

THE WESTMORELAND MUSEUM of AMERICAN ART

Director's Report April 27, 2021

Administration

This will be added to the Director's report to highlight organizational milestones.

The Westmoreland received reaccreditation from the American Alliance of Museum. Evans Richardson, Chief of Staff of The Studio Museum in Harlem and Chair of the AAM Accreditation Commission, wrote, "The Westmoreland Museum of American Art is an impressive institution with quality collections care, strong community relations, and capable leadership that has shown a keen awareness of the social climate. We commend the attention to diversity, equity, accessibility, and inclusion (DEAI) in the museum's exhibitions program and the commitment to building staff and board diversity embedded in the strategic plan, the museum's commitment to retaining all staff during the pandemic is laudable."

The Museum is also pleased that we have three interns that will be with us this summer to take on projects in the Advancement, Marketing and Public Relations, Collections and Exhibition Management, and Curatorial departments. In addition to developing skills through their specific project work, the interns will gain a broader understanding of how museum professionals collaborate to plan and support daily operations and will participate in a cross-departmental cohort assignment as well as attend a professional development series with other Museums across the nation. Thanks to funding from the Fisher Foundation, the internship is paid. This provided a competitive application process that resulted in a diverse pool of highly qualified candidates who will be introduced to the field and hopefully, diversify the pipeline of future museum workers.

Exhibitions

Pattern Makers, which was developed in collaboration with Dr. Alex Taylor and his graduate students from the University of Pittsburgh closes May 9th. *Border Cantos | Sonic Borders* opens to members on Saturday, May 29th and to the public, Sunday, May 30th. This exhibition has received robust support from the ArtBridges Foundation (130k) and Opportunity Fund (10k) to support additional loans of photographs and sculpture, front-end and summative evaluation, and programming including artist conversations, culinary experiences, and humanities courses.

Education/Programs

We are pleased that Dr. Erica Nuckles has joined The Westmoreland as the Director of Learning, Engagement, and Partnerships. Erica was previously the Director of History and Collections at Fort Ligonier. Her expertise in American history will be invaluable as we reinterpret the permanent collection.

Gavin Benjamin has begun his four-month residency. Benjamin will work to create relationships within the Greensburg African American community and bring them into the museum by centering community members as the subjects of his photographic work. His goal is to invite 20 of the community members as sitters for portraits that will then be the core of the presentation and final product of his time in residence. By being given access to the museum's collections and archives, he can begin to examine the objects, their meaning and context, and how his

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work specifically can make them accessible to the surrounding community. In conjunction to these photographs, Benjamin will produce workshops, short films, a curated gift shop with local poc/women/queer makers, and a magazine and catalogue to accompany the exhibition. He aims to include peer creative collaborators to help accomplish each aspect of the exhibition and accompanying programs.

The family guides, supported by PNC, have debuted with much success. These guides take families through the permanent collection with engaging activities. After touring the collection, youth receive an art kit to create their own artwork at home. These guides will be available over the next year in lieu of hands-on maker spaces in the Museum. In addition, summer camps will launch virtually this summer. As we prepare for fall, the Museum is planning more activities on-site if COVID cases continue to decrease and vaccinations continue to increase.

Marketing

ATTENDANCE (FEB 7– MAR 31, 2021 – the Museum was forced to close beginning Saturday, December 12 due to COVID-19 restrictions implemented by the State and remained closed until Sunday, February 7.) Full reports from TAM saved in: S:\Attendance_Admission\2020-2021\Quarterly Reports

Jan-Mar 2021 Oct-Dec 2020 Jul-Sep 2020

General Visitors	1,176	1094	1096
Drop In (Community Days & Summer Saturdays)	n/a	Virtual	37
Youth Programs	Virtual	Virtual	Virtual
Adult Classes and Lectures	Virtual	Virtual	Virtual
Art on Tap	n/a	138*	n/a
Tours	Virtual	n/a	n/a
Other (includes Yoga, Shop Only, etc.)	21	195	7
Museum Special Event (example: Big Art Party)	n/a	n/a	n/a
Exhibition Opening	n/a	n/a	n/a
Outside Rentals	n/a	n/a	n/a
Culinary Events	n/a	n/a	Virtual
TOTAL	1,197	1,427	1,140

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*Total for socially distanced in-person Octoberfest and Winter Lights Illumination Night events last quarter – there were no in-person events this quarter.

When looking solely at the General Visitor attendance category, our weekly average for the roughly 7.5-week period of Feb. 7 – Mar. 31 was 157 visitors (this is up from 109 visitors per week in the 10-week period of October 1 – December 11), and this **equates to 60% of our 2019 calendar year weekly average** of 263 general visitors.

MEDIA COVERAGE

For the Jan-Mar 2021 time period, there were 47 articles (up from 39 articles last quarter) captured on our Meltwater media coverage report for a total reach of 153,437,212 (compared to 254,300,303 for last quarter – the higher reach last quarter was mainly due to articles in Forbes.com and Bloomberg on the Diversity Billboard Art Project).

SOCIAL MEDIA & GOOGLE ANALYTICS

Followers continue to grow on all platforms with Instagram seeing the strongest growth as a continued trend for us. On Twitter in January 2021, there was a major dip in followers, which is shown in the follower growth graph. At this time in January, Twitter purged 70,000 accounts affiliated with QAnon following the Capital Riot, so that may account for that dip in followers. Despite that, we still saw a slight increase in followers on Twitter too.

Overall, the report comparing this quarter to the previous quarter shows that our website Users are up by 25% and New Users are up by 28% compared to last quarter, which is smaller growth than compared to the growth percentages of the previous quarter but still great to see. Additionally, we had 71,400 pageviews in the quarter, which was a 30% increase over last quarter, and lastly, we experienced a 41% uptick in the number of sessions.

Website Redesign: With support from DCED, the Museum will be redoing its website. A RFP has been sent out with anticipated project launch date of September 24, 2021 for new site

Newsletter: After a year of digital newsletters, the Museum will be doing a printed newsletter as a direct mail to 8,000 households.

Advancement

See additional Advancement Report.