

measures of success fy 2018

Each year the Museum strives to meet our strategic vision and goals; the important measures of our progress and success go far beyond the financial report and are highlighted by the following statistics and information.

audience engagement, education and community involvement

fy 17-18	fy 16-17	
engagement		
12	9	exhibitions held at nrm
136,909	133,843	total visitors to NRM <small>(see detail under Audience Engagement)</small>
9*	6	traveling exhibitions
10*	10	# of Museums/venues
8	10	# of States
1	1	# of Countries
134,108**	188,276	visitors to Traveling Exhibitions
8,903**	22,548	student visitors
<small>*Includes <i>Four Freedoms</i> exhibit at two NY venues; attendance total will be provided in FY19 report. **Does not include June 2018 attendance for <i>Four Freedoms</i> exhibit.</small>		
collections		
2,331	904	new art acquisitions to NRM collection
27	16	artists represented
18,322	15,991	total artworks in NRM collection
835	832	Norman Rockwell works
17,487	15,159	works by other American illustrators
2,500	21,000	items added to archive/library
180,500	178,000	total inventory to date (items/objects)
3,690	3,685	items added to projectnorman
57,762	54,082	ProjectNORMAN total records to date
scholarship		
36	36	illustration network partners in the Rockwell Center of American Visual Studies NRM staff lectures, teaching, programs
76		staff-presented lectures/programs at NRM
28		staff-presented lectures/programs off-site
74		guest lectures/programs presented at NRM
1860	1810	free* gallery talks *with admission
4	4	Publications/catalogues Interdisciplinary Collaborations
engagement		
136,909	133,843	total # of visitors to NRM
6	6.2	% Berkshires
25	23	% Massachusetts
95	96	% USA
81%	86%	% PAID admission
19%	14%	% FREE admission
62%	53%	% discounted admission
13%	13%	% children & students
25,701	18,421	FREE ADMISSION provided to
413	428	active military and family members
11,993	1,852	children 5 and under
1,217	905	community/Stockbridge residents
431	236	EBT/Snap program
4407*	6,614	free days visitors & donated admission passes <small>*no Free Fun Fri. in this FY</small>
725	611	group tour leaders
3,516	2,722	museum members (adults & children)
4,381	3,992	NARM Members
481	498	NRM Passport program for school children
429	541	school teachers/chaperones
school and educator programs		
2,797	3211	participants on site
1,183	6186	participants off site
481	498	Passport program: students, teachers, & families served*
481	481	total # of students and teachers served
volunteers and interns		
40	32	
4,864	9,895	hours contributed
27	29	collaborations and promotional partnerships including joint cultural ticket offers, lodging package partners, discount and bonus programs
online engagement		
655,103	490,141	NRM.ORG user sessions
1,775,461	1,060,277	page views
		# of teaching resource guides downloaded
1544		Curriculum Lab participants - NEW
61,894	40,063	# of digital experience participants
29,800	27,908	ProjectNORMAN user sessions
294,885	282,691	NRM.org online collections page views
23,062	28,210	RockwellCenter.org user sessions
37,146	41,157	page views
119,876	65,889	IllustrationHistory.org user sessions
264,176	159,255	page views
social media		
51,450	44,800	Facebook fans (likes)
274,800		video views - NEW
520,475		YouTube views
300	225	videos available
2800	1878	subscribers
5075	4278	Twitter followers
9080	6244	Instagram
4.5	4.5	Trip Advisor rating 1-5
4.7	4.7	Google rating (1-5) - NEW
36,354	35,751	E-NEWS subscribers