

Monthly Report

January 2023

Summary

Season of light: The season of light did draw in a lot of people, but the planetarium seemed rather sparse this year. I don't know the reason why we had such low attendance, but it's likely a mixture of several different circumstances. Weather, google visibility, timing of the season of light exhibit, etc. Whatever the case, December/January had noticeably low attendance from the public and the schools, leaving us with lower than average numbers at this time of year. If there's time and money for it in the future, we could always make our own full dome Christmas show in house for the planetarium, but that is something that should wait until the current issues of the planetarium are settled.

Sanborn elementary: This was the big field trip of the season that came on the heels of the holiday season's end. This was also my first-time managing field trip as the education coordinator. The elementary school had 85 kids split across 4 groups, and they spent 4 hours at the museum, which included their lunch and shopping. These students were also the first to experience our wintertime wildlife education activity. While I was unable to observe the whole field trip experience from the planetarium, based on what I heard from volunteers, staff, and teachers that were there that day, the field trip went rather well and any issues and problems that came up were resolved rather quickly and efficiently.

Immanuel Lutheran: The Immanuel Lutheran group was much smaller, they only had one group of 21 students, so we were able to stay in a single group the whole time. On top of that, the kids spent much less time at the museum, which allowed us to separate the field trip into two parts, the planetarium and the wild life exhibit. I ran this field trip by myself, with the help of the group's teacher, and we were able to manage this group of teens and preteens rather well. There were a few troublemakers in the group, but I hardly find that to be uncommon. This was my first solo field trip too, so I feel that with my current skills and experience, I did about as well as I could hope to, and that I'll be able to use this field trip as a learning experience for future groups.

Beyond The Stars: I am technically writing this the day of the event, so the overall result has yet to be seen, but at the moment, it seems like there will be a decent turnout. There have been a few tickets pre purchased, and we have received several calls about the event. Part of the attention might be that we've been advertising this event well, but there is also the fact that the subject of the show, the aurora, is a naturally engaging

subject for the public. As it turns out, attendance was stellar, as we had 35 people that night, 37 technically but the two who showed up late did so at least 20 minutes after 7, and we couldn't let them in. Overall, this event has been a large success since it started, as we are drawing in a lot of people to the planetarium, and specifically age groups that are under retirement age. On top of the commercial success, it has also been an emotional success for me, as this event has shown that there is a genuine desire for planetarium content in Alpena, but it was just a matter of getting the right combination of factors together to draw in people.

Attendance

Attendance for January was expectedly slow. January is a dark and cold month, and business days are slightly truncated by holiday travels. Either way, there 79 people for regular shows and 35 people for Beyond the Stars, which isn't great, but it's better than a January could be.



