

The Norton Simon Museum is committed to offering an array of free educational programs that are designed to foster the imagination; build a deep understanding of human creativity and expression; and serve children and their families, students and teachers, lifelong learners and people with different abilities.

Throughout the pandemic and the first year of our reopening, the Museum offered a robust series of virtual public and school programs, in addition to education videos and web-based offerings. In May 2022 we reintroduced in-person programs, followed by in-person school tours in November 2022. **Some highlights for the period of July 1, 2022 – June 30, 2023 include:**

PUSD School Tours & My Masterpieces Tours

- The Museum conducted 72 free school tours reaching approximately 2,350 students in fifth through twelfth grade in the region, 50% of whom were from Pasadena schools. Led by paid Museum educators with backgrounds in art history, these tours offer students and teachers the opportunity for lively discussion and engagement around important works of art, artistic styles and processes, and historical periods
- Of these tours, the Museum served approximately 1,070 PUSD fifth graders through the My Masterpieces program, with a total of 38 tours for 14 schools, led by Museum educators with a curriculum designed by Museum staff in consultation with PUSD

Self-Guided School Tours

- The Museum welcomed approximately 2,200+ students (K-college) through our free, self-guided tour program (tours led by a school's teacher that are scheduled through the Museum's Education Department), 14% of whom were from Pasadena schools

On-site Programs for Children and Adults

- The Museum offered more than 85 programs for audiences of all ages reaching approximately 4,000 visitors. These events included lectures with curators and scholars invited to speak on a particular topic, performances, educator-led talks and tours,

educator- and teaching-artist-led art classes and workshops for elementary, middle school, high school students and adults, as well as engagement nights for the community to celebrate a special exhibition or the collection, featuring spotlight talks, art-making activities for all ages and live music. In June 2023, we brought back our Garden Party after a four-year hiatus which served more than 900 guests

Virtual School Tours for Children and Programs for Adults

- The Museum has hosted 4 virtual tours reaching 145 students (we are committed to keeping a virtual school tour option for schools unable to visit our site)
- The Museum presented 3 virtual lectures related to special exhibitions at the Museum, reaching 495 attendees, 35% of whom were Pasadena residents

Looking Ahead:

Collaboration with California Institute of Technology (Caltech)

The Norton Simon Museum is collaborating with Caltech on a program that would enable faculty and students of their Visual Culture minor to work closely with the collections and staff of the Norton Simon Museum as part of their standard curriculum and for specialized research. We hope to host seminar-style courses in the galleries, with the potential to build towards jointly organized programming, such as digital exhibitions, lectures or film series. Our conservator is also in conversation with Katherine Faber about more technical collaborations, that might involve conducting analysis on Simon objects.

Participation in ArtNight Pasadena

The Norton Simon Museum was one of the founding organizations of ArtNight Pasadena. After the pandemic, with limited hours and staffing challenges, we had to pause our participation. We are pleased to note that the Museum will open its doors and welcome guests for the upcoming ArtNight on March 8, 2024.

Other Metrics of Engagement:

Social Media

2023 (through June 30):

- X (formally known as Twitter): 15,614 audience / 18 posts / 12,375 impressions / 291 engagements
- Facebook: 41,787 audience / 81 posts / 906,052 impressions / 44,064 engagements

- Instagram: 48,901 audience / 243 posts / 877,632 impressions / 32,375 engagements

Collections-Based Educational Videos

- From July 1, 2022–June 30, 2023 the Museum created a total of **15** videos centered on the Museum's collection and special exhibitions (total views c. 78,500)