

# REPORT 2019 October Cycle

## GENERAL INFORMATION

### Organization Information

<b>Legal Name:</b> Witte Museum		<b>Federal Tax ID#:</b> 74-1400537	
<b>Address:</b> 3801 Broadway	<b>City:</b> San Antonio	<b>State:</b> TX	<b>Zip Code:</b> 78209
<b>Website:</b> www.witemuseum.org		<b>Fax:</b> (210) 357-1894	

### Head Of Organization

<b>Name:</b> Marise McDermott	<b>Title:</b> President and CEO
<b>E-Mail Address:</b> marisemcdermott@witemuseum.org	<b>Phone:</b> (210) 357-1894

### Application Contact

<b>Name:</b> Katie Kinder DeBauche	<b>Title:</b> VP of Development	<b>E-Mail Address:</b> katiEDEbauche@witemuseum.org	<b>Phone:</b> (210) 357-1894
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## REPORT INFORMATION

<b>Report Funding Cycle:</b> 2019 October Cycle	<b>Report Date:</b> 09/18/2019 12:00 am
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**1: Please include in your report the dollar amount of the funds that were awarded, the date they were funded and what the funds supported.**

Awarded Amount: 56,000	Date: 10/13/2020
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**2: Were the objectives cited in your original proposal met? Please address each started objective and how it was met.**

Yes, the objective in the original proposal has been met:

Objective 1: Underwrite science, technology, engineering and math (STEM) programs, H-E-B Body Adventure programs, and field trips for Title 1 schools to the museum. Before the Witte closed to the public due to the coronavirus pandemic, 2,928 students attended the Witte and Witte programs on Najim Foundation scholarships, while another 2,874 students has their field trips cancelled because of the pandemic. Prior to the closure of the museum, the Witte was on track to meet the impact level in the initial grant awarded by the Najim Foundation.

**3: Please explain any changes from the original proposal and the circumstances that lead to the modification of the objective.**

The Witte Museum's original application requested and received funds to underwriting STEM and H-E-B Body Adventure programs and field trips for Title 1 schools to the museum. The Witte Museum closed to the public on March 13, 2020 under order of the Mayor's Declaration of Public Health Emergency. Due to the closure, the Witte Museum requested a fund redirection for the remaining balance of the original Najim award to be used for Witte Where You Are, the Witte's online series of educational videos and activities drawn from the museum's award-winning educational programming and featuring InterActors, curators, collections managers, and marketing and social media specialists.

By transitioning in-person Witte programming to virtual Witte Where You Are programs, the Body Adventure continues to serve a critical role in educating the greater community about health and wellness. Now online, the Body Adventure provides engaging educational content for learning about how our bodies work (Health IQ), encouraging individuals to set small, attainable wellness goals (Empowerment), and offer a journey for sustained health for entire families (Wellness).

The funds from the Najim Foundation supported staff salaries for Witte educators, program presenters and curators to create enriching and accessible content during the pandemic closure. Funds also supported the acquisition of cleaning supplies, physical distance signage and plexiglass as the museum reopened in late May.

#### **4: What needs were addressed?**

Field trips are often the first encounter a child has with a museum, especially for students without financial resources to purchase admission. Support from the Najim Foundation for H-E-B Body Adventure program materials and field trips addresses critical health and risk factors for children in San Antonio and Bexar County. By empowering children to make transformational healthy lifestyle choices, the H-E-B Body Adventure programming is essential to combatting risk factors like obesity. In the last five years, childhood obesity rates for Bexar County children (8-18) have stubbornly hovered around 29%, though there are signs that a health awareness campaign is making headway. Over the same time period, children have reported lower fruit and vegetable consumption and the higher daily soda consumption. In 2018, 24.7% male children and 19.9% female children reported eating no fruit, up 3.2% and 2.9% respectively from 2014. Funds from the Najim Foundation continue the collection of this important aggregate and anonymized data to understand the community's health challenges and shared with SA Metro Health and other local partners.

With the redirection of Najim Foundation funds, the Witte was able to pivot during the pandemic and offer free online educational videos and activities with Witte Where You Are. To date, over 600,000 virtual visitors have experienced Witte Where You Are. With the success of WWYA, the Witte has launched remote learning opportunities for students and educators and has seen many requests for scholarship funding of remote learning programs.

#### **5: What method of evaluation did you use to monitor and measure the project's outcome and what are the result?**

The Witte uses established quantitative and qualitative evaluation procedures to evaluate exhibitions and programs that help confirm educational and cultural programming is relevant, engaging and meets visitor needs and interests. Demographic, ZIP Code, and other data are compiled through a point of sale system at the Admissions Desk.

Point-of-sale data was further used to track field trip attendance, including detailed information on school districts, schools, and grade levels represented on field trips. Surveys were distributed to educators at the end of each H-E-B Body Adventure program.

While participating students are not surveyed formally, the Witte has received a great number of handwritten and drawn thank-notes from students whose field trips were made possible with support from the Najim Foundation. This cumulative positive feedback indicates that the Witte's H-E-B Body Adventure programming resonates with children and empowers them to make healthy lifestyle decisions. Overwhelmingly, the thank you notes highlight the value of funding field trips for students so all children and schools can benefit from important layered learning experiences at the Witte Museum.

#### **6: Do you plan to continue this project, and if so, how do you plan to sustain it?**

The Witte Museum will continue to offer in-person field trips, programming and remote learning opportunities. Before the pandemic, the demand for field trip underwriting and program support was ubiquitous and required little outreach to bring schools to the Witte to utilize the funds. In this pandemic era, the Witte Museum believes that layered and hybrid learning experiences are the way of the future.

Witte Where You Are is now a signature educational program and currently provides high-quality content at no cost. The Witte Team continues to plan and create new videos to add to the robust library of Witte Where You Are offerings.

Though the museum anticipated a decline in the number of underwriting requests for in-person school field trips, programs and events, feedback from educators has shown a keen interest in the live remote programs offered by the Witte Museum. Since the launch of the remote learning opportunities, the Witte has seen demand from schools for underwriting support of live remote programs.

With ongoing demand for scholarship and increases in programmatic material and supply costs, plus the costs of creating and editing enriching video content, the Witte will continue to seek underwriting and support for the scholarship and program costs from private foundations, individuals and companies.

**7: Please provide any other comments of information relevant to this grant.**

A recent re-accreditation award by the American Alliance of Museum (AAM) Accreditation Commission asserted: "The Witte Museum is great at thinking big and then delivering on those big ideas." The Witte is committed to innovation and discovery. Leading a resurgence in Texas Paleontology, the Witte is currently seeking to become a Repository for Paleontological and Geological finds throughout Texas and the Curator of Paleontology has named 5 new species of ancient crocodilia since 2017. In addition to the permanent People of the Pecos exhibit, the Witte is also the owner and steward the White Shaman Preserve on the Pecos River in West Texas. The recent Tricentennial exhibition Confluence and Culture: 300 Years of San Antonio History, revised the standard narrative of the Battle of the Alamo as new scholarship uncovered the Tejano origins of the Texas Revolution in the Battle of Medina. Addressing childhood obesity and its causes, the H-E-B Body Adventure exhibition is a critical player in the health paradigm shift for San Antonio, providing Health IQ, Empowerment and Wellness messaging to school children and families. As a result, the Witte Museum won AAM's silver Muse Award for Research and Innovation. In April 2020, the exhibition The Art of Texas: 250 Years won best exhibition and the catalog won best publication from the Center for Advancement and Study of Early Texas. The AAM is estimating that after the pandemic, one in three museums across the country will not reopen their doors.

**8: Please provide an updated detailed projected budget with expenses for the received grant. Also include the totals for the budgeted and actual amount. Explain any discrepancies between the budgeted and the actual expenses for the project.**

Line Item Description	Total Project Funds Allocation	Najim Requested Funds	Project Funds Actual	Najim Funds Allocation
Cost of general admission & 1 STEM or H-E-B science program for 7,000 students (\$5 general admission + \$3 program)	\$56,000	\$56,000	\$56,000	\$25,578
Bus reimbursement for 25 buses (estimated at \$160 per bus)	\$4,000	\$4,000	\$3,702	\$3,702
STEM Program and H-E-B Body Adventure Science Program Expenses	\$353,775	\$30,000	\$314,406	\$0
Witte Where You Are Staff Salaries (Redirection Request)	\$0	\$0	\$314,406	\$25,000

Witte Where You Are Supplies (Redirection Request)	\$0	\$0	\$17,340	\$1,720
<b>TOTAL:</b>	<b>\$413,775</b>	<b>\$90,000</b>	<b>\$705,854</b>	<b>\$56,000</b>
<b>Signature</b> Marise McDermott				