EDUCATION AND VISITOR SERVICES
ANNUAL REPORT

FY 2015

WADSWORTH ATHENEUM MUSEUM OF ART
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Last updated: 2/22/2016
EXECUTIVE SUMMARY

The Education Department offered our many audiences an invigorating slate of programs this past year. Accounting for 39% of the Museum’s annual attendance of just over 90,000, programs engaged more than 100 partners including visual artists, storytellers, musicians, dancers, and cultural organizations in the greater Hartford community and beyond—from the Owl Enrichment Center at the Hartford Public Library to the Coney Island Circus Sideshow.

Funded by the National Endowment for the Humanities, the exhibition Coney Island: Visions of an American Dreamland, 1861-2008, provided opportunities to explore social and historical content outside of traditional programmatic boundaries. A major symposium titled Coney Island: An Intersection of Art and Identity offered new perspectives on the culture and subculture of Coney Island as a continuing source of creative inspiration and a site of social change. The exhibition and educational programs were recognized by the NEH On the Road Program and are currently being adapted for travel to venues across the United States.

Contemporary art took center stage as we celebrated the 40th anniversary of the MATRIX series through programs that included art critic Jerry Saltz, current MATRIX artists like Michael McMillen in conversation with past MATRIX artists like Betye Saar, as well as a digital and physical timeline in the Connections Gallery that traced the distinguished series since its inception in 1975.

Over 18,000 students, teachers, families and adults participated in nearly 1,500 guided tours of the Museum’s exhibitions and collections with one of the Museum’s 87 dedicated docents. Our Docent Council also hosted the Connecticut Art Docent Symposium, convening docents from the across the state to develop dialogue around visitor engagement and confronting controversial topics. A new Docent-in Training class began its 15-week course in preparation for touring our expanded gallery spaces.

Signature programs conceived within the Community Engagement Initiative like Museum on the Move, Second Saturdays for Families, the Community Arts Program, and Summer Community Studio continue to evolve and thrive. And 18 Interns from 14 universities were placed in departments throughout the museum to mentor with professional staff, nurturing their understanding of the various fields represented in the museum setting.

New initiatives this year included the introduction of experimentation galleries planned by Education staff to encourage deeper in-gallery audience experiences surrounding special exhibitions, as well as the launch of a Community Engagement Initiative microsite accessible on the museum’s website. The microsite provides a history of the Community Engagement Initiative, outlining the many programs it encompasses. It includes formal evaluation results, program photographs capturing thousands of participants finding meaningful engagement with the arts, and a listing of our committed funders who make these programs possible.

Anne Butler Rice, Interim Director of Education
Annual Museum Attendance: 92,038
Education Program Attendance: 35,952 [39.1% of total attendance]

Key Success Drivers and Indicators

<table>
<thead>
<tr>
<th></th>
<th>FY15</th>
<th>Goal</th>
<th>Status</th>
<th>FY14</th>
<th>FY13</th>
<th>FY12</th>
<th>FY11</th>
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<tbody>
<tr>
<td>Number of exhibition related programs</td>
<td>32</td>
<td>70</td>
<td>+</td>
<td>24</td>
<td>67</td>
<td>49</td>
<td>60</td>
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<tr>
<td>Number of collection related programs</td>
<td>40</td>
<td></td>
<td></td>
<td>52</td>
<td>27</td>
<td>23</td>
<td></td>
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<tr>
<td>Visitor experience: collect feedback [visitor surveys]</td>
<td>636</td>
<td>500</td>
<td>+</td>
<td>3,762</td>
<td>815</td>
<td>508</td>
<td>574</td>
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<tr>
<td>Attendance</td>
<td>92,038</td>
<td>96,369</td>
<td>-</td>
<td>81,221</td>
<td>106,796</td>
<td>96,298</td>
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<td>Attendance revenue</td>
<td>$152K</td>
<td>$138K</td>
<td>+</td>
<td>$185K</td>
<td>$244K</td>
<td>$221K</td>
<td>$242K</td>
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<td>Percentage of school tour engagement</td>
<td>96%</td>
<td>85%</td>
<td>+</td>
<td>97%</td>
<td>96%</td>
<td>97%</td>
<td>94%</td>
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<tr>
<td>Number of school group attendees</td>
<td>12,310</td>
<td>15,467</td>
<td>-</td>
<td>12,488</td>
<td>12,514</td>
<td>12,399</td>
<td>14,945</td>
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<td>Member engagement, # of repeat visits</td>
<td>1,449</td>
<td>1,286</td>
<td>+</td>
<td>1,221</td>
<td>1,770</td>
<td>1,285</td>
<td>1,223</td>
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<td>Non-member engagement: Walk ups who visit 2+/year(^2)</td>
<td>29,137</td>
<td>32,977</td>
<td>-</td>
<td>18,429</td>
<td>28,269</td>
<td>32,953</td>
<td>ND</td>
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<tr>
<td>Audience diversity: ethnic diversity as a percentage of overall attendance(^3)</td>
<td>ND</td>
<td>22%</td>
<td>x</td>
<td>23%</td>
<td>ND</td>
<td>20%</td>
<td>16%</td>
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<td>Growth in city of Hartford visitation</td>
<td>21,667</td>
<td>19,706</td>
<td>+</td>
<td>20,779</td>
<td>21,108</td>
<td>19,691</td>
<td>19,234</td>
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<td>Maintain Hartford County visitation</td>
<td>38,065</td>
<td>40,990</td>
<td>-</td>
<td>32,457</td>
<td>45,337</td>
<td>40,936</td>
<td>41,724</td>
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<td>Maintain in-state visitation</td>
<td>19,602</td>
<td>22,150</td>
<td>-</td>
<td>16,255</td>
<td>24,413</td>
<td>22,134</td>
<td>27,680</td>
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<td>Maintain out-of-state visitation</td>
<td>12,704</td>
<td>13,523</td>
<td>-</td>
<td>11,730</td>
<td>15,939</td>
<td>13,513</td>
<td>13,128</td>
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<td>Number of local community partnerships</td>
<td>105</td>
<td>60</td>
<td>+</td>
<td>72</td>
<td>88</td>
<td>72</td>
<td>60</td>
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\(^1\) FY14 included the year-long adult visitor survey
\(^2\) Estimated # from front desk verbal survey [one week per month]
\(^3\) FY14: Evaluation Services, FY12: NEA, FY11: CCSU
ADULT PROGRAMS
Attendance: 9,305

Lectures and Conversations
8 programs / Attendance: 804 (per program average: 100)

- **Emily Hall Tremaine Lecture in Contemporary Art: Jerry Saltz**, 2/4 [244]
  Jerry Saltz, New York Magazine
  Collection focus: Contemporary

- **Coney Island: "The Melting Pot at Play,"** 2/11 [38]
  Robin Jaffee Frank, Chief Curator and Kriebel Curator of American Paintings and Sculpture
  Exhibition: *Coney Island: Visions of an American Dreamland, 1861-2008*

- **Coney Island 40 Years**, 4/1 [65]
  Harvey Stein, Photographer
  Exhibition: *Coney Island: Visions of an American Dreamland, 1861-2008*

- **Conversation/Side Show/Film Freaks**, 4/16 [102]
  Rachel Adams, Professor of English and American Studies, Columbia University
  Jennifer Miller, Professor of Performance, Pratt Institute, Coney Island Circus Sideshow’s Bearded Lady and Director of Circus Amok
  Exhibition: *Coney Island: Visions of an American Dreamland, 1861-2008*

- **MATRIX Artists in Conversation: Michael C. McMillen and Betye Saar**, 4/23 [50]
  Exhibition: MATRIX 171 / Michael C. McMillen, Connections Gallery: MATRIX 16 40

- **Hank Willis Thomas**, 5/6 [81]
  Collection focus: Contemporary

- **Listening to Stone: The Art and Life of Isamu Noguchi**, 5/21 [40]
  Hayden Herrera, author

  Robert Hobbs, The Rhoda Thalhimer Endowed Chair of American Art, Virginia Commonwealth University
  Collection focus: Contemporary

Gallery Talks
19 programs / Attendance: 641 (per program average: 34)

- **Frames of Gold** with Zenon Gansziniec, 7/10 [26]
  Collection focus

- **Art Traffic** with Edd Russo and Mary Busick, 8/1 [38]
  Collection focus

- **MATRIX 169 / Ruben Ochoa** with Patricia Hickson, 8/14 [10]

- **Lines and Squares** with Anne Butler Rice, 9/5 [31]
  Collection focus

- **The Intriguing Medium of Rock** with Robert Thorson, University of Connecticut, 9/19 [52]
  Collection focus

- **Tony Smith and the Wadsworth Atheneum** with Eileen Doyle, 10/9 [22]
  Collection focus

- **CSI: Conservation Science Investigation** with Allen Kosanovich and Ulrich Birkmaier 10/30 [25]
  Collection focus

- **Artist Talk with Frohawk Two Feathers**, 11/7 [25]
  Exhibition: MATRIX 170 / Frohawk Two Feathers

- **Rembrandt Peale’s Portrait of Rajah Rammohun Roy** with Erin Monroe, 12/19 [32]

- **Heaven and Earth** with Oliver Tostmann, 1/23 [44]

- **MATRIX 171/Michael C. McMillen**, 1/31 [42]
- **Contemporary Art at the Wadsworth Atheneum** with Patricia Hickson, 2/13 [18]
  Collection focus
- **Artist Daze**, 3/12 [44]
  Exhibition: Coney Island: Visions of an American Dreamland, 1861-2008
- **Flying Horses: The History of the Carousel** with Andrew Miller, New England Carousel Museum, 3/27 [38]
  Exhibition: Coney Island: Visions of an American Dreamland, 1861-2008
- **Coney Island Revealed** with Bob Yorburg, performer, 4/10 [76]
- Exhibition: Coney Island: Visions of an American Dreamland, 1861-2008
- **MATRIX 171/Michael C. McMillen** with Patricia Hickson, 4/17 [10]
- **Coney Island: A Photographic History** with Erin Monroe, 5/7 [20]
  Exhibition: Coney Island: Visions of an American Dreamland, 1861-2008
- **America’s Playground** with Robin Jaffee Frank, 5/17 [58]
  Exhibition: Coney Island: Visions of an American Dreamland, 1861-2008
- **His and Hers of the Colt Collection** with Alyce Perry Englund, 6/5 [28]
  Collection focus

**Symposium**
1 program / Attendance: 353
- **Coney Island: An Intersection of Art and Identity**, 2/27-28
  Program included:
  - Ten-in-One Circus Sideshow by Dick Zigun, Founder of the Coney Island Circus Sideshows
  - Keynote address by Robin Jaffee Frank, Exhibition Curator and Chief Curator
  - Panel: Nightmares and Fantasies: Painting Coney Island with Daze (Chris Daze Ellis), Marie Roberts, Frederick Brosen, and Joseph Koerner
  - Panel: Race and Identity at Coney Island, with Olivia White, Robert E. Steele, Frank Mitchell, Robyn Autry, and Davarian L. Baldwin in collaboration with The Amistad Center for Art & Culture
  - Panel: Coney Island on the Silver Screen Joshua Glick, Nick Carr and Charles Musser.
  - Presentation on the Coney Island History Project with Charles Denson

**Sunday Serenades**
3 programs / Attendance: 406 (per program average: 135)
Chamber music series presented in collaboration with the Hartford Symphony Orchestra under the Artistic Direction of HSO Concertmaster Leonid Sigal.
- **Mozart and MATRIX**, 10/26 [82]
- **On Angels’ Wings: Beethoven, Tchaikovsky and Beyond**, 3/22 [180]
- **Copland and Coney Island**, 5/17 [144]

**Art History Course**
4 programs / Attendance: 261 (per program average: 65)
- **Art After 1945: Modern, Postmodern, Contemporary**, with Frazer Ward, Smith College, Mondays, 3/2-3/23

**Adult tours**
Attendance: 6,975
Includes: Highlights, Special Theme tours, 3 in 30, Austin House, Walk through the Wadsworth, the Wadsworth/Twain/Stowe package, Verbal Imaging, *Coney Island and the American Experience*, tours for rental events, self guided, staff guided and unscheduled groups
FAMILY PROGRAMS
Attendance: 6,440

Second Saturdays for Families
11 programs / Attendance: 6,469 (includes groups, per program average: 588)
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, and Ask About Art. The second Saturday in June coincided with Juneteenth Community day.
• **Make Waves**, 7/12 (283)
  Partners: The Wave
  *Presented with additional support from the Awesome Foundation.*
• **Land and Sky**, 8/9 (261)
  Partners: Lorena Garay, Greater Hartford Arts Council’s Neighborhood Studios participants
  Exhibition: *MATRIX 169 / Ruben Ochoa*
• **The Four Seasons**, 9/13 (493)
  Partners: Hartford Prints
• **Adventures and Expeditions**, 10/11 (376)
  Partners: Andre Balazs
  Exhibition: *Connections Gallery: Walton Ford’s Novaya Zemlya*
  *Program coincided with the Hartford Marathon and was held from 1-4pm.*
• **Stories by Frohawk Two Feathers**, 11/8 (671)
  Partners: Frohawk Two Feathers, Haley Hewitt, Joy Monroe
  Exhibition: *MATRIX 170 / Frohawk Two Feathers*
• **Festive Days!**, 12/13 (1,722)
  Partners: Mandell Jewish Community Center, Haley Hewitt, Stephanie Wheeler
• **Quest Stories**, 1/10 (419)
  Partners: Tom Lee
  Collection focus: Jason Tapestries
• **Ode to Romare Bearden**, 2/14 (412)
  Partners: Hartford Public Library, The Amistad Center for Art & Culture, Artists Collective
  Collection focus: Romare Bearden
• **Circus Dreams**, 3/14 (708)
  Partners: Bob Yorburg, New England Carousel Museum, Professor Phineas Feelgood’s World of Magic, Vincent Morgan
  Exhibition: *Coney Island: Visions of an American Dreamland, 1861-2008*
• **City Silhouettes**, 4/11 (583)
  Partners: Robert Messore
  Exhibition: *MATRIX 171 / Michael McMillen*
• **A Coney Island Carnival**, 5/9 (541)
  Partners: Marie Roberts, Hartford Public Library, Hartford Prints, Bob Yorburg, Dikki Ellis, Tom Billy
  Martin Swinger, Matt Loosigian, Joshua Glick, Patrick Regan
  Exhibition: *Coney Island: Visions of an American Dreamland, 1861-2008*

Family Tours
Attendance: 464
Includes: Ask About Art; ABCs: Art, Books, Connections; Eyes on Art; and Walk through the Wadsworth for Families
COMMUNITY PROGRAMS

Attendance: 4,319

Community Days (free admission 10am-5pm)
3 programs / Attendance: 3,255 (per program average: 1,085)
- Envisionfest Community Day: The View from Here, 9/20 [1,329]
  Partners: Hartford All-City Youth Orchestra, Colonel Pope and the Hartford Hot Several, CONNetic Dance, Cheryl Cianci, Natasha Miles, Bessy Reyna, Student performers from CREC and Hartford Public Schools, Tommy Seda, Celine, John Holchin, Scott Gac, David Borawski
- Martin Luther King, Jr. Community Day: Spread the Word!, 1/19 [1,179]
- Juneteenth Community Day: Stories and Songs of Freedom, 6/13 [747]
  Partners: The Amistad Center for Art & Culture, Greater Hartford Academy of the Arts Middle School, E.B. Kennelly Elementary & Middle School, Bandshes, YAZU Productions, DJ D-1, Donald Boudreaux, Kearen Enright, ImPACT Fest, Mark Twain House & Museum, Harriet Beecher Stowe Center

Art After Hours: First Thursdays
10 programs / Attendance: 6,866 (per program average: 687)
Education led activities, connecting people and art included:
- Caribbean Festival, 8/7 [1,190] – Costume pieces
- Sing the Blues, 9/4 [681] – Landscape painting, 3 in 30 tour
- Frohawk Two Feathers / MATRIX 170, 10/2 [403] – Trashion Fashion art activity, Artist Talk with Frohawk Two Feathers
- Fashion Frenzy, 11/6 [512] – Paper dolls, 3 in 30 tour
- Festival of Trees and Traditions, 12/4 [957] – Holiday gift wrap
- Coney Island: Tunnel of Love, 2/5 [533] – Write a valentine to Hartford with Hartford Prints
- Downton Atheneum, 3/5 [262] – Embroidered napkins
- Call of the Wild, 4/2 [602] – Still life drawing, 3 in 30 tour
- Dreamland, 5/7 [804] – Mermaid Parade costumes with Kinetic Dreams
- ¡Viva Peru! 6/4 [922] – Artist Talks with Mark Bradford

Community Arts Program
The Community Arts Program engages local youth in after-school programs throughout Hartford in a series of three sessions that includes onsite and offsite components. The program encourages the 21st Century Skills of collaboration and communication by fostering dialogue and art-making based on objects in the Wadsworth’s collection.
- Art and Poetry: 134
- Art About Us: 164
- Community Portrait: 161

Summer Community Studio, Wednesdays-Fridays, 7/9-8/8
15 programs / Attendance: 189 (per program average: 12) / 9 organizations
Youth from Hartford community organizations participated in docent-guided tours and a hands-on studio experience focusing on rhythm and movement in art. Nine organizations participated, including: Boys and Girls Club of Asylum Hill; Community Renewal Team Generations; Covenant Preparatory School; Ebony Horsewomen, Inc; Mi Casa Family Service and Educational Center, Inc.; Trinity Academy; Owl Enrichment Center; Betances Early Reading Lab; and Our Piece of the Pie. Free admission, tours and busing were offered to all groups. Free Family Passes were distributed.
Teen Night and Open Mic, 5/8 [40]
Teens gathered at the museum for an evening in the galleries with music, art making, performances, docent led tours, food and games.
Partners: Hartford Public Library – Mark Twain Branch, The Amistad Center’s Teen Advisory Group, Malcolm Stanley

Public Opening, 1/31
Education led programming included:
- Tours: ABCs: Art, Books, Connections; Eyes on Art; Contemporary Art; Coney Island
- Pop Up at Coney Island!art-making activity
- Gallery Talk: MATRIX 171 / Michael C. McMillen (see also Adult Programs)

First Night Hartford, 12/31 [419]
Visitors created masks inspired by the Jason tapestries as part of this citywide celebration of the New Year.

The MOUTH: Thrown for a Loop, 4/10 [176]
This live storytelling event hosted at the Mark Twain House and Museum featured artist Lynn H. Butler on the stories behind her captivating Coney Island photographs and a variety of community-submitted tales.
Exhibition: Coney Island: Visions of an American Dreamland, 1861-2008
Partners: The Mark Twain House and Museum, Lynn H. Butler, Chion Wolf

CEI microsite – engage.thewadsworth.org
December 2014
This microsite seeks to showcase the success of the Community Engagement Initiative and drive participation to programs open to the public. Sharing program photos and descriptions as well as research and reports makes the work behind CEI more transparent to a wider audience.
- User sessions: 24,601
- Pageviews: 92,285
SCHOOL AND TEACHER PROGRAMS
Attendance: 12,804

SCHOOL PROGRAMS

The Place Where You Live Multisite Visit, partnership with Connecticut’s Old State House
Students embraced the messages found in objects and architecture illustrating local and state history as they discovered their place within this cultural narrative. Visits included hour-long tours at the museum and Connecticut’s Old State House.

- American Art: 60
- CT People and Places: 652
- Learning to Look: 372
- Step into the Story: 34

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.

- The Great Shape Escape, 10/22-11/21 [465]
- You’ve Reached Your Destination, 2/4 – 3/26 [401]

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): 185
- Elaboration Nation (grade 4): 28
- Similarities and Differences (grade 5): 210

Museum on the Move: Art and Literacy Outreach Program, grade 4 (9 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 nine schools, including: CREC Museum Academy, Annie Fisher STEM School, Fred D. Wish Museum School, Burns Latino Studies Academy, Expeditionary Learning Academy at Moynihan School, Martin Luther King School, Noah Webster MicroSociety Magnet School, Global Communications Academy, and Maria C. Colón Sánchez Elementary School. Busing and curriculum materials provided.

- Teacher workshops: 9 schools / 28 teachers
- Docent visit to classroom: 542
- Docent-led tour at museum: 550

Offsite Speaking Engagements

- Gideon Welles Middle School in Glastonbury: An Introduction to the Wadsworth Atheneum Museum of Art, 3/6 [290; 575 Free Family Passes and 25 Teacher Discovery Passes distributed]
Hartford Youth Art Renaissance Student Exhibition, 4/25-5/24
Adjudication, 4/27 (6)
Awards Ceremony and Reception, 5/16 (259)
The 42nd 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, Wednesdays, 6/25-7/16 (52)
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 three weekly visits to the museum to draw in the galleries, participate in docent-guided tours, and go behind-the-scenes with Conservation staff. Free Family Passes and Teacher Discovery Passes distributed. Busing was provided.

School Tours
Attendance: 12,310

TEACHER PROGRAMS

Evenings for Educators
2 programs / Attendance: 165 (per program average: 83)
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.

- Home Sweet Home: Exploring the Work of Connecticut Artists and Craftsmen, 10/15 (81, 55 Certificates of Connecticut Professional Development Completion distributed; 2-3 hours on task)
- Coney Island: Visions of an American Dreamland, 1861-2008, 2/18 (84, 38 Certificates of Connecticut Professional Development Completion distributed; 2-3 hours on task)

Election Day Workshop: [Art] History in Your Own Backyard, 11/4 (90, 90 Certificates of Connecticut Professional Development Completion distributed; 4 hours on task)
- Keynote: Double Take with Erin Monroe and Jennifer DiCola Matos, Executive Director of the Noah Webster House and West Hartford Historical Society
- Breakout sessions:
  - Picturing Connecticut History through Objects and Imagery with Lauren Cross
  - O Say Can You See? Perspectives in American Art with Anne Butler Rice
  - These Walls Do Talk: Art and Architecture at the Old State House with Brian Cofrancesco, Head of Education, Old State House
  - History in Your Neighborhood: Evolving Communities in America with Betsy Bradley, Museum Educator, Old State House

Appointment-based Teacher Workshops and In-service Training
2 programs / Attendance: 37 (per program average: 19)
- East Hartford Public Schools: Meet Me Down at Coney Isle: A Playful Discovery of Place, 2/13 (20)
- Hartford Performs: Meet Me Down at Coney Isle: A Playful Discovery of Place, 4/25 (17)
Classroom Resources and Lesson Plans
- Teacher Manuals: 4 available, including Museum on the Move and Figuratively Speaking (grades 3-5)
- Lesson Plans: 8 available on various objects from the permanent collection, including Reginald Marsh, Wooden Houses, 1936, which launched 2/18.
- Complimentary images of museum’s collection, available upon request: 292 CDs distributed
- NEW Online Teacher Image Portal: 53 PreK-12 sign ups
  This password protected site allows PreK-12 educators access to digital images from the permanent collection and special exhibitions for classroom use. Includes the following image sets: Coney Island, museum History, Museum on the Move, and Post-War and Contemporary Art.

Access Programs
- Free Admission for Hartford Students [64]
  Students attending a school with a Hartford zip code enjoyed free admission to the museum year-round.
- Teacher Discovery Passes [61]
  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 [270 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: 3,399 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 [41 buses provided]
  Buses were available on a first-come, first-served basis to Hartford teachers reserving a docent-guided visit.
- School Library ARTpass [2]
  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.
  - 2 schools / 2 passes: Renbrook School, West Hartford and Futures School, West Hartford

Promotional Events
- Connecticut Homeschool Network Conference, 9/6 (250 Free Family Passes distributed)
- Fred D. Wish Museum School’s Fall Open House, 9/23 (76, 36 Free Family Passes distributed)
- Connecticut Art Education Association Fall Conference, 10/29 (197, 320 attendees received Teacher Discovery Passes)
**UNIVERSITY PROGRAMS**

Attendance: 1,325

**Internship Program**
18 interns from 14 universities worked more than approximately 2,500 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 the conservation studio with Ulrich Birkmaier, 7/31 [4]

**Professor Preview: Coney Island: Visions of an American Dreamland, 1861-2008, 9/15 [7]**
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.

  - Attendees included: Eastern Connecticut State University, Prosser Public Library [Bloomfield], South Windsor Public Library, Tolland Public Library, Tunxis Community College, West Hartford Public Library, and Willimantic Public Library

**University Tours**
Attendance: 1,314
Connections Gallery

- **Connections Gallery: Walton Ford’s Novaya Zemlya, 6/14 – 12/14**
  Comments posted: 1,249 / 29% directly related to installation / 7% related to art or the museum
  Walton Ford’s grand scale watercolors bring new life to the 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.

- **Connections Gallery: MATRIX @ 40, 1/31 – ongoing**
  When we invite MATRIX artists to the museum, they are often inspired by our collection, and we get a fresh perspective on an old favorite. In this gallery, we have paired the works of past MATRIX artists and the objects from our collection that sparked their imaginations: Michelle Elzay photographs our Meissen sparrowhawks, Louise Lawler looks at Claude Lorrain’s narrative landscape from a new angle, and Virgil Marti explores the romanticism of Frederic Church’s light-filled seascape. Each of these artists is interested in a different aspect of the original work of art. It might be a color, a theme, or the way the painting is displayed. No matter the point of departure, the results are always thought-provoking, adding to the rich artistic history of the Wadsworth. The installation included a timeline of all past MATRIX exhibitions, including many archival installation shots.

Experimentation Galleries

- **Step Right Up!, 1/31 – 5/31**
  Figures posted: 1,573 / Postcards: 211
  This interpretive space presented visitor response activities that prompted participants to consider this iconic American landmark as a place of wonder, diversity, and nostalgia. Themes focused on Coney Island as a site to remember the past with a sense of nostalgia and hope for a revitalized future, as well as a place to experience the mixing of people from different racial, ethnic, and class backgrounds, transcending social boundaries and promoting understanding within American society.

Guide by Cell

Two new tours launched 1/31:

Contemporary Art

Ahmed Alsoudani, artist
John Dankosky, WNPR
Eileen Doyle, curatorial fellow
Michelle Elzay, artist
Patricia Hickson, curator
Ellsworth Kelly, artist
Virgil Marti, artist
Andrea Miller-Keller, former curator
James Nares, artist
Pepón Osorio, artist
Kiki Smith, artist
Susan L. Talbott, director and CEO
Carrie Mae Weems, artist

Coney Island: Visions of an American Dreamland

DAZE, artist
Charles Denson, Coney Island History Project
Mary Engel, daughter of Morris Engel
Robin Jaffee Frank, curator
John Kasson, University of North Carolina at Chapel Hill
Joseph Koerner, Harvard University
Catherine Mahoney, New England Carousel Museum
Arnold Mesches, artist
Erin Monroe, curator
Charlie Musser, Yale University
Marie Roberts, artist
Barbara Scheiber, author
Susan L. Talbott, director and CEO
Unique callers: 1,102, 7/1 – 6/30
Average number of prompts heard by unique callers: 3
- **Coney Island: Visions of an American Dreamland**
  Prompts heard: 1,383 English
- Contemporary Art
  Prompts heard: 668 English
- Highlights Tour
  Prompts heard: 709 English / 7 Spanish
- Let’s Move! Family Tour
  Prompts heard: 131 English / 3 Spanish
- Artists on Art
  Prompts heard: 329 English / 1 Spanish
- **Hartford Youth Art Renaissance**
  Prompts heard: 64 English

**American Sign Language Video Tour**
The Wadsworth Atheneum’s American Sign Language Video Tour features select works of American art from the permanent collection. The videos, produced in conjunction with the American School for the Deaf, are accessible in the galleries with your smartphone via QR code, or on iPods borrowed from the Information Desk.
- Web video plays: 206, 7/1 – 6/30
- iPods borrowed: 26

**Family Guides**
- 4, including: Sol LeWitt, Let’s Move!, Deb Sokolow’s *Venus*, and *Forest of Art.*

**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.
- **Coney Island: Visions of an American Dreamland:** Emily Pacini Ide
- **MATRIX** series: Johanna Plummer
- Contemporary reinstalation: Johanna Plummer and Lauren Cross
- European reinstalation: Johanna Plummer, Anne Butler Rice and Charlene Shang Miller

**Cabinet of Curiosities Interactive**
A cross-departmental team worked with Night Kitchen Interactive to develop an in-gallery game allowing visitors to learn more about the Cabinet of Curiosity and the objects within, then design their own cabinet to discover their historical collecting persona.
DOCENT PROGRAM

Docent Council
87 docents volunteered more than 9,000 hours attending training, preparing for 1,482 tours, attending to docent business and engaging 18,481 visitors in the galleries on guided tours and experiences. Using the federal volunteer hourly value of $26.79 in Connecticut, the monetary value that they contribute is $267,900. The docents were responsible for touring the museum’s various collections as well as the following special exhibitions: Jason Tapestries; MATRIX 169 / Ruben Ochoa; MATRIX 170 / Frohawk Two Feathers; Heaven and Earth; Connections Gallery: Walton Ford’s Novaya Zemlya; Coney Island: Visions of an American Dreamland, 1861-2008; This is My Story, This is My Song; MATRIX 171 / Michael C. McMillen, Connections Gallery: MATRIX @ 40.

Docent Training
16 sessions / Attendance: 866 (per program average: 54)
- Connections Gallery: Walton Ford walkthrough with Johanna Plummer, 9/22-23 (66)
- Old State House collaboration and Hands On! demo with Emily Pacini Ide and Nina Goodale-Salazar 9/29-30 (63)
- MATRIX 170: Frohawk Two Feathers, walkthrough with Patricia Hickson, 10/6-7 (60)
- Coney Island: On Film, lecture with Charles Musser and Joshua Glück, 10/21 (57)
- Jason Tapestries in Morgan Great Hall, lecture with Oliver Tostmann, 12/1-2 (51)
- Contemporary Reinstallation Preview, walkthrough with Patricia Hickson, and Hands On! docent demos with Emily Pacini Ide and Nina Goodale-Salazar 1/12-13 (51)
- Coney Island: Visions of an American Dreamland, lecture with Robin Jaffe Frank, 1/26 (45)
- Touring Coney Island and MATRIX 171/Michael C. McMillen, walkthrough with Emily Pacini Ide and Patricia Hickson, 2/10 (35)
- Touring Contemporary and Connections: MATRIX @ 40, walkthrough with Johanna Plummer, and Touring Coney Island, walkthrough with Emily Pacini Ide, 2/23 (34)
- MATRIX 40th Anniversary, lecture with Andrea Miller-Keller, 3/9-10 (54)
- The Amistad Center and This is My Story, This is My Song, walkthrough with Frank Mitchell, 3/23-24 (53)
- Family Touring with Anne Butler Rice, 4/13-14 (52)
- The French Revolution - upcoming Morgan installation, lecture with Oliver Tostmann and Linda Roth, 4/20-21 (66)
- Conservation Update, lecture with Allen Kosanovich, 5/4-5 (64)
- Meet and Greet with Angela Parker, 5-18/19 (52)

Docent-in-Training class
Twenty-four candidate docents began a 15 week docent-in-training class on March 2 with the Art After 1945: Modern, Postmodern, Contemporary lecture series open to the public, see Adult Programs] and a class on European art taught by Joy Pepe, University of Hartford. Tour techniques was taught by Johanna Plummer with supplemental sessions including a museum tour by Sue Carey, a library orientation with John Teahan and a lecture on museum history with Gene Gaddis.

Eileen S. Pollack Docent Education Lecture
- A History of Video Art with Lisa Dorin, Williams College Museum of Art, 12/15 (61)

Docent Council Business Meetings for all docents
- Fall Meeting, 9/16 (80)
- Annual Meeting, 6/2 (52)
Connecticut Art Docent Symposium: *Art for All*, 5/11 (180)
Docents from across the state convened at the museum to explore what docents can learn about art and teaching to help facilitate this dialogue and make museums a place where visitors are made to feel welcome, included, and engaged. Robin Jaffe Frank, Chief Curator and Kriebel Curator of American Painting and Sculpture presented the morning keynote address titled *Step Right Up! Coney Island: Visions of an American Dreamland, 1861–2008*. Rika Burnham, an educator from the Frick Museum, lead an afternoon on stage conversation titled: *Listening In: Best Practices for Engaging Audiences with Controversial Art.*

Docent Web Portal
A private website for the docents launched in March, creating a central location for sharing resources.
EVALUATION

Surveying
- Second Saturdays for Families: 277
- Connecticut Art Docent Symposium: 131
- School visit evaluation: 104
- Evening for Educators: 55
- Coney Island Symposium: 37
- Summer Community Studios: 22

Focus groups
Focus groups were held in both November and March to speak to both Spanish and English speaking families and gather feedback on how to encourage families to visit the museum outside of Second Saturdays. The groups reviewed existing and potential materials for families.

A focus group was held in June with representatives from local LGBTQ youth organizations to gather feedback about the interpretive strategies and planned programming for Warhol and Mapplethorpe: Guise and Dolls.

Reports available upon request.
VISITOR SERVICES

Ticketing and CRM Software
Visitor Services led the transition to a new ticketing and customer relations management software system. In July 2014, Vista – a ticketing, reservation and docent-scheduling software system in use since 1999 – announced they would no longer support the product as of June 30, 2015. Visitor Services worked with Membership, Finance, Facilities and Education to identify a new software provider. Tessitura was selected because it caters to the arts community and it integrates membership, development, and marketing databases. After signing a contract with Tessitura in February, the ticketing system went live on June 30. Phase 2 of the implementation will be completed in late October 2015.

Group Tours
The Group Visit Associate coordinated 586 reservations for adults, seniors, corporate members, teacher and students groups.

Instant Atheneum
Visitor Services staff also promotes the museum’s many special programs and events, and signed up 869 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. 2,854 visitors used the ARTpass over the course of the year.

Visitor Comments
Visitor Services staff collected 1,200 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.

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 440 requests with 2,200 complimentary tickets.

Wayfinding
21,000 maps were distributed to museum visitors this fiscal year. From July through January, Visitor Services updated the map with text about exhibitions and the collection and coordinated placement of letter codes with gallery locations.

Beginning with the first phase reopening on January 31, the museum introduced a new, color-coded map that was integrated with the wayfinding signage system. Visitor Services worked with museum design to develop the signage system with more than 1,000 data elements depicting routes to major collection areas, restrooms, the café and museum shop, and entrances.

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 241 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, 853 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

Emily Pacini Ide
- Member, Arts Providers Committee, Hartford Performs, 2010-June 2015
- Museum Education Representative, Connecticut Art Education Association, June 2013-June 2015
- Member, High School Arts Committee, Hartford Performs, Hartford Public Schools, 2013-2014

Conference Presentations

Connecticut Art Education Association's Annual Fall Conference, Cromwell, CT
Meet Me Down at Coney Isle: A Playful Discovery of Place with Emily Pacini Ide, 10/29

Professional Development

New England Museum Association Conference, Cambridge, MA
11/19-21; Attended by Lauren Cross

Museums and the Web, Chicago
4/8-11; 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 (through June 2015)
Johanna Miller, Kress Interpretive Fellow (September 2014–June 2015)
Angela Parker, Docent and Tour Programs Manager (starting May 2015)
Charlene Shang Miller, Docent and Tour Programs Manager (through August 2014)
Anne Butler Rice, Public Programs Manager

Visitor Services
Susan Carey, Visitor Services Manager
Carolyn Brown, Visitor Services Representative (through March 2015)
Mary-Ellen, Callahan, Visitor Services Representative (starting April 2015)
Gina Calliva, Visitor Services Attendant* (starting October 2014)
Jan Beatty, Visitor Services Attendant* (through September 2014)
Courtney Hebert, Group Visit Associate
Kate Riotte, Visitor Services Attendant* (starting March 2015)

Wadsworth Atheneum Docent Council

Volunteers
- 87 docents contributed more than 9,000 hours
- 12 Visitor Services volunteers contributed 1,078 hours
- 3 Education interns contributed approximately 475 hours
- 30 Second Saturday volunteers contributed 356 hours
- 39 Community Day volunteers contributed 260 hours
- 11 First Night Hartford volunteers contributed 33 hours
- 5 First Thursday volunteers contributed 25 hours

*part-time
PARTNERS

Program collaborators
Partners with whom the content of the program was determined collaboratively
• The Amistad Center for Art & Culture
• Connecticut’s Old State House
• First Night Hartford
• Greater Hartford Academy of the Arts Middle School
• Hartford Art School
• Hartford CityShare
• Hartford Public Library
• Hartford Public Schools
• Hartford Symphony Orchestra
• The Mark Twain House and Museum
• New England Carousel Museum
• Owl Enrichment Center, Hartford Public Library

Artists, musicians, and performers engaged
• Ahmed Alsoudani, artist
• Artists Collective, musicians
• Andre Balazs, musician
• Bandshes
• Tom Billy, musician
• David Borawski, artist
• Donald Boudreaux, artist
• Mark Bradford, artist
• Frederick Brosen, artist
• James Brunelle, artist
• Lynn H. Butler, artist
• Cheryl Cianci, artist
• Charter Oak Cultural Center
• Colonel Pope and the Hartford Hot Several, musicians
• CONNetic Dance
• Student performers from CREC
• Rusa D’Alessandro, artist
• Daze [Chris Daze Ellis], artist
• DJ D-1
• Dream Support Network
• E.B. Kennelly School marching ensemble
• Diki Ellis, magician
• Michelle Elzay, artist
• Kearen Enright, artist
• Frohawk Two Feathers, artist
• Lorena Garay, musician
• Joshua Glick, filmmaker
• Greater Hartford Arts Council’s Neighborhood Studios participants
• Hartford All-City Youth Orchestra

• Hartford Prints!
• Student performers from Hartford Public Schools
• Gerard Hector, musician
• Haley Hewitt, musician
• Iron Poet Series
• Island Reflections Dance Theater Company
• Tom Lee, storyteller
• Matt Loosigian, musician
• Virgil Marti, artist
• Michael C. McMillen, artist
• Arnold Mesches, artist
• Robert Messore, musician
• Natasha Miles, artist
• Joy Monroe, face painter
• Vincent Morgan, musician
• James Nares, artist
• Patrick Regan, filmmaker
• Bessy Reyna, poet
• Marie Roberts, artist
• Betye Saar, artist
• Kiki Smith, artist
• Malcolm Stanley, DJ
• Harvey Stein, photographer
• Martin Swinger, musician
• Hank Willis Thomas, artist
• Trashion Fashion
• Carrie Mae Weems, artist
• Stephanie Wheeler, musician
• Chion Wolf, WNPR
• Yazu Productions
• Bob Yorburg, performer
• Dick Zigun, Coney Island Circus Sideshows

Scholars, teachers, and other experts engaged
• Rachel Adams, Columbia University
• Robyn Autry, Wesleyan University
• Betsy Bradley, Old State House
• Celine, Boys and Girls Club at West Middle
• Nick Carr, film location scout
• Brian Confrancesco, Old State House
• John Dankosky, WNPR
• Charles Denson, Coney Island History Project
• Lisa Dorin, Williams College Museum of Art
• Mary Engel, daughter of Morris Engel
• Scott Gac, Trinity College
• Joshua Glick, Hendrix College
• Hayden Herrera, author
• Robert Hobbs, Virginia Commonwealth University
• John Holchin, engineer
• John Kasson, University of North Carolina at Chapel Hill
• Joseph Koerner, Harvard University
• Catherine Mahoney, New England Carousel Museum
• Mandell Jewish Community Center
• Jennifer DiCola Matos, Noah Webster House
• Andrew Miller, New England Carousel Museum
• Jennifer Miller, Pratt Institute

• Andrea Miller-Keller, former curator
• Charles Musser, Yale University
• Joy Pepe, University of Hartford
• Jerry Saltz, New York Magazine
• Tommy Seda, Quinnipiac captain
• Robert E. Steele, David C. Driskell Center at University of Maryland
• Robert Thorson, University of Connecticut
• Frazer Ward, Smith College
• Davarian L. Baldwin, Trinity College

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• Evaluation Services Consulting
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