

GEORGIA MUSEUM OF ART BY THE NUMBERS

FY24



UGA CLASS VISITS: 158
(3,682 PARTICIPANTS) +33%



NON-UGA TOURS: 157
(4,079 PARTICIPANTS) +18%



IN-PERSON VISITORS: 41,337
(+15% OVER FY23)



YOUTH AND FAMILY PROGRAMS: 28
(2,941 PARTICIPANTS)



STUDENT ASSOCIATION PROGRAMS: 8
(669 PARTICIPANTS) +100%



PUBLIC PROGRAMS: 48
(1,875 PARTICIPANTS)



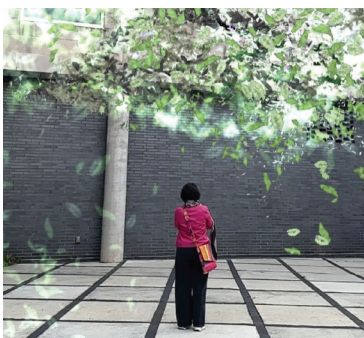
FRIEND + ANNUAL FUND MEMBER HOUSEHOLDS: 405



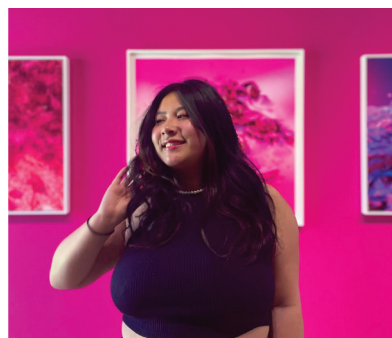
FRIENDS OF THE MUSEUM: 2,038
(+23%)



WORKS ACQUIRED: 966



WEBSITE VISITORS: 107,206



INSTAGRAM FOLLOWERS: 9,947
(+11%)



WORKSHOPS AND CLASSES: 44
(590 PARTICIPANTS)



GEORGIA
MUSEUM
of ART

UNIVERSITY OF GEORGIA



My first year as museum director was filled with excitement, discovery and learning. I was thrilled by the warm Georgia welcome I received and delighted to meet so many wonderful students and community members in classes and at museum programs throughout the year. I was especially impressed by the great turnout and wonderful sense of community at [our 75th birthday party](#), the culmination of almost a full year of programming to celebrate that milestone.

I'm very proud to report that [we received eight awards from the Southeastern Museums Conference](#) (SEMC) for the museum's outstanding work this year, including a gold award in the "campaigns" category for the branding of the 75th anniversary materials. We also received a silver award in the technology competition for our Museum Madness campaign, which allowed visitors to vote on Instagram and then in person to determine their favorite work from our collection.

The exhibition ["Art is a form of freedom"](#) received a silver award in the Excellence in Exhibitions Competition. This exhibition, which involved collaboration with UGA classes, resulted from a collaborative project that brought works of art from the museum's collection into classrooms at Whitworth Women's Facility, a prison in north Georgia. Incarcerated women there selected the works in the exhibition and wrote prose and poetry in response to them. Callan Steinmann, head of education and curator of academic and public programs, co-organized the exhibition with Caroline Young, lecturer of English at the University of Georgia and site director for the Common Good Atlanta program at Whitworth Women's Facility. Dr. Young's UGA service-learning English course "Writing for Social Justice: The Prison Writing Project" linked the museum to the incarcerated students in classes at Whitworth Women's Facility.

Finally, Tricia Miller, the museum's deputy director of collections and exhibitions and head registrar, received SEMC's Museum Leadership Award in recognition of her many years of service and generosity to the field.

In January, we hosted the [Georgia Association of Museums conference](#) for the first time since 2011. Museum professionals from all over the state converged on Athens to network, share their knowledge and admire our hometown museums and arts institutions. And [our exhibition "Southern/Modern" received a glowing review in the New York Times](#), bringing national attention to our work.

Throughout the summer of 2024, we made some minor renovations to make the museum more visitor-friendly: a redo of the lobby desk that now includes digital signage, tables and chairs in the sculpture garden, often used by students and other visitors to eat lunch or study, major upgrades to the auditorium thanks to funding from the Provost's Office, and upgrades to the special exhibition galleries that will make installing exhibitions smoother and more flexible.

[Our efforts to integrate the museum more deeply into campus and the student experience](#) have already begun to see success. In FY24, we hosted over 150 UGA class visits from nearly 30 different departments, schools and colleges across campus, an increase of over 30% from the previous year. Scholarly lectures and panel discussions expanded on topics from our special exhibitions and featured faculty from departments including the School of Law, the School of Public and International Affairs, the Mary Frances Early College of Education and the Lamar Dodd School of Art. We hosted artist talks by Jim Fiscus, Nancy Baker Cahill, [Kei Ito and Binh Danh](#) and [Gregor Turk](#), all of which were well attended by students. We worked with 56 faculty partners from across campus, and two of our staff members taught courses that met regularly at the museum and used it as part of their teaching.



We initiated a new student spotlight tour series, highlighting the research projects of student interns, and launched a new Study Break at the Museum program for UGA students, with art activities and stress relief including mindfulness and yoga on reading day at the end of each semester. UGA students also organized two pop-up exhibitions in the collection study room as part of Museum Studies course projects and internships. Our new study gallery, which will open in January, will provide more opportunities for this kind of hands-on project. And we enabled [44 internships across all museum departments](#), including 6 paid positions.

For the fall semester of 2024, we made a long-promised change: 100 percent of student interns will be paid for their work, thanks to funding from Bill and Anne Newton, the Benevity Fund, and the Parents Leadership Council. Speaking of donors, in addition to the funding provided by Friends and Annual Fund Members, we've received some important gifts this year: [a gift of prints from the Helen Frankenthaler Foundation](#) that also came with \$25,000 to help fund programming related to those objects. We plan to create an exhibition and publication featuring the prints in the near future. [The Terra Foundation for American Art awarded us a grant of \\$75,000](#) to support the planning process for an exhibition on the sculpture of Edmonia Lewis, a collaboration with the Peabody Essex Museum that will tour nationally. And, last but definitely not least, [the Elizabeth Firestone Graham Foundation awarded us a grant of over \\$1 million](#) to reimagine and reinstall our permanent collection galleries. We have spent the past few months researching, traveling and purchasing new works of art with these funds, some of which will go on view in September.

Those funds also allowed us to hire two positions in contemporary art and to promote Kathryn Hill, previously curatorial assistant in American art, to associate curator of modern and contemporary art. We hired Ciel Rodriguez, a UGA alum and former museum intern, as curatorial assistant in contemporary art and Alexis Gorby as associate curator

of academic and campus engagement. Gorby came to us from Oxford University and started work at the beginning of the fall semester. Her position, which is new, will be dedicated to teaching university course visits to the museum from all departments using the collections and will focus on increasing overall campus engagement.

We are looking forward to collaboration with our new colleagues over the semester ahead as well as with our new William J. Thompson fellow in American art. Generously supported by an anonymous donor, this is a brand-new position that will focus on a catalogue raisonné by the Athens-based nationally renowned artist that will make use of cutting-edge blockchain technology. Our new deputy director of business operations, Parris Baker-Coley, joined us in September, enabling us to be well prepared for future strategic planning. Perhaps most of all, I am excited about the establishment of our student guide program, generously supported by a challenge grant funded by William Parker, which will provide UGA students with paid opportunities to lead museum tours for the public and equip them with valuable research, public speaking, and other skills.

Thank you for all you do for the Georgia Museum of Art. I look forward to seeing you in the galleries soon!

A handwritten signature in black ink that reads "David R. Odo".

David Odo

Director
Georgia Museum of Art
University of Georgia