

THE WESTMORELAND MUSEUM of AMERICAN ART

Director's Report
July 27, 2021

ADMINISTRATION

Patrick Bochy, School Programs Manager, accepted a new position as Director of Visitor Experience at West Overton Village in Scottsdale, PA. We wish him well with his new endeavor and have begun the search for a new Education Programs Manager. We have also welcomed a new Custodian, Diana Miller, and a new Accounting Assistant, Laura Long.

Meet the Interns!

Fundraising Research and Data Analyst Intern, Advancement Department

Shelby Barthelemy is currently a junior studying Economics at Boston University. Growing up in south Florida, she was fortunate enough to be surrounded by arts and culture. She spends much of her free time exploring local art museums and galleries, which have been a source of inspiration for her creative pursuits as well as career aspirations. Through The Westmoreland's internship program, Shelby hopes to learn about the advancement needed to ensure that the Museum may continue to positively impact communities.

Exhibition and Public Programs Marketing Intern, Marketing and Public Relations Department

Akilah Hartgrove describes herself as a creative cultural builder. Her interests lie within the intersection of art and social justice. Akilah views the arts as a tool for advocacy and as collective healing for marginalized and underrepresented communities. Akilah recently graduated from Earlham College with a B.A. Women's, Gender, Sexuality Studies and is currently enrolled at the University of Massachusetts Amherst's Arts Management Program. One of Akilah's creative outlets is experimenting in the kitchen and managing her food blog, [@kilah_cancook](#), on Instagram.

Curatorial and Collections Intern, Curatorial and Collections Departments

Kelli Slogan is from Pittsburgh and graduated in April from the University of Pittsburgh with majors in Gender, Sexuality, and Women's Studies, Sociology, and Political Science and a minor in Museum Studies. One of her favorite experiences at Pitt was having a chance to work on the Art on Campus project, researching and categorizing different works of art on campus. She loves going to all of the museums around the city and is excited to be working on researching works from the Westmoreland.

artEquity <https://www.artequity.org/>

The Westmoreland is one of nine cultural organizations in the Pittsburgh region to participate in a six-month Diversity, Equity, Access, and Inclusion training. These regional conversations will inform our organizational and individual work as we strive to create an inclusive and equitable arts sector.

EXHIBITIONS

On view in the Cantilever Gallery now is *Border Cantos: Sonic Border* a unique collaboration between American photographer Richard Misrach and Mexican American sculptor/composer Guillermo Galindo. Photographer Richard Misrach and composer/artist Guillermo Galindo began

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collaborating in 2011, after both artists had created bodies of work inspired by the Mexican-American border region and its human impact. Overall, the exhibition has been well received and the public has contributed their own powerful migration stories.

In conversation with that exhibition is *Sheila Cuellar-Shaffer: Creation out of Chaos*. Drawing on her own memories and experiences as an immigrant, Sheila Cuellar-Shaffer paints figures that fluctuate between real and imagined landscapes to explore identity and diversity.

Doug Cooper: Knowing and Seeing the River City

Pittsburgh-based muralist Doug Cooper responds to works of art in the Museum's [Scenes of Industry](#) collection. His work will be interspersed with the permanent collection to further tell the story of the *Big Steel Era* in Pittsburgh and the surrounding region.

EDUCATION/PROGRAMS

On June 16, 2021, Director of Marketing and PR, Claire Ertl, and Director of LEAP, Erica Nuckles represented the WMAA at a Digital Transformation Convening along with staff from the Carnegie Museum of Art, the Carnegie Science Center, the Carnegie Museum of Natural History, the Warhol, the Frick, and the August Wilson Center. They presented the reach the virtual programming has had during the pandemic. From March 2020 – July 2021, the Museum has offered 40 virtual art classes 43 virtual programs. Almost 9,000 views of our video content has been viewed and the audience are from 41 states, Canada, Mexico, New Zealand, the Philippines, and Spain. Over 900 K-12 students were served through virtual tours.

The Museum has offered some in-person events including the first ever PRIDE event in Greensburg. The free event was “sold-out” at 250 attendees and was incredibly well received. Our movie nights will launch this month and we are preparing in-person programming to launch this fall including the Jazz concerts, Sunday Community Days, culinary experiences, and a reimagined Art on Tap that will be branded Art After Hours featuring a regional artist/maker.

MARKETING

ATTENDANCE

This average weekly attendance equates to 60% of our 2019 calendar year weekly average.

	APR-JUN 2021	Jan-Mar 2021	Oct-Dec 2020
General Visitors	2046	1,176	1094
Drop In (Community Days & Summer Saturdays)	175	n/a	Virtual
Youth Programs	Virtual	Virtual	Virtual
Adult Classes and Lectures	Virtual	Virtual	Virtual
Art on Tap	n/a	n/a	138*
Tours	Virtual	Virtual	n/a

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Other (includes Yoga, Shop Only, etc.)	241	21	195
Museum Special Event (example: Big Art Party)	n/a	n/a	n/a
Exhibition Opening	n/a	n/a	n/a
Outside Rentals	160	n/a	n/a
Culinary Events	n/a	n/a	n/a
TOTAL	2,622	1,197	1,427

The Pittsburgh Business Times reported 2020 attendance data for the region and The Westmoreland is down -27% compared to The Carnegie Museum of Art which is -63% and Fort Ligonier which is -72%.

NEW DATA POINT

We are participating in the national COVES (Collaboration for Ongoing Visitor Experience Survey) audience intercept surveying project for museums to gauge visitor experience satisfaction and better understand the demographics and motivations of our visitors. Quarterly reports from that data collection will be pulled throughout our participation in this project.

For April-June 2021 time period, our net promoter score of the 164 respondents to the survey was 80, which is a strong score (considering that popular companies like Amazon and Apple have scores in the 70s). Additionally, 97% of respondents indicated that their overall experience at the Museum was either “Excellent” or “Outstanding.”

MEDIA COVERAGE

For the April through June 2021 time period, there were 18 articles (down from 47 articles last quarter) captured on our Meltwater media coverage report for a total reach of 137,580,549 (compared to 153,437,212 for last quarter). We anticipate stronger media coverage in the coming quarter with the opening of the Doris Lee exhibition, which has already received national attention in the visual arts arena.

SOCIAL MEDIA & GOOGLE ANALYTICS

The following analysis is a comparison to the previous quarter, which allows us to see our trajectory of growth in followers. Followers continued to grow on Facebook, Instagram and LinkedIn, and we saw only a slight decrease on Twitter, which was down by 12 followers. (As noted in the last Mktg & PR board on Twitter in January 2021, there was a major dip in followers due to the purging of 70,000 accounts affiliated with QAnon following the Capital Riot.) In total, we have 14,500 followers across these four channels to date with 7,200 of those coming from Facebook and 3,900 from Instagram. Engagement on Facebook was strong with a 5% increase over last quarter and page content clicks were up by 67%.

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Overall, the report comparing this quarter to the previous quarter shows that our website Users are up by 10% and New Users are also up by 10% 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 71,513 pageviews in the quarter, which was a slight decrease compared to last quarter.

ADVANCEMENT HIGHLIGHTS

We were awarded \$65,000 from the Arts, Equity, Reimagined Fund to support the second year of our Artist-in-Residence program.

The McCune Foundation request to establish a \$2.5 million endowment to support audience engagement has been submitted.

Detailed Advancement Report is in the board packet.