**
 - Besser 5th/1st, Elliott/Borke
 - Approx 55 students
- **December 21**
 - Besser 4th, Rea
 - Approx 60 students

Total to Date: 534 students, not including teachers/chaperones

Upcoming School Groups

- Tawas/AuGres Area
 - Angela Businger, 989-305-5573
 - 7th – HS. Fossil Park focus.
 - Can we have a Layered Earth show by then?
 - Wants to book last week of May/first week of June. Will be in touch in February to confirm date.
 - Teacher Contact, awaiting final date