

Annual Report 2018-2019 Kalamazoo Valley Museum

The Kalamazoo Valley Museum had a very successful fiscal year, which began on July 1, 2018, and ended on June 30, 2019. The Museum was a featured venue in one of several community celebrations welcoming Dr. L. Marshall Washington as President of Kalamazoo Valley Community College. Dr. Washington is the College's third president. Other significant news for the Museum was the renovations to the front desk and first floor gallery; retrofit of collections mobile storage shelves to manual drive system; completion of feasibility study regarding the Mary Jane Stryker Theater proposal to replace the platform lift with full accessible ramp; introduction of new sensory programs and initiatives for those on the autism spectrum and related disorders; completion and opening of new rain gardens funded by The Michigan Department of Environment, Great Lakes, and Energy (formerly Michigan Department of Environmental Quality) grant; completion of major inventory of Mr. Murphy Darden's Art and Historical Collections relevant to both local and national African American experiences; and reception of American Chemical Society's National Historic Chemical Landmark that recognizes Upjohn Company's innovation in steroid medicines from 1940-1990. Certainly there were many other things achieved throughout the year. The following report will highlight a few of these accomplishments that underscore the commitment to excellence by all staff and volunteers.

The Kalamazoo Valley Museum had a successful year with many highlights. In addition to the enhancement of a few permanent exhibits, we hosted 12 special exhibits, including one that was produced in-house, increased the number of records added to the KVM online collection database, participated in several collaborative projects with community partners, and obtained new acquisitions for the collection. We had an overall attendance of 110,133 for FY 2019. Compared with last year's attendance of 133,067, this figure represents a significant decline of 22,934 visits. Several factors contribute to this drop, including severe winter weather, extreme low temperatures described as a "polar vortex" that led to six closures, flooded roads, very active constructions downtown, Museum's entry Rain Garden construction, interior renovations at the Museum, a continued decline in school funding of field trips, no dinosaur exhibit, and more. On a positive note, in the last eight years, the Museum continues to enjoy a steady annual attendance of over 120,000 and growth in reaching diverse audiences.

Newer events include Statewide Astronomy Night (SWAN); Juneteenth celebration of the ending of US slavery and African American arts and culture done in partnership with Yolonda Lavender, CEO of Soul Artistry, LLC; Bee Market, an expanded June Art Hop celebration; sponsor and exhibitor at annual Kalamazoo Pride event; and Sensory Saturdays. In addition two exhibits that highlighted African American heritage were Underground Railroad from Charles H. Wright Museum and Juneteenth Kalamazoo artists' display, along with an exhibit on Syrian and Iraqi immigrants showcasing efforts being made to both be more inclusive and grow KVM's audience. Fretboard Festival continues to be successful. Now in its 14th year, this two-day event drew record numbers. The 2019 Play-In contest had 220 attendees, which is about double from the year before, and 2019 Fret had 4,904, for a total of 5,106, which includes general attendance, all stages, kick-off concert, and workshops.

Strategic Plan:

The highlights mentioned support the implementation of the five strategic initiatives identified in the new Museum Strategic Plan for 2018-2023. The new plan's strategic initiatives and tasks have a few carryovers from the former, but overall it is much more intentional in facilitating a culture of inclusion and equity in all aspects of the Museum's operation. In summary, the strategic initiatives are:

- Review and update marketing plan to enhance the visibility of the KVM
- Maintain and utilize a representative, authentic collection that is reflective of the heritage of the diverse audience served
- Critically examine exhibits/programming and implement additional opportunities to engage the community in conversation, teaching, and learning
- Actively assess all areas of the Museum's operations and pursue opportunities
- Commit to becoming a more diverse, equitable, accessible, and inclusive museum

Accreditation:

The Kalamazoo Valley Museum earned its third consecutive accreditation from the American Alliance of Museums in November 2012. This high honor indicates that the Museum is meeting or exceeding benchmarks for all aspects of operating, including collections management, policies, exhibitions, programs, inclusive audience development, fiscal stability, and many other areas. Only 4% of all museums in the United States achieve this status. It speaks well of Kalamazoo Valley Community College's commitment to maintaining a nationally-recognized museum with professional staff and well-maintained facilities. Accreditation will be up for renewal in November of 2021 and will be part of the focus for the new Museum Strategic Plan for 2018-2023.

New Exhibits:

Science on a Sphere Explorer (SOSx) software was purchased in June 2018 to provide dynamic group experiences for the new Innovation Lab that enhances the Science on a Sphere (SOS) 3-D animated globe located on the Museum's first floor. Created by the National Oceanic and Atmospheric Administration, both SOS Explorer and the SOS exhibit are aimed at getting kids and adults excited about science and exploring many earth science-related topics such as oceans, continents, weather, climate, pollution, and much more. The Kalamazoo Valley Museum is the third institution in the state of Michigan, the first in West Michigan, to have this very special exhibit system.

The exploration of science topics throughout the Museum has been greatly enhanced with the opening of the new Innovation space (which includes the ThinkTank, Innovation Lab and Gallery), Science On a Sphere-related experiences, and the state-of-the-art Digistar 6 planetarium. The combined formal and informal science education offerings are meant to compliment in-class school experiences with the dynamic teaching resources found here at the Museum.

Special Exhibits:

1. "Kalamazoo A-Z" (April 28, 2018 – August 26, 2018) *This was entirely our collection
2. "Cats & Dogs" (May 16, 2018 – September 9, 2018) *Supplemented by local humane societies, etc., "Nipper," KVM donation drop-off

3. “Frank Lloyd Wright: Architecture of the Interior” (September 8, 2018 – December 9, 2018) WorldWorks *Supplemented with local FLW homeowners’ collection, etc., and local community
4. “Bikes: Science on Two Wheels” (September 22, 2018 – January 6, 2019) *Added photos printed from our collection
5. “Your Kalamazoo Wings! The First 45 Years” (October 1, 2018 – March 31, 2019) *Exhibits and Collections organized and produced this exhibit
6. “What We Carried: Fragments and Memories from Iraq and Syria” (December 16, 2018 – April 15, 2019) WorldWorks *Incorporated local families’ artifacts and assisted the photographer with contact to families as well as help framing photos, etc.
7. “Math Moves! Experiencing Ratio and Proportion” (February 2, 2019 – June 2, 2019)
8. “Honey Bee Scriptures” (May 4, 2019 – September 30, 2019) *Much involved with exhibits in design and prep for this
9. “The Secrets of Bees” (June 1, 2019 – September 30, 2019) *All cases filled with local beekeepers’ loans, stories, etc., and our own artifacts
10. “Amusement Park Science and TEAM UP! Explore the Science of Sports” (June 15, 2019 – September 8, 2019)
11. Juneteenth Art Exhibit (June 1, 2019 – June 30, 2019) WorldWorks
12. “Underground Railroad” from Charles H. Wright Museum of African American History (Detroit) (June 13, 2019 – June 30, 2019)

**Denotes exhibit containing additional content and/or artifacts from area collections and/or the Museum’s collection to provide local or regional links to the exhibit’s subject matter.*

The importance of these travelling displays is to provide professionally prepared exhibit content and interactive experiences on a variety of subject matter that the Museum would not otherwise be able to provide. Each of the exhibits is vetted to ensure that topics and experiences provided are aligned with both the Museum’s Mission and the College’s core values. When possible, these travelling exhibits are augmented with content to provide a more local or regional connection.

Through another exhibit initiative, the Museum creates smaller and temporary exhibits in cases located on the first and second floors. Throughout the galleries there are designated cases and areas that are utilized for these temporary exhibits. These smaller exhibits by their size and scope allow us to collaborate with individual collectors, organizations and occasionally with other collecting institutions in a relatively short time frame. Being nimble allows for more rapid turnaround on these exhibits that supports exploration of wide-ranging subject matter and themes. Many of these exhibits, known as “pop ups,” are developed with the assistance of Museum interns. The following is a list of these exhibits from this fiscal year:

- Guest Guitar – Patrick Aldworth (March 15, 2018 – November 2018)
- Guest Guitar – Rock Bartley (November 2018 – June 2019) Exhibits did video
- Breaking the Mold LGBTQ History – (March 2018 – August 2018) pop up under stairs
- Upjohn Steroids – (May 2019) pop up under stairs
- Scale Modelers Club (December 2018 – March 2019) glass case
- Community Case – Civic Theater 90th (August 2018 – February 2019)
- museON case exhibit featuring “What Is It?” three times a year

Collections:

During FY19, the Collections Department enacted a Moratorium—held November 16, 2018 through April 30, 2019—to complete a collections storage retrofit on the 4th floor compact system. With the electronic system having malfunctioned for nearly 2.5 years and becoming completely inaccessible as of October 2018, the system was in dire need of an update both to allow for day-to-day collections and exhibits operations, and for the overall safety of everyone working in this area. This project was completed January – March 2019 and required the removal of over 800 artifacts from 294 shelves in order to successfully convert the outdated electrical system to a manual chain-drive system. While this project was at the forefront of FY19 for the Collections Department, day-to-day operations continued.

The resignation of long-time Registrar Sarah (Miller) Humes (effective 8-16-2018) prompted the hiring process for new Collections Registrar, Brittany Williams (start date 11-12-2018). As FY19 continued, the department was able to modify 542 records for the online database with the help of interns and volunteers. This included adding newly catalogued records, attaching images to records that did not previously include them, and updating records with higher-resolution and more detailed images. Additional records will be added and in the coming years, with the goal to have most of the 56,000+ collection items included in the public database in by 2024. This database creates 24-hour access to the Museum’s collections for thousands of annual researchers, genealogists and other users.

A major inventory was completed of Murphy Darden’s collection of African American artifacts, images, artworks, and reference materials. The inventory included over 3,000 items which were organized by topic and relevance to the Museum’s mission so that portions can be reviewed for future acquisition. The Museum’s former Teaching Collection was also inventoried, resulting in almost 1,000 items that will be reviewed for appropriate usage and/or disposal.

Contract work was also completed by Trinidad Remillard (Murphy Darden project, 120 hours), Precision Productions (oral history videography), History Associates (digital data assessment), and Sarah Humes (Registrar Training/Nazareth Collection Cataloging, 100 hours).

New Accessions:

There was a total of 142 donation offers, which resulted in 32 new collections acquisitioned into the collection during FY19. A few of the highlights include: a c.1904 Michigan Buggy Company cutter, a Danny Kaye Realtor softball uniform worn in the 1950s by Bill Tomb, a pussy hat worn in 2017 at the local Women’s March, four original photos used in the special exhibit “What We Carried” depicting items from local Iraqi and Syrian refugees, a 1950s-era Burdick Hotel hand towel, and a collection of 174 items related to the former Nazareth Academy and College site, the Congregation of the Sisters of St. Joseph, and Barbour Hall.

Over 50 hours of oral history interviews were video recorded from 33 participants. Topics of the interviews included: Kalamazoo’s NAACP history, Kalamazoo State Hospital history, K-Wings hockey history, local guitar stories, and Pokagon tribal history.

Incoming Loans:

There were 31 new incoming loans, including 4 ongoing from previous years. Items in these loans were taken in for use in exhibits including K-Wings (12), Scale Modelers Club of Kalamazoo (10), Frank Lloyd Wright (1), Upjohn/Chemistry Day pop-up (1), and Honey Bee Scriptures/The Secrets of Bees (5). The Museum also had loans for the community case (1) that highlights individuals and organizations and the guest guitar case (1), located in the music area of the second floor history gallery. During FY19, the museum highlighted the Kalamazoo Civic Theater's 90th season with loaned costume pieces, props, and programs.

Outgoing Loans:

There are no new outgoing loans to report for FY19. Four ongoing out-loans continue from previous years, including 1960s-1970s costume material and other items for the muscle car exhibit at the Gilmore Car Museum and the long-term loans of military weapons to the Air Zoo Aerospace & Science Center. The weapons out-loan was last reviewed in FY18 by the Bureau of Alcohol, Tobacco, Firearms and Explosives to make certain that all paperwork was current; the museum did not receive a review visit in FY19.

Collaborative Partnerships:

The Museum continues to seek and participate in creative and innovative collaborations to leverage resources, including staff and volunteer talents that are mutually beneficial to all partners and contribute to the well-being of the greater community. These are a few:

- American Chemical Society – National Office
- American Chemical Society – Kalamazoo Chapter (historic marker & annual Chemistry Day)
- Air Zoo Aerospace & Science Center
- Art Hop sponsorship with Arts Council of Greater Kalamazoo
- Charles H. Wright Museum of African American History (Detroit)
- Disability Network Southwest Michigan (Director serves on Board; Workshop Training by DNSWM staff)
- Discover Kalamazoo (Museum Director serves as Chair of Board and Advisory Council)
- Douglass Community Association – Sid Ellis presentation
- Education for the Arts program tours with KIA and KVM galleries for participating students
- EightWest Nextstar
- Fox 17 TV, Tribune Broadcasting Station
- Family Health Center's "Back2School Bash" event participant
- Gilmore Car Museum
- City of Kalamazoo working with historic preservation office for Hidden Kalamazoo Tour, Bronson Park "Fountain of the Pioneers" Education Committee and disposition after its removal; Environment, Great Lakes, and Energy (EGLE) (formerly known as DEQ) grant project
- Historical Society of Michigan presented Educator of the Year Award to KVM's nominee Mr. Murphy Darden
- Kalamazoo Children's Choir – Advertising sponsor

- Kalamazoo College working with student interns
- Kalamazoo Growlers baseball team participated in two Education Day events May/June 2019
- Kalamazoo Institute of Arts – Black Refractions community-wide partner planning for fall 2019 exhibit and programs
- Kalamazoo Nature Center as part of Michigan DEQ Grant project
- Kalamazoo Public Library
- Kalamazoo Public Schools for Reading Program with 12,000 students
- Kalamazoo River Watershed Authority as part of Michigan EGLE (formerly DEQ) Grant
- Kalamazoo Society for the Prevention Cruelty to Animals
- Kalamazoo Symphony Orchestra children's programs at the KVM
- The KVM's many internal collaborations include Office of Diversity and Inclusion, Committee for Cultural Understanding, along with programming with CMN, FIC, The Groves and other faculty from the College, Facilities Use Council, Dean of Early College Summer tour programs, and more
- KVCC CNM student volunteers
- KVCC Diversity & Inclusion (workshop, presentations and meeting partners)
- KVCC FIC & CAH (Foodways Symposium, Bee programs, and more)
- KVCC Student Success (Pride Event)
- Lin Media Group for Maranda in the Park and other TV promotion of Museum activities and programs
- Michigan Museum Association – KVM staff participated in planning committee, session presenters, and attended annual conference
- State of Michigan's Education Department Social Studies focus group and Next Generation Science Standards
- National Arab American Museum, Dearborn, Michigan
- Niles History Center and Western Michigan University on professional development planning related to archaeology for educators
- OutFront Kalamazoo's Kalamazoo Pride participant. OutFront is a community resource for services, groups, support and engagement with the LGBTQ and ally community in the greater Kalamazoo area
- Public Media Network taping and broadcast of programming content provided by the Museum
- Rotary, Portage Chapter – presenter
- Society for History and Racial Equity (SHARE) participated in several programs and planning, including Summit on Racism
- Western Michigan University's
 - Blind and Low Vision Studies Department
 - History – Director teaches “Introduction to Museum Studies,” KVM serves as “laboratory” for site visit and exhibit review; History Day judges
 - Friday Seminar, Lecturer and Internship for several students from Public History Department

- Miller Auditorium season program sponsor
- Zhang Legacy Collections Center, Archives and Regional History
- WKZO Midwest Communication Radio
- WOODTV – Eightwest in-studio interviews
- WWMT Sinclair Broadcasting Network (Channel 3)

Citizen Perception Study:

The Museum received high marks in the Citizen Perception Study conducted by W.J. Schroer of Battle Creek during the late spring of 2013. This report's findings continue to inform both short- and long-term planning for the Museum. Among the results, it was confirmed that Kalamazoo County residents are the Museum's largest visitor group. The Museum enjoys a good reputation, and current patrons will recommend the KVM to family and friends. High marks were also received for friendly, well-maintained grounds and facilities. Parking and transportation for some visitors and non-visitors were identified as a possible barrier for building a larger audience. Overall, the report indicated that the "KVM is doing many things right." The study results, along with the Museum's strategic initiatives, have been instrumental in driving new initiatives, including the short-lived Museum Explorers. Other programs will be pursued to continue to reach out to new audiences and seek meaningful feedback. In addition the ongoing efforts to enhance the KVM's web presence with the launch of an online, publicly-accessible collections database, along with the planned rollout of the mobile website, are direct results of the AAU study. Although this study has proven to be valuable it's necessary to conduct a more robust, museum-focused visitor study offered by the American Association for State and Local History (AASLH) in an upcoming fiscal year. These surveys' results and recommendations are invaluable to help guide future programming and marketing decisions for the coming years.

Whom We Serve:

The Kalamazoo Valley Museum serves the KVCC mission by maintaining relevant collections and offering exhibitions and events that both improve the cultural quality of life in the community and provide educational opportunities for all residents. Most programs and admission are free as part of an ongoing effort to be inclusive by extending a daily invitation to a well-maintained and barrier-free facility.

The following provides statistical and demographic context regarding the audience and community served by the Kalamazoo Valley Museum. The figures below are from the US Census' estimated 2016 report on Kalamazoo County.

Museum visitor surveys conducted through American Association of State and Local History* identify 67% of our visitors as residents of Kalamazoo County, which has a population in 2016 of 261,654 (with 82% urban, 18% rural). It was 238,603 in 2000 with a population density of 466 people per square mile (high).

In March 2016 the cost of living index in Kalamazoo County was 83.0 (low, U.S. average is 100). Industries providing employment: Educational, health and social services (24.8%), Professional, scientific, management, administrative, and waste management services (17.1%), Finance, insurance, real estate, and rental and leasing (11.9%).

Races in Kalamazoo County, Michigan: White Non-Hispanic (77.7%), Black Non-Hispanic (10.6%), Hispanic or Latino (4.8%), Two or more races (4.0%), Asian (2.6%). Median resident age: 34.7 years. Michigan median age: 39.7 years. Males: 127,763 (48.8%). Females: 133,891 (51.2%).

Percentage of residents living in poverty in 2016: Kalamazoo County 17.2%, Michigan 15.0%. This includes 14.5% for White Non-Hispanic residents, 28.7% for Black residents, 23.5% for Hispanic or Latino residents, 23.3% for American Indian residents, 21.3% for Native Hawaiian and other Pacific Islander residents, 21.1% for other race residents, 26.8% for two or more races residents.

Median age of residents in 2016: 34.7 years old (Males: 33.4 years old, Females: 36.3 years old). Median age for White residents: 37.7 years old, Black residents: 26.8 years old, American Indian residents: 25.5 years old, Asian residents: 32.6 years old, Hispanic or Latino residents: 21.9 years old, Other race residents: 30.8 years old.

Area name: Kalamazoo-Portage, MI MSA. Fair market rent in 2006 for a 1-bedroom apartment in Kalamazoo County is \$504 a month. Fair market rent for a 2-bedroom apartment is \$612 a month. Fair market rent for a 3-bedroom apartment is \$813 a month. Cities in this county include: Kalamazoo, Portage, Westwood, Eastwood, Comstock Northwest, Vicksburg, Galesburg, Parchment, Greater Galesburg, Schoolcraft.

Online source http://www.city-data.com/county/Kalamazoo_County-MI.html

**Based on a 2008 American Association of State and Local History (AASLH) Visitor Study the diversity of Museum visitation closely corresponds to these demographics, with respondents who self-identified as 81.5% Caucasian, 6% African American, 2% Native American, 1% Asian American, and 5.5% Hispanic.*

The Museum draws an additional 17% of its visitors from the Kalamazoo primary market area, a sixty-mile radius of the city of Kalamazoo.

An understanding of the above, along with the desire to be an inclusive institution, was a guiding principle in developing the new Museum Strategic Plan for 2018-2023. In the five initiatives identified in the Strategic Plan, each action step reflects the deep-rooted desire to serve a larger and more diverse audience. A well-balanced marketing plan that utilizes emerging social media and traditional media outlets is a key component to maintaining both our current audience and reaching out to new ones. The Museum will reassess its current collections and reshape its scope of collection to facilitate the acquisition of more artifacts, documents and oral histories for the underrepresented segments of the community. Decisions made regarding the rental of special (traveling) exhibits, and development of new exhibitions and related programs will assess the value of these initiatives on their ability to serve a broader, more diverse audience.

These ideas about inclusivity found in the current Strategic Plan are certainly not new ones, as the Museum has always embraced the College's core values that identify inclusivity as a priority. The Museum's Strategic Plan is a formal declaration and commitment to better serve both the regional audience and local Kalamazoo community.

Access and Accessibility to KVM's Resources:

During the past year, the KVM, through its free general admission and many free hands-on programs, has provided access to the Museum for a number of patrons who otherwise may not be able to afford it. In addition, some of these economic barriers are mitigated through the generous support of the KVCC Foundation grants that provide funding for other special events which are often free or have nominal fees. The Museum's annual attendance for Fiscal Year 2018-2019 is 110,133.

The Museum's use of "universal design" precepts that promote greater intellectual and physical access and use of buildings by removing or minimizing barriers for all users, including individuals with physical limitations, provides another means of being more inclusive. The Museum's wide aisles, elevator, and ramps provide barrier-free access to the building and to its exhibition galleries, theater, planetarium, public restrooms, and other programming spaces. Other initiatives to provide additional enhanced opportunities for blind and low-vision patrons have been implemented through the re-engineering of several exhibits and will continue to be part of future planning for new exhibits and programs.

In addition to providing economic and physical access to the Museum, staff has been working towards developing a more diverse audience. The editorial team responsible for museON and website content is intentional about selecting stories that highlight the contributions made by women and minorities in the development of Kalamazoo and Southwest Michigan. The magazine and website's historical articles seek to be more representative of the community we serve.

The Museum will continue to pursue other popular and culturally-relevant exhibitions, planetarium shows, and programs. For example, one of these displays, "Breaking the Mold," features women who, over the past 150 years, challenged social norms to achieve great things and lead protests (March 2018 – August 2018). Several planetarium shows, including "Sky Legends of the Three Fires," highlight Native American culture. The Native-American show is very popular, in part because it fills a subject matter void for both schools and public audiences. The Museum's Educational Services department does offer workshops on Native Americans that are usually booked by 2nd or 3rd grade classes. The programs focus on the fur trade era and added information about contemporary Native Americans in Michigan.

Past and present oral history projects conducted by the KVM have focused primarily on topics of ethnicity: The Bangor Project focused on Mexican Americans, many of whom were migrant workers. The Civil Rights Project looked at three ethnic groups, with an eye toward their experiences living in Kalamazoo as a minority. The Museum continues to partner with SHARE – Society for History and Racial Equity (formerly Southwest Michigan Black Heritage Society) for its Racial Healing Initiative.

A Museum Inclusion, Diversity, Equity and Accessibility (IDEA) Team was established following a series of staff development workshop held in May and June 2016. The IDEA Team is now exploring a number of initiatives that further promote IDEA ideology for both staff and the community served. The group is represented by both full- and part-time staff. Members participated in the June 8th Kalamazoo Pride, staffing a table and interacting with 500 plus participants.

Museum Advisory Team:

The Museum Advisory Team is a diverse group of mostly women whose valued opinions help provide community feedback regarding the Museum's many activities. Typically, the MAT, as allowed by its bylaws, has nine members. The FY19 members of the MAT are as follows Callie Baskerville-Jones, LeAnn Deitrick, Sonya Hollins, Jaye Johnson, Mike Laabs, Barbara Larson, Lucinda M. Stinson (Board of Trustees liaison) and two vacancies. (Longtime member and contributor Carol Baker died during the year.) Their collective input, support and guidance of the Museum is highly valued and greatly appreciated.

Summary of Programs from FY 2018-2019:

The Museum's annual attendance decreased over the past the previous fiscal year. A few factors, including front desk and first floor gallery renovations, weather closures and extreme cold temps, all contributed to the drop off. The figures were 133,067 for FY18 and 110,133 for FY19. Over and above the visitors' use of the Museum's three floors of interactive exhibits, the KVM's educational programs and activities represent a wide variety of quality offerings that serve a diverse audience. Demonstrations, Children's Landscape, planetarium, workshops, Mary Jane Stryker Theater, Hands-On programs, and special events, including the 14th Annual Fretboard Festival and the newer Storytelling and Juneteenth celebrations, all assisted in driving new and repeat attendance. These programs also generated an estimated revenue of \$67,828.19. The breakdown of the revenue is as follows:

- Planetarium was 69.5%
- Donations were 17.99%
- Workshops were 5.96%
- Penny Press was 3.18%
- T-shirts were 2.41%
- Misc. Income and Rocket Scale were both under 1%.

This figure does not include donations that went through the Foundation. Most of our income was from the planetarium, with donations coming in second. The drop in revenue over the past few years is tied to a nationwide trend in decreased fieldtrips. The KVM will continue to work with area educators (public, private and home school) and school administrators to lobby for more fieldtrips. The newer Innovation Lab has the greatest potential and flexibility in developing Science Technology Engineering and Math (STEM) Art and History (STEAM+History) programming that meets both national and state science standards. In addition to the Innovation Lab and Exhibit, science exploration can be pursued throughout the Museum, including the planetarium, Science On a Sphere, Mystery of the Mummy, live demonstrations, and science-related areas of the history gallery.

**The chart below has estimated revenue that is slightly less than Banner records.*

	2014/15		2015/16		2016/17		2017/18		2018/19	
Total Visitation	121,212		121,156		131,843		133,067		110,133	
Program Attendance	118,766		117,926		118,027		107,896		112,709	
	2014/15		2015/16		2016/17		2017/18		2018/19	
	Programs	No. of People	Programs	No. of People	Programs	No. of People	Programs	No. of People	Programs	No. of People
<u>Planetarium</u>										
Public	767	10,806	769	10,187	840	12,703	894	15,463	714	11,082
Schools	283	9,887	270	9,549	293	10,154	179	7,158	178	7,037
Totals	1,050	20,693	1,039	19,736	1,133	22,857	1,073	22,621	892	18,119
<u>Challenger Center**</u>										
Public	63	839	57	731	32	344	NA	NA	NA	NA
Schools	164	4,675	162	4,354	157	4,515	NA	NA	NA	NA
Totals	227	5,514	219	5,085	189	4,859				
<u>Theater</u>										
Public	76	4,748	86	5,536	52	4,399	77	4,500	129	3,354
Schools	6	195	26	1,013	71	2,513	49	2,211	24	1,200
Total	82	4,943	112	6,549	123	6,912	126	6,711	153	4,554
<u>Innovation Lab^</u>										
Public	NA	NA	NA	NA	NA	NA	148	13,804	268	18,156
Schools	NA	NA	NA	NA	NA	NA	18	476	75	2,077
Total							166	14,280		
<u>Children's Landscape^^</u>										
Public	421	42,245	425	43,824	253	41,817	181	29,690	349	40,957
Schools	94	1,892	56	1,282	64	1,437	43	900	54	1,488
Total	515	44,137	481	45,106	317	43,254	224	30,590	403	42,445
<u>Self-Guiding (Schools)</u>	599	16,769	566	15,118	593	16,359	413	11,725	412	11,645
<u>Hands-On (Public)</u>	83	22,050	81	21,916	72	18,850	62	18,084	94	14,150
<u>Events</u>										
(Lectures and Openings)	233	5,580	232	4,685	234	5,635	151	3,145	86	1,987
<u>Rentals</u>										
Other Attendance	13	315	21	753	16	486	19	595	5	100
Program Fees*		\$98,260.09		\$84,655.99		\$94,514.84		\$75,795.37		\$67,828.19

Volunteers:

Volunteers and interns continue to provide support for our many educational programs and collection projects. During fiscal year 2019, 419 volunteers provided 2,355.5 hours of service to the Museum (see spreadsheet below for additional details). This amounts to an average of just over 5.5 hours per volunteer. This figure represents a slight decrease in volunteer hours.

Volunteer recruitment, recognition, management, and other related programs are currently under consideration for the coming year. The combined effort of Museum staff and volunteers along with the College's assistance in administrative, financial, legal, human resources, facilities and other services allows the Museum to excel as a dynamic, innovative resource for KVCC students and faculty, and for the greater community.

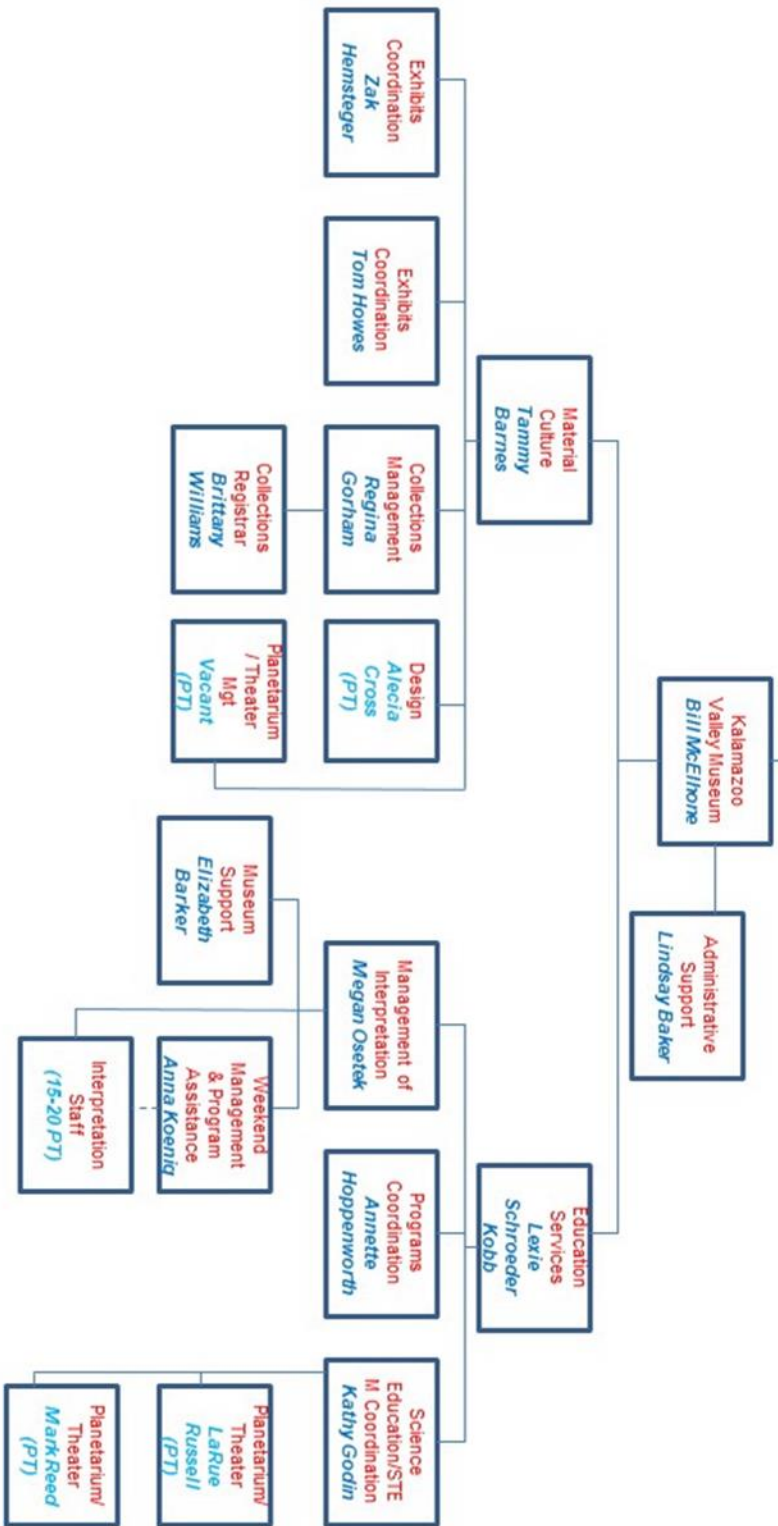
Date	Program	Number of Volunteers	Volunteer Hours
7/11/2018	Big or Small	9	36
7/10/2018	Camp 911 - Life E.M.S.	24	45
7/18/2018	Homes - Inside or Out	8	32
7/17/2018	Camp 911 - Life E.M.S.	21	42
7/25/2018	Scales, Feathers, or Fur	11	44
8/1/2018	Friend or Foe	12	48
8/8/2018	Meat,Plants, or Both	9	36
10/13/2018	Chemistry Day - Museum Volunteers	8	40
10/13/2018	Chemistry Day - Profession Chemists, Vendors	45	225
10/20/2018	Sensory Saturday	9	32
10/27/2018	Ghoulish Transportation	13	65
11/10/2018	Recycled Gifts	21	105
12/15/2018	Sensory Saturday	13	68
11/23/2018	Tree Lighting	16	32
12/27/2018	Scale Modelers	4	16
1/1/2019	Henna Demos	4	16
1/3/2019	Scale Modelers	4	16
1/3/2019	Henna Demos	3	9.75
1/27/2019	Chili Cook-Off - Vendors	7	35
2/2/2019	Storytelling Festival - Museum Volunteers	5	10
2/2/2019	Storytelling Festival - Vendors/Authors	18	126
2/16/2019	Sensory Saturday	18	46
3/2/2019	Fretboard - Museum Volunteers	17	58
3/2/2019	Fretboard - Vendors	49	465.5
4/1/2019	How many elephants?	4	16
4/2/2019	One	4	16
4/3/2019	7 Ate 9	3	12
4/4/2019	Zero	6	24
4/5/2019	Gorilla	13	52
4/19/2019	S.W.A.N.	7	28
4/20/2019	Sensory Saturday	12	64
4/20/2019	Rain Garden Tours	5	20
6/26/2019	Summer Volunteer Training	9	27

Summer 2018	Kaylee Hagemann, Collections Intern	1	196
Summer 2018	Sarah Lundy, Collections Intern	1	93.75
Summer 2018	Noey Garcia, Collections Volunteer	1	92.5
Summer 2018	Jacob Wolf, Collections Volunteer	1	23
Fall 2018	David Beaver, Docent	1	20
Spring 2019	Ava Stoops, Collections Volunteer	1	14
Summer 2019	Kaylee Hagemann, Collections Volunteer	1	9
Total		418	2355.5
**	no collections interns during moratorium/immediately post-moratorium(winter 18-19, spring 19, summer 19)		

Staffing:

The many accomplishments noted in this report are a testament to the daily commitment by staff, volunteers and KVCC in operating a first-class museum. The Kalamazoo Valley Museum staff of 13 full-time and 16 part-time employees works as team that contributes to its ongoing success. New full-time hires include Lexie Schroeder Kobb, Assistance Director - Museum Programs on July 16, 2018, Brittany Williams, Collections Registrar, and Zach Hemsteger, Exhibit Technician on November 12, 2018. One departure included long-time Registrar Sarah (Miller) Humes on August 16, 2018.

Strategic Business & Community Development (Craig Jbara)
 (November 1, 2018)



KVM Staffing

- Full-time = 13.0
- Part-time = 4.0 (at .7 FTE each)
- Interpret Staff = 15-20 PT



Interpretation Specialist Employment Records: July 1, 2018 – June 30, 2019

IS who started employment:

- Matthew Gibson: WMU education student, who was Kathy Godin’s summer 2018 intern.
- Alicia Risk: Graduate student in public history at WMU, completed her program while still employed part time at KVM. After completing the program, Alicia now works both at KVM & Bell’s Brewery conducting tours of their production facility.
- Ellen VanderMyde: Recent WMU art school graduate, also taught classes at the KIA
- Nicholas Edgerton: Retired former head of school.
- Breanna Bowyer: WMU undergraduate student studying Gender & Women’s Studies.

IS who left employment:

- Julie Polcrack: Julie relocated back to the east coast, where she is originally from, after completing graduate school at WMU in the medieval studies program. Last known, she was teaching AP history at a private school in Connecticut.
- Allison Haeger: Allison received a full-time employment opportunity elsewhere in the community.
- Elizabeth (Lizzy) Stone: Lizzy went on to pursue her professional theatre and voice-acting career in Seattle, Washington.
- Nicholas Edgerton: Nick was unable to maintain the regular hours he committed to and was unable to continue employment.
- Ellen VanderMyde: Ellen received a full-time employment opportunity elsewhere in the community as a jeweler, one of the fields she studied in college.
- Matthew Gibson: Relocated to California to follow his dream of becoming a “wicked awesome” experiential teacher.

IS who transferred employment within KVM/KVCC:

None

Intern/work-study updates:

- The interpreters did not have any long-term interns from 2018-2019, only Matthew Gibson as a science facilitator with Kathy Godin; however, his internship was cut short, as he began employment about 1 month into his internship.
- We were able to secure a work-study student for the entire year: Noelia Garcia Noey, started in the fall of 2018 and will complete her work-study commitment in FY 2020.

ATTENDANCE

	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Total	Average Monthly
Total Visitation	13,897	12,495	6,174	7,431	6,669	7,757	7,213	7,241	11,464	11,698	8,038	10,056	110,133	9,178
Public Visitation	12,304	11,447	5,777	6,619	6,080	7,471	6,939	6,179	9,554	10,471	5,342	8,653	96,836	8,070
Group Visitation	1,593	1,048	397	812	589	286	274	1,062	1,910	1,227	2,696	1,403	13,297	1,108
	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Total	Average Monthly
Total Visitation	22,357	19,588	7,163	7,285	8,665	6,697	8,837	8,015	11,419	13,131	8,585	11,325	133,067	11,089
Public Visitation	20,824	18,444	6,707	6,704	7,465	6,221	8,219	6,940	9,931	12,103	5,884	9,674	119,116	9,926
Group Visitation	1,533	1,144	456	581	1,200	476	618	1,075	1,488	1,028	2,701	1,651	13,951	1,163
	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Total	Average Monthly
Total Visitation	16,656	14,630	7,127	8,898	8,762	7,107	9,568	8,602	11,493	12,903	8,464	17,633	131,843	10,987
Public Visitation	15,056	13,295	6,602	8,076	7,312	6,429	8,173	6,770	9,237	10,936	5,231	15,279	112,396	9,366
Group Visitation	1,600	1,335	525	822	1,450	678	1,395	1,832	2,256	1,967	3,233	2,354	19,447	1,621
	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Total	Average Monthly
Total Visitation	13,059	11,083	6,157	8,535	7,224	7,710	7,985	8,670	13,679	14,777	10,022	12,255	121,156	10,096
Public Visitation	11,620	10,422	5,666	7,836	6,103	6,635	7,278	7,080	11,119	13,178	6,524	10,533	103,994	8,666
Group Visitation	1,439	661	491	699	1,126	1,075	707	1,590	2,560	1,599	3,497	1,722	17,166	1,431

Facilities Improvements:

The many projects for maintaining a welcoming, safe and enjoyable museum environment include the installation of new carpet on the WorldWorks, stairways and elevator, replacement of the pump for the Museum's fire suppression system, HVAC updates, construction of permanent wall in the third floor gallery, and the renovation of the front desk and first floor exhibit gallery. New plans are typically considered several years in advance. The driving factors include need and budget considerations, along with the desire to continue to make the Museum more sustainable, accessible, safe, and welcoming for all visitors.

Looking Ahead:

The Kalamazoo Valley Museum looks forward to continuing to provide a wide variety of programs and services for the benefit of the student, faculty and greater community we serve. The Museum is well-positioned to pursue and implement initiatives identified in this report, including, but not limited to, expanding the programming for the Innovation Lab (including the use of the SOS Explorer program) and ThinkTank programming space. Additionally we are committed to exhibits and educational programming that are inclusive and relevant in order to inspire community conversations and other meaningful interactions with our patrons and the greater community we serve. The Museum will continue to expand the publicly accessible collection records via the website, host several special traveling exhibits, and begin an exhibits strategic planning process as identified in the 2018-2023 Strategic Plan. Finally, the new Inclusion, Diversity, Equity and Accessibility (IDEA) Team's work will continue to inform both daily operations and future planning initiatives to ensure that identified initiatives further promote IDEA ideology for both staff and for the community served. These initiatives continue to support the successful execution of both the Museum's 2018-2023 Strategic Plans and soon-to-be-approved Kalamazoo Valley Community College Strategic Plan.