



JOSLYN Art Museum

COMMUNITY IMPACT 2020

Annual Attendance

Due to the pandemic, Joslyn Art Museum was closed March 16–August 7, 2020.



48,659
In-Person



94,780*
Virtual

**Includes known virtual participants combined with 51,000 potential Omaha Public Schools participants, as reported by the district.*

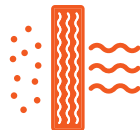
Pandemic Safety Additions



14 UV-C air
sterilization units



40 touch-free
devices



434 high
efficiency air filters

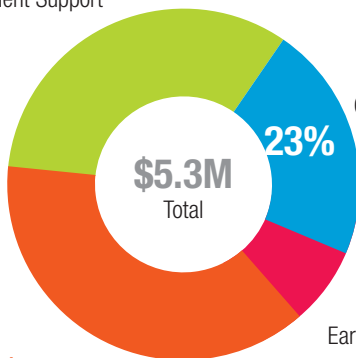
Exhibitions on View at Joslyn



5 on view
3 canceled
2 postponed

Sources of Operating Revenue

\$1.7M
Endowment Support



\$1.2M
Government Pandemic
Support

\$0.4M
Earned Revenue

\$2M
Contributions and Grants

24 Artworks
Acquired



4 Artworks
Conserved



690,972
Worldwide visitors who
viewed works from Joslyn's
collection while on loan at
other museums

Facebook Fans

22K

2,000% increase in
video engagement

Instagram Followers

8.5K

39% increase

Twitter Followers

7.5K

196,582 tweet
impressions

YouTube Views

53K

350% increase in
channel subscribers

Webpage Views

367K

97K Unique Visitors

Joslyn Art Museum connected with

117,879

people through programming

3,528
off-site



22,290
at the Museum

92,061
virtually*

EDUCATION & OUTREACH

YOUTH & FAMILIES

10,964

participants

7,779 in **122** in-person program sessions & Art Works: A Place for Curiosity visits
3,185 in **173** virtual sessions

COMMUNITY OUTREACH

678

participants

623 in **18** off-site program sessions & supply kit distribution
55 in **8** virtual sessions

ADULTS

5,384

participants

3,669 in **178** in-person program sessions
1,715 in **124** virtual sessions

TEENS

2,329 participants

1,748 in **136** in-person program sessions, including Kent Bellows Mentoring Program
581 in **14** virtual sessions & online teen exhibition views

SCHOOLS, TEACHERS, & TECHNOLOGY

98,524 participants

9,156 in **80** in-person program sessions & tech resource use
2,843 in **24** off-site sessions
16,692 in **7** virtual sessions & online resource use
69,833* through **68** requests for Distance Learning Packages

**Includes known virtual participants combined with 51,000 potential Omaha Public Schools participants, as reported by the district.*



Hours logged by
179 volunteers



of Joslyn's
Community Partners



Member
Households