

## Summary from the Director

Looking back at this past year, I am pleased to share with you the significant progress we have made toward our strategic goals especially in the area of enhancing reputation. More than ever before the Hilliard University Art Museum is on the radar of our campus and our community as witnessed by a significant increase in media coverage and an increase in our annual admissions. While there's always room for growth, let me share with you some of our accomplishments in this second year of our three-year strategic plan.

### **Toward the goal of increasing revenue:**

Earned revenue for FY17-18 was \$186,698, not including Paul Hilliard's final pledge payment of \$387,855 and Hilliard Society memberships of \$38,000. A new income category was introduced with ticketed events including wine tastings and workshops, generating \$5,226. While these events bring in modest amounts of income, they are relatively low-impact and can serve as good friend-raising events as well.

The primary focus of fundraising for the year was on the Hays Town exhibition. With a goal of \$60,000, \$59,000 was raised from about 30 donors – many of them first time contributors to the museum.

Event rental income increased from \$30K to \$42K with support from advertising, outreach and improved service. With the increase in private events and their impact on museum operations, we have raised the rental rate from \$2500 to \$3500 for use of the facilities.

### **Toward the goal of increasing reputation:**

A new mission statement for the museum was approved: To enhance the education of ULL students and inspire creativity through engagement with the arts for the Acadiana region. This along with the updated collections policy and code of ethics puts us closer toward our goal of applying for accreditation.

Several staff members participated in professional development and thought leadership initiatives. Jolie Johnson completed leadership training at the Jimi Institute, and is currently serving on the boards of Louisiana Association of Museums and Festival International. Ben Hickey serves on the board of the AAMC (American Alliance of Museum Curators). LouAnne Greenwald continues her role as Louisiana representative for AAMG and member of the LSU Museum of Art advisory board. Olivia Morgan was awarded full funding to attend teacher training at Crystal Bridges Museum and she presented at the fourth UL Ignite Community of Interest Event on The Brain. As a result of that presentation, the museum is exploring a collaboration with professors from the Communicative Disorders department and the Computer Science Department on an Alzheimer's program and research.

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The museum engaged the services of Marcy Goodwin Museum Planners to conduct a feasibility study in relationship to the following goals: create permanent education space; create gathering space for ULL students and faculty; explore food service; maintain ability for community partnerships and venue rentals; explore prospects for a catering kitchen to better facilitate events.

The Town building is now open to the public during museum hours, staffed by a Visitor Services Specialist (student employee) and providing office space to our education department.

The museum has partnered with Lafayette Public Library to provide free family passes for museum admission which may be checked out from the library. In the first month alone, 76 visitors used the library passes.

Forty-three works were added to the museum collection in the past year.

## **Toward the goal of assuring relevance:**

With exhibitions featuring regional artists (Artists Spaces, Hays Town) as well as international artists (Bill Viola, Salvador Dali), the museum slightly increased its annual visitation from 12,191 to 12,664. The video space in Gallery C continues to engage both community and campus with contemporary, moving image artworks, and the space has also allowed us to partner with ESA and with Cinema Bayou in presentations of video.

Creative Conversations and our education programs continue to engage both community and campus partners with a broad array of presentations including dance, music, poetry and more. These events average attendance of 50 guests each week.

Education programs continue to grow at the museum. This year we served 4,118 visitors through our programs and the number of tour groups increased from 72 to 107. The success of our Toddler Time program has forced us to limit participation to 25 children and their caregivers each month until resources are found to sustain the program on a weekly basis. The artist/educator in residence has proved to be a good program model, but additional professional support is still needed for managing tour groups of diverse ages.

We have much to be proud of with this annual report, and a firm base to build upon as we continue to envision the future of the museum in the coming year.

## **Exhibitions**

### **Exhibitions Achievements and Challenges**

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A new full time position was created for a Preparator. Chris Pavlik, our new hire in that role has significantly improved our capacity in terms of facilities maintenance, the physical stewardship of the permanent collection, and exhibition installations. The transition of Gallery C into a black box video space has enabled us to participate, at the highest of levels, in the narrative related to video art and other media related to cutting edge technology's use in contemporary art. As a result of casement needs for the A. Hays Town exhibition, we made a meaningful investment in fabrication equipment that will let us leverage our facilities and our preparator in a manner that takes the finish quality of our exhibitions to the next level. Our other new hire, Ben Hickey, has filled the role of Curator of Exhibitions. He brings a wealth of academic and operational knowledge to our exhibitions department that will enable the team and Hilliard to grow in capacity and reputation. For example, Hickey sits on the board of the Association of Art Museum Curators, an international organization. One major issue the team needs to address is the dearth of exhibitions and scholarly research, publications included, devoted to our permanent collection. The lack of human and financial capital we can commit to this makes pursuing non-collections projects easier. Unfortunately, this leaves us behind our peers in terms of contextualizing the art we own within the art historical canon, as well as the social milieu of Louisiana.

### **Summer 2017 Exhibitions**

Total Admissions: 1273 7/1/17 - 8/31/17

*Pierre Bonnard: Landscapes from Le Cannet.* May 27 – August 12, 2017.

Curated by Véronique Serrano, director of the Musée Bonnard, Le Cannet, France.

Publication, 48 pages, bilingual French/English, catalog essay by Véronique Serrano.

Translations by Aurora Ballengée; Jean-Robert Frigault, CODOFIL Louisiana Office of Francophone Affairs; and Christoph Pilut, Lafayette International Center.

This project has been generously supported by Lafayette Consolidated Government; University of Louisiana at Lafayette; Oats & Marino; Lafayette Convention and Visitors Commission; Le Centre International de Lafayette; Haynie Family Foundation; Van Eaton & Romero, A Latter & Blum Company; Robertson Energy & Capital; Robert & Jolie Shelton; Lafayette Economic Development Authority; Martha B. Brown; Marvin & Sue Munchrath; Ralph & Cherie Kraft; Jeffrey & Kathryn Scurlock; James & Lise Ann Slatten; Broussard & David, LLC; and Mary B. Neiheisel.

*Pierre Bonnard: Landscapes from Le Cannet* features 24 select works on loan from the collection of the Musée Bonnard in France including 17 drawings, 6 paintings and a lithograph that were created late in the artist's career. Primarily focusing on Bonnard's landscapes, this exhibition celebrates his vision of Le Cannet—which is notable not only as Bonnard's home, but is uniquely distinguished as Lafayette's sister city in France. The Hilliard Museum was the exclusive venue for this exhibition, which marked the artist's first solo display in Louisiana. Pierre Bonnard (1867-1947) was unquestionably a master of 20<sup>th</sup> century painting and a key factor in *Les Nabis* movement.

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*CONTINGENT: Drawing and Sculpture by Joan Tanner.* May 23 - September 16, 2017.

Curated by Julien Robson, Director of the Great Meadows Foundation and the INhouse Foundation in Louisville.

Born in 1935 in Indianapolis, Joan Tanner has lived in Southern California since the mid-1960s. This exhibition surveyed a selection of Tanner's drawings and three-dimensional works from the past twenty years. It also marks the artist's first solo display in Louisiana.

Her practice is focused on sculpture and installation fed by a fascination with industrial and found materials, as well as a desire to address complexity and the contingency of meaning.

*Spotlight on Francis Pavy.* May 19 – December 9, 2017

Organized by Laura Blereau, Curator of the Hilliard University Art Museum.

"Lake Arthur Lotus" was presented with printmaking tools crafted for the large-scale painting's production. Regional narratives and mythologies are explored in Pavy's compositions, which unfold as a series of symbols that can be read as dream states or stories. In the wake of the BP oil spill in 2010, Pavy began a series that addressed the coastal Louisiana wetlands. *Lake Arthur Lotus* is a psychedelic swampscape that was created improvisationally over many months in 2014.

## **Fall 2017 Exhibitions**

Seasonal Total Admissions: 3072 9/1/17 - 1/31/18

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*George Rodrigue Foundation of the Arts Scholarship Competition 2017: The New Orleans Tricentennial*

September 08, 2017- October 14, 2017

Organized in Partnership with George Rodrigue Foundation of the Arts

The George Rodrigue Foundation of the Arts and the New Orleans Jazz & Heritage Foundation grants monetary scholarships to high school juniors and seniors through an annual visual arts competition in order to encourage individual participation in the arts. Over 500 high school students from across Louisiana entered the 2017 Scholarship Art Contest by submitting original works of art on the theme of "The New Orleans Tricentennial." The Foundation awarded \$46,500 in college scholarships to eleven seniors and five juniors.

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*Crafting the South Louisiana Sound*

September 08, 2017 – October 15, 2017

Curated by Anya Burgess and Chris Segura

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Crafting the South Louisiana Sound highlights the work of musical instrument builders in south Louisiana from the 1930s to the present. The exhibit featured hand-built accordions, violins, guitars, amplifiers, triangles and rubboards - as well as photographs and video footage, offering a glimpse into the minds and workshops of local makers.

This exhibition was presented in partnership with Festivals Acadiens et Creoles.

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*William Kentridge: Journey to the Moon*

September 08, 2017 – January 20, 2018

Curated by Laura Blereau

The short film *Journey to the Moon* (2003) offers an intimate look into Kentridge's production process, both physically and psychically. It explores the studio space as a site of performance. In the role of protagonist, Kentridge himself appears, probing questions of vision and creativity. Familiar objects such as espresso cups, saucers and a percolator appear in this quest, as Kentridge aims to escape the confines of his studio and find windows into another world—one that is both absurd and profound.

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*Lin Emery: A Movement*

October 07, 2017 – January 27, 2018

Curated by Laura Blereau

This exhibition focuses on the longstanding innovative practice of New Orleans based artist Lin Emery. It features more than a dozen examples of her work and includes eight wind-powered kinetic sculptures. In addition to recent pieces in aluminum that are inspired by nature, the exhibition showcases Emery's paper maquettes for selected large-scale public art commissions, as well as early bronze static pieces.

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**Spring 2018 Exhibitions**

Seasonal Total Admissions: 3784 2/1/18 - 5/31/18

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*Tina Freeman: Artist Spaces*

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September 08, 2017 – May 05, 2018  
Guest Curated by Bradley Sumrall

Artist Spaces is a continuation of Freeman’s longstanding photographic interests. It began with shooting her friend, Andy Warhol, in a Paris apartment in 1975. The project includes 21 artist studios in the Louisiana area, including the working spaces of Luis Cruz Azaceta, Keith Calhoun and Chandra McCormick, George Dureau, Ron Bechet, MaPó Kinnord, George Dunbar, Dawn DeDeaux, Elizabeth Shannon, Willie Birch, Ersy, David Halliday, Stephen Coenen, Robert Tannen and Jeanne Nathan, Elenora Rukiya Brown, Nicole Charbonnet, Kevin Kline, Amy Weiskopf, Keith Duncan, Josephine Sacabo, Lin Emery, and graffiti artist Fat Kids from Outer Space. Freeman’s photographs are accompanied by works of each artist whose studio is pictured.

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*Lynda Frese: Holy Memories & Earthly Delights*  
February 17- May, 19 2018  
Curated by Laura Blereau

The eponymously titled *Lynda Frese: Holy Memories & Earthly Delights* is a solo exhibition of Frese’s work from 1978 to 2018. Frese uses montage and collage to create pictures that contain surreal, imagined places. Layers of imagery serve as windows. Choices of scale suggest the figure’s relationship to his or her environment. In these spaces, the forces of gravity, light and optical clarity are optional and, at times, are manipulated for emotional or psychological impact.

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*Bill Viola: The Raft*  
February 3 - May 12 2018  
Curated by Laura Blereau

Viola uses video to explore the phenomena of sense perception as an avenue to self-knowledge. His works focus on universal human experiences—birth, death, the unfolding of consciousness—and have roots in both Eastern and Western art as well as spiritual traditions, including Zen Buddhism, Islamic Sufism, and Christian mysticism. Using the inner language of subjective thoughts and collective memories, his videos communicate to a wide audience, allowing viewers to experience the work directly, and in their own personal way.

*The Raft* was created by Viola in 2004 as a commission for the Athens Olympics. In this work, a group of nineteen figures are dramatically subjected to physical forces of nature. The ten-minute piece visually represents a moment of disaster and its aftermath, as experienced by a cross-section of humanity.

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*The Raft* is a seminal work of art created by one of America's foremost video artists. Hosting this installation at the Hilliard was an important moment in our institutional history.

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## **Summer 2018 Exhibitions**

Seasonal Total Admissions: 1161 6/1/18 - 6/30/18

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*Marina Zurkow: Mesocosm (Wink, TX)*

May 19 – August 15 2018

Curated by Laura Blereau

Marina Zurkow's work is conceptually focused on near-impossible nature and culture intersections. *Mesocosm* (Wink, Texas) is an animated landscape that develops and changes over time in response to software-driven data inputs. To create this piece, Zurkow's character elements were first drawn by hand on a digital tablet, frame-by-frame, using rotoscoping techniques to trace figures found in YouTube videos and other sources.

This otherworldly video installation is the work of native New Yorker and 2011 John Simon Guggenheim Memorial Fellowship winner Marina Zurkow. She is represented by Bitforms Gallery in New York.

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*A. Hays Town and the Architectural Images of Louisiana*

*June 15 - December 29, 2018*

*Curated by Dr. Carol McMichael Reese*

In celebration of the 50th anniversary of the opening of the original Art Center of Southwestern Louisiana, the Hilliard Museum is pleased to present an exhibition that marks the legacy of its designer, famed Louisiana architect A. Hays Town. The exhibition will be guest curated by architectural historian, Dr. Carol McMichael Reese, Professor in the School of Architecture at Tulane University, where Town studied. A highly collaborative project, the exhibition brings together faculty and students from the University of Louisiana at Lafayette, Tulane University in New Orleans, and Louisiana State University in Baton Rouge, providing an opportunity for students to gain experience in exhibition research, design, and production.

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## *Salvador Dali's Stairway to Heaven*

June 8- January 18 2018

Curated by David S. Rubin

This exhibition uniquely presents two of Dalí's projects from the collection of the Park West Museum: illustrations for *Les Chants de Maldoror* and *The Divine Comedy*, as an analog for the progression of his personal life and views as an artist. Curated by David S. Rubin, the psychological depth of this exhibition humanizes the legendary artist.

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## *Your Town : A History of Culture and Community*

June 1 – September 1, 2018

In 1968 Acadiana celebrated the opening of its first dedicated art museum – the Art Center for Southwestern Louisiana designed by architect, A. Hays Town. It was declared a huge leap forward in the cultural life of all Acadians. The construction of the Art Center symbolized a new era of business development and prosperity in Lafayette, an era that was spurred on by the rapid growth of the nearby Oil Center in the 1950s.

*Your Town* is a reflection of the history and significance of our first art museum and a lasting architectural icon. We are grateful to the Dupre Library and to all those who contributed their stories, materials and images for this exhibition.

## Collections

### Acquisitions

Forty-three objects were added to the Hilliard's permanent collection in 2017/2018 including:

1. Photographs selected from the exhibition *Richard Sexton: Creole World - Photographs of New Orleans and the Latin Caribbean Sphere*. From this exhibition Hilliard purchased two diptychs from New Orleans based photographer Richard Sexton. *Cemetery Gate, Cementerio La Reina, Cuba and Cemetery No. 3, New Orleans*, 2009-2012, Richard Sexton, inkjet print on paper, 17" x 25", 2017.04.01.01 - .02.  
Also, *Creole Food, Napoleon Ave. Street Vendor, New Orleans, and Sign for Don Blanquita, Cuba*, 1994-2009, Richard Sexton, inkjet print on paper, 17" x 35", 2017.04.02.01 - .02.



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2. Purchased from the Jonathan Ferrara Gallery in New Orleans is the collaborative work of Epaul Julien and Elizabeth Kleinveld, *Ode to Aman's Creole with a Red Headdress*, 2012, archival pigment print, framed 31" x 24", 2017.05.01. *Ode to Aman's* was featured in the fall 2016 exhibition *Face to Face: A Survey of Contemporary Portraiture by Louisiana Artist*. This work is significant to the Hilliard's permanent collection for two reasons. Firstly, the subject is a woman of color wearing a headdress. A strikingly similar image is represented in the collection in the 1844 portrait by Adolph Rinck entitled, *Woman with a Tignon*. Secondly, the Julien and Kleinveld are paying homage to the French portrait painter, Jacques Amans whom is also represented in the Hilliard's permanent collection.
3. Purchased from Baton Rouge based artist, Ed Pramuk, is the polaroid collage, *Moonlight Sonata Blues (for Bill Evans)*, 2013, acrylic and polaroid collage on board, 2017.06.01.
4. In 2017, Hilliard accepted a large bequest of thirty-five paintings and drawing which had been on loan from the Dr. George and Mary Jo Newton estate since 2010. Among the objects in the collection are watercolors and ink on paper drawings by American painter Louis Michel Eilshemius, abstract drawings by American Modernist Abraham Walkowitz, a unique portrait by John McCrady, a landscape by American painter Alexander Helwig Wyant, and a fine etching by watercolorist George Overbury "Pop" Hart.

Louis Michel Eilshemius: three landscape watercolors, two oil paintings, and 21 ink on paper drawings.

George Overbury "Pop" Hart: one landscape watercolor and one monotype etching of a landscape.

Abraham Walkowitz: three watercolors/graphite on paper and one oil on paper.

Wayman Adams (attributed): one portrait

John McCrady: one portrait

Alexander Helwig Wyant: one oil landscape.

5. Lafayette resident, Roger Drake, donated a work by Grand Coteau photographer, John Slaughter, entitled *The Piano that Fell from the Sky-Katrina*, 2005, archival inkjet print, framed 28 ¼" x 34 ¼", 2017.08.01. The photograph depicts the devastation the Ocean Springs community experienced during Hurricane Katrina in 2005.
6. Southern Californian artist, Joan Tanner, donated a unique drawing following her solo exhibition at Hilliard, *CONTINGENT: Drawing and Sculpture by Joan Tanner*, May 23, 2017 – September 16, 2017. *Endofred #3*, 2015, Joan Tanner, oilstick, ballpoint, metallic powder, chalk on Bristol, 22" x 30", 2017.09.01

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## Pending acquisitions

Pending acquisitions is a category for objects waiting to be accessioned due to either incomplete paperwork or incomplete research. Pending acquisitions are three works by retired ULL printmaker Tom Secrest: a sketchbook and two portraits; from New Orleans photographer, Richard Sexton, six photographs; a small collection of prints and sculptures from the estate of Jimmie Buie, a former UL art professor; two works by the late George Loli, a former UL Architecture professor; a woodblock print by Lafayette native, William Tolliver, and a large collection of prints by renowned printmaker, Morris Henry Hobbs.

## De-Accessions

De-accessioning is the process of permanently removing an art work from a museum's permanent collection. It can be a constructive tool for collections care to support the long-term preservation of a collection. It can help in refining the scope of a collection to better serve its mission and community. The Hilliard de-accessioned two objects in 2017/2018. Firstly, a Pennsylvania Dutch hand painted trunk which was donated in 1983 by Mrs. Enola May. With Mrs. May's approval and consent, the trunk was de-accessioned and transferred to the Vermilionville Living History and Folk Life Park.

Secondly, a collection of Rococo Revival sterling silver which was donated by Russell Caffery in 1978. The collection consisted of four candelabras, one oval jardinière on a plateau and a pair of circular jardinières on plateaus. With the approval and consent of the Caffery family the silver collection was de-accessioned and sent to Neal Auction Company in New Orleans awaiting auction in fall 2018. Any funds realized from the sale of the silver will be reinvested into the permanent collection.

## Incoming Loans

During 2017-2018 Hilliard has and continues to host several incoming loans from local partners and artists which enhance our outreach and programming.

1. Local artist, Francis Pavy, has extended his loan for the exhibition: *Spotlight on Francis Pavy*, May 19, 2017 – July 28, 2018. Loaned objects include a large painting *Lake Arthur Lotus*, oil on canvas, which is 7 feet tall and 18 feet wide along with five linoleum blocks used to create the large painting.
2. Continued is the long term loan from the Roane Family of Jeanerette, LA of a George Rodrigue portrait entitled *Jeanne avec Chapeau*, 1981, oil on canvas, 45 x 32 x 1.5 inches, L2017.01. This is a five year loan which will be renewed annually.
3. An annual exhibition loan, The George Rodrigue Foundation loaned Hilliard sixteen (16) artworks by the recipients of the 2017 Louisiana High School Scholarship Art Contest, August 31 – October 14, 2017.

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4. To be considered for future acquisition, Louisiana writer and blogger, Leonard Earl Johnson has loaned Hilliard a collaborative work by Dawn DeDeaux, the Orleans Parish Prison Inmates and several New Orleans based artists. *Book of Judgement*, bound paper and iron. TC2017.05.01

## Outgoing Loans

The Hilliard participated in educational outreach by loaning significant pieces of the permanent collection to two Louisiana museums.

1. The Alexandria Museum of Art borrowed two of the Hilliard's paintings by regionalist painters Knute Heldner and John McCrady for the exhibition *Refining & Defining a Nation: From Impressionism to Regionalism*, September 23, 2017 – January 20, 2018.
2. The West Baton Rouge Museum borrowed six objects ranging from photographs by Richard Sexton and Epaul Julien to paintings by Adolph Rinck and Jules Lion for an exhibition centered around Creole culture, *Creole de Monde*, February 5, 2018 – May 5, 2018.

## Conservation Efforts

In 2017 eight paintings from the Hilliard's 18<sup>th</sup> and 19<sup>th</sup> Century collection were chosen to be reframed due to improperly mounted canvases, lack of proper backing and inferior hanging devices. Collections Manager, Misty Taylor, and collection assistant, Kelsey Jagneaux took three weeks to start and complete the three phase project.

Phase One consisted of unframing each painting. Once unframed, the canvases were inspected for dust and grime. A Nilfisk vacuum was used to carefully remove dust from the front and back surfaces. The interior of each frame, known as the rabbet, was then lined with archival mat board to cushion against further abrasions caused by the painted canvas being in direct contact with the frame.

Phase Two was the remounting process. Each canvas was remounted in its frame and backed by Coroplast sheets. Coroplast is a corrugated plastic which is chemically stable and waterproof. The Coroplast was attached to each painting's auxiliary support (stretcher or strainer) with brass hardware. Brass does not rust making it an ideal material to use in conservation. The added backing will further the life of each painting by preventing the buildup of dust and debris and other airborne pollutants along with protecting against shock and vibrations.

Phase Three was changing the hanging hardware on each frame. Old eye hooks and hanging wire were replaced with hardware called D-rings.

## Programming

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## Programming Achievements and Challenges

Event set up went more smoothly this year with fewer technical issues. In general visitor feedback was very positive. Overall attendance for programs in 2017 - 2018 was 1165. That figure is 421 less than the previous year. This dip could be a result of bad weather, as well as a transition in programming staff as Ben and Jasmine were new employees and could not easily leverage personal relationships on campus to drive attendance. Strong programming moving forward and the further development of personal relationships on campus are likely to result in continued growth.

### Summer 2017

August 30, 6:00 – 8:00 PM

College of the Arts Welcome Back Social

This kickoff event for the fall 2017 public programming series *Creative Conversations* was coproduced with the College of the Arts. Students were invited to enjoy a brief reception with pizza. The program was led by local artist and USL alum Francis Pavy, whose work *Lake Arthur Lotus* was on view at the museum.

Attendance: 46

### Fall 2017

Wednesday, September 6, 6:00 PM- 8:00 PM

Behind the Scenes with Joan Tanner and Julien Robson.

The evening entailed Artist Joan Tanner and curator Julien Robson discussing their process and conception of Tanner's solo exhibition, CONTINGENT. This event was co-produced with the UL Department of Visual Arts series of PULSE talks organized by Dr. Christopher

Attendance: 26

Wednesday, September 13, 6:00 PM- 8:00 PM

Gallery Tour with Tina Freeman and Bradley Sumrall

Gallery tour of *Tina Freeman: Artist Spaces* led by Tina Freeman and Bradley Sumrall.

*Tina Freeman: Artist Spaces* captured the studio practices of 20 contemporary artists and duos based in New Orleans. It featured a compelling display of photographic images of individual artist's workspaces, paired with three-dimensional examples of each artist's work.

Attendance: 36

Wednesday, September 20<sup>th</sup>, 6:00 PM- 8:00 PM.

Educators Night

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Educators were invited to view the fall shows and learn about fieldtrip opportunities. Tables were set up in the atrium with resources and lesson ideas. A table was set up for teachers to talk with Olivia Morgan, the museum educator, and Claire Caffery, 2017 Teaching Artist in Residence. Volunteers from the Education Advisory Committee were on hand to help teachers plan lessons and give advice on how to incorporate the arts into their classroom. Volunteer David Fox was stationed upstairs and had a table featuring an arts integrated wetlands lesson.

Attendance: 40

Wednesday, September 27, 6:00PM- 8:00 PM.  
Art History Paper Forum

The informative paper forum was hosted by Dr. Chris Bennett and Dr. Allison Leigh from UL's department of visual arts. Select Students shared their original research drawn from past course work. Dr. Chris Bennett presented the opening statement followed by presented research. Research included Treshain D. Hyche, "Reclaiming the Black Woman in Kara Walker's *A Subtlety*," Gabrielle Guidry, "Falsifying History and Idealizing Slavery: Misrepresentation Between East and West;" Olivia Johnson, "Shoja Azari's Layers of Reality in *A Room With A View*," and Emily C. Waguespack, "Imitators in Orientalism."

Attendance: 55

Wednesday, September 27 6:00 PM- 8:00 PM.  
Literature workshop hosted by the Gaines Center.

In this unique program, writers were prompted to respond to a pairing of artwork drawn from the museum's permanent collection and excerpts of Gaines' writing. English Department faculty and students helped participants work through the writing process as new compositions were generated.

The Ernest J. Gaines Center at University of Louisiana at Lafayette is an international center for scholarship on Dr. Ernest J. Gaines and his work.

Attendance: 26

Wednesday, October 4, 6:00 PM- 8:00 PM.  
Film Screening with the Center for Louisiana Studies Presented in partnership with Festivals

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Acadiens et Créoles.

As a part of the exhibition *Crafting the South Louisiana Sound*, CLS hosted a film night at the museum featuring documentaries from the Archive of Cajun and Creole Folklore. Pudd Sharp and Chris Segura provided commentary and Q&A following the film. The screening featured the award-winning documentary *It's in the Blood: Leo Abshire and the Cajun Tradition* (57 minutes) by Cyndi Moran and Eric Scholl.

Attendance: 32

Wednesday, October 13, 6:00 PM- 8:00 PM. Gallery Tour of *Crafting the South Louisiana Sound* presented in partnership with Festival Acadiens et Créoles

Set in the historic A. Hays Town building, Anya Burgess and Chris Segura led a special tour of *Crafting the South Louisiana Sound* that draws on their personal experiences as musicians. The duo explained the craftsmanship that goes into the instruments displayed and shared live demonstrations as they guided visitors through the exhibit.

Attendance: 73

Wednesday, October 18, 6:00 PM- 8:00 PM.  
Literature Night with UL English Department.

This special collaboration organized by Dr. Sadie Hoagland of the UL English Department allowed students and faculty to present their original poetry, short stories, excerpts from works of fiction, and dramas.

Attendance: 62

Wednesday, October 25, 6:00 PM- 8:00 PM.  
Artist talk with Steven Breaux

This entertaining artist discussion allowed guests to explore the work of UL Lafayette Professor of Visual Arts, Steven Breaux during a presentation titled *Waking Space: The Emerging Art Object, Quantum Theory, and Algorithmic Art*. This artist talk was presented in partnership with the ArtSpark award from Lafayette Economic Development Authority and the Acadiana Center for the Arts. Opening remarks were made by Dr. Chris Bennett.

Attendance: 96

Wednesday, November 1<sup>st</sup>, 6:00 PM- 8:00 PM.

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Museum in Motion with UL Dance Department.

This special event was in partnership with UL Lafayette's School of Performing Arts. University students performed solo and duet pieces in response to the exhibitions by Lin Emery, Tina Freeman, and William Kentridge. Dancers moved gracefully from each gallery, as they became living pieces of art. The dancers performing were Kenneth Jenkins, Marie Broussard, and Clare Cook.

Attendance: 18

Wednesday, November 8, 6:00 PM- 8:00 PM.

PHI Alpha Theta Honor Society Epsilon Xi.

This teach-in series was led by UL History Department graduate students, Haley Hewitt and Marianna Piazza. The event was based on the *Uses and Abuses in American Society*. It was designed to engage students as well as community in thought-provoking conversations about important contemporary issues affecting the United States. A panel of professors including Dr. Ian beamish, Dr. D'Weston Haywood, and Dr. Robin Hermann engaged with audience members throughout the night. Dr. Lena Suk moderated the event as the evening progressed.

Attendance: 62

Wednesday, November 15, 6:00 PM- 8:00 PM.

Live Music with Dr. Jeff George and the UL School of Music.

Live music was performed and created by UL faculty and students in correspondence to Lin Emery's exhibition. Performers engaged with the audience using classical and jazz guitars. UL Lafayette's professor of guitar studies, Jeffrey George organized the musical performance.

Attendance: 34

Friday, November 17, 6:00 PM- 8:00 PM.

Francis Pavy.

Local artist and USL alum Francis Pavy discussed his artistic process and practice with audience members. Pavy's work *Lake Arthur Lotus* is featured in the flex space of the museum. Audience members engaged with Pavy as they asked questions about his career and work.

Attendance: 50

## **Spring 2018**

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# Hilliard University Art Museum

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Wednesday, January 17, 6:00 PM-8:00 PM.  
Lecture on Sculptor Lin Emery.

In celebration of the exhibition *Lin Emery: A Movement, 1957-2017*, art historian & physicist Phillip Palmedo presented a lecture with slideshow. The lecture showcased Lin Emery and allowed for audience members to engage with Palmedo over the course of the presentation. He shared his research on Emery's 2012 monograph as well as his 2015 survey book, *The Experience of Modern Sculpture*. Following the presentation was a reception where visitors were delighted with refreshments.

Attendance: 33

Wednesday, January 24, 6:00PM-8:00PM.  
*Heart Notes* with Ashana Sophia.

Local musician Ashana Sophia demonstrated the importance of using ones individual and unique voice through ecstatic chant and live music. This event included the practices of Kirtan devotional chanting as well as Kundalini Yoga. Kirtan is a form of devotional chanting with roots going back many centuries in India. It is a primary practice on the path of Bhakti Yoga. The singing is accompanied by musical instruments and rhythmic drumming and the audience is encouraged to participate by chanting, clapping and dancing. In its heartfelt expression kirtan can induce profound states of meditation and bliss.

Attendance: 58

Wednesday, January 31, 6:00 PM-8:00PM.  
*The Simple Truth: Where Ekphrastic Poetry Meets Memoir*

During this interactive writing project writers were prompted to write pieces inspired by artwork in the museum, as well as their own memories. Writers were able to connect with the artwork in a more personal way. UL Department of English professors Toby Daspit and Joshua Capps led the writers and invited participants to submit work for a possible inclusion in an ekphratic poetry anthology.

The National Writing Project of Acadiana (aka Acadiana Writing Project, or AWP), founded in 1989, is one of fewer than 200 sites of the National Writing Project, a federal program that seeks to improve student writing at all levels, from early childhood through university.

Attendance: 49



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Wednesday, February 7, 6:00Pm-8:00PM.

*Emerging Stories* featuring the UL Theatre Department.

This event was organized with UL Lafayette's Professor of Acting Camille Bulliard. The theatre department's select students performed pieces of poetry, monologues, and short scenes in response to the artwork of Lin Emery and Tina Freeman. Students performing included Brandi Champagne, Christian Mouisset, and Kaitlin Romero. At times the performers would act as living statues and allowed audience members to interact with them throughout the performance.

Attendance: 20

Wednesday, February 28, 10:00AM-12:00PM.

*The Art of Musical Composition.*

The concert was organized by UL Lafayette's School of Music on-staff composer Dr. Quincy Hilliard. Student performers from the department included Christian Benjumea, Jermey Edwards, Thomas Hebert, and Savannah Leco. Each student composed original musical scores inspired by artwork throughout the museum. Audience members were invited to move throughout the museum as each musician played their original musical scores in front of their inspired piece. The students took the audience through their thought process as they each introduced their piece. The artwork chosen by the students included sculptures by Lin Emery and the waterfall outside of the museum.

Attendance: 44

Wednesday, March 7, 6:00 PM-8:00PM.

Gallery Tour with Lynda Frese

The gallery tour led by Lynda Frese helped celebrate Women's History Month. Lynda Frese shared information about her artistic process as she led the audience through her solo exhibition *Lynda Frese: Holy Memories and Earthly Delights*. Shortly after the gallery tour guest were invited to a book signing of Frese's new monograph published by UL Press.

Attendance: 77

Wednesday, March 14, 6:00PM-8:00PM.

*Live Percussion with UL School of Music.*

Dr. Brett Landry Assistant Professor of Bands and Percussion in the UL School of Music directed the UL Lafayette Steel Band. The band filled the atrium as the audience enjoyed their powerful sound. Each instrument was highlighted throughout the performance to showcase each one's

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unique and individual sound. After the performance Dr. Brett Landry discussed the history and origin of the percussion family. To end the night guests participated in a Q & A which led to members of the audience actively engaging in playing a variety of instruments.

Attendance: 39

Wednesday, March 21, 6:00PM- 8:00PM.

*Artist Talk with Keith Duncan.*

New Orleans based painter Keith Duncan led a discussion about his studio practice. The discussion was paired with a power point that highlighted different periods of his work. The event ended with a Q & A that encouraged audience members to discuss their favorite piece with Keith Duncan.

Attendance: 8

Wednesday, March 28, 6:00 PM-8:00PM.

*Guns in the Hands of Artists.*

The powerful event was led by Jonathan Ferrara a New Orleans based gallery owner. The discussion introduced the community- based social activist project inspired by gun violence and was accompanied by a slide show displaying the history of the project as well as different pieces within the project. Shortly after the discussion Jonathan Ferrara led a Q&A. The event ended with a book signing of Jonathan Ferrara's *Gun's in the Hands of Artist.*

Attendance: 28

Wednesday, April 11, 7:00PM-9:00 PM.

*Tattooed Walls.*

The event was produced in collaboration with Festival International de Louisiane. An all-star lineup of Acadiana visual artists conducted a light projection drawing concert by creating temporary works of art that were projected on the façade of the museum. Artists included Francis Pavy, Michael Eble, David Alpha, Mare Martin, Kathy Reed, and Phyllis Lear.

Attendance: 61

Wednesday, April 18, 6:00PM- 8:00PM.

*Clare Cook: Look. See. Do.*

The interactive dance performance was produced by Clare Cook and the Clare Cook Dance Theater. Dancers were inspired by Lynda Freese and Tina Freeman's artwork. In each gallery dancers blurred

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the lines between observer and performer. The dancers ended the night with Q &A where they led guests through their thought process. The dancers shared what inspired their choices and explained why each performance was unique.

Attendance: 38

## Education

### Summary

In this second year of implementing the museum's education initiative, the focus was on strengthening established programs, developing and carrying out two successful teaching artist residencies, and expanding community partnerships. This year 4,118 visitors attended educational programs or tours. The total number of tours increased from 72 to 107. The number of K-12 tours increased from 41 to 60 and the number of UL tours increased from 23 to 38. The museum held three *Play Days* serving 667 visitors and increased the number of *Family Workshops* offered this year to three. Thirty visitors participated in these events. This year the museum had sponsorships for two of its popular education programs, *Toddler Time* and *Yoga in the Galleries*. Quest Pediatric Dentistry continued its support of *Toddler Time* and attendance more than doubled from 203 children and parents last year to 667 this year. In January Blue Cross Blue Shield began sponsoring *Yoga in the Galleries*, which has served 126 participants this year.

In July, 2016 the museum hosted its first teaching artist in residence, Aime Rogers, and established a model program for engaging local artists in creating and offering tours, hands-on art activities, and lesson plans based on a museum exhibit. Responding to *Spiritual Journeys*, Aime created a lesson plan titled *Narrative Journeys*, held an arts integration teacher workshop, and led a week of tours and art activities for 163 summer campers. Our second teaching artist in residence, Claire Caffery, designed a lesson plan, tour, and art activity for the *Artist Spaces* exhibition. Claire led 22 tours, serving 403 *students*, between December and April of this year. Both residencies were partially funded by Decentralized Arts Fund grants (DAF). Teachers can access the lesson plans and educational materials created during the residencies through the museum's website, increasing the number of students impacted by this program.

Educator Olivia Morgan continued to grow community partnerships and strengthen ties with area teachers. A number of community partners participated in the museum's *Play Days*. *Play Day* partners included Lafayette Consolidated Government Recycling Section and CREATE initiative, Acadiana Symphony Orchestra, UL Art Department animation professors and students, Moncus Park, Lafayette Mom's Blog, UL Big Event volunteers, Acadiana Center for the Arts, Festivals Acadiens et Creole, AOC Radical Reporters, and Festival International Scenes des Jeunes. Lafayette Junior League provided a grant for art supplies for the *Spring Play Day*, as well as volunteers. In September the museum hosted its first Educator's Night, which 47 teachers attended and learned about upcoming exhibits and arts integration.

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The museum continued to strengthen relationships with the Boys and Girls Club of Acadiana, Lafayette Public Library, and Acadiana Center for the Arts (AcA). Boys and Girls Clubs of Lafayette and New Iberia attended the DAF grant tours. The Shining Light Foundation provided transportation for one of the Boys and Girls Club visits.

In June, the Hilliard and Lafayette Public Library launched a new program that allows families to check out an admission pass to the museum at any of the library's branches. The museum took part again in the AcA's educator night. Olivia and LouAnne Greenwald attended an art education round table as part of the annual Arts Expo and Olivia attended regular meetings of the AcA's Art Teacher Forum. In April Olivia joined the educators at the AcA in a trip to annual ArtBreak event in Shreveport to gather ideas for improving K-12 arts education and the annual Art Expo showcase.

The museum's educator participated in professional development, presentations, and served on a number of community projects. Last July, Olivia was awarded full funding to attend a week long teacher training at Crystal Bridges Museum focused on arts integration and teaching in the galleries. Olivia presented at the fourth UL Ignite Community of Interest Event on The Brain. As a result of that presentation, the museum is investigating collaborating with professors from the Communicative Disorders department and the Computer Science Department on an Alzheimer's program and research. Olivia continued to serve on a number of planning committees including Lafayette Reads, Festival International Scene des Jeunes, and the Craft Guild's Open Studio Tours.

**\*Total Visitors Served by Education Department: 4,118 visitors**

**Group tour statistics: 107 tours, 2408 visitors**

**Total K-12 Tours: 60 tours, 1171 students**

**Public School Tours:** 10 tours, 198 students

High School: 2 tours, 53 students

Middle School: 6 tours, 94 students

Elementary School: 2 tours, 51 students

**Private School Tours:** 5 tours, 82 students

High School: 1 tour, 20 students

Middle School: 1 tours, 17 students

Elementary School: 0 tours, 0 students

Mixed Ages : 3 tours, 45 students

**DAF Grant 2016 Tours:** 8 tours, 163 students

Boys & Girls Club : 1 tour, 27 students

Summer Camps : 7 tours, 136 students

**DAF Grant 2017 Tours:** 22 tours, 403 students

High School: 4 tours, 71 students

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Middle School: 5 tours, 98 students  
Elementary School: 7 tours, 112 students  
Mixed Ages: 3 tours, 55 students  
Other: 3 tours, 67 students

**Nontraditional:** 9 tours, 213 students  
Boyscouts and Girlscouts: 1 tour, 8 students  
Camps: 7 tours, 170 students

**UL Recruitment and Other Partner Tours:** 7 tours, 141 students

**Teachers and Chaperones :** 102 Teachers, 123 Chaperones and Siblings

**Total UL Class Tours: 38 tours, 881 students, 38 Faculty**

ART Department: 8 tours, 279 students  
ENGL Department: 10 tours, 200 students  
UNIV 100: 10 tours, 217 students  
Tourism and HUMA: 6 tours, 126 students  
Other Departments: 4 tours, 49 students

**Total Adult/ Senior Tours: 9 tours, 94 visitors**

## Artist/Educators in Residence

### **Aime Rogers: *Maker's Space Programming***

*Maker's Space Programming* was a week-long teaching artist residency held at the Hilliard University Art Museum from July 10 to July 15, 2017. Local artist Amie Rogers, in collaboration with HUAM Educator Olivia Morgan, led hands-on/minds-on, arts-integrated lessons featuring creative activities and gallery tours in coordination with the exhibition *Spiritual Journeys: Homemade Art from Becky and Wyatt Collins Collection*. In addition to the art activities and gallery tours, Amie led an arts integration teacher training. All lesson plans and materials from the residency are posted on the museum's website. Sandra LaBry conducted an independent evaluation of the program. A total of 163 summer campers participated in this week-long program.

### **Claire Caffery: *Artist Spaces***

Teaching artist, Claire Caffery, created two lesson plans, tours, and art activities in response to *Tina Freeman: Artist Spaces*. Claire led 22 tours and art activities serving 403 students between December and April. Students were evaluated by museum staff and volunteers. The lesson plans are available through the museum's website.

## Play Days

### **Total Play Day Attendance: 312 children, 355 adults**

Summer Play Day Attendance: 103 children, 100 adults

Fall Play Day Attendance: 112 children, 143 adults

Spring Play Day Attendance: 97 children, 112 adults

### **Summer Play Day: The Art of Recycling**

**Sponsored by:** Quest Pediatric Dentistry

**Grant:** DAF Grant paid for Amie Rogers and the Narrative Journeys activity

**Partners:** DAF Grant, Lafayette Consolidated Government-CREATE Initiative and Recycling Section, No Waste Louisiana, Andy Hebert, Acadiana Center for the Arts, Festival International Scenes des Jeunes

**Description:** On Saturday, July 15, 2017, from 10:00 a.m. to 2:00 p.m., the Hilliard University Art Museum invited the public for its Summer Play Day event. This free day encouraged families and friends to play and experience art together as they explored the art of recycling. Amie Rogers, Teaching Artist in Residence, led an art and literacy activity inspired by *Spiritual Journeys: Homemade Art from the Becky and Wyatt Collins Collection*. No Waste Louisiana turned t-shirts into bags and Lafayette Consolidated Government Recycling brought a game to teach families about which items the parish recycles. Andy Hebert set up a Polar Freeze game to teach children about climate change. Families played lawn games and enjoyed food from Olympic Grove Pizza and Kona Ice food trucks.

### **Fall Play Day: Music and Movement**

**Partners:** Festivals Acadiens et Creole, Acadiana Symphony Orchestra, Little Paintbrush, Clare Cook Dance Theater, UL Art Department, Acadiana Open Channel's Radical Reporters

**Description:** On Saturday, October 7, 2017, from 10:00 a.m. to 2:00 p.m., the Hilliard University Art Museum partnered with Festivals Acadiens et Creole to invite the community to celebrate the museum's fall exhibitions, including *Crafting the South Louisiana Sound*. The Acadiana Symphony Orchestra held an instrument petting zoo. Children made kinetic art with Little Paintbrush, took part in a family dance class with Clare Cook Dance Theater, and Anya Burgess gave a violin making demonstration. Yeon Choi and James Tancill from the UL Art Department along with UL animation students made an original animation piece inspired by George Melies' 1902 film *Journey to the Moon*, starring visitors to the museum. Acadiana Open Channel's teen organization the Radical Reporters assisted with the animation project and taught visitors to create their own animations with AOC's animation stands.

### **Spring Play Day: Happy 300<sup>th</sup> Birthday, New Orleans!**

**Grant:** Lafayette Junior League funded art supplies for the event

**Partners:** Lafayette Junior League, Lafayette Moms Blog, Moncus Park, UL Big Event Volunteers

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**Description:** On Saturday, March 24, 2018, from 10:00 a.m. to 2:00 p.m., the Hilliard University Art Museum joined with families and the community to celebrate the 300<sup>th</sup> anniversary of the founding of New Orleans. Visitors engaged in gallery activities and art projects, made possible thanks to a generous donation from Lafayette Junior League for supplies. In the museum, activities included I Spy with Francis Pavy's *Lake Arthur Lotus* and Gifts from New Orleans in the *Tina Freeman: Artist Spaces* exhibit. Families made funky birthday hats, New Orleans Collages, and musical instruments. Chris Pavlick led an all-day mural project featuring Polly and Lou. Musical performances included Pucci Percussion and Michael Hilbun Trio. Lafayette Mom's Blog and Moncus Park had tables and activities for children. Olympic Grove provided lawn games and a food truck.

## Toddler Time

**Toddler Time Total Attendance:** 332 children, 234 adults

**Sponsor:** Quest Pediatric Dentistry

A story time and art activity for toddlers held the first Wednesday of each month at 10 am.

Current instructors include Olivia Morgan and Claire Caffery.

Date	Led By	Topic and Activity	Book	Attendance
7/5/2017	Olivia Morgan	Landscape Landscape Collage	French Canada Landscape Book	25 children 27 adults
8/2/2017	Olivia Morgan	Sculpture & Line Pipe Cleaner Sculptures	<i>Lines that Wiggle</i>	42 children 25 adults
9/6/2017	Olivia Morgan	Wetland Animals Paper Plate Frogs	<i>In the Small, Small Pond</i>	38 children 32 adults
10/4/2017	Olivia Morgan	Fall Leaves Leaf Hunt and Collage	<i>Leaves</i> by David Ezra Stein	26 children 15 adults
11/1/2017	Olivia Morgan	Sculpture Play-Dough Sculptures	<i>Hank Finds Inspiration</i>	23 children 17 adults
12/6/2017	Olivia Morgan	Circles PomPom Wreaths	<i>What Do Wheels Do All Day?</i>	14 children 12 adults
1/3/2018	Olivia Morgan	Texture Texture Cards	<i>Spikey, Slimy, Smooth</i>	21 children 12 adults
2/7/2018	Olivia Morgan	Valentines Hearts	<i>Happy Valentine's Day Mouse!</i>	32 children 17 adults
3/7/2018	Olivia Morgan	Color Rolled Paper Color City	<i>City Colors</i> by Zoran Milich	25 children 18 adults
4/4/2018	Olivia Morgan	Metamorphosis Coffee Filter Butterflies	<i>The Hungry Caterpillar</i>	21 children 17 adults
5/2/2018	Claire Caffery	Texture Tails Construction Paper Tail	<i>Tails</i> by Matthew Van Fleet	48 children 31 adults
6/6/2018	Claire Caffery	Pavy Prints Stamps and Ink Collage	<i>Toad and Frog</i>	17 children 11 adults

## Yoga in the Galleries

**Yoga in the Galleries Total Attendance: 126 participants**

**Sponsor:** Blue Cross/ Blue Shield

Yoga classes are held on the second Saturday of the month at 10:00 a.m. in the museum's Flex Space or other galleries. Current instructors include Yeon Choi, Erin Segura, and Olivia Johnson. With the sponsorship of Blue Cross/Blue Shield, the museum is able to offer free admission (instead of suggested donation) and subsequently attendance has doubled.

## Family Workshops

**Family Workshops Total Attendance: 30 participants and accompanying family members**

**Poetry Workshop with Louisiana Poet Laureate, Jack Bedell:** 7 participants, 1 staff

A Writing Workshop with Dr. Jack Bedell was held on Saturday, November 11 from 9:00 a.m. to 12:00 p.m. Participants created and shared work based on prompts as well as art currently on display in the museum.

**Holiday Printing with Ben Koch:** 9 participants, 1 staff

A Family Workshop with local artist Ben Koch was held on Saturday, December 2 from 1:00 p.m. to 3:00 p.m. Using Francis Pavy's "Lake Arthur Lotus" for inspiration and a foam sheet printmaking method, participants made one-of-a-kind seasonal cards, gift tags, and banners for the holiday season.

**Phone Eye: Making the Most of the Camera in Your Smart Device with James Edmunds:** 14 participants, 1 staff

A Photography Workshop with photographer and film-maker James Edmunds was held on Saturday, March 3 from 1:00 p.m. to 4:00 p.m. Participants learned how to take better photos with their smartphones and then practiced these skills taking photographs in the museum and on the museum grounds.

## Other Programs

**Other Programs Total Attendance: 245 visitors**

**Fall Educator Night:** 47 visitors

On Wednesday, September 20, 2017, educators were invited to the Hilliard University Art Museum to view the fall shows, learn about fieldtrip opportunities and, plan with museum Educator Olivia



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Morgan. Teachers received a folder with information, tables were set up in the atrium for teachers to experience the resources and lesson ideas, and members of the education committee volunteered to plan with teachers and share arts integration ideas. Donations included a sandwich tray and refreshments provided by Roly Poly; and a gift certificate provided by Community Acupuncture of Acadiana for a teacher swag bag.

**Strings at the Museum:** 103 visitors, 30 musicians

On Wednesday, May 16, 2018, the Hilliard University Art Museum hosted The Spartan Strings of the Performing Arts Academy at Comeaux High School, led by Molly Goforth, and their end of the year concert for friends, family, and the public. The performance included renditions of classical music, modern cinematic soundtracks, and original work by the students.

**ESA ExLabs Video Screening:** 65 visitors

On Wednesday, May 30, 2018, students from the Episcopal School of Acadiana's ExLabs class presented the video and animation work they created over the 2018 spring semester. ExLabs is a class in which students learn video film production, animation, and other digital techniques. The class is co-taught by photography teacher Jennifer Greycheck and ESA alum Brett Landry, co-founder of DRKHRSE creative communications agency in Morro Bay, California.

**Library Pass Program:** 76 visitors (32 Adult, 29 Child, 15 Household)

In June, 2018, the Hilliard University Art Museum initiated a collaborative community program with Lafayette Public Library. Anyone visiting the library can check-out a pass with their library card, giving them free admission to the museum's exhibitions for the day. During the visit, there are several educational activity bags that children and households can borrow from the museum's front desk that include picture books, games, and other activities families can do in the museum. In the first month alone, 76 visitors used library passes.

**Education Advisory Committee**

Christine Briggs, Ph. D.

Karen Burstein, Ph. D.

Joseph Cilano

Meredith Crawford

Coty Eastin

David Fox

Leah Graeff

Jennifer Hamilton

Troy Kahler

Judy Kennedy

Alyce LaBry

Sandy LaBry

Taniecea Mallery, Ph.D.

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Anna Marquardt, Volunteer Representative  
Dana McIntyre  
Kathleen O'Shaughnessy  
Bree Sargent  
Danielle Spath, Student Representative

## Challenges

Lack of a dedicated education classroom and staffing remain the biggest challenges. This year the educator and education graduate assistant moved their offices to the Town Building. Installing a door on one of the upstairs rooms in the building provided a secure office space and some additional storage space for education. Space in the rest of Town Building remains shared space between education programs, public programs, exhibitions, and event rentals. This means additional time and manpower are needed to break down and set up the space before each education program. There is little storage for art supplies and no wet classroom or “dirty” space for art making. The larger upstairs room is the primary education classroom, but it cannot be used for Toddler Time for safety reasons and there is limited handicap access.

The museum has done several things to address the need for more qualified staff to lead tours, but it remains a priority especially if the museum wants to continue to expand educational offerings. The teaching artist in residence program has been one solution to this problem. The two teaching artists led thirty K-12 tours and provided high quality, standards-based lessons, covering about half of the K-12 tours at the museum. If possible the museum should continue this program, which brings in talented artists to respond to an exhibit and create a unique educational experience that meets standards. Volunteers assisted with DAF grant tours and art activities and remain an important part of staffing tours and activities. However, recruiting volunteers who are available during school hours and training them on frequently changing exhibitions has proven challenging. This year the museum extended the part-time graduate assistant position for education through the summer. We currently have an excellent education graduate assistant, Kevin Stones, who will be continuing in the position next year. Kevin helps with the physical job of setting up and breaking down, prepping art materials, conducting student evaluations, assisting with art activities and tours, record keeping, and the research and writing for the docent guides. As the amount of administrative work increases, the graduate assistant position has become even more essential.

In the last two years the museum has focused on establishing K-12 tours and family programming. It has done this effectively and is now at a point where it is necessary to hire an additional educator or contract part-time educators to meet increasing demands and opportunities while still delivering quality educational experiences. The demand for UL tours has risen and there are many areas that the educator would like to pursue in terms of the University audience, including expanding the relationship with the Office of First Year Experience and expanding UNIV 100 tours, targeted outreach to departments and professors about exhibitions that connect with curriculum, and

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strengthening relationships with the Education and Art Education Departments. The museum is currently considering applying for a joint research grant with professors in Communicative Disorders and Computer Science, which would be an exciting opportunity to produce substantial quantitative Alzheimer's research. The museum will need to be strategic in planning how to meet growing needs and opportunities without overtaxing the museum's staff and resources.

## Volunteer Recruitment and Training

Volunteer management has remained a challenge for the museum even with the hire of a part-time volunteer manager. Despite the creation and implementation of a "volunteer portal" on the website for ease of signing up, volunteers remained reluctant to respond to requests for help. While the list of volunteers numbers about 30, very few are active and trained to help with guided tours which is the museum's greatest need. The volunteer program has been put on hold for the time being so that we can assess the best solution for additional support and for our volunteers' dedication and satisfaction.

## Earned Revenue

### Museum Store

The Hilliard Museum Store's 2017-2018 fiscal year included many changes and challenges, with a complete turnover in store personnel including management and student workers. This shift officially started in October with the hire of a part-time store manager, Sara Crochet. With this new manager came 20+ new vendors and companies carried in our store, along with a complete revamping of the displays and front desk. New student workers in their roles as Visitor Services Specialists have been trained on new methods and protocols to properly track admissions. We will continue to make strides in this area as understanding our audience demographics is important to our success. In the new fiscal year, we will look into POS software systems better equipped to track store sales, admissions and ticket purchases.

The Annual Book Sale on January 27th was a great success bringing in \$1464.05 in store sales that day. Combined with monthly sales for the same month, the store achieved 205% of its \$1000 goal. This was one of the most notable sales of the year and the first event hosted by the new manager.

### Admissions

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Admissions for the year were 14,874 which is a 22% increase from last year. Revenue generated through admissions was \$ 7,427.00.

Total number of visitors (including private events): 14,874

Total number of visitors to the museum: 12,664

UL students/faculty/staff: 1,787

Student groups: 60 K-12 Tours & 38 UL Tours

The top admissions groups are as follows:

Group	Total Number 17/18	% of Admissions	% Change from 16/17
Festival Acadiens	2521	21%	+11%
UL Students	1686	11%	+9%
Wednesday Nights	1325	9%	+4%
Adults	885	6%	+17%

Our most popular events were the Spring (528 guests) and Summer (571 guests) Opening Receptions which individually make up around 4% of the years admission numbers.

Member's visitor rate being 1% indicates that members are using the museum and its benefits for more than just free admission.

Total store sales: \$27,429.96

Cost of Goods Sold	\$13,714.98
Average Sale	\$12.56
Avg spent/visitor	\$1.84

Our current store POS system does not allow us to prompt a zip code request upon each transaction, so our numbers are not a true statistical representation of our visitors. However, it does allow us to see a few items worthy of note.

The majority of our visitors come from the larger Acadiana region with a focus on the city of Lafayette, specifically zip codes 70501, 70503, 70506, and 70508, which are central to the core of Lafayette. The majority of our Louisiana visitors come from the southern half of the state within an hour or two drive, specifically Baton Rouge to Destrehan and within the southern boundaries. Out of state visitors came from Portland, OR; Phoenix, AZ; Houston, TX; Stamford, CT; New York City, NY; Boise, ID; and West Palm Beach, FL.

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Targeted advertising for free admission on Wednesday nights were geared towards local print and digital advertisements. The consistency in our programming and open hours on Wednesday nights has resulted in an increase in admission this year comprising 11% of our total admissions. We've also seen a significant increase in paid adult admissions, up 17%. Another notable increase is from UL student visits, up 9%; this is a mixture of group tours and individual visitors.

While our admissions revenue was only \$7,427, note that 74% (7,399) of our visitors enjoy free admission (Wednesday nights, UL community, Members, NARM, etc.) our total in-museum visitation was 12,664 with 7,399 (74%) admitted for free. This would mean our average visitor only pays \$2.90 per person to visit the museum.

## Exhibition Catalogs Sold

Title	Amount	Cost
Spiritual Journeys	10 Books	\$149.50
Bonnard	9 Books	\$134.55

## Museum Store Fiscal Report 2017/2018

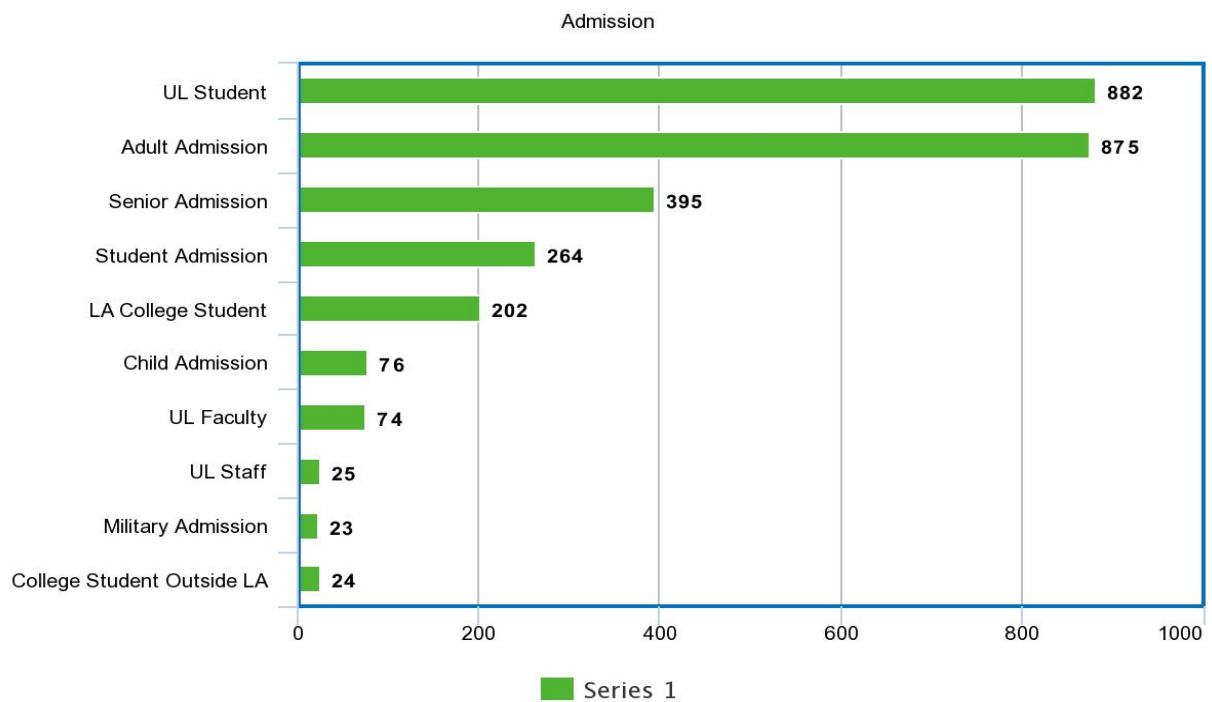
Month	Projected	Actual-Store	Percentage
July	2300	1522.94	-33%
August	1600	1516.16	-5%
September	2300	2402.11	4%
October	2000	2909.20	45%
November	1800	1745.13	-3%
December	2300	3693.58	61%

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January	1000	3054.74	205%
February	2300	1953.93	-15%
March	2000	2111.41	6%
April	1800	1433.51	-20%
May	1800	1639.35	-9%
June	1800	3447.90	92%
<b>TOTAL</b>			
	<b>25,000</b>	<b>27,429.96</b>	

The following admission charts breakdown admissions based on demographics and event attendance.

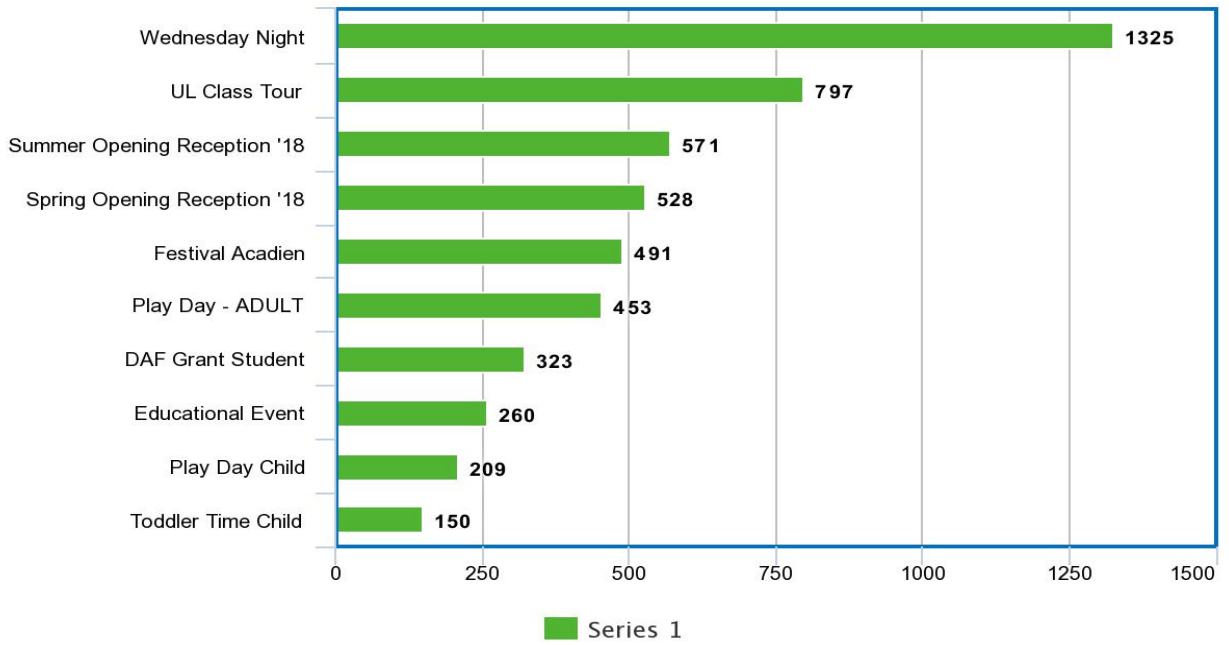


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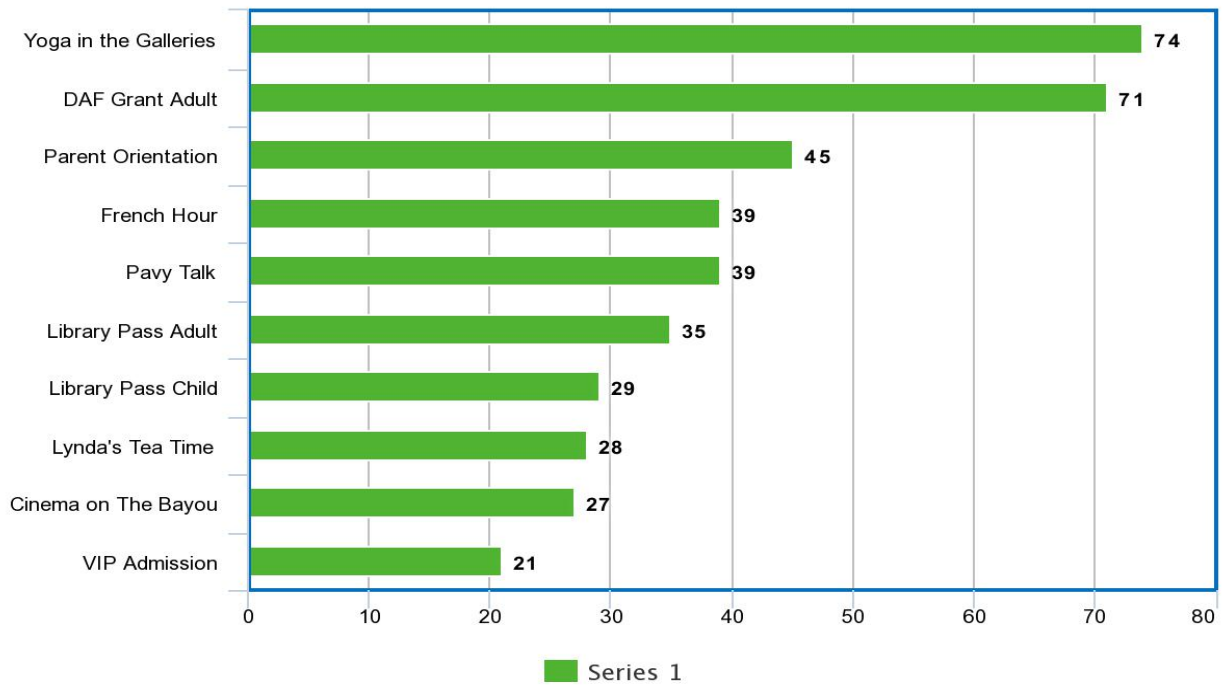
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Event Admission



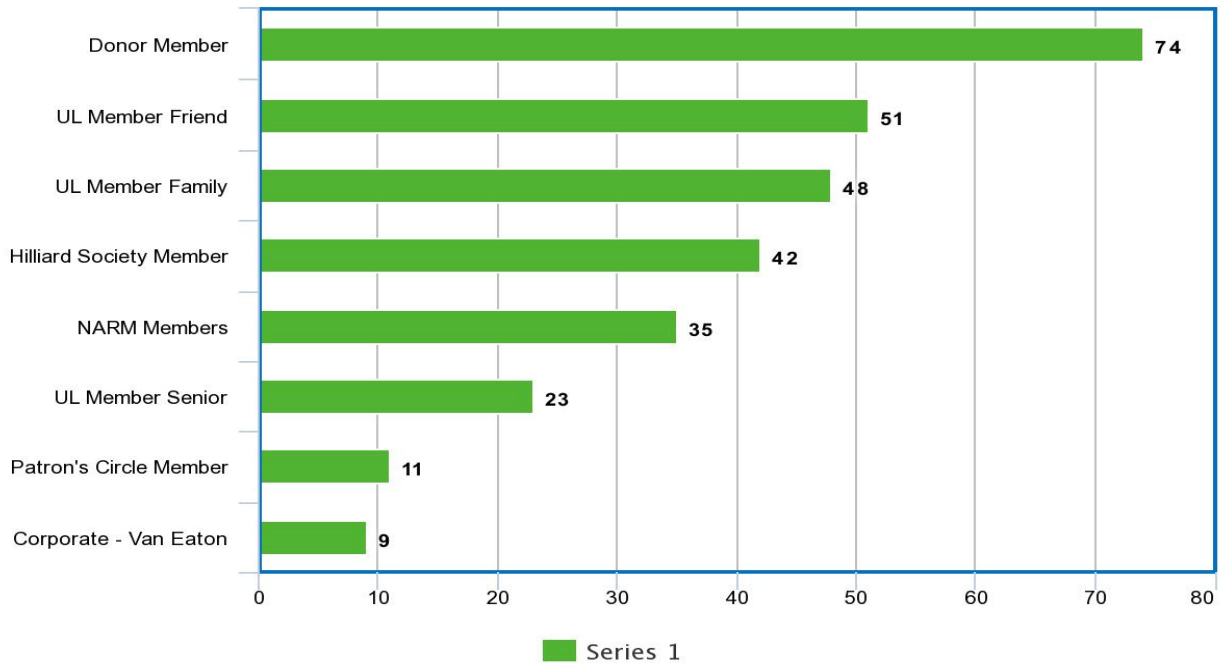
meta-chart.com



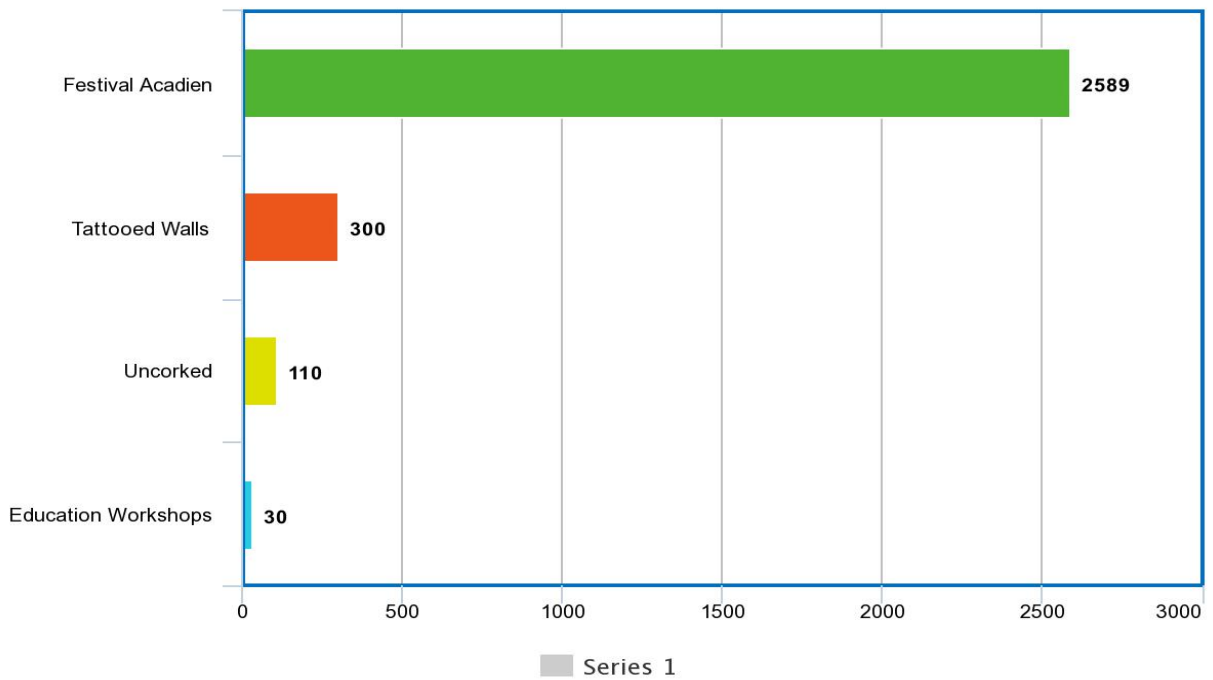
meta-chart.com

# Hilliard University Art Museum

Annual Report FY 2017-2018 (July 1, 2017-June 30, 2018)



meta-chart.com

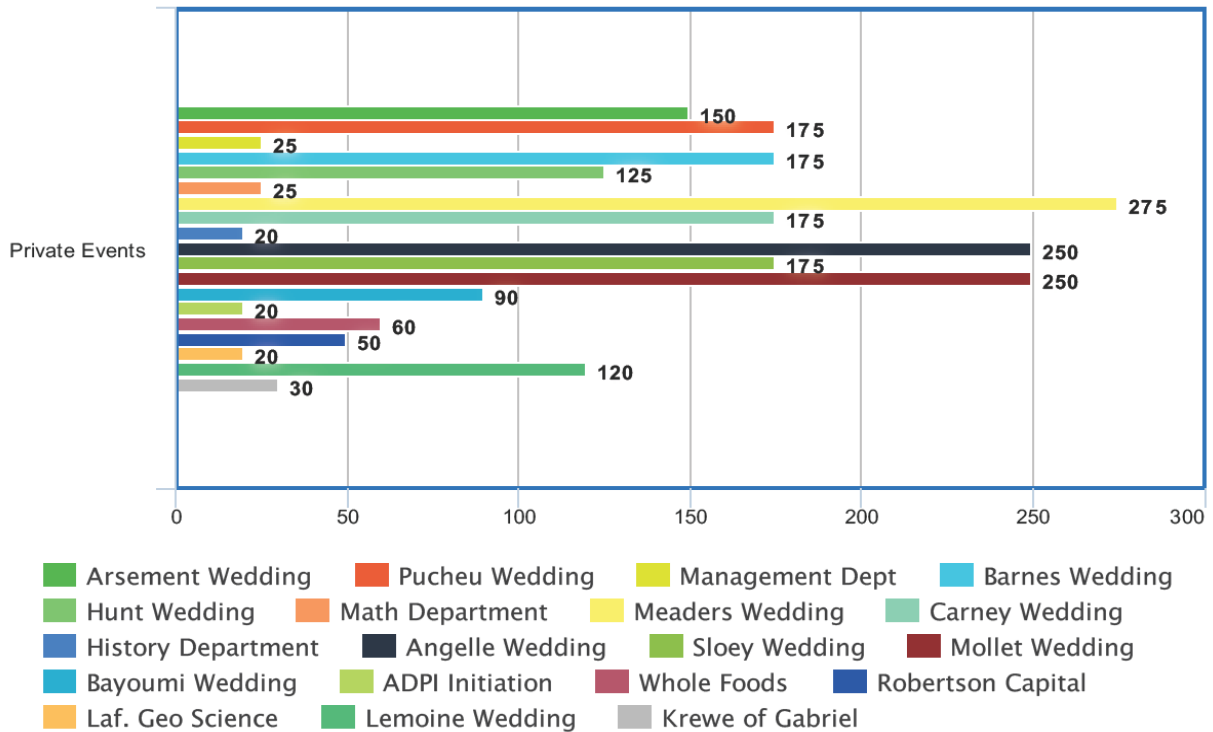


meta-chart.com



# Hilliard University Art Museum

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meta-chart.com

## Event Rentals

Last year, the A. Hays Town Building and grounds generated \$44,850 in revenue from event rental fees. The breakdown below reflects events that were held in FY2017-2018 as well as those that are booked for the coming years.

RENTER	DATE OF EVENT	Reservation Fee	1ST PAYMENT	2ND PAYMENT	Add. Fees	REFUND	TOTAL	TOTAL
Martin Wedding	9/29/2018	\$250.00		\$1,250.00			\$1,500.00	\$1,500.00
Habetz Wedding	10/26/2018	\$250.00	\$1,000.00	\$1,500.00			\$2,750.00	\$2,750.00
Burkard Wedding	12/30/2018	\$250.00	\$1,250.00				\$1,500.00	\$1,500.00
Budetti Wedding	10/20/2018	\$250.00	\$1,250.00				\$1,500.00	\$1,500.00
Fruge Wedding	3/23/2019	\$250.00					\$250.00	\$250.00
Sykes Wedding	12/15/2018	\$250.00	\$1,250.00				\$1,500.00	\$1,500.00

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Arsement Wedding	3/10/2018	\$250.00	\$1,250.00	\$1,250.00		\$2,750.00	\$2,750.00
Pucheu Wedding	4/7/2018	\$250.00	\$1,250.00	\$1,250.00		\$250.00	\$2,500.00
Management Dept	8/15/2017	\$250.00				\$250.00	\$250.00
Barnes Wedding	4/14/2018	\$250.00	\$1,250.00	\$1,250.00	\$500.00	\$250.00	\$3,000.00
Hunt Wedding	1/6/2018	\$250.00	\$1,250.00	\$1,250.00		\$250.00	\$2,500.00
Math Department	11/10/2017	\$250.00				\$250.00	\$250.00
Meaders Wedding	9/29/2017	\$250.00	\$1,250.00	\$1,250.00		\$250.00	\$2,500.00
Carney Wedding	4/21/2018	\$250.00	\$1,250.00	\$1,250.00		\$250.00	\$2,500.00
Festival Acadiens	9/8/2017	\$250.00	\$500.00			\$750.00	\$750.00
History Department	11/8/2017	\$250.00				\$250.00	\$250.00
Angelle Wedding	10/21/2017			\$1,250.00		\$250.00	\$1,000.00
Sloey Wedding	5/5/2018	\$250.00	\$1,250.00	\$1,250.00	\$250.00	\$250.00	\$2,750.00
Mollet Wedding	5/12/2018	\$250.00	\$1,250.00	\$1,250.00	\$250.00	\$250.00	\$2,750.00
Bayoumi Wedding	11/25/2017		\$750.00			\$750.00	\$750.00
ADPI Initiation	11/4/2017	\$250.00				\$250.00	\$250.00
Whole Foods	12/13/2017					\$0.00	\$0.00
Robertson Capital	12/20/2017		\$750.00			\$750.00	\$750.00
Laf. GeoScience	2/22/2018	\$250.00				\$250.00	\$250.00
Herbert Wedding	5/4/2019	\$250.00				\$250.00	\$250.00
Peers Wedding	3/16/2019	\$250.00	\$2,500.00			\$2,750.00	\$2,750.00
Lemoine Wedding	5/19/2018	\$250.00	\$1,250.00	\$1,250.00		\$250.00	\$2,500.00
Photoshoot	7/27/2017					\$100.00	\$100.00
Photoshoot	12/1/2017					\$100.00	\$100.00
Photoshoot	12/3/2017					\$100.00	\$100.00

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Photoshoot	1/3/2018					\$100.00	\$100.00
Photoshoot	12/14/2017					\$100.00	\$100.00
Photoshoot	12/19/2017					\$100.00	\$100.00
Photoshoot	2/11/2018					\$100.00	\$100.00
Photoshoot	2/22/2018					\$100.00	\$100.00
Photoshoot	2/24/2018					\$100.00	\$100.00
photoshoot	4/10/2018					\$100.00	\$100.00
Kolarich Wedding	2/16/2019		\$1,250.00			\$1,500.00	\$1,500.00
Krewe of Gabe	5/16/2018					\$250.00	\$250.00
Hebert Wedding	5/4/2018	\$250.00	\$1,250.00			\$3,000.00	\$1,500
Yazbeck Wedding	5/31/2019	\$250.00				\$3,750.00	\$250
Photoshoot	6/28/2018					\$100.00	\$100
<b>Total</b>							<b>\$44,850</b>

## Community Outreach

Organization	Events/Outreach	Benefit
One Acadiana	Networking luncheons	Community outreach with various local business leaders
The 705 Club	Networking events	Community outreach with young professionals
Acadiana Center for the Arts	8/12/17 Art Walk 9/13/17 Teacher Night	Exposure to art community
Lafayette Parish School System	9/20/17	Connect with art educators in community
Boutique Bridal Show	1/21/18	Exclusive small scale bridal show
Whole Foods	8/7/17 "Back to School"	Promotion of K-12 programs
Lafayette Parish Libraries	6/2/18 Summer Reading Kick-Off	Promotion of K-12 programs

## Sponsorships

### Cash Sponsorships:

# Hilliard University Art Museum

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Sponsor	Event/Date	Sponsorship Amount
Festivals Acadiens	Fall Opening Reception 9/8/17	\$500
Blue Cross Blue Shield of Louisiana	Yoga in the Galleries 1/18-12/19	\$2,500
Quest Pediatrics Dentistry	Toddler Time 3/18-2/19	\$1,250
<b>Total cash sponsorship</b>		<b>\$4,250</b>

## In-Kind Donations:

Donor	Type	Purpose	In-Kind Value
Whole Foods Market	Cheese	Uncorked	\$204.54
Marcello's Wine Market and Café	Wine	Uncorked	\$500.00
Whole Foods Market	Cheese	Uncorked	\$188.35
Marcello's Wine Market and Café	Wine	Uncorked	\$500.00
Bayou Teche Brewing	Variety of cases of beer	Fall Opening '18	\$240.00
Bon Temps Grill	Food and Labor	Fall Opening '17	\$2,200.00
Dripping Springs	Liquor	Fall Opening '17	\$750.00
Party Central	Tent	Play Day	\$285.00
Bon Temps Grill	Food and Labor	Spring Opening '18	\$1,382.50
Dripping Springs	Liquor	Spring Opening '18	\$750.00
Whole Foods Market	Cheese	Uncorked	\$173.68
Marcello's Wine Market and Café	Wine	Uncorked	\$500.00
Party Central	Tent	Play Day	\$285.00
Country Roads	Advertising/media	A. Hays Town Exhibition	\$6,350.00
Tropical Smoothie Café	Sandwich Trays/chips	Employee appreciation	\$88.00
Bon Temps Grill	Food and Labor	Summer Opening '18	\$4,628.80
Dripping Springs	Liquor	Summer Opening '18	\$550.00
Park West	Dancers, food, labor, floral	Summer Opening '18	\$6,028.80
Tin Roof Brewing	Beer	Summer Opening '18	\$240.00
Marcello's Wine Market and Café	Wine	Uncorked	\$650.00
Whole Foods Market	Cheese	Uncorked	\$145.00
Acadiana Bottling Company	Six cases of soda and 2 cases of water	Welcome Back College of Art Reception	\$90.00

# Hilliard University Art Museum

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Lettermans	Discounted services	Hays Town exhibition	\$1,000
LA Digital Reproductions	Discounted services	Hays Town exhibition	\$2,700
		<b>Total In-kind value</b>	<b>\$25,800.87</b>

## Partnerships:

Partner	Date/Event	Benefit
The Kitchenary	7/20/17 & 8/10/17	French cooking classes in conjunction with <i>Bonnard</i> exhibition
UL Department of Management	8/20/17	Exposure to Management Department professors
College of the Arts	9/6/17 "Welcome back Students"	Continued partnership with the College of the Arts
Festivals Acadiens	September-October 15th	Collaborate on exhibition and Fall opening reception. Museum open weekend of Festival.
Ernest Gaines Center	9/27/17	Literary workshop in conjunction with the Ernest Gaines Center
Alpha Delta Phi	11/4/17	UL sorority initiation
Studio visit with artist George Dunbar	11/1/17	Membership/artist engagement. The Hilliard staff, along with members, traveled to Slidell, LA for a lunch and studio visit.
UL History Department	11/8/17	Book signing with author Liz Skilton
Lloyd Roeling Math Conference	11/10/17	Exposure to Math Department students and professors
LSU Museum of Art	11/20/17	Staff visit at Hilliard with members of staff from LSU Museum of Art
UL Foundation	1/30/18	Co partnership with Foundation to celebrate the mortgage payoff by Paul and Madlyn Hilliard
Cinema on the Bayou Festival	1/25-27	Exposure to the film community
UL Geology Department	2/22/18	Opportunity for geology

# Hilliard University Art Museum

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		professors to experience museum
Newcomb Museum of Art	2/28/18	Staff visit at Hilliard with members of staff from Newcomb Museum of Art
Friends of Humanities	3/4/18	Retirement event for Mary Ann Wilson
UL English Graduate Department	3/22/18	Global South Conference
Festival International	4/11/18	Tattoo Walls
Ogden Museum of Southern Art	4/13/18	"Building your Art Collection" An intimate evening with Roger Ogden followed by a reception.
Lynda Frese	4/19/18	Tea & tour with Artist Lynda Frese sponsored by the Collins. An effort to connect New Iberia with the Hilliard.
Leadership Institute of Acadiana	6/21/18	Reception to introduce new members of the community

## Membership

### Membership

Group	Total Units 17/18	% of Total	% from 16/17	Revenue
Senior	81	29%	+11%	\$2040
Friend	26	8%	-35%	\$1080
Family	70	24%	+3%	\$3905
Donor	85	30%	+5%	\$8600
Patron	26	8%	-16%	\$6750
Collector	3	1%	+200%	\$1500
<b>Total</b>	<b>273</b>		<b>-7%</b>	<b>\$23,875</b>
<b>Hilliard Society</b>	<b>39</b>		<b>-2.5%</b>	<b>\$38,000</b>
<b>Corporate Member</b>	<b>2</b>			<b>0</b>

Total number of new members: 169 + 11 (HS) = 180

Total number of renewals: 143 + 28 (HS) = 171

Retention rate: 40%

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# Hilliard University Art Museum

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## Recruitment Campaign

This year's campaign was centered on the 50<sup>th</sup> anniversary of the A. Hays Town Building. We targeted three different groups – Lapsed Donors prior to 2017, Country Roads Active Subscribers, and Country Roads Inactive Subscribers. The messaging around this campaign focused on the past 50 years and how A. Hays Town contributed to our continued visibility in the community through an iconic structure. It also announced the exhibition to open this summer in celebration of this moment. It was sent to a total of 1346 households across the country.

Source	Mailed	Returned	Revenue	Percentage
Lapsed Donors	534	23	\$1,355	4%
Country Roads Active	280	1	\$25	.5%
Country Roads Inactive	532	0	\$0	0%
TOTAL	1,346	24	\$1,380	2%

As a part of our community outreach program, donor level memberships were donated to:

UL Alumni Fall Raffle  
UL Alumni Spring Gala  
SEMC (+ catalogs)  
Beaux Arts Ball (+catalogs)  
Ascension Episcopal School  
AcA Educator's Night  
Tri Sigma Crawfish Boil  
Tri Sigma Dodgeball Tournament  
Advertising Federation of Acadiana (+catalogs & poster)  
Friends of Humanities (+framed P. Gould)  
First Baptist Gala  
Acadian Open Channel

The museum also donated:

-a private tour to 232-help  
-a private wine reception and tour to LPB Louisiana Legends

## Membership Events

September 8, 2017 | 4-6 pm

### Opening Reception Preview Fall

Attendance: 437

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# Hilliard University Art Museum

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February 23, 2018 | 4-6 pm

## **Opening Reception Preview Spring**

Attendance: 528

June 15, 2018 | 4-6 pm

## **Opening Reception Preview Summer**

Attendance: 589

## **Ticketed Events**

### **Bordeaux, Brie, et Bonnard**

July 7, 2017 | 5-7 pm

\$1,290

### **Bordeaux, Brie, et Bonnard**

August 11, 2017 | 5-7 pm

\$1,335

### **Uncorked: Lynda Frese**

March 16, 2018 | 5-7 pm

\$470

## **Marketing, Public Relations, & Communications**

### **Social Media Network (as of June 20, 2018)**

**Facebook:** Total followers: 2,474 (+35.78%)

**Twitter:** Total followers: 352 (+5.12 %)

**Instagram:** Total followers: 1238 (+35.12%)

*\*Percentage increase from previous fiscal year\**

### **Website**

Average # of website visitors per month: 1197.75 (16.6%)

Average page views per session: 4.7 (-4%)

Length of time spent on the website: 1 minute 56 seconds (-34 seconds)

Most frequently accessed page: Home page, followed by Current Exhibitions and the Calendar

## **Branding and Graphic Design**



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# Hilliard University Art Museum

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The museum hired former student worker, Susie Gottardi, as a full-time staff member in November 2017, and she continued her work maintaining the overall brand of the museum, as well as increasing visibility and engagement within the community. The continued use of tight and effective branding influenced a rise in program attendance, museum donations, and member involvement.

The fall of 2017 welcomed the official launch of the “Creative Conversations: Great Art. Good Company” brand: an eye-catching rebranding of the public programs held every Wednesday evening at the museum. The overall design plan focused inward, at the museum buildings themselves as a center for cultural and community engagement. This brand was continued into the spring season of programming and is the new standard for all visual identity related to programming on Wednesday nights.

A high level of collaboration continued to grow between graphic design and education. The designer and educator worked together to create all of the materials for “Play Day: The Art of Recycling,” “Play Day: Music and Movement,” and “Play Day: Happy Birthday New Orleans.” Lesson plan design and development also continued, with the creation of engaging gallery activities for all ages, such as “I Spy with Francis Pavy”, and the materials that were used by the museum’s teaching artist in residence.

The graphic designer also continued to work closely with the exhibitions team in the development of exhibition signage, didactic labels, and gallery guides. The designer was heavily involved in the development and execution of *A. Hays Town and the Architectural Image of Louisiana*, working closely with the curator by developing and supervising the production of all of the photography, blue print, and supplementary materials used in the exhibition.

Finally, graphic design and marketing continued their partnership, creating branded print advertisement, digital advertisements, direct mail pieces, and social media graphics promoting exhibitions and public events.

## ***Viewfinder Magazine***

The department began to take a different approach to the museum’s biannual magazine this fiscal year. We contracted more outside writers to bring a different perspective into our exhibitions and programs – Christiaan Mader, Elizabeth Marie Oliver, and Wendy Raffel. The member interview area now also places attention on staff members as well, allowing the public to learn more about our work behind the scenes. The fall issue included a four page summary of our annual report. The spring issue included an essay from a senior in the College of the Arts who was featured at the Art History Paper Forum. Olivia Johnson analyzed and interpreted a piece from our education

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# Hilliard University Art Museum

*Annual Report FY 2017-2018 (July 1, 2017-June 30, 2018)*

collection, which allowed the museum to continue to grow our relationship with the CoA, feature a student voice, and provide an opportunity for their work to be [informally] published.

## Media

The museum received continued coverage on exhibitions and programs throughout the year. Articles were written in the following newspapers and magazines: *The Current*, *The Advocate* (Acadiana and Baton Rouge), *Slemco Power Newsletter*, *The Daily Iberian*, *Country Roads*, *The Daily Advertiser*, *The Vermilion*, *Acadiana Profile*, *Acadiana Lifestyle*.

Notable features included spotlights on Francis Pavy, Joan Tanner, Lynda Frese, Ben Hickey, and A. Hays Town/50<sup>th</sup> anniversary exhibition. Each of our member receptions received coverage in the Fête feature of *The Acadiana Advocate* thanks to our strong relationship with Patricia Gannon.

We continue to increase appearances and bookings for exhibitions and programs with KRVS's *Après-midi* interview show with Judith Meriwether, as well as TV appearances on *Passe Partout* (KLFY), *Good Morning Acadiana* (KATC), and *News 15* (KADN). We also placed a focus on securing spots live at the museum with KATC and KADN to promote Play Day and summer exhibitions.

## Advertising

We were able to increase our print and digital advertising footprint due to a larger budget, stronger relationships with media, and in-kind donations. We continued to advertise with *Travel Host*, *Acadiana Profile*, *Country Roads*, *Bon Temps – Lafayette Planner Guide*, *Acadiana Lifestyle*, *Macaroni Kids*, and *The Knot*. We added the following advertising networks to increase our coverage with *KRVS* (exhibitions announcement), *Lafayette Mom's Blog* (Toddler Time and Play Day), *Motif* (Weddings), *The Daily Advertiser* (exhibits, general museum), and *Town Planner* (Wednesday nights admission, Yoga, general museum). We also increased the amount we put towards our Facebook adverts accounts to promote our weekly Creative Conversations programs, opening receptions, and the Share Your Story campaign.

The museum secured our first major media partner for the exhibition *A. Hays Town and the Architectural Image of Louisiana* with *Country Roads* Magazine. They featured our exhibition as their cover story for the June issue and donated print/digital ad bundles through the run of the show.

## Fundraising

### Grants:

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In FY17-18, the museum applied for eight grants with requests totaling \$73,500. Four requests were awarded a total of \$7,500. Two requests are pending.

		Request Pending
LCVC-LVEF (LFT Visitor Enterprise Fund)		\$10,000
Collins-Diboll Foundation		\$10,000
		Awarded
DAF Decentralized Arts Fund)		\$3,500
CLECO Fund at Comm Fdn of Acadiana		0
FoH (Friends of Humanities)		\$1,000
Junior League		\$500
BCBS Angel Award (Blue Cross Blue Shield)		0
FoH (Friends of Humanities)		\$2,500

### Fundraising:

The focus of fundraising efforts in FY17-18 was the Hays Town exhibition. With a goal of \$60,000 to cover exhibition expenses, outreach spanned from Lafayette to New Iberia, Baton Rouge and New Orleans. \$59,000 has been raised to date. While donations were at lower-than-expected amounts, many of the contributors were first-time donors to the museum expanding our circle of friends across the southeast region.

In June the museum received a pledge of \$25,000 to establish the Ruth Marie Spell Endowed Fund for Education at the Hilliard Museum. When it matures, this fund should yield \$1,250 annually to support education programs. In addition, Paul Hilliard paid off his capital campaign pledge with an additional gift of \$100K to support ongoing building maintenance.

Following is a breakdown of earned revenue and a three-year comparison.

Revenue Type	Donor	Amount	FY 15-16	Amount	FY 16-17	Amount	FY 17-18	Notes
Event Rentals			\$16,600.00		\$30,500.00		\$42,225	Includes future commitments not yet paid in full.
Admissions			\$6,425.00		\$8,684.00		\$7,308	
Store Sales (Aux Resale)			\$14,869.28		\$22,854.48		\$27,449	
Catalog Sales			\$0.00		\$2,849.44		\$620	
Memberships			\$12,611.50		\$25,925.00		\$23,810	
Ticket Sales (events, workshops)					\$343.00		\$5,226	
Grants			\$37,484.00		\$14,650.00		\$9,900	
	IMLS	\$25,000.00						
	DAF	\$3,500.00		\$2,500.00		\$3,500.00		

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UL Provost	\$1,500.00	\$10,000.00	\$2,400.00	2018 support for Prof Dev (JIMI)
LVEF	\$7,500.00			
FOH		\$650.00	\$3,500.00	
LEH		\$1,500.00		
Junior League			500	
STEP		\$0.00		
Donations		\$5,758.50	\$48,300.00	\$3,000
Sponsorships			\$6,250.00	\$4,250
Quest Pediatrics		\$3,000.00	\$1,250.00	
Raising Canes		\$250.00		
Bo Duhe		\$2,000.00		
French Consulate		\$500.00		
Centre International		\$500.00		
Blue Cross Blue Shield			2500	
Festivals Acadiens			500	
Annual Appeal		\$3,409.36	\$10,250.00	\$12,360
Education Initiative		\$45,000.00	\$14,000.00	See sponsorship revenues
Hilliard Education Event			\$12,000.00	
Jan Swift			\$2,000.00	
Bonnard Exhibition		\$32,500.00	\$55,000.00	
Collins Exhibition			\$5,000.00	
Town Exhibition			\$50,550	Does not include \$6K from Tulane, \$2500 grant from FOH
<b>Total Revenue:</b>		<b>\$174,657.64</b>	<b>\$244,605.92</b>	<b>\$186,698</b>
<b>Number of Visitors</b>		5,548	12,191	<b>14874</b> including attendees to private events
Wed. Eve Program		553	1217	1325

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Student Groups	598	1753	2408
UL attendees			1686
<b>In Kind</b>		\$16,137.00	<b>\$25,801</b>
<b>Hilliard Society</b>	<b>\$28,500.00</b>	<b>\$40,361.11</b>	<b>\$40,500</b>
<b>PH final pledge payment</b>			<b>\$387,855</b>

## Organizational Development

In FY17-18, our staff grew by several positions. Chris Pavlik was appointed FT Preparator; Sara Crochet was hired as PT Store Manager; and Dominick Cross was hired as PT Volunteer Coordinator. Our new curator, Ben Hickey replaced Laura Blereau, joining the team in January. In June, two promotions were approved: Jolie Johnson is now Development Manager and Susie Gottardi moved into the role of Marketing Manager.

The museum now employs eight students in paid positions as Visitor Services Specialists, and two graduate students who provide support in curatorial and education.

The museum's boards also grew this year with the following appointments:

New members to the Advisory Board:

Cherie Kraft was appointed Chair to replace Gwen Fontenot

Ruben Henderson (Asst Director Student Activities at ULL)

Chan Kiat Lim (Faculty, ULL School of Music)

Marjorie Pearson (Artist, boardmember at the Nasher Museum, Duke University)

New members to the Hilliard Society Board:

Andrew Robertson was appointed Vice President of the Board

Wyatt Collins (New Iberia, art collector)

Signe Cutrone (long time member and volunteer)

Kevin Gossen (architect)

Nancy Broadhurst (Development, Lafayette General Foundation)

Jay Culotta (Ophthalmologist)

Two new ex-officio members were also appointed at the end of the year:

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# Hilliard University Art Museum

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Lori Hennigan is replacing Kathy Rosenberg as the museum's development officer

John Blohm has replaced Julie Falgout as CEO of the ULL Foundation

Several Board Committees were actively engaged during the fiscal year:

The Accreditation Committee completed work on the mission statement and code of ethics. The final core document to be completed in preparation for applying for accreditation is the disaster preparedness plan. (Eddie Palmer, Jean Kreamer, Cearley Fontenot)

The Collection Committee worked with staff on creating a new collections policy as well as resolving collection management issues with the long-term goal of creating a more focused collection. (Cherie Kraft, Francis Pavy, Kathryn Scurlock, Erin Fenstermaker, Arthur Roger)

The Finance Committee continues to work with the director on improving financial tracking and reporting. (Stefan Hawkins)

The Board Recruitment Committee provided support in the recent growth of the Advisory Board. (Jean Kreamer)

## **Staff**

Director, LouAnne Greenwald  
Assistant to Director, Cami Guillory  
Curator, Ben Hickey  
Collection/Exhibitions Manager, Misty Taylor  
Preparator, Chris Pavlik  
Educator, Olivia Morgan  
Marketing/Membership Manager, Jolie Johnson  
Events Coordinator, Lauren Fitts  
Graphic Designer, Susie Gottardi  
Store Manager (PT), Sara Crochet  
Volunteer Manager (PT), Dominick Cross  
Security/Facilities Manager, Larry Pothier

## **Student Workers**

Graduate Assistants, Kevin Stone and Jasmine Laviege  
Marketing Assistant, Malika Taylor

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# Hilliard University Art Museum

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Visitor Services Specialists:

Reagan Benit  
Canann Reaux  
Kelly Skarzynski  
Jessica Gullatt  
Gabi Guidry  
Lauren Mehrtens

*\*See Attached HUAM Organizational Chart*

## Advisory Board

HUAM is grateful for the dedication and commitment of the Hilliard University Art Museum Advisory Board:

Cherie Kraft, Chair as of May 2018  
Gwen Fontenot, Chair through April 2018  
Chris Bennett  
Cearley Fontenot  
Stefan Hawkins  
Steve Oubre  
Eddie Palmer  
Chan Kiat Lim  
Jean Creamer  
Marjorie Pierson  
Ruben Henderson

*Ex-Officio members:*

LouAnne Greenwald  
John Blohm  
Sandy Labry

## Hilliard Society Board

The Hilliard Society is a vital source of support for the museum's programs and operations. We are grateful for the service of:

*Officers/Executive Committee*  
Mr. Randy Haynie, President

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Mr. Andrew Robertson, Vice President (eff. 5/2018)

Mrs. Kathryn Scurlock, Secretary/Treasurer

*Board members*

Mr. Don Briggs

Mrs. Erin Fenstermaker

Mr. Joel Gooch

Mr. Robbie Mahtook

Mrs. Sue Munchrath

Mr. Andrew Robertson, Chair of the Membership Recruitment Committee

Mr. James Slatten (resigned 2/2018)

Mr. Wyatt Collins

Mrs. Signe Cutrone

Mr. Kevin Gossen

Ms. Nancy Broadhurst

Dr. Jay Culotta

Mr. Peter John

*Ex-Officio*

LouAnne Greenwald

Cherie Kraft/Gwen Fontenot

Julie Falgout

Kathy Rosenberg

## **Board Committees:**

*Accreditation:* Eddie Palmer, Jeannie Kreamer, Cearley Fontenot

*Collection:* Cherie Kraft, Francis Pavy, Kathryn Scurlock, Erin Fenstermaker, Arthur Roger

*Hilliard Society Membership Committee:* Andrew Robertson, Kathryn Scurlock, Joyce Bonin, Don Briggs, Julie Falgout, Kathy Rosenberg

*Finance:* Stefan Hawkins

*Board Recruitment:* Jeannie Kreamer



## Facilities

Last summer, significant improvements were made with the painting of the Town Building and the relocation of the subterranean operations of the water wall above ground. Locking doors, office furnishings, and additional security keypad and alert were added to the interior upstairs of the Town building to better accommodate the needs of our Education Department as well as maintain flexibility of the space for venue rentals

The Hilliard Museum building also underwent some significant repairs including a snapped cable on the loading dock door and replacement of the exterior blue neon lights with LED light bulbs which will have a longer life span.

To better serve our exhibition needs, we invested in quality woodworking tools in order to have the capability to create custom builds. In addition to satisfying the immediate need for building display tables for the Town exhibition, we now have the capability to create professional crates for shipping artwork, create custom frames as needed, as well as accommodating small facilities improvements, such as shelving and other storage needs.

UL completed the first phase of installing fiber to connect the museum to the university's digital pipeline. When completed the museum will have full access to the Banner system for financial and fundraising management, and we will have the ability to synchronize our security system with that of the University.

Concerns about the integrity of the roof on the Hilliard Museum were resolved when an inspection by Garber Sheet Metal confirmed that there is no water intrusion from the roof. Rather the intrusion was at the ground level and with the regrading at the front of the building and the installation of a French drain, the issue is resolved. Repairs to the floors in Gallery A have been completed.

Three trash containers have been installed on the property to help alleviate the trash left behind after hours when the museum is frequently used as a photographic backdrop for community members. During the busy season of graduation, prom, etc in late April and early May, we hired PT security 3 days a week to assure orderly behavior in the parking lot and on site.