



S A M N O B L E M U S E U M

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S A M N O B L E M U S E U M

A N N U A L R E P O R T 2 0 1 1

T H E U N I V E R S I T Y O F O K L A H O M A , N O R M A N

F R O M T H E D I R E C T O R



Dr. Michael A. Mares, Director

2011 was a hallmark year for new permanent exhibits at the Sam Noble Museum. In March, we opened a new diorama, *Black Mesa*, in the Hall of Natural Wonders. Funded by the Whitten-Newman Foundation, *Black Mesa* is one of the most interactive of the museum's exhibits. Touch screen computers throughout encourage visitors to learn more about this special place in our state.

October saw the installation of the world's smallest *Apatosaurus* alongside the largest known specimen of the

species on display in the *Clash of the Titans* exhibit in the museum's Hall of Ancient Life. The baby *apatosaurus* was also funded by the Whitten-Newman Foundation. Both of these additions involved years of research and collaboration, internally amongst curators and staff, as well as externally. The results are outstanding.

The museum produced one temporary exhibit and hosted two others in the Fred E. and Enid Brown Gallery. *Mediterranean Treasures: Selections from the Classics Collection*, curated by Dr. Dan Swan, curator of Ethnology, showcased Greek and Roman vases, coins, and other objects from our collection that had never been displayed before. *Art and the Animal*, a group of works from the 50th annual members exhibition of the Society of Animal Artists, filled the gallery with beautiful paintings and sculptures with animals as the subject. *Wolf to Woof: The Story of Dogs*, documenting the evolutionary history of dogs, was kicked off with a free special event, Woofstock. 1,200 visitors spent a Sunday afternoon at the museum, many with their dogs.

Our Education department saw an increase in school field trips bringing 29,712 students to the museum compared 24,617 in 2010. ExplorOlogy® and a new program, Native Explorers, both sponsored by the Whitten-Newman Foundation, make science exciting and provide life-changing field experiences for junior

high and high school students. In April, the museum hosted its ninth Oklahoma Native American Youth Language Fair. Co-sponsored by Boeing and The Cyril Fund, this annual two-day event continues to grow. It is organized by the Native Languages Department and promotes 'living' languages and encourages youth to speak their native language.

Last year we saw significant growth in our collections through acquiring an orphaned collection in Mammals, from active collecting by curators, and through donations. The museum surpassed 10 million objects and specimens that belong to the people of Oklahoma. The museum's curators and their students continued their search for new knowledge in all of our collection areas and their publications in leading journals and books, as well as their presentations at conferences throughout the world, highlighted the museum's contributions to science. In 2011, we also said goodbye to three of our longtime curators – Dr. Don Wyckoff, curator of Archaeology, and Drs. Laurie Vitt and Janalee



Oklahoma's natural history museum, founded in 1889, houses more than 10 million objects.

Caldwell, curators of Herpetology. Their work at the Sam Noble over many decades established them as world leaders in their field of science. They will be missed.

As you read through this annual report, I know you will be impressed with all we accomplished in 2011. As always, I invite all of you to come and enjoy your state natural history museum and all we have to offer you and your family.

M. Mavor

EXHIBITS



Mule deer in the Black Mesa exhibit, on display in the Hall of Natural Wonders.

PERMANENT EXHIBITS

The Sam Noble Museum's Hall of Natural Wonders features dioramas that showcase several of the unique habitats that make Oklahoma's great biological diversity possible. On March 5, the exhibits team completed the installation of the 2,000-square-foot diorama showcasing *Black Mesa* in far northwestern Oklahoma. The exhibit includes a naturalistic walkway, dozens of mounted and cast animals, and an underground look at a prairie dog burrow.

Black Mesa is one of the most interactive of the museum's exhibits. Generously funded by the Whitten-Newman Foundation, the exhibit's touchscreen computers allow visitors to test their knowledge and answer questions about animals and habitats and to dig deeper for more information.





Juvenile *Apatosaurus*

After more than 18 months of collaborative work with the museum's Vertebrate Paleontology department and the College of Engineering at the University of Oklahoma, the exhibit team completed the installation of the world's smallest reconstructed *Apatosaurus*, just under 3 feet in height, in the Clash of the Titans exhibit. The *Apatosaurus* is dwarfed by the giant adult *Apatosaurus*, the largest known example of this iconic species.

TEMPORARY EXHIBITS

From *Mediterranean Treasures: Selections from the Classics Collection*, filled with Greek, Etruscan and Roman objects, to the diversity of animals displayed in *Art and the Animal: 50th Annual Members Exhibition* from the

Society of Animal Artists and the crowd-pleasing transformation of wolf to dog, man's best friend, in *Wolf to Woof: The Story of Dogs*, the temporary exhibits of 2011 allowed the museum to share a variety of exhibits relevant to its mission with visitors.

DEPARTMENT UPGRADES

The museum has been able to create dynamic signage and other materials that enhance exhibits with a new laser system that was purchased this year.



Clash of the Titans exhibit, with the newly installed juvenile *Apatosaur*, on display in the Hall of Ancient Life



Diorama, *Wolf to Woof* exhibit.



OU President David L. Boren with museum Board member, Reggie Whitten, and wife Rachelle at the opening to *Black Mesa*.

E D U C A T I O N





COLLABORATION

The Sam Noble Museum collaborates with Oklahoma Public Schools to extend the impact of the museum's educational programs, workshops and events to students throughout Oklahoma.

The museum offers adult education programs, designed for inquisitive adults to explore natural history through workshops, field trips and lectures. In 2011, the museum reached 154 participants in adult programming and 794 Oklahoma teachers through workshops.

ExplorOlogy® participants
in the field and in the
classroom, 2011.

Education by the **numbers**

Discovery Room visitors **79,142**

25,268 children participated
in Education programs

29,712 students
attended with school
groups or classroom
programs

Teen volunteers!

Our unique group of dedicated volunteers provided the museum 16,291 hours of service. The museum's volunteer program provided training sessions, lectures and field trips to 680 volunteer participants.

Opportunities for out-of-school science exploration are not widely available in all areas of Oklahoma or in communities whose teachers and students are working with few resources. The Whitten-Newman ExplorOlogy® Program was created by the Sam Noble Museum at the University of Oklahoma to encourage Oklahomans of all ages, locations and backgrounds to "do science." The program is a series of informal science education programs that partners participants with actual scientists to conduct investigations. This year, ExplorOlogy® educators facilitated programming for 9,284 participants.



MUSEUM EDUCATION by the **numbers**

9,123 people served by education staff through
17 outreach programs and **89 sessions**

12 participants in Paleo Expedition

14 participants in Oklahoma Science Adventure

8,246 students reached through ExplorOlogy® in Motion

16 teachers participated in Science Institute

168 teachers and students participated in ScienceEscape



Students investigate a pond in the Slime and Scales Summer Explorers program.



A father and son search for fossils during the Family Fossil Day Field Trip.



Curator of fishes **Edie Marsh-Matthews** drips non-toxic dye into a tank with a fish to demonstrate how water passes through its gills.

RESEARCH & COLLECTIONS



Mammals collection manager, Marcy Revelez, with the department's new compactor system.

Our collections and research help to provide an understanding of our cultures and life from ancient times to present. Through research, we are able to provide exceptional exhibits and educational programs as well as information for scientists, students, and the public from around the world.

Every year, museum departments partner to create events, design programs and build collections. Partnerships between Herpetology and the Education department developed an event for Save the Frogs Day and the collaboration between Invertebrate Paleontology and Paleobotany resulted in an interactive website on common Oklahoma fossils.

The museum received a \$445,000 grant from the National Science Foundation for the purchase of a compactor



system and new cases to accommodate and integrate the University of Memphis mammal collection.

In March, the National Science Foundation (NSF) sponsored two symposia on the digitization efforts underway in the nation's museums. The first, "The Digitization Challenge: Biology and Engineering," was held at the Sam Noble Museum. Faculty from the University of Oklahoma College of Engineering and 25 scientists from across the U.S. attended the two-day event, sharing information on



Katrina Menard, Recent Invertebrates collection manager, interacts with a visitor during Members' Night 2011.

Don Wyckoff with archaeology field school, 1976.



the efficient and cost effective qualities of digitization. Following the meeting, the Sam Noble Museum launched a pilot project with Dr. Binil Starly, OU Department of Industrial Engineering and SEAM Aero, to develop the technology and process for 3D digitization of items in its 10 million object museum collection. With over 1 billion specimens in 2,000 collections across the country, digitizing biological collections will be an invaluable tool for understanding the biodiversity and societal consequences of climate change, species invasions, natural disasters, the spread of disease vectors and agricultural pests, and other biological issues.

Collections by the **numbers**

new Genera described **10**



new species described **25**



specimens/artifacts catalogued **217, 072**

ARCHAEOLOGY

In July, Archaeology curator Don Wyckoff retired. June 10, 2011, was named Don Wyckoff Day by the University of Oklahoma Board of Regents, with a resolution recognizing Wyckoff's many years of service to the university and the study of archaeology in Oklahoma.

The Sam Noble Museum completed an inventory of the Craig Mound collection, consisting of 129,155 funerary objects and human artifacts collected in the 1930s.

Archaeology specimens/artifacts catalogued & inventoried **324,936**





ETHNOLOGY

Ethnology works to study, inventory and collect objects throughout the world, especially North and Central America. Along with the work, of collecting , the department provided a guided exhibit tour of Mediterranean Treasures for OU College of Law professors and for the Cultural Committee of the Wyandotte and Seneca-Cayuga Nations.

The department also created 78 new digital micro-exhibits for the ethnology weblog. These micro-exhibits can be viewed by visitors to the main museum website.

4,116 ethnology objects were inventoried in 2011 and over **89,000 visits** were made to the museum's ethnology weblog.

This tomb figure, a ceramic horse from China's Tang dynasty (618-906 CE), was featured on the ethnology weblog in November. E/1960/3/1

GENOMIC RESOURCES

Genomic Resources cataloged 717 samples, including specimens from the Herpetology, Ornithology and Mammalogy departments. Currently, the collection contains 10,045 samples and 26,184 aliquots from 317 genera and 550 species.

HERPETOLOGY

Herpetology cataloged 26 reptiles and 113 amphibians. The department contributed 156 specimens to the department of Mammalogy, 3 to Ornithology and 50 to Recent Invertebrates.

In December, curators Janalee Caldwell and Laurie Vitt retired after 21 years of service to the museum and the Department of Zoology at the University of Oklahoma.

More than **25,000 specimens** were catalogued by the Invertebrate Paleontology department in 2011.



28,910 ichthyology specimens were catalogued in 2011.

ICHTHYOLOGY

Ichthyology currently houses more than 30,000 cataloged lots representing 34 families of fish, making it the largest and most comprehensive collection of archived specimens of Oklahoma fish.

A federally funded project to survey fish from creeks on Tinker Air Force Base and from creeks throughout central Oklahoma provided a large number of accessions catalogued by the department in 2011.

INVERTEBRATE PALEONTOLOGY

Invertebrate Paleontology completed their online database, made possible by support from the National Science Foundation. The database is comprised of more than 220,000 paleobotany and invertebrate paleontology specimens.



The department completed a new online webpage, "Common Fossils of Oklahoma," which provides viewers with information about the major groups of invertebrate animals and plants that can be found as fossils in Oklahoma. Visitors also can share images and information about fossils they have found with museum staff to learn more about the objects.

The mammalogy department prepared
361 mammal specimens and catalogued
2,659 specimens and artifacts.

MAMMALOGY

Mammalogy helped design the *Black Mesa* exhibit, a 2,000-square-foot diorama in the Hall of Natural Wonders showcasing biodiversity in far northwestern Oklahoma. The exhibit, which opened in March, is the most interactive of the museum's exhibits, with touch screen computers that allow visitors to test their knowledge and listen to recordings of animals, view photos of animals and habitats, and view maps of where species occur.

The Sam Noble Museum houses more than 10 million specimens and objects in its collections. In 2011 that number increased by some 26,000 mammals when curators Janet Braun and Michael Mares, and collection manager Marcy Revelez accepted the transfer of the mammal collection from the University of Memphis.

Curator Michael Mares continues to serve as president of the American Society of Mammalogists and on the Board of Directors of the International Federation of Mammalogists.



The Sam Noble Museum's mammal collection contains more than 65,000 specimens, is the 8th largest university-based mammal collection in the Western Hemisphere, and the 15th largest mammal collection in the Western Hemisphere.



2011 ONAYLF by the **numbers**

languages represented **32**



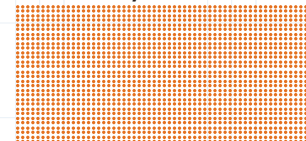
language programs represented **71**



volunteers **138**



attendees **1,753**



NATIVE AMERICAN LANGUAGES

A new catalog system was introduced to the Native American Languages department. The system includes an 11-page database for endangered language collections and archives.

The museum's IT department created new web pages for the Oklahoma Native American Youth Language Fair and Breath of Life programs. These sites make registration simple and allow visitors to easily navigate the site.



ORNITHOLOGY

Curator Gary Schnell served on the committee for the development and design of the Black Mesa exhibit. The department contributed 46 specimens to the exhibit.

The department acquired 221 birds for research and teaching collections. Of these, 26 were collected from the Salt Plains National Refuge and surrounding area, 33 from the Slater Museum of Natural History from

Ornithology deposited **442 tissue sample aliquots** from **146 bird specimens** in the Genomic Resources department in 2011.

the University of Puget Sound, and 114 from the A.D. Buck Museum of Science and History, Northern Oklahoma College.

Collection manager Tamaki Yuri offered collection tours for the Pre-collegiate Programs and as part of the museum's Volunteer Training Programs.

PALEOBOTANY

Paleobotany partnered with Invertebrate Paleontology to launch "Common Fossils of Oklahoma". The web-page, a result of a National Science Foundation grant, integrates the paleobotany web database with photographs of samples of specimens and information on how to identify Oklahoma fossils.

Paleobotany accessioned **6,248 microfossil slides** in 2011.

Recent
Invertebrates
catalogued
39,121 records
for 77,894
specimens.

RECENT INVERTEBRATES

Recent Invertebrates, with more than 500,000 specimens, presents the diversity of invertebrate species from throughout the world. The collection is two-thirds of the way through the Museums for America grant from the Institute of Museum and Library Services to assist in inventorying, cataloging and digitizing half of the collection. By the end of 2012, data for more than 250,000 specimens will be available to the scientific community and general public via the web.

VERTEBRATE PALEONTOLOGY

In February, the museum was part of an international announcement about a new dinosaur found among the fossils in our vertebrate paleontology collection from a dig conducted by Curator Richard L. Cifelli and Mathew Wedel, assistant professor of anatomy at Western University of Health Sciences, Pomona, CA in 1995. The new species, named *Brontomerus mcintoshi*, or “thunder-thighs” is named after its enormously powerful thigh muscles. While *Brontomerus*

unusual hip structure and enormous thigh muscles place it on the list of most extreme dinosaurs, it is also a significant find for another reason. It is one more in a number of finds over the past 20 years that challenge the previously held idea that sauropods began to disappear in the Early Cretaceous period.

Vertebrate Paleontology took on the daunting task of creating a searchable database of their collection, and in 2011, all 70,000 specimens were put online. Vertebrate Paleontology staff were also part of the unveiling of the baby *Apatosaurus* as the newest addition to the Clash of the Titans exhibit. Large molds and casts prepared by the staff were used in the creation of the skeleton model of the dinosaur.

Kyle Davies and
Jennifer Larsen
prepare the baby
Apatosaurus for
exhibit. Vertebrate
Paleontology
catalogued 1,777
specimens in 2011.



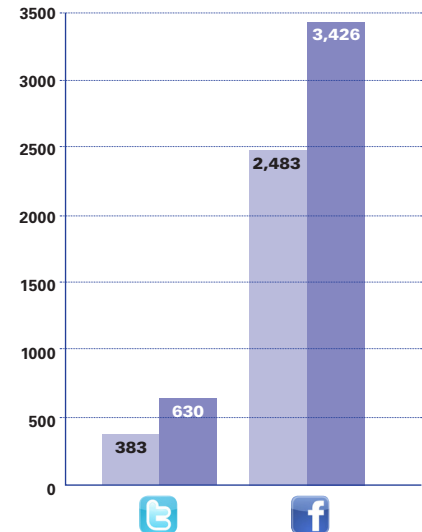
PUBLIC RELATIONS & MARKETING



FOLLOWERS & FANS

2010

2011

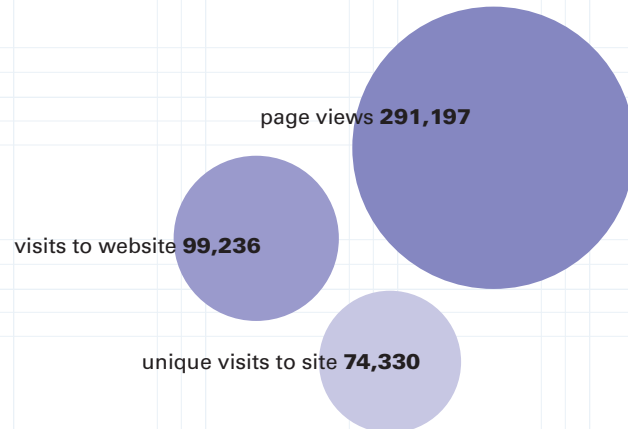


Public Relations distributed **109 press releases** and media advisories in 2011. **619 stories** about the museum were printed in **89 Oklahoma publications** during the year.

The Public Relations and Marketing department prepared and distributed monthly eNewsletters; printed newsletters and calendars 3 times; maintained website content; and promoted events, programs and workshops for the museum.

pages visited (on average) **3**

of countries represented by website visits **157**



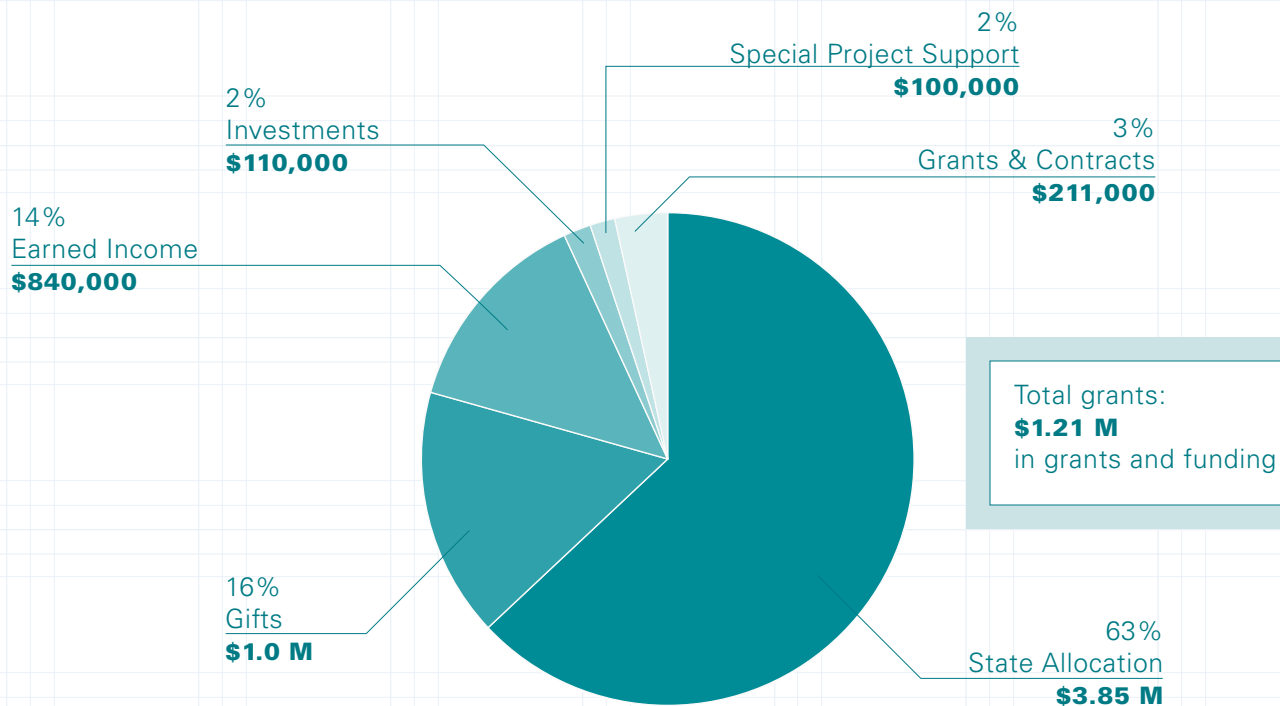
Wolf and friends, Woofstock, 2011.

Public Relations is responsible for museum social interactions, including blogs and online social media such as Facebook and Twitter.

The Sam Noble Museum planned year-round general marketing of the museum and special marketing campaigns for individual events, such as *Black Mesa*, *Mediterranean Treasures* and Eggstravaganza. The museum markets to a variety of audiences through printed and online advertisements and coupons.

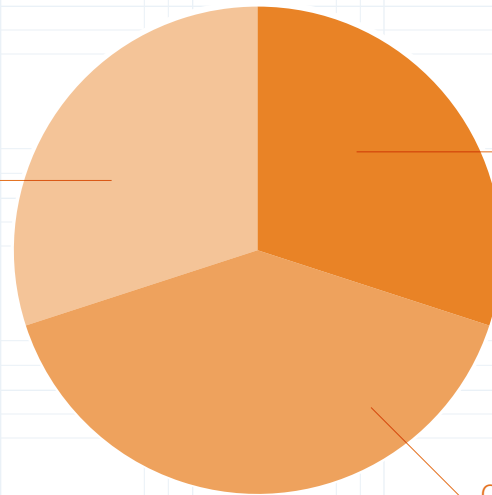
The museum also partners with the Fred Jones Jr. Museum of Art on many marketing opportunities. This helps promote both attractions in Norman and on the campus of the University of Oklahoma.

2011 FINANCIALS



R E V E N U E
TOTAL REVENUE: \$6.1 Million

30%
Exhibits & Public Programs
\$1.8 M



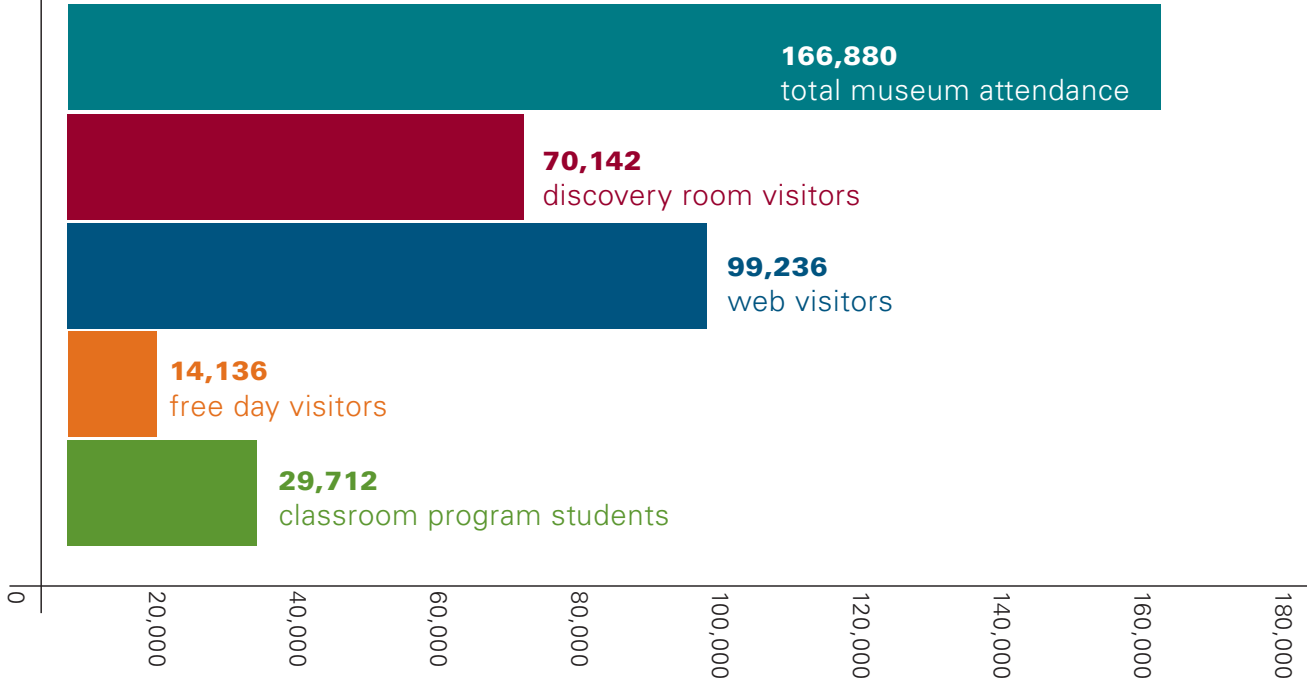
30%
Operations
\$1.8 M

40%
Collections & Research
\$2.5 M

E X P E N S E S
TOTAL EXPENSES: \$6.1 Million

2 0 1 1 B Y T H E N U M B E R S

museum visitors
at a glance



2,000
SQUARE
FEET OF NEW
BLACK MESA
EXHIBIT

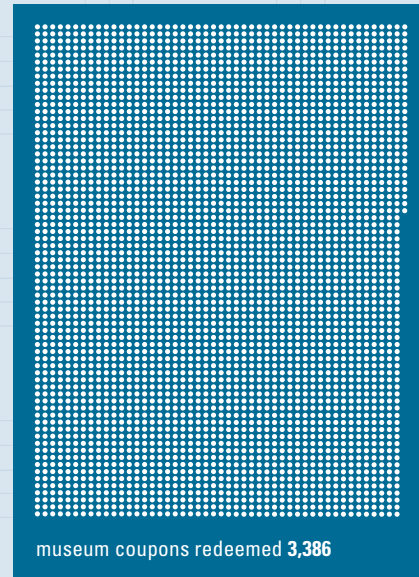
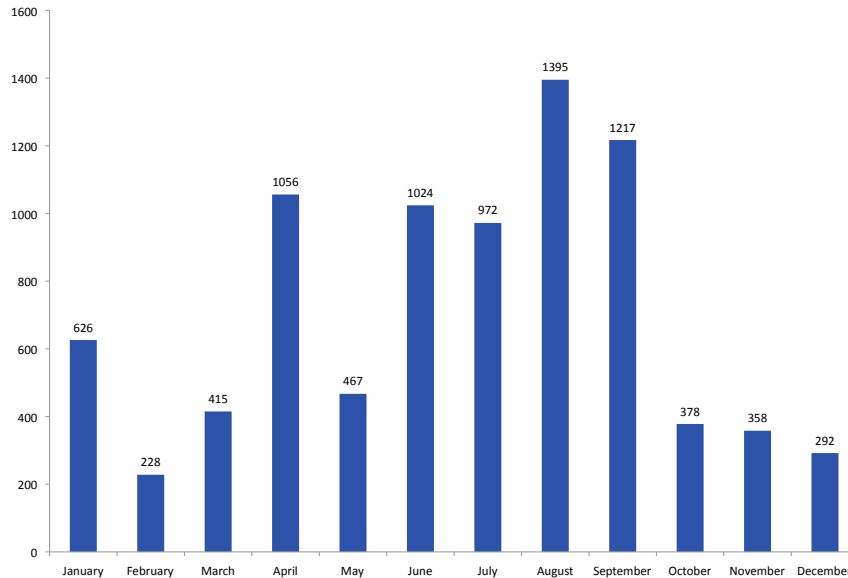
1,305 E-NEWS
SUBSCRIBERS

9,123 PEOPLE IMPACTED
BY 17 EDUCATION PROGRAMS

148,251 SPECIMENS
CATALOGUED

1.3 MILLION MAMMAL
DATA ITEMS CATALOGUED

MUSEUM ATTENDANCE {ON FREE MONDAYS}



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1,763 people attended the 2011 Oklahoma
Native American Youth Language Fair.

CONTRIBUTORS

\$100 - \$249

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C U R A T O R P U B L I C A T I O N S 2 0 1 1



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 Randy Summers
 Norma Taylor
 William Taylor
 Reginald Tempelmeyer
 Robin Tipps
 Linda Tishko
 James Turner
 Ernesto Vargas
 Berkley Velie
 Jack Velie
 Georgia Venk
 Ralph Venk
 Tiffany Whitsitt
 Mary Ann Williamson

161 volunteers

16,291 hours
 volunteered in 2011



SPECIAL ACHIEVEMENTS & AWARDS



Peter Tirrell accepts the Rodeck award at MPMA.

MPMA

Associate Director **Peter Tirrell** was named the 2011 recipient of the Mountain-Plains Museums Association's (MPMA) Hugo G. Rodeck Award of Excellence for

significant service to the museum field within the region served by the association and to the association.

Named for one of the founders of MPMA, the Rodeck Award is given infrequently and only in recognition of long and very distinguished service. Recipients are noted for their contributions to the field of state, provincial and local history, art, anthropology or natural history, and are recognized nationally as leaders in the profession.

The museum received first place in the MPMA Publication Design Competition for the Sam Noble Educator's Guide 2010-2011 in the category of brochures and rack cards for institutional budgets of \$250,000 and above.

An Award of Merit was given to the Sam Noble Museum in the Publication Design Competition for "Logo/Stationery Promotional Packet" in the category of invitations, development or promotional package.

OMA

The Oklahoma Museums Association announced the Sam Noble Museum's logo design as the Best Promotional Piece in the 2011 Annual Awards Program. Design credit goes to **Hadley Jerman** and all who assisted with the research, creation and promotion of the new logo.



Don Wyckoff

TRIBUTE TO CURATORS

In 2011, the museum bid farewell to 3 highly accomplished curators, **Don Wyckoff, Laurie Vitt and Janalee Caldwell.**

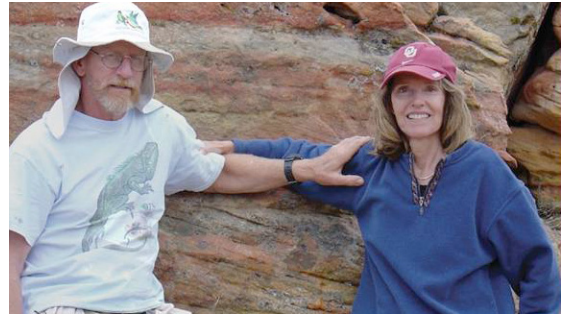
June 10, 2011, was named Don Wyckoff Day by the University of Oklahoma Board of Regents with a resolution recognizing Wyckoff's many years of service to the university and to the study of archaeology in Oklahoma, his

contributions to the understanding of Oklahoma's prehistoric past, and for his passionate teaching of students and avocational archaeologists alike.

Wyckoff was the recipient of the Rip Rapp Archaeological Geology Award from the Geological Society of America. The Caddo Nation honored him during the annual Caddo Conference at Fort Smith, Ark. The tribe presented Wyckoff with a plaque recognizing his contributions to the understanding of Caddoan prehistory. He was also presented with a traditional blanket and a shawl for his wife, Ruth, and an Honor Dance was

performed on his behalf.

In December, the Sam Noble Museum said "Adios" and "Boa Sorte" to Curator of Reptiles Laurie Vitt and Curator of Amphibians Janalee Caldwell. Both began working when the museum was housed in the Stovall building and were among the original employees who made the transition to the new



Laurie Vitt and Janalee Caldwell

state-of-the-art facility in 2000.

After 21 years of exceptional service, Vitt retired from the museum to focus on his research on the biology of reptiles in Latin America. Caldwell plans to continue her research on the ecology and systematics of amphibians during retirement.

In the 1980s, Vitt was elected to the Brazilian Academy of Sciences, his most esteemed recognition. In 2003, his excellent work in herpetology resulted in his selection as a George Lynn Cross Research Professor, the highest research award given by the University of Oklahoma. In 2007, Vitt received the Distinguished Alumnus Award at Western Washington University.

During her 21 years at the museum,

Caldwell's research in the Brazilian Amazon resulted in the discovery of many new frog species and documented interesting aspects of the ecology and behavior of amphibians. She has been called the Jane Goodall of frogs for her remarkable body of work.

In 2004, she was presented the University of Oklahoma Regents' Award for Superior Accomplishment in Research and Creative Activity, and in 2010, she was named Distinguished Alumna of Miami High School, in Miami, Okla.

As academics, they were accomplished, as curators, they were highly respected, and as members of the community, they will all be missed.



C O N T A C T U S !

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