



EVALUATION SUMMARY
SEPTEMBER 2016

WITTE MUSEUM
San Antonio, TX

PROJECT TITLE: OPERATING FUNDS	
GRANT DESCRIPTION: An operations grant to help fund the Museum's programs.	
GRANT AMOUNT: \$125,000	APPROVED: December 8, 2014
PROJECT START DATE: October 1, 2014	PROJECT END DATE: September 30, 2015
CHARITABLE PURPOSE: Culture\Public Museums\Natural History Museums	
GRANT TYPE: General Operations	
GRANT OBJECTIVES: Guests will gain a greater appreciation for the arts and sciences through interactive exhibits and displays.	
SUMMARY OF REPORTED FINDINGS:	
<p>The Operations grant of \$125,000 in December 2014 provided crucial operational support and helped the Witte Museum maintain a positive operational budget during the first year of renovation and construction on the New Witte phase of the campus expansion plan, including the renovation of the Kathleen and Curtis Gunn Gallery, the demolition of the main building and initial construction on the future Mays Family Center for exhibitions and special events. At the same time, the Witte's leadership made major leaps in capital campaign fundraising for the New Witte, a \$65 million expansion, with more than \$20 million raised during FY2015.</p> <p>Administrative Accomplishments/Challenges included:</p> <ul style="list-style-type: none"> ➤ Raised \$84.1 million toward \$100 million capital campaign ➤ Exhibits and Education Committee exceeded its corporate sponsorship goal for exhibits and programs by 16% ➤ Museum collections activities included <ul style="list-style-type: none"> • 15 donors gave 405 artifacts to the permanent collection • 16 artifacts on loan to other institutions • Accepted loan materials from 28 institutions in support of five in-house exhibits • 156 items were removed from the permanent collection and disposed of by either public sale or destruction • Ended the fiscal year with a balanced budget for the eleventh consecutive year <p>During fiscal year 2015 museum attendance was 250,000. Of those, 110,000 were school children and 46,648 attended the museum for free during <i>Free Tuesday</i>:</p> <ul style="list-style-type: none"> ➤ Overall visitor attendance was 22% lower than the previous year <ul style="list-style-type: none"> • The Kathleen and Curtis Gunn Gallery was closed for four months for renovation • Did not have a primary travelling exhibit during the closure • Extensive barriers to museum entry occurred due to construction both on and off the museum campus during this period ➤ 61,265 students, teachers, and chaperones visited the museum on field trips ➤ Museum membership was 3,442 member families (down 30% from previous year) ➤ Quillin Society, the Witte's major donor membership level, had 238 members ➤ The Witte Society raised over \$56,000 for field trips for students 	

Evaluation surveys were regularly conducted for all exhibits/programs and the Museum has done an excellent job of responding to feedback and making adjustments and/or improvements throughout the course of an exhibit or program. During this grant period, the Witte Museum offered a variety of exhibits and programs (not a comprehensive list):

Exhibit	Guests	Notes
Grossology: The (Impolite) Science of the Human Body	17,118	Exhibit with 5-month installation; had a 93% overall approval rating.
Jewels of the Court: A Journey Through Fiesta's Coronation	41,352	Exhibit with a 2-month installation; had a 94% overall approval rating.
Discover the Ice Age	123,501	Exhibit with a 3-month installation; had a 89% overall approval rating.
Two Women Look West: Photographs of King Ranch by Helen C. Kleberg And Toni Frissell	46,824	Exhibit with a 4-month installation; had a 86% overall approval rating.
Texas Flora: Nature's Paintbrush	34,506	Exhibit with a 3-month installation; had a 82% overall approval rating.
Images of San Antonio Missions	114,613	Exhibit with a 4-month installation; had a 85% overall approval rating.
Adventure Camp	306	Day camp for children ages 6-11 during Spring and Summer Breaks
Adult Programs & Curator Talks	334	Topics designed to augment/complement current exhibits
Family Programs	5,527	Saturday and Sunday afternoon programs designed to foster family interaction and shared learning.
Teacher workshops and programs	879	Free program to introduce educators to new exhibits and school programs; provide content information, resource materials curriculum connections, lesson plan ideas, and activities for use in the classroom.

The Witte also conducted informal learning programs in the form of science and history demonstrations and hands-on Investigation Stations. Facilitated by staff and/or volunteers, 802 science and history demonstrations were presented to 11,453 visitors.

Major Milestone

H-E-B Body Adventure Powered by University Health System

- 170,000 POWERpass users in its first year of operation (200,000 visitors)
- First full year of data collection resulted in baseline data for community health status
 - 45% of school-aged youth (ages 8-18) from Bexar County were either overweight or obese
 - Fruit was the most popular item selected as a favorite healthy snack chosen by 54% of respondents
 - Vegetable consumption was lowest and soda consumption was highest in the age group of 13-18 year olds
 - 52% of Bexar County respondents report that there are "a lot" of fun, safe places to go outside and play near where they live
- Introduced new volunteer initiative to include college and medical students pursuing degrees in the medical field to volunteer their time and knowledge in the H-E-B Body Adventure at the Anatomy Table
- 25 students contributed over 400 hours

Volunteers

- 135 individuals donated 9,686 hours of direct unpaid service
- Cataloged 320,000 artifact as part of the Collections move to make way for New Witte construction
- Volunteers recognized at Luncheon and awarded museum membership after 50 hours of service in one year
 - Five junior volunteers (ages 14-17) served over 100 hours each
 - 14 adult volunteers served over 200 hours each