



2022



SANTA CRUZ MUSEUM
of natural history

ANNUAL REPORT

July 1, 2021 - June 30, 2022





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Established in 1905
Nonprofit since 2009



DIRECTOR'S MESSAGE

Dear Friends of the Museum,

Our 2022 annual report outlines significant strides in our work connecting the community and visitors with our region's rich natural history.

This year new exhibits like *Remembering Castle Beach* integrating our collections with collaborative research, delighted thousands of visitors. The Museum's programs have served students and educators from across the county. We have taken more people than ever outdoors for experiential learning. At the same time, vibrant new online offerings have connected us with those unable to participate in person, providing science education and nature connection that is vital to the health and well-being of all.

This Museum has strong roots, like our region's native oak trees. We are grateful for the support that has allowed our branches to reach out and "plant seeds" that foster multigenerational stewardship of the natural world.

Our strength as an essential hub committed to sustainable growth and lifelong learning inspires me, as does the Museum's vitality as a resource for people of all ages and backgrounds to learn about the planet, our region, and each other.

I look forward to the opportunity to greet you at the Museum.

Executive Director



A raptor takes flight at our Summer Kickoff Festival



COMMUNITY

Our community programs are reaching more people, empowering them to learn about the natural world and how we can work together to care for it. This year we hosted **42** Mobile Museums connecting with **6,164** people throughout Santa Cruz County. We are collaborating and learning to better understand the importance of nature in all our lives.



Public Program Coordinator, Rocio Sánchez-Nolasco, Volunteer Kailee



Volunteer working in our native plant garden during Saturdays in the Soil



Celebrating community at Santa Cruz Pride

CZU and You and Fall Creek After Fire

Community science as a tool for reflection and restoration

The **CZU Lightning Complex and Community Science Project** was designed to help navigate local environmental issues while encouraging action. The Museum partnered with Santa Cruz County Public Libraries on CZU and YOU to provide recovery, preparedness, and ecological understanding resources. In August 2021, we worked with the Amah Mutsun Land Trust, Red Cross, and other partners on 14 collaborative programs to serve 629 community members. We are grateful to also work with Henry Cowell State Park and Mountain Parks Foundation providing Fall Creek After Fire, a series offering people guidance and access to reopened burned areas of the Santa Cruz Mountains Fall Creek Unit.





Sammi Chang with multiple generations of naturalists explore the art of nature journaling.

We are welcoming new faces to the Museum through programs in more locations and dynamic partnerships with trusted organizations, enabling us to serve our entire community. We are grateful to our volunteers of all ages who help us make connections as we learn together and create lasting legacies.

“One touch of nature makes the whole world kin.”


– William Shakespeare



Executive Director celebrates former and current board members



Young scientists getting to know a reptile at camp



Total Program Participants

12,205

In-person attendees

10,939

Online attendees

1,266

Total in-person programs

155

Volunteer Hours

1,838

Deepening our roots to facilitate growth.



EDUCATION



5,547

K-12 students served through Museum field trips, education kits, and online programs.



134

K-12 education kits, and virtual lesson plans requested by teachers.



127

K-12 field trips outdoors and at the Museum connecting students with nature and science.



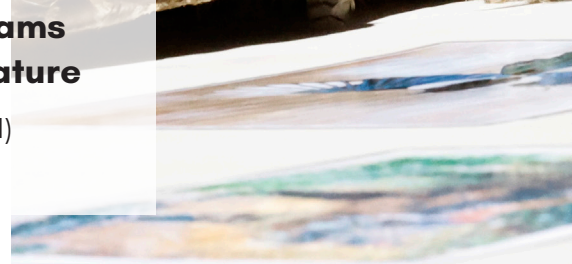
● 142

Santa Cruz County middle and high school students participated in 55 programs through our Nature Club and Earth Stewards Projects.



"I really like this, you know, there's not really any programs for kids our age that allow us to go outside and be in nature and be with people our own age."

-Nature Club Kid (middle school)





Model doll sized cradle/baby basket with face guard from Klamath River tribes.



Graduate student intern, Sam Chow, working in collections



Scallop (Pectenoides) shell, Mrs. Nuevo, San Mateo County, CA.

COLLECTIONS ● ● ●

The Museum's collections require ongoing maintenance, which includes processing, cataloging, rehousing, and research. *Remembering Castle Beach* is an exhibit inspired by the recent acquisition of historic photos and memorabilia used to design our current team's first in-house exhibit sourced and inspired by our rich collections. The exhibit's success and other recent projects spotlight the importance of investing in the stewardship of our unique collections and the Museum as a rich and vital resource.



Stewarding History

In 2022, we completed a multi-year project with the American Alliance of Museums, known as the Museum Assessment Program Collections Stewardship Continuum of Excellence. We celebrate our collection team's considerable effort and tremendous achievement in completing the collection stewardship program.

EXAMPLES OF 2022 COLLECTIONS WORK:

- 30 locally relevant, research-grade paleontological specimens digitized to support ongoing research.
- 276 geology specimens inventoried, imaged, and added to the database.
- 1200 malacology records digitized.
- 198 malacology specimen lots inventoried.
- 120 items inventoried, rehoused, and relocated.
- 150 new, local, and data rich malacology specimens cataloged and rehoused.
(and much more)

Revitalized collections inform new perspectives, ensuring a vibrant future.



Collections Team: Isabelle West and Kathleen Aston

CASTLE BEACH



EXHIBITS

Thousands of people visited the Museum for our new exhibit exploring local history and the region's changing coastline. The beach across from the Museum has had many names and has always attracted people to gather resources, recreate, and learn. It was once home to the Scholl Marr "castle," and the Awaswas-speaking Uypi tribe that stewarded the region for millennia prior.

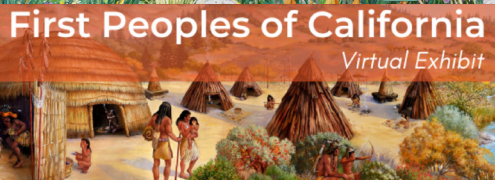


Remembering Castle Beach
How understanding the past
can help us plan for the future.





Online Exhibit
Visits **12,473**



Our expanded array of virtual exhibits provides accessibility for all and enhances visitor experiences through a rich selection of additional resources.



THE ART OF NATURE

The Museum presented two traveling exhibits with significant regional and ecological relevance. *Seeds - Nature's Artful Engineering* premiered in the fall, and *Pollinators - Keeping Company with Flowers* the following spring. We offered multiple hands-on public programs and integrated items from our collections to enhance these interactive exhibits.



POLLINATORS



SEEDS





Website Visitors

168,793

Museum Visitors

10,289

Social Media Followers

20,289

Years of Service

117

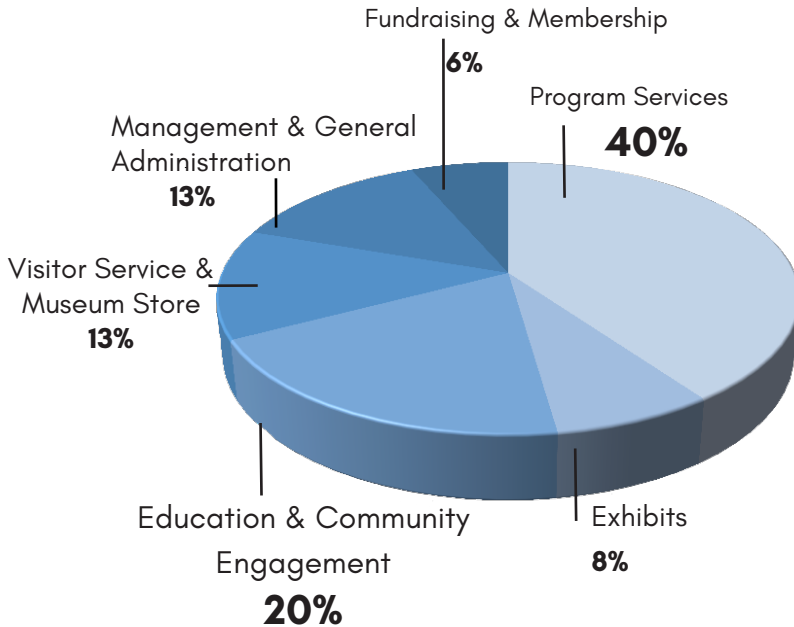
New Museum Members

225

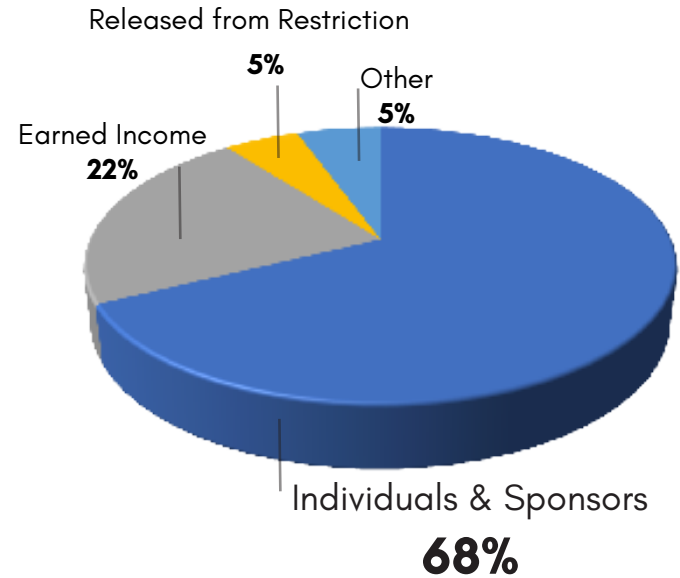
The
Museum
connects people with
SCIENCE & NATURE



Expenses



Revenue



Volunteers, Docents & Interns

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Alice Levine
Alison Rusell
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Lise Peterson
Lora Monfils
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*No longer on the board - we are grateful for their service. **New member

2022 Laura Hecox Awardee Mark Hyklema



(L.to R.) Museum E.D. Felicia Van Stolk, Mark Hyklema, J. Engelman for Senator Laird, Mayor Sonja Brunner, U.S. Representative Panetta, J.M. Brown, Board

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Connections to nature and science education should be available to everyone - You help us make it possible.



SANTA CRUZ MUSEUM
of natural history

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