

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:

School Field Trips:

- - 4/27 – Corporate Travel, 45 Students, 5th/6th Grade
 - Developed a Concrete/Besser experience using tools at the museum.
 - 4/28 – Bethany Christian School, 39 Students, 5th-9th Grade
 - Life in a Lumber Camp
 - Lumber Era Games
 - Full Museum Tour
 - Planetarium
 - 5/5 – Cheboygan Intermediate School, 120 Students, 4th Grade
 - Life in a Lumber Camp
 - Planisphere
 - Nature Trail Scavenger Hunt
 - Fossils
 - 5/15 – Ludington Catholic Schools, 4 Students, 8th Grade
 - Life in a Lumber Camp
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 - 6/2 – Oscoda Area Schools, 95 Students, 4th Grade
 - Lunch will be served on premises
 - This is not a complete list

- Protecting our Great Lakes and Natural Resources (DIY T-Shirt Bag)
 - - Connect to our Great Lakes Fisheries Exhibit (30 mins)
- Lafarge Fossil Park (30 mins)
- Planetarium (30 mins)
- Leaf scavenger hunt in the nature trail/Animal Scavenger Hunt if it rains (30 mins).
 - Volunteers cleaned up the nature trail
 - Created a series of posters and scavenger hunt booklets for school groups to use.
 - This program includes 12 Michigan tree and shrub species that are native or invasive to the area. I researched all of these trees and created the book and posters by building off of the the original scavenger hunt prepared by local Girl Scouts.
 - The "prototype" of this experience was executed on May 5th for the Cheboygan 4th grade by Joe Boelter, Ross Pokorski, and Jon

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Media & Education Outreach Coordinator

Bloomberg. The kids seemed to have a great time and no major issues were reported. The volunteers felt that this was a successful activity and they were very pleased with the response from the students.

- Based on the initial evaluation of teachers from Cheboygan, they were very happy with the full experience. One teacher commented, "I wasn't sure what to expect, but I am so impressed with the quality of programming in today's field trip." Another teacher, who's lived in Cheboygan for 20 years and never visited the museum stated that she was blown away by the whole day and truly loved seeing her students in "awe."
- Coordinated, contacted, and scheduled activities with 16 teachers for field trip experiences from April - June.

Log Cabin Day:

- Continued communications with Jim Larrison (working on logistics of the Civil War Reenactment)
- Called yearly volunteers (Amy Truth & Robert Kelly - Spratt Church, DKG, Founders, Mannings, YVC, etc.)
- Most everything is lined up, just a few things to tie up (including Lumberman's Monument traveling exhibit)

Fall Harvest Fossil Fest:

Season of Light:

- No theme yet. "The Heart of Christmas?"

Website/Virtual Museum: (only educationally)

- WWI Virtual Exhibit. Includes Danyeah's Phelps Collins presentation along with many other videos she asked to be included.
- American Printmakers. Can go to the main page and choose an artist and then view the corresponding biography as researched by Sami.

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

- sign in the American Printmakers gallery with a QR code to direct to the website
- sign in the WWI exhibit with a QR code to direct to the website
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- Fixed the iPad Kiosk in the Native American Gallery.

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

Monthly report

- marketing outreach
- listing of community calendar postings
- public service announcements
- radio interviews
- Talk of the Town
- newspaper articles

Printed materials mailed

- Created a rack card for the upcoming WWI events
- Created a generic Shout Eureka poster and Log Cabin Day information to mail out in Friday Folders

Posters hung around town

- **On 4/18 I delivered 20 posters to area businesses for the Dark Sky event on April 22**

Website updates

- Added the new approved holiday schedule to the "About Us" section
- Updated Digital Dome Program Director job description
- Updated the Shout Eureka page with the new May poster. We are still waiting on the posters for the rest of the year.
- Updated the planetarium information for the current May show.

John Dove

- Website Header
- Links to WWI page (<http://www.bessermuseum.org/world-war-one>)
- Anchor in place to direct traffic immediately to Jon Dove's information
- Mobile optimized
- Facebook page
- US 23 Heritage Route

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- PSAS
- Michigan Activity Pass
- Sent to the WWI Centennial

Mobile Optimized (wix updated and some of our pages became out of alignment)

- Art
- History
- Science
- Home
- American Printmakers & Bios
- WWI & Virtual Exhibit
- Added: Temporary and Permanent exhibits to History Page.

Mailchimp blasts

- **One Day...two great events: Dark Sky Celebration & Nemag opening (April 18)**
- **Brianna Mucciante Concert on May 7th**
- **Looking for volunteers for school groups (May 5th)**
- **A Full Day of Fun and Education (May 13th)**

Event Checklists:

Dark Sky Celebration: April 22

- Facebook Event
- Radio Interview Scheduled
- WBKB News Scheduled
- Email Blast
- Radio PSAs
- Diane Speer
- Posters
- Postcards
- Website Header
- Website Information page

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- Added to Upto Calendar
- Community Calendar
- US23 Heritage Route

Portals: April 22

- Facebook Event
- Radio Interview Scheduled
- WBKB News Scheduled
- Email Blast
- Radio PSAs
- Diane Speer
- Posters
- Postcards
- Website Header
- Website Information page
- Added to Upto Calendar
- Community Calendar
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WWI: April 29

- Facebook Event
- Radio Interview Scheduled
- WBKB News Notified
- Email Blast
- Radio PSAs
- Diane Speer
- Posters
- Postcards
- Website Header
- Website Information page
- Added to Upto Calendar
- Community Calendar

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US23 Heritage Route

Shout Eureka: May 13

- Facebook Event
- Radio Interview Scheduled
- WBKB News Notified
- Email Blast
- Radio PSAs
- Diane Speer
- Posters
- Postcards
- Website Header
- Website Information page
- Added to Upto Calendar
- Community Calendar
- US23 Heritage Route

Jon Dove: May 13

- Facebook Event
- Radio Interview Scheduled
- WBKB News Notified
- Email Blast
- Radio PSAs
- Diane Speer
- Posters
- Postcards
- Website Header
- Website Information page
- Added to Upto Calendar
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Rotating Exhibit themed lectures, public programs, website/virtual exhibits (overlaps Annual Programs)

- See website updates in the *Marketing* report.

Communication with schools across Northeast Michigan

Working with teachers to meet needs

- Coordinated, contacted, and scheduled activities with 16 teachers for field trip experiences from April - June.

Sending communications via ESD/School mail

- Letters were mailed to all local schools through school mail
- We also published a Friday Folder Insert for May 12th regarding Shout Eureka (and future dates) and Log Cabin Day.

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

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What is being done to coordinate and train education volunteers?

Working with Founders Society Members

- I attended the May meeting to recruit members of the Founders for school group volunteers.
- I also sent a mass email to the Founders Society to recruit volunteers for school groups.

Recruiting and training volunteers for events

- Chris and I have talked about creating a video series to train volunteers for our school group sessions. Like a vlog series. This will be private and only visible to our volunteers. It looks like Kelsey will be able to assist.

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