

THE WESTMORELAND MUSEUM of AMERICAN ART

Director's Report
October 27, 2020

Exhibitions

Smithsonian Museum of American Art exhibition African American Art in the 20th Century is on view through January 12, 2021. Following this exhibition, we will feature works from the Permanent Collection, in partnership with the University of Pittsburgh. Professor Alex Taylor is teaching a curatorial practicum for graduate student this fall. Students presented three possibilities for the Museum to consider. This is a great opportunity for us to bring works out often unseen, conduct object research and bring new perspectives to interpreting the collection.

Education/Programs

Virtual offerings continue in many formats including youth classes, adult pop-up studios, artists in conversation, and community days. Marketing has played an integral role in the production aspects of recent virtual public programming utilizing a platform called Streamyard to present livestreamed events and by being involved with the creation of branding graphics to use in these live presentations as well as pre-produced video content.

The Museum has also ventured into outdoor programming with advance registration for a "pod." We have also begun to offer virtual tours for K-12 students and the proprietary learning management system is on track for development.

We have also launched the Artist-In-Residence program in partnership with BOOM Concepts. The first two Pittsburgh based artists are D.S. Kinsell and Anqwenique Wingfeild. They are married and have a 2 ½ year old daughter Liberty. They are currently staying at an apartment in 201 N. Main when they are in Greensburg.

Marketing

Newsletter: Since the COVID closure, the Marketing & PR team, along with the help of the many other staff members, worked hard to produce three digital Perspectives newsletters, which were disseminated to our constituents via email. These issues of Perspectives are all accessible on our website at: <https://thewestmoreland.org/about/newsletter/>. The most recent one came out in September and covers late September this year through mid-January 2021.

Social Media and e-communications: We have remained very active on social media and with email communications throughout the COVID closure and continuing now, with daily social posting on Facebook, Instagram and Twitter and 2-3 email communications sent a week often to different audience segments. Overall, our Hootsuite analytics report shows that our website Users are up by 15% and New Users are up by 17%

Attendance: (August 1 - September 30, 2020 – the Museum was closed for the month of July as continuation of COVID-19 caused closure that began Saturday, March 14.)

When looking solely at the General Visitor attendance category, our weekly average for the first 10 weeks of being open after the 20-week COVID-19 closure is **124 visitors per week**, which equates to **47%** of our 2019 calendar year General Visitor attendance weekly average of 263 visitors per week.

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Interestingly, 27% of visitors are coming from Allegheny County and 52% from Westmoreland so far for this fiscal year. This is compared to 16% and 70% respectively for last fiscal year.

Jul-Sept 2019 Jul-Sept 2018

General Visitors	1096	3,178	2,746
Drop In (Community Days & Summer Saturdays)	37	750	n/a
Youth Programs	Virtual	101	Used to be combined w/below
Adult Classes and Lectures	Virtual	114	267
Art on Tap	n/a	n/a	477
Tours	n/a	306	328
Great American Music Series	n/a	n/a	84
Other (includes Yoga, Shop Only, etc.)	7	558	484
Museum Special Event (example: Big Art Party)	n/a	n/a	n/a
Exhibition Opening	n/a	95	438
Outside Rentals	n/a	796	n/a**
Culinary Events	Virtual	76	n/a**
TOTAL	1,140	5,974	4,824

**Outside rental attendance not tracked in previous quarters and did not track drop ins and culinary events as a separate category previously.

Media Coverage: For the 7.1.20-9.29.20 time period, there were 37 articles for a total reach of 43,344,592. In 2019 for the July-Sept. quarter, there were 86 articles for a total reach of 115,819,262. So, our reach went down significantly (although not unexpectedly) from last year for this same quarter with a percent change of 63%. A recent article on Forbes.com and an upcoming one in the works for Hyperallergic will provide a great boost in reach for the Oct-Dec quarter.

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Advancement

We have secured almost \$500,000 in general operating support from COVID specific grants from 9 different entities. Year to-date, we are on track for all of our grants, gifts, and pledges with only one large pending grant request, which we should know about in December. More details will be presented in the Advancement Report. We are also pleased to report an unexpected Bequest. We are still learning about this, but to-date, it is about \$1.9 million. The Advancement Committee, and the Executive and Finance Committee will discuss this at their upcoming meetings in relationship to the campaign to make a recommendation for its use at the January meeting.