

Kat Tomaszewski

Media & Education Outreach Coordinator
Besser Museum for Northeast Michigan
Report for March – April 2017

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

School Field Trips

Completed

- Besser Elementary, 137 students, \$685
- Pied Piper
- Truth Home School, 50, \$100

Future

- 4/27 – Corporate Travel, 45 Students, 5th/6th Grade
- 4/28 – Bethany Christian School, 39 Students, 5th-9th Grade
- 5/5 – Cheboygan Intermediate School, 120 Students, 4th Grade
- 5/15 – Ludington Catholic Schools, 4 Students, 8th Grade
- 6/2 – Oscoda Area Schools, 95 Students, 4th Grade
 - Lunch will be served on premises

Spring Field Trip Experience (2 hours)

Protecting & Preserving our Natural Resources

- 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)

Back up plans if weather is not cooperative

- How are fossils formed? Make your own fossil to take home.
- Animal scavenger hunt in the lower level.

Log Cabin Day – Old Fashioned Day

- Many live reenactors: Mike and Lewis Miller – Fur Trading. Joe & Joyce Demski – Revolutionary War. Jim Larrison – Civil War. Mike & Mary Van Liew – Lumbering. Possibly more, Lewis Miller will be speaking to more reenactors when he attends the Port Huron history

Kat Tomaszewski

**Media & Education Outreach Coordinator
Besser Museum for Northeast Michigan
Report for March – April 2017**

event. Matt and I have spoken about how to fit them all in the backyard. This should be no problem.

- Todo: contact City Police about cannon firing. Get tentative list of activities to Shannon at the news.
- We have secured a \$1,500 Grant from DTE to help with the costs of Log Cabin Day. We have decided on using the grant money for covering the cost of admission. We will allow all people in for the small price of \$1. "An old-fashioned day for an old-fashioned price."
- Many contacts are still going out/coming back for vendors for the event.

Season of Light

Website/Virtual Museum

- Updated for:
 - WWI (Symposium, Opening, Les Terribles Go to War, Jon Dove, Linda Pletcher)
 - Portals
 - Shout Eureka
 - Phelps Collins Live Broadcast
 - Art page now includes both current exhibitions and upcoming.

Interpretive Exhibit Labels – Visitor Information – Hand-Outs, ect.

Additional

→ What work is being done to develop and implement new outreach programs?

Rotating exhibit themed lectures, Public programs, website and virtual exhibits.

- Current online exhibit is centered around WWI. I have posted the Phelps Collins video archive, along with other video links provided to me by Danyeal to create a virtual/supplemental exhibit.

Kat Tomaszewski

Media & Education Outreach Coordinator
Besser Museum for Northeast Michigan
Report for March – April 2017

Communication with schools across Northeast Michigan

- I have been in touch with many teachers who reached out to the museum. We will be sending out information regarding the Spring/Summer field trips to local teachers within the next 2 weeks (By April 20th).

Working with teachers to meet needs

- Upon scheduling I work with teachers to determine what needs their students. We use this to cater the experience to the best of our ability.

Sending communications via ESD and school mail

- See communication with schools across Northeast Michigan.

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

- Brook Mainville will be providing the museum with 5-10 students for Log Cabin Day.

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

Visitor studies, program evaluation and service.

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

- Funding possibilities: Thrivent Action Grant (for activities/events)
- Grants: DTE grant for Log Cabin Day

→ What is being done to coordinate and train education volunteers?

Working with Founders Society Members

- Planning volunteers for school groups
- Planning volunteers/events for Log Cabin Day

Recruiting and training volunteers for events

Kat Tomaszewski

**Media & Education Outreach Coordinator
Besser Museum for Northeast Michigan
Report for March – April 2017**

- As school groups approach, I have put together a list of how many volunteers I will need for each day and what their role could be. I will begin contacting volunteers on 4/17/17

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

Monthly report on marketing outreach, listing of community calendar postings, public service announcements, radio interviews, Talk of the Town, interviews, newspaper articles

- Chris attended last month's Talk of the Town. This month's will be attended by Friends of Rockport and John Heath to promote the Star Party on April 22nd.
- Besser Museum's event calendar is now up to date.

Printed materials mailed, posters hung around town, etc.

- To be created

Website updates

- See above under website/virtual museum, page 1.

Facebook posts

Kat Tomaszewski

Media & Education Outreach Coordinator
Besser Museum for Northeast Michigan
Report for March – April 2017

Page Summary Last 28 days ↕

[Export Data](#)

Results from Mar 16, 2017 - Apr 12, 2017

Organic Paid

Actions on Page

March 15 - April 11

12

Total Actions on Page ▲500%



Page Views

March 15 - April 11

200

Total Page Views ▲79%



Page Likes

March 15 - April 11

34

Page Likes ▲31%



Reach

March 15 - April 11

2,549

People Reached ▼45%



Post Engagements

March 15 - April 11

1,658

Post Engagement ▲29%



Videos

March 15 - April 11

35

Total Video Views ▼88%



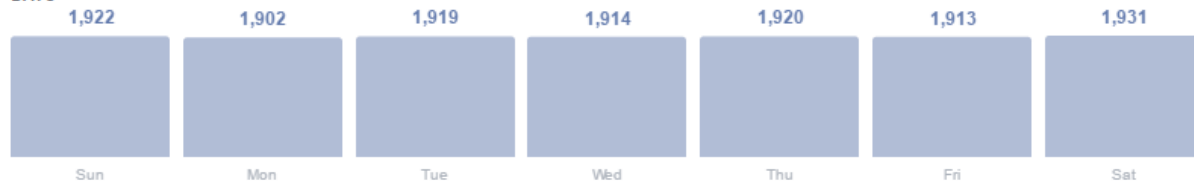
When Your Fans Are Online

Post Types

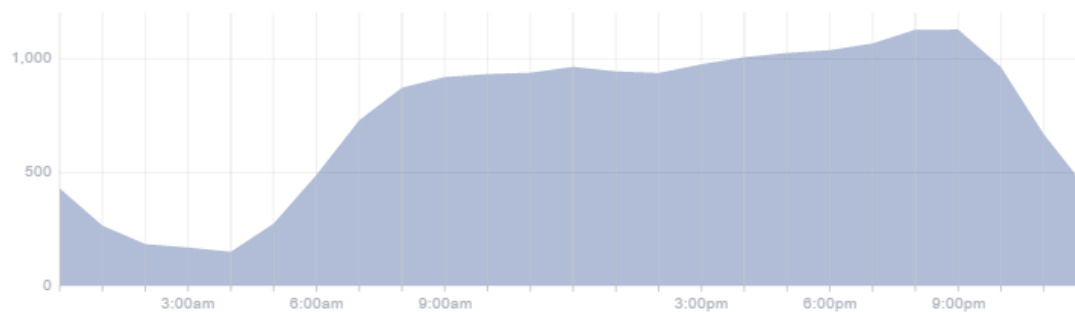
Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS



TIMES



Kat Tomaszewski

Media & Education Outreach Coordinator
Besser Museum for Northeast Michigan
Report for March – April 2017

Mailchimp Blasts

Campaign engagement

Past 30 days

1,427

Emails Delivered (30 days)

Opened

474

33.22% of Delivered

Clicked

43

9.07% of opened

[View Reports](#)

