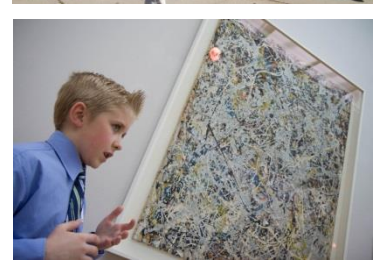
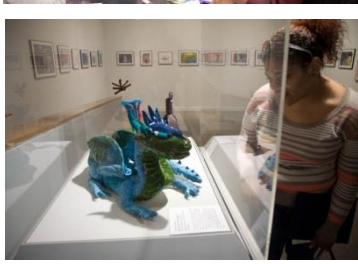




# EDUCATION AND VISITOR SERVICES FY14 ANNUAL REPORT

NOVEMBER 7, 2014

Wadsworth Atheneum  
Museum of Art



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**EXECUTIVE SUMMARY**

**Annual Museum Attendance: 81,221**

Education Program Attendance: 32,923 (40.5% of total attendance)

***Strategic Plan Scorecard Key Success Drivers and Indicators***

	<b>FY14</b>	<b>Goal</b>	<b>Status</b>	<b>FY13</b>	<b>FY12</b>	<b>FY11</b>
Number of exhibition related programs	24	70	+	67	49	60
Number of collection related programs	52			27	23	
Visitor experience: collect feedback (visitor surveys) <sup>1</sup>	3,762 <sup>2</sup>	500	+	815	508	574
Attendance	81,221	84,608	-	106,796	96,298	101,766
Attendance revenue	\$185,425	\$175,375	+	\$244K	\$221.6K	\$242.9K
Percentage of school tour engagement	97%	85%	+	96%	97%	94%
Number of school group attendees	12,488	8,970	+	12,514	12,399	14,945
Member engagement, # of repeat visits	1,221	1,402	-	1,770	1,285	1,223
Non-member Engagement: non-member walk ups who visit 2+/year <sup>3</sup>	18,429	22,396	-	28,269	32,953	ND
Audience diversity: ethnic diversity as a percentage of overall attendance <sup>4</sup>	23%	22%	+	ND	20%	16%
Growth in city of Hartford visitation	20,779	16,723	+	21,108	19,691	19,234
Maintain Hartford County visitation	32,457	35,918	-	45,337	40,936	41,724
Maintain in-state visitation	16,255	19,341	-	24,413	22,134	27,680
Maintain out-of-state visitation	11,730	12,628	-	15,939	13,513	13,128
Number of local community partnerships	72	60	+	88	72	60

<sup>1</sup> FY13-FY11 numbers have been updated to reflect school tour surveys

<sup>2</sup> Includes: 1,726 adult visitor surveys, 1,016 on First Thursday, 380 at Envisionfest, 303 at MLK Community Day, 179 at Juneteenth Community Day, 124 school tour surveys and 34 at Summer Community Studios

<sup>3</sup> Estimated # from front desk verbal survey (one week per month)

<sup>4</sup> FY14: Evaluation Services, FY12: NEA, FY11: CCSU

## **ADULT PROGRAMS**

Attendance: 6,821

### **Lectures**

5 programs / Attendance: 487 (per program average: 97)

- ***The Landscape and the Lens***, 10/2 (66)  
Alison Nordström, Curator-at-Large, Department of Photographs, George Eastman House  
Exhibition: *An Artificial Wilderness: The Landscape in Contemporary Photography*
- ***Art and Reform: The Saturday Evening Girls Club and the Paul Revere Pottery***, 10/23 (101)  
Nonie Gadsden, Katharine Lane Weems Senior Curator of American Decorative Arts and Sculpture, Museum of Fine Arts, Boston  
Sponsored by the Decorative Arts Council
- ***An Evening with Deborah Solomon***, 1/16 (185)  
Deborah Solomon, biographer and art critic; Robin Jaffee Frank, Chief Curator and Kriebel Curator of American Paintings and Sculpture; and Erin Monroe, Assistant Curator of American Paintings and Sculpture.  
Collection focus: Norman Rockwell
- ***Conserving the Psyche Tapestries***, 1/29 (20)  
Marlene Eidelheit, Director, Textile Conservation Laboratory, Cathedral Church of St. John the Divine  
Exhibition: *Weaving the Myth of Psyche*
- ***Alexander Calder: Innovations at the Wadsworth Atheneum***, 4/29 (115)  
Joan Marter, Board of Governors Professor of Art History, Rutgers University  
Sponsored by the Docent Council of the Wadsworth Atheneum Museum of Art

### **Gallery Talks**

18 programs / Attendance: 497 (per program average: 28)

- ***Decorative Arts and the Great American Wild*** with Alyce Englund, 7/25 (15)
- ***Pop and Politics*** with Patricia Hickson, 8/9 (20)  
Exhibition: *Media Rewind 1963*
- ***Art Objects for the Private Sphere*** with Linda Roth, 8/29 (28)
- ***Myth, Religion and Spirituality*** with Erin Monroe, 9/12 (30)
- ***Patrons, Partners and Friends*** with Robin Jaffee Frank, 9/26 (34)
- ***MATRIX 167*** with Virgil Marti, 10/4 (22)
- ***An Artificial Wilderness: The Landscape in Contemporary Photography*** with Patricia Hickson, 10/18 (12)
- ***Weaving the Myth of Psyche*** with Alden Gordon, 10/20 (82)
- ***Trick or Tree*** with Patricia Hickson and Johanna Plummer, 11/1 (22)  
Exhibition: *Virgil Marti / MATRIX 167*
- ***Conserving the Psyche Tapestries*** with Linda Roth, 1/29 (20)
- ***Beyond Boy Scouts: Norman Rockwell's Girls*** with Erin Monroe, 1/31 (35)
- ***Behind the Seen*** with Cecil Adams and Steve Winot, 2/7 (28)
- ***MATRIX 168*** with Patricia Hickson, 2/28 (21)
- ***Chick Austin as Architect*** with Gene Gaddis, 3/6 (24)
- ***Restoring European Art*** with Ulrich Birkmaier, 4/11 (24)
- ***Oskar Schlemmer and the Bauhaus*** with Vanessa Sigalis, 5/15 (30)
- ***American Memorial*** with Alyce Englund, 5/30 (12)
- ***Curatorial Eye*** with Oliver Tostmann, 6/20 (38)

### **Sunday Serenades**

3 programs / Attendance: 463 (per program average: 154)

Chamber music series presented in collaboration with the Hartford Symphony Orchestra under the Artistic Direction of HSO Concertmaster Leonid Sigal.

- ***Tapestries and Corelli***, 10/20 (123)  
Included a pre-concert talk by Alden Gordon  
Exhibition: *Weaving the Myth of Psyche*
- ***Picasso and Prokofiev***, 1/26 (225)  
Included a pre-concert talk by Oliver Tostmann
- ***Whistler and Ives***, 5/4 (115)

**Collection Focus Talks**

3 programs / Attendance: 66 (per program average: 22)

20 minute, docent-led discussion on one work of art featured in a special exhibition or relating to the film program.

**Adult tours**

Attendance: 5,112

## **FAMILY PROGRAMS**

Attendance: 5,323

### **Second Saturdays for Families**

11 programs / Attendance: 5,221 (per program average: 475)

Second Saturdays for Families, held once a month from 10am to 1pm, feature hands-on art projects, music, art making demonstrations, dance performances, films, and docent-led *Eyes on Art* Family Tours, *ABCs: Art, Books, Connections* Tours, *Ask About Art* and *Collection Focus Talks*. The second Saturday in June coincided with Juneteenth Community day.

- ***To the Beach***, 7/13 (339)  
Partners: The Aquatudes, musicians
- ***Face to Face***, 8/10 (201)  
Partners: Jen Allen Trio, musicians; Chris O'Herron, artist
- ***My Room***, 9/14 (256)  
Exhibition: *Virgil Marti / MATRIX 167*  
Partners: Joel Weik, musician
- ***Nature in My Hands***, 10/12 (357)
- ***Myths and Legends***, 11/19 (426)  
Exhibition: *Weaving the Myth of Psyche*  
Partners: Handweavers' Guild of Connecticut; Scapegoat Garden, performers; Gonzalo Cortes, musician
- ***Lights!***, 12/14 (688)  
Partners: Mandell Jewish Community Center and the PJ Library, Sankofa Kuumba, the Hispanic Health Council (MI CASA Campus), the Connecticut Audubon Society of Pomfret, and Sea Tea Improv
- ***Picturing Freedom***, 1/11 (631)  
Exhibition: *Emancipation!*  
Partners: The Amistad Center for Art & Culture and Equilibrium Dance Theatre
- ***Living Art***, 2/8 (662)  
Partners: Connecticut Authors and Publishers Association
- ***Shades of Green***, 3/8 (827)  
Partners: Celticado, musicians
- ***Claymation***, 4/12 (494)  
Exhibition: *Allison Schulnik / MATRIX 168*  
Partners: Gonzalo Cortes, musician; Paul Spirito and students from the University of Connecticut Puppet Arts Program
- ***Express Yourself***, 5/10 (340)  
Partners: Student artists from CREC Museum Academy

### **Family Tours**

Attendance: 712

## **COMMUNITY PROGRAMS**

Attendance: 4,647

### **Community Days** (free admission 10am-5pm)

3 programs / Attendance: 3,182 (per program average: 1,060)

- Envisionfest Community Day: **Art in the Garden**, 9/21 (1,145)  
Exhibition: *Weaving the Myth of Psyche*  
Partners: Scapegoat Garden, Grow Hartford, Charter Oak Cultural Center, Hartford Bicycle Studio
- Martin Luther King, Jr. Community Day: **Time Capsule**, 1/20 (1,285)  
Partners: DJs from The Deft Collective; Bated Breath Theatre Company; Victoria Ackerman, cantor and music teacher
- Juneteenth Community Day: **Fresh Faces of Freedom**, 6/14 (752)  
Partners: The Amistad Center for Art & Culture; Ray of Hope Project; Donald Boudreaux, artist; Writer's Block; Khaiim the RapOet; DJ Sorcerer Supreme

### **Art After Hours: First Thursdays**

10 programs / Attendance: 7,267 (per program average: 727)

Education led activities, connecting people and art included:

- **Emancipation! Caribbean Block Party**, 8/2 (1,155) – Shell painting, Artist Talk with Virgil Marti
- **Games People Play**, 9/5 (756) – Clue-inspired gallery game
- **Mad Men**, 10/3 (529) – wire sculpture cocktail stirrers and drink charms
- **An Artificial Wilderness**, 11/7 (373) – exhibition tour with Patricia Hickson and landscape painting activity
- **Festival of Trees and Traditions**, 12/5 (936) – art-themed gift boxes
- **Allison Schulnik / MATRIX 168**, 2/6 (606) – claymation workshop, Artist Talk with Allison Schulnik
- **Sing Me A Song**, 3/6 (598) – music videos
- **TANGO!**, 4/3 (747) – paper flowers, 3 in 30 docent-led tour
- **Indian Tandoori**, 5/1 (595) – pachisi/chaupar board game, 3 in 30 docent-led tour
- **Thursday Night Fever**, 6/5 (972) – mini disco balls, Artist Talk with Ruben Ochoa

### **Artist Residency: Virgil Marti**

Bart Roccoberton and students from the University of Connecticut's Puppet Arts Program created a life mask of MATRIX 167 artist Virgil Marti, inspired by a life mask in Marti's *MATRIX 167: Ode to a Hippie* exhibition.

### **Community Arts Program**

Piloted this year in Asylum Hill, the Community Arts Program engaged local youth in after-school programs throughout Hartford in a series of three sessions that includes onsite and offsite components. The program encourages collaboration and communication by fostering dialogue and art-making based on objects in the Wadsworth Atheneum's collection.

- Art and Poetry (80)
- Art About Us (92)
- Community Portrait (77)

### **Summer Community Studio**, Wednesdays-Fridays, 7/10-8/9 (236 / 9 participating organizations)

Youth from nine Hartford community organizations—Billings Forge Community Works; Boys and Girls Club of Asylum Hill; Boys and Girls Club of Hartford at Trinity College; Charter Oak Cultural Center; Community Renewal Team Generations; Covenant Preparatory School; Mi Casa Family Service and Educational Center, Inc.; Our Piece of the Pie; Billings Forge Community Works; and True Colors—participated in docent-guided tours and a hands-on studio experience focusing on rhythm and movement. Free admission, tours and busing were offered to all groups.

### **Asylum Hill National Night Out**, 8/6 (100)

The Wadsworth attended the National Night Out Celebration at the Boys & Girls Club of Asylum Hill and facilitated a surrealist mask-making activity for families themed around Dali's *Apparition of Face and Fruit Dish on a Beach*.

### **First Night**, 12/31 (828)

Visitors watched a Chinese Traditions acrobatics performance and created festive masks as part of this citywide celebration of the New Year.

## **SCHOOL AND TEACHER PROGRAMS**

Attendance: 13,136

### **Hands On!, grades K-4**

Artistic themes, materials, and techniques stimulate dynamic discussion and creative expression through a docent-guided tour and a hands-on studio art experience with the museum's Resident Teaching Artist.

- *Climbing Up the Beanstalk: Art and Tall Tales*, 10/18-11/14 (387)
- *Lions, and Tigers, and Bears! Oh, My!*, 1/22-5/14 (493)

### **Figuratively Speaking, grades 3-5**

This program uses the aesthetic and expressive qualities of figurative artworks in the museum's collection to cultivate students' narrative, descriptive, and expository writing skills. Each grade-specific unit includes an Art and Writing tour along with free classroom and art room lesson plans for before and after the museum visit.

- Tell Me a Story (grade 3): 184
- Elaboration Nation (grade 4): 58
- You Say Tomato, I Say Tomahto (grade 5): 319

### **Museum on the Move: Art and Literacy Outreach Program, grade 4 (8 participating schools)**

Developed collaboratively with Hartford Public Schools, this four-week outreach program uses landscapes from the museum's permanent collection to develop students' descriptive writing skills. Classes attended from eight schools, including: CREC Museum Academy, Annie Fisher STEM School, Fred D. Wish Museum School, Burr Elementary School, Noah Webster MicroSociety Magnet School, Global Communications Academy, E.B. Kennelly School, and Maria C. Colón Sánchez Elementary School. Busing and curriculum materials provided.

- Teacher workshops: 4 schools/14 teachers
- Docent visit to classroom: 544
- Docent-led tour at Museum: 442

### **Offsite Speaking Engagements**

- Gideon Welles Middle School in Glastonbury: *An Introduction to the Wadsworth Atheneum Museum of Art*, 10/11 and 10/18 (600; 550 Free Family Passes and 50 Teacher Discovery Passes distributed)

### **Hartford Youth Art Renaissance Student Exhibition, 4/12-5/18**

Adjudication, 4/21 (7)

Awards Ceremony and Reception, 5/3 (194)

The 41<sup>st</sup> annual exhibition featured over 100 works of art created by PreK-12 students enrolled in Hartford Public Schools. A Guide by Cell audio tour provided artists' reflections on the works displayed. At the ceremony, two high school students who demonstrated excellence in the portfolio division were awarded scholarships to attend the Hartford Art School's summer program (see below).

### **Summer Pre-collegiate Program, 6/25, 7/9, and 7/16 (50)**

Two Hartford high school students were awarded scholarships (tuition, materials, transportation, and weekly stipend) to attend the Hartford Art School's *Summer High School Visual Arts Portfolio Program*, which included four weekly museum visits to sketch, tour and go behind-the-scenes with conservation staff. Busing provided.

### **Evenings for Educators**

PreK-12 educators and school administrators explore special exhibitions through curatorial presentations, docent-guided tours and in-gallery workshops focused on national and state standards.

2 programs / Attendance: 117, Certificates of Connecticut Professional Development Completion distributed: 71

- *Commissioning Art: The Crown, the Church, and the Nobility*, 10/16 (Attendance: 57, 39 Certificates of Connecticut Professional Development Completion distributed)
- *From Sea to Shining Sea: A Panoramic View of American Landscape Painting*, 3/19 (Attendance: 60, 32 Certificates of Connecticut Professional Development Completion distributed)



**Election Day Workshop:** *Art Speaks!*, 11/5 (84, 53 Certificates of CT Professional Development Completion distributed. 4-5 hours on task)

Teachers joined us for a day of discovering the language and messages of art, with gallery sessions taught by the museum educators. Gallery sessions included the following topics:

- *Artists' Interpretation of History* with Charlene Shang Miller
- *Group Art Advocacy Project* with Nina Goodale-Salazar
- *Keep It Together: Strategies for Collaborative Art-Making in the Classroom* with Lauren Cross
- *The Art of Play: Meaning-making through Gallery Games* with Emily Pacini Ide
- *Relating to the Land: Hudson River to Contemporary Landscapes* with Anne Butler Rice
- *Still Life: Drawing Perspective* with Johanna Plummer and Jennifer Lazaroff

### **Saturday Homeschoolers' Series**

This professional development series aimed at training homeschooling parents to utilize the visual arts as a creative mechanism for addressing core academic subjects, state and national standards, and 21<sup>st</sup> century skills.

- *An Introduction to Teaching Core Subjects through the Visual Arts (PreK-5)*, 2/15 (3)

### **Appointment-based Teacher Workshops and In-service Training**

8 programs / Attendance: 177 (per program average: 22)

- Seedlings Collaborative Hartford: *Learning to Look: What Are the Qualities of a Good Citizen? How Do You Respect a Different Point of View?* 7/1 (6)
- Connecticut's Old State House: *Learning to Look: Teaching from Objects*, 9/19 (9)
- Hartford Public Schools: *Learning to Look: Unconventional Materials in Art*, 1/22 (8)
- Fred D. Wish Museum School
  - *Learning to Look Part 1: Addressing the Common Core through Artful Interactions* 1/31 (40)
  - *Learning to Look Part 2: Multimodal Activities to Activate the Eyes*, 2/28 (40)
  - *Art and Writing*, 5/14 (40)
- Hartford Association for the Education of Young Children: *The ABCs of Art: Discovery through Play*, 3/17 (25)
- Wethersfield Public Schools: *Art and Writing* 4/11 (9)

### **Classroom Resources and Lesson Plans**

- Teacher Manuals: 4 available, including *Museum on the Move* and *Figuratively Speaking* (grades 3-5)
- Lesson Plans: 7 available on various objects from the permanent collection
- Complimentary images of the museum's collection, available to teachers on request: 690 CDs distributed

### **Access Programs**

- *Free Admission for Hartford Students* (130)  
Students attending a school with a Hartford zip code enjoyed free admission to the museum year-round.
- *Teacher Discovery Passes* (43 adults admitted this year)  
Educators booking a docent-guided visit received a one-time free pass to explore collections and exhibitions to prepare for their tour and plan curriculum connections.
- *Free Family Passes* (265 adults admitted this year)  
All PreK-12 students visiting for a docent-guided tour received a free pass to return to the museum.
- *Constant Contact E-newsletter System*  
Distribution: 3,178 PreK-12 teachers and university professors  
Notifies both PreK-12 teachers and university faculty of upcoming exhibitions and programs tailored to their curricular needs.
- *Free Bus Program* (47 buses provided)  
Buses were available on a first-come, first-served basis to Hartford teachers reserving a docent-guided visit.
- *School Library ARTpass* (5)  
New this year, ARTpasses were made available for purchase to school libraries for circulation within their academic institution, providing free general admission to two adults and two youth age 17 and younger.
  - 4 schools / 5 passes: Griswold Elementary in Bristol, Renbrook School in West Hartford, Wish Elementary in Hartford, and CREC Museum Academy in Bloomfield.

**Promotional Events**

3 events / Attendance: 134 (per program average: 45)

- *Hartford Public Schools New Teacher Orientation/Professional Development, 8/13 (47)*
- *Hartford Performs Arts Integration Professional Development Conference, 8/21 (41)*
- *Connecticut Homeschool Network Conference 2013, 9/14 (46; 300 teacher discovery passes distributed)*

**Partnership with Fred. D. Wish Museum School**

The museum entered into an official partnership with Fred D. Wish Museum School in spring 2014. Professional development trainings (see above), buses, free admission, tours, school library ARTpasses, reproductions, First Thursday tickets, and reservations for Museum on the Move and Hands On! were delivered as part of the contract.

**School Tours**

Attendance: 12,447

## **UNIVERSITY PROGRAMS**

Attendance: 1,762

### **Internship Program**

19 interns from 14 universities worked more than approximately 3,950 hours in 6 departments, including: Archives, Curatorial, Education, Institutional Advancement, Library, and Marketing and Communications.

#### **Summer Intern Professional Development: *Behind-the-Scenes Series***

- Tour of storage with Steve Gerich, 7/16 (7)
- Tour of the Austin House with Gene Gaddis, 7/24 (12)
- Tour of the conservation studio with Ulrich Birkmaier, 8/1 (6)

#### **The Hartford Foundation for Public Giving Summer Diversity Internship 2013**

Designed to broaden opportunities for those underrepresented in the museum field, this specific internship was awarded to Alice Wang from Bowdoin College. She was selected to assist the Education department in planning for the reinstallation and reinterpretation of the museum's European art collection in 2015. A stipend of \$1,800 was awarded for over 170 hours of service.

#### **Professor Previews: *Coney Island: Visions of an American Dreamland, 1861-2008***

2 programs / Attendance: 26

Exhibition Curator Robin Jaffee Frank presented a digital walkthrough of the museum's upcoming exhibition *Coney Island: Visions of an American Dreamland, 1861-2008* to area university professors and librarians.

- 11/18 (11: Hartford Public Library, Meriden Public Library, Eastern Connecticut State University, Connecticut College, Sacred Heart University and University of Saint Joseph)
- 3/31 (15: East Granby Public Library, Eastern Connecticut State University, University of Connecticut, Yale University and Libraries, Wesleyan University, and University of Hartford)

#### **Hartford Heritage Project**

In collaboration with the Capital Community College nursing program, the museum offered *Looking is Not Seeing* facilitated by Wadsworth docents and CCC nursing faculty. Students learned to look at art in relation to strengthening clinical assessment skills.

#### **University Tours**

Attendance: 1,724

## **INTERPRETATION**

### **Connections Gallery**

- *Connections Gallery: Still Life*, 1/19/13 – 3/23/14  
Comments posted: 1,286 / 54% directly related to installation / 0% related to art or the Museum  
Drawings posted: 1,805 / 60% directly related to installation / 0% related to art or the Museum  
Explored four centuries of European and American painting with the opportunity for visitors to create their own tabletop still life with props.
- *Connections Gallery: Walton Ford's Novaya Zemlya*, 6/14 – ongoing  
Walton Ford's grand scale watercolors bring new life to the great legacy of American artists like John James Audubon who assumed the mantle of natural historians of the New World, blending depictions of natural history with real-life events. *Novaya Zemlya* recounts the story of Dutch explorer Willem Barents, who became stranded on the Russian archipelago of Novaya Zemlya in 1596 while attempting to find a northeast passage to China. This exhibition presents the story of those Dutch explorers in an animated video and asks visitors to contribute a drawing of their favorite four legged animal.

### **Guide by Cell**

Unique callers: 418

Average number of prompts heard by unique callers: 3.4

- Highlights Tour  
Prompts heard in English: 709 / Spanish: 26
- Let's Move! Family Tour  
Prompts heard in English: 90 / Spanish: 4
- Artists on Art  
Prompts heard in English: 94 / Spanish: 6
- *Hartford Youth Art Renaissance*  
Prompts heard in English: 36

### **American Sign Language Video Tour**

Launch Reception, 6/5 (24)

A new American Sign Language video tour launched this year featuring American Art on the existing permanent collection highlights audio tour, produced in conjunction with the American School for the Deaf.

### **Family Guides**

Three guides continue to be available to families, including: Sol LeWitt, Let's Move!, and Deb Sokolow's *Venus*. One new guide launched in December:

- Forest of Art (bilingual in English and Spanish)

### **Exhibition and Permanent Collection Liaisons**

A staff educator serves as liaison for each exhibition and various collection areas by representing the Education Department at meetings, sharing information about content and logistics with colleagues and providing critical reading and editing of all in-gallery labels and texts.

Lauren Cross

- *Emancipation!*

Charlene Shang Miller

- *The Age of Pleasure and Enlightenment*

Johanna Plummer

- *Media Rewind 1963*

Anne Butler Rice

- *Weaving the Myth of Psyche*

## **DOCENT PROGRAM**

### **Docent Council**

96 docents volunteered more than 10,000 hours attending training, preparing for 1,385 tours, attending to docent business and engaging 17,999 visitors in the galleries on guided tours and experiences. Using the federal volunteer hourly value of \$26.43 in Connecticut, the monetary value that they contribute is \$264,300. The docents were responsible for touring the museum's various collections as well as the following special exhibitions: *Emancipation!*, *An Artificial Wilderness: The Landscape in Contemporary Photography*, *Weaving the Myth of Psyche*, *The Age of Pleasure and Enlightenment*, *Media Rewind 1963*, *Virgil Marti / MATRIX 167*, *Alison Schulnik / MATRIX 168*, *Ruben Ochoa / MATRIX 169*, *Connections Gallery: Still Life and Connections Gallery: Walton Ford's Novaya Zemlya*.

### **Docent Training**

15 sessions / Attendance: 998 (per program average: 67)

- *Virgil Marti: MATRIX 167, Media Rewind, and An Artificial Wilderness* with Patricia Hickson, 9/16-17 (73)
- *Emancipation!* with Frank Mitchell and related touring information with Charlene Shang Miller, 9/23-25 (64)
- *Weaving the Myth of Psyche* with Linda Roth and Lynne Bassett, 10/7-8 (74)
- *The Age of Pleasure and Enlightenment* with Charlene Shang Miller, 10/21-22 (71)
- *The Best Show is the People Themselves: The Crowd in American Art at the Wadsworth Atheneum* with Robin Jaffee Frank (87)
- *Artists Interpreting History: Trumbull's Declaration of Independence and Vanderlyn's Murder of Jane McCrea* with Charlene Shang Miller, 11/11-12 (73)
- *Ana Mendieta* with Sherry Buckberrough, University of Hartford, 12/2-3 (60)
- *Collection Focus on Dubuffet, Steuben glass and ancient Greek lions* with Charlene Shang Miller and Hands On art activity demonstration with Nina Goodale-Salazar, 1/13 and 1/14 (64)
- *MATRIX 168 / Alison Schulnik* with Patty Hickson, 2/10-11 (52)
- *Heart of Glass* with Alyce Englund, 2/24-25 (53)
- *Kirchner's Suburb of Berlin and Jensen's The World As It Really Is* with Charlene Shang Miller, 3/10-11 (73)
- *Storytelling as a Way of Seeing* with Tom Lee, professional storyteller, 3/24-25 (57)
- *Sevres Vase l'Adour* with Linda Roth and *Collection focus: the Shutes and Fitch portraits* with Charlene Shang Miller 4/7-8 (69)
- *European Art* with Oliver Tostmann, 5/5-6 (72)
- *Drawing to See* with docents Cathy Doocy Drake, Hennie Stargardter and Joan Traverso, 5/12/13 (56)

### **Eileen S. Pollack Docent Education Lecture**

- *A Dialogue with the Gods: Decoding the Art of Ancient Iraq* with Dorothy Keller, University of St. Joseph, 1/28 (74)

### **Docent Council Business Meetings for all docents**

- Fall Meeting, 9/10 (72)
- Annual Meeting, 5/27 (65)

### **Docent Evaluation**

Docents are formally evaluated once every three years by the docent educator and a peer docent. 22 evaluations conducted

### **Other related activity:**

- Docent Memorial Lecture with Joan Marter, Rutgers University, 4/29

## **EVALUATION**

### **Surveying**

The robust surveying this year is part of an overall growth in evaluative activity. For example, in 2010, the only evaluation activity taking place was school tour surveys which were collected by Wadsworth staff but not analyzed; in 2013 there were 10 different evaluation or research activities. Surveys collected include:

- 1,726 adult drop-in visitor
- 1,016 on First Thursday
- 380 at Envisionfest
- 303 at MLK Community Day
- 179 at Juneteenth Community Day
- 124 school tour surveys
- 34 at Summer Community Studios

### **Building Evaluation Capacity**

Offered by the Hartford Foundation for Public Giving's Non-Profit Support Program, an interdepartmental team including Johanna Plummer, Erica Roggeveen Byrne, Susan Carey, Lauren Cross and Jama Holchin, created evaluation instruments that align with the Community Engagement Initiative's new Impact Planning Framework.

### **Community Engagement Initiative Evaluation**

The Museum worked with Anita Baker of Evaluation Services to design an evaluation of CEI 2012-2013 programming, using data drawn from an annual implementation study as well as additional review of key findings from other external evaluation reports. The evaluation was designed specifically to answer key questions about CEI, to support feedback requirements regarding the Wadsworth's grant with the Hartford Foundation for Public Giving and to provide results-based information to guide ongoing CEI decision-making. The full report or executive summary is available by request.

### **Community Engagement Initiative Impact Planning**

Randi Korn & Associates delivered a series of three workshops designed to help the museum articulate and demonstrate the impact of the Community Engagement Initiative on target audiences. Workshops conducted with community stakeholders focused on clarifying the intended impact, developing outcomes and indicators, and using data to drive decision making. As a result of this work, an impact planning framework and evaluation instruments for Second Saturdays, school tours, community collaborators, and youth programs were developed.

### **Community Arts Program (CAP) Pilot Study**

Representatives of four Community Arts Program organizations participated in evaluation interviews to determine if the pilot had been effective and to provide insights regarding continued efforts. Five key findings were shared consistently by the respondents:

- CAP is uniformly perceived as a very successful program.
- CAP connected participants to the city of Hartford, to the Wadsworth Atheneum and to various aspects of art curriculum.
- Participants appreciate the content and logistics of the program.
- Participants can cite ways in which students and older constituents learned during the program.
- Participants are eager for future collaborations with the Wadsworth Atheneum.

## **VISITOR SERVICES**

### **Group Tours**

The Group Visit Associate coordinated 486 reservations for adults, seniors, corporate members, and students groups.

### **Instant Atheneum**

Visitor Services staff also promotes the Museum's many special programs and events, and signed up 745 new subscribers to the Museum's Instant Atheneum email newsletter.

### **Library ARTpass**

180 ARTpasses, allowing free admission for two adults and two teens or buy-one-get-one film admission, were distributed to town and school libraries along with rack cards and other materials for display. 2,061 visitors used the ARTpass over the course of the year.

### **Visitor Comments**

Visitor Services staff collected 2,200 visitor comments (including feedback received via email, telephone, and reported to other staff). Comments were summarized by month and distributed to staff via the attendance report, and reviewed semi-annually by the Customer Care Committee.

### **Fundraiser Donation Requests**

Visitor Services manages all requests from non-profit organizations to make a donation to support their fundraising events, and this year fulfilled 287 requests with 1,548 complimentary tickets.

### **Museum Map**

26,000 maps were distributed to Museum visitors this fiscal year. Visitor Services updates the map with text about exhibitions and the collection and coordinates placement of letter codes with gallery locations. To both keep the map current and promote upcoming exhibitions, the map was revised 27 times during the year.

### **Volunteers**

Approximately 100 applicants express an interest in volunteering at the Wadsworth annually. Visitor Services follows up with applicants to direct them towards a program that will match their strengths with museum needs. The annual volunteer appreciation program recognized Museum's 232 volunteers in the spring, providing guest museum passes and extra discounts in The Museum Shop and Cafe.

### **Events Calendar**

Visitor Services maintains the museum-wide events calendar and meets monthly with event and program staff to assure that requests for space, security, galleries, admissions, catering, audio-visual equipment, piano, and any other event service is coordinated. Over the course of the year, 1,006 reservations were added to the calendar.

## **PROFESSIONAL SERVICE AND CONFERENCES**

### ***Service***

Johanna Plummer

- Member, Advisory Board, Ballard Institute and Museum of Puppetry, University of Connecticut, 2010-present
- Member, Fred D. Wish Museum School Design Committee, Steering Committee, Hartford Public Schools, 2012-present

Emily Pacini Ide

- Member, Arts Providers Committee, Hartford Performs, Hartford Public Schools, 2010-present
- Member, Fred D. Wish Museum School Design Committee, Hartford Public Schools, 2012-present
- Museum Education Representative, Connecticut Art Education Association, June 2013-present
- Member, High School Arts Committee, Hartford Performs, Hartford Public Schools, 2013-present

### ***Conference Presentations***

**Hartford Performs Arts Integration Conference**, Hartford, CT

*The Observant Eye: Looking to Learn* with Emily Pacini Ide  
8/21 (11 and 13)

**Connecticut Art Education Association's Annual Fall Conference**, Cromwell, CT

*Figuratively Speaking: Increasing Students' Literacy Skills through Portraiture* with Emily Pacini Ide  
10/30 (50; 45 Teacher Discovery Passes distributed)

### ***Professional Development***

**National Art Education Association's SummerVisionDC, Washington, D.C.**

7/9-12; Attended by Emily Pacini Ide

**Teaching Institute in Museum Education, Chicago**

8/5-9; Attended by Charlene Shang Miller

**American Association of Museums Annual Meeting and MuseumExpo, Seattle**

5/18-21; Attended by Johanna Plummer



## **STAFF AND VOLUNTEERS**

### ***Staff***

Johanna L. Plummer, Georgette Auerbach Koopman Director of Education

### ***Education***

Lauren Cross, Community Programs Coordinator

Nina Goodale-Salazar, Resident Teaching Artist\*

Jama Holchin, Education Assistant\*

Emily Pacini Ide, School and Teacher Programs Specialist

Charlene Shang Miller, Docent and Tour Programs Manager

Anne Butler Rice, Public Programs Manager

### ***Visitor Services***

Susan Carey, Visitor Services Manager

Jan Beatty, Visitor Services Attendant\*

Courtney Hebert, Group Visit Associate

Carolyn Zemantic, Visitor Services Representative

Wadsworth Atheneum Docent Council

### ***Volunteers***

- 96 docents contributed more than 10,000 hours
- 16 Visitor Services volunteers contributed 1,360 hours
- 4 Education interns contributed more than 900 hours
- 35 Second Saturday volunteers contributed 466 hours
- 80 Community Day volunteers contributed 394 hours
- 9 First Night volunteers contributed 31 hours
- 5 First Thursday volunteers contributed 25 hours

\*part-time

## **PARTNERS**

### **Program collaborators**

*Partners with whom the content of the program was determined collaboratively*

- American School for the Deaf
- The Amistad Center for Art & Culture
- Bated Breath Theatre Company
- Charter Oak Cultural Center
- CREC Museum Academy
- First Night Hartford
- Hartford Art School
- Hartford Public Schools
- Hartford Symphony Orchestra
- The iQuilt Project
- Scapegoat Garden
- University of Connecticut's Puppet Arts Program

### **Artists, musicians, and performers engaged**

- The Aquatudes, musicians
- Victoria Ascherman, musician
- Donald Boudreaux, artist
- Celticado, musicians
- Connecticut Plein Air Society
- Gonzalo Cortes, musician
- Students from CREC Museum Academy
- DENDiTM and Lee Meriwether, DJs
- DJ Sorcerer Supreme
- Lelaneia Dubay, landscape designer
- EQUilibrium Dance Theatre, performers
- Students from Fred D. Wish Museum School
- Handweavers' Guild of Connecticut
- Hartford Bicycle Studio
- Hartford High School Show Choir, musicians
- Jen Allen Trio, musicians
- Kennelly Premier Drumline, musicians
- Khaiim the RapOet, performer
- Jennifer Lazaroff, artist
- Tom Lee, storyteller
- Virgil Marti, artist
- Natasha B. Miles, artist
- Ruben Ochoa, artist
- Chris O'Herron, artist
- Ray of Hope Project, performers
- Carrie Ricciardelli, artist
- Bart Roccoberton, puppet artist
- Daniel Salazar, videographer

- Alison Schulnik, artist
- Sea Tea Improv, performers
- Geoff Silvis, artist
- Paul Spirito, puppet artist
- Students from the University of Connecticut's Puppet Arts Program
- Joel Weik, musician
- Stephanie Wheeler, musician
- Sankofa Kuumba

### **Scholars, teachers, and other experts engaged**

- Sheila Murphy Adams, author
- Stella Antley
- Sherry Buckberrough, University of Hartford
- Connecticut Audubon Society of Pomfret
- Connecticut Authors and Publishers Association
- Marlene Eidelheit, Textile Laboratory, Cathedral Church of Saint John the Divine
- Nonie Gadsden, Museum of Fine Arts, Boston
- Alden Gordon, Trinity College
- Grow Hartford
- Hispanic Health Council (MI CASA Campus)
- Dorothy Keller, University of St. Joseph
- Dolores Lawler, author
- Mandell Jewish Community Center and the PJ Library
- Joan Marter, Rutgers University
- Frank Mitchell, The Amistad Center for Art & Culture
- Alison Norström, George Eastman House
- J.E. Rogers, author
- Deborah Solomon, author
- Julie Wakely, author

### **Evaluation partners**

- Building Evaluation Capacity Program, Hartford Foundation for Public Giving Non-Profit Support Program
- Evaluation Services Consulting
- Randi Korn & Associates
- UCONN's Neag Center for Gifted Education and Talent Development
- Karen Wizevich

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- Anonymous

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