

2018 ANNUAL REPORT

TOTAL VISITATION

96,714



MISSION

The Schiele Museum of Natural History is committed to inspiring curiosity and understanding of science and the natural world through exceptional educational programs, exhibits, and research.



VISION

The Schiele Museum will be a leader in promoting awareness and appreciation of natural history and science by providing an extraordinary visitor experience that inspires curiosity and encourages a journey of discovery.



ACCESSIBILITY

10,280 visited The Schiele during the Free Tuesday program and Fourth Friday free programs. Duke Energy sponsored the Free Tuesday program for the 11th consecutive year!



OUTREACH EDUCATION

10,826 students from across 16 counties in North and South Carolina participated in Schiele Museum STEMS Outreach Programs.



EDUCATION PROGRAMS

43,170 students and teachers participated in educational programs. The top two programs selected were the Catawba Indian Village Programs and Animal Adventure programs.



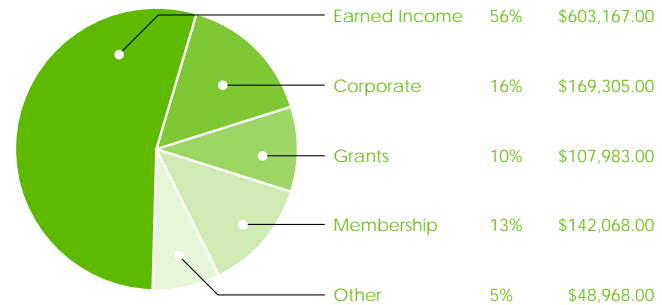
JAMES H. LYNN PLANETARIUM & SCIENCE THEATER

38,295 guests viewed a planetarium program. A new program, Our Carolina Sky, was a new live program initiated on the first Friday of each month to see the current constellations and discover the latest advancements in the field.

2018 Featured Exhibits



2018 Revenue



Social Media Numbers



Facebook:
Began September 2009
16,141 Followers
16,378 "likes"



Instagram:
Began in May 2017
1,267 Followers



Twitter
@The_Schiele
Began in October 2017
106 Followers