



SAM NOBLE MUSEUM ANNUAL REPORT 2013



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On the cover
Male Paraphidippus aurantius © Thomas Shahan, 2012



SAM NOBLE MUSEUM **ANNUAL REPORT 2013**

THE UNIVERSITY OF OKLAHOMA, NORMAN

FROM THE DIRECTOR

Throughout 2013, the Sam Noble Museum stayed one step ahead while a number of museums across the country faced cut backs and even closing their doors after months of economic downturn and a slow recovery. We managed to do this by restructuring following a wave of retirements in 2012. Although we have fewer staff, we expanded the duties of some staff members in order to meet our programmatic, curatorial and service requirements.

We hired three new curators—Drs. Katrina Menard (Recent Invertebrates), Marc Levine (Archeology) and Cameron Siler (Herpetology). We also filled our Registrar position (Dr. Elsbeth Dowd) and replaced three collection managers—Drs. Brandi Coyner (Mammalogy) and Andy Boring (Recent Invertebrates) and Susie Fishman-Armstrong (Archeology).

2013 was one of the busiest years since opening our doors in 2000. We had our highest attendance for the month of February ever as we featured two very special exhibitions—*Bugs Outside the Box* and *Beautiful Beasts: The Unseen Life of Oklahoma's Spiders and Insects*. You came face to face with close up photos of arthropods from your own back yard as well as butterflies with 5-foot wingspans. To highlight these exhibits, a giant inflatable spider greeted visitors at the front entrance of the museum. Photos with 'The Spider' were first and last on everyone's checklist.

During summer, *Bob Kuhn: Drawing on Instinct* was on display in the Brown Gallery. A beautiful retrospective exhibition of 155 rarely seen works of art organized by the National Museum of Wildlife Art in Jackson Hole, Wyoming, and curated by Adam Harris, showed a selection of masterpieces from Kuhn's lifetime and inspired visitors.



Dr. Michael A. Mares, Director

Curated by Dr. Dan Swan, *Masterworks of Native American Art: Selections from the Fred and Enid Brown Collection* went on display in fall. Selections of Native American paintings and drawings created from ca. 1960–2010 representing contemporary Native American artists were highlighted. *The Art of Sport + Play* was an exhibit of author Kevin Carroll's personal collection of handcrafted and other balls from around the world. Created for all ages, the exhibit showed that sport and play are common human denominators and that we 'all play + we all speak ball'.

18,545 Oklahoma students visited the museum on school field trips. The ExplorOlogy Program reached over 4,000 participants and students and we hosted the 11th Oklahoma Native American Youth Language Fair. Curator research, grants and publications were very active throughout the year and the museum completed a lengthy self-study and site visit by AAM to be re-accredited.

Following the tornado disasters in May, the museum opened its doors to offer complimentary admission from May 22 through June. Volunteers and first responders came to Oklahoma from across the country. We opened our doors to offer a few hours of respite and a place away from the devastation, heat and clean-up and had approximately 5,000 more visitors than June 2012.

The dedication of our Board of Visitors, curators, staff and volunteers continues to provide an attractive venue to learn about science, nature and Oklahoma. We hosted more than 151,007 visitors and, as always, I invite you and your family to visit your museum and spend quality time in one of the finest museums in the nation!



Dr. Michael A. Mares
Director



In 2013, the Sam Noble
Museum welcomed

151,007
VISITORS

EXHIBITS





Temporary Exhibits

In February *Bugs Outside the Box* and *Beautiful Beasts: The Unseen Life of Oklahoma's Spiders and Insects* featured the world of insects all around us. In *Bugs Outside the Box* a selection of greatly enlarged insect sculptures showcasing the hidden beauty of these (mini) beasts filled the Fred E. and Enid Brown Gallery. Butterflies with 5-foot wingspans and beetles 4-feet long created with remarkable accuracy by Italian artist Lorenzo Possenti offered intricate details not visible to the naked eye.

Immense color macrophotographs of Oklahoma arthropods were on display in *Beautiful Beasts* in the Dorothy C. Higginbotham Gallery. Photographer Thomas Shahan is an outspoken advocate for education about the role these little creatures play in our lives. The exhibit chronicles his tireless search for the up-close views of the spiders and insects and takes you on a journey about where and how the photographs were made.



Photographer Thomas Shahan gives a gallery talk about his exhibition, *Beautiful Beasts*.



SAM NOBLE OKLAHOMA MUSEUM OF NATURAL HISTORY

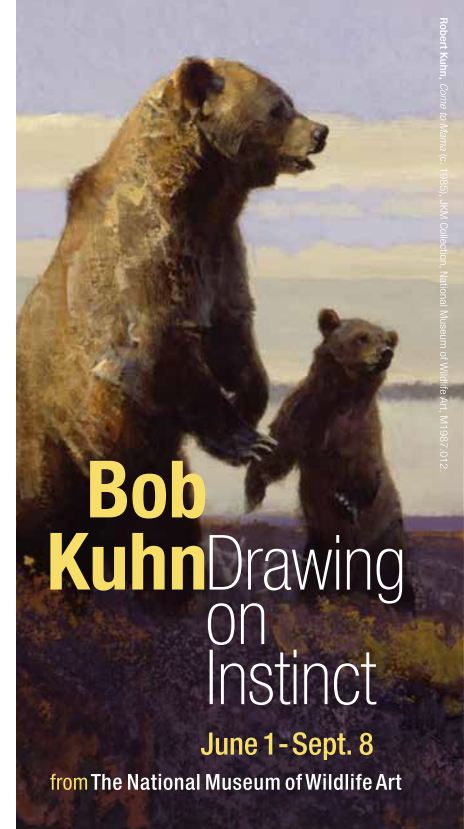
A giant, inflatable spider greets guests visiting the Beautiful Beasts exhibition

Bob Kuhn: *Drawing on Instinct* filled the Fred E. and Enid Brown Gallery with a beautiful retrospective exhibition of 155 rarely seen works of art organized by the National Museum of Wildlife Art in Jackson Hole, Wyoming, and curated by Adam Harris, showed a selection of masterpieces from Kuhn's lifetime and inspired visitors.

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Two paintings by Yatika Starr Fields grace the north wall of the Fred E. and Enid Brown Gallery



Bob Kuhn Drawing on Instinct

June 1 - Sept. 8

from The National Museum of Wildlife Art

The Bob Kuhn retrospective exhibition featured

155 WORKS

The Art of Sport + Play was an exhibit of author Kevin Carroll's personal collection of handcrafted and other balls from around the world. Created for all ages, the exhibit showed that sport and play are common human denominators and that we 'all play + speak ball'.

38 BALLS ON DISPLAY





EDUCATION



Collaboration

In 2013, the Sam Noble Museum continued to collaborate with schools across the state to advance the role of science and extend the impact of the museum's educational programs, workshops and events to students throughout Oklahoma.

The museum offered a variety of education programs, designed for lifelong learners to explore natural history through workshops, field trips and lectures. In 2013, the museum reached 106 participants in adult programming and 606 Oklahoma teachers through workshops.

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, a series of informal science education programs that partners participants with actual scientists to conduct investigation, was created by the Sam Noble Museum at the University of Oklahoma to encourage Oklahomans of all ages, locations and backgrounds to "do science." This year, ExplorOlogy® educators facilitated programming for 4,614 participants.



Public Program Participation

I,408 YOUTH

106 ADULTS

136 FAMILY

144 SCIENCE ESCAPE
PARTICIPANTS

177 OKLAHOMA
SCIENCE
ADVENTURE
PARTICIPANTS

4,614
EXPLOROLOGY®
IN MOTION
PARTICIPANTS

60 SCIENCE
INSTITUTE
PARTICIPANTS

260 PALEO
EXPEDITION
PARTICIPANTS

SCHOOL PROGRAMS

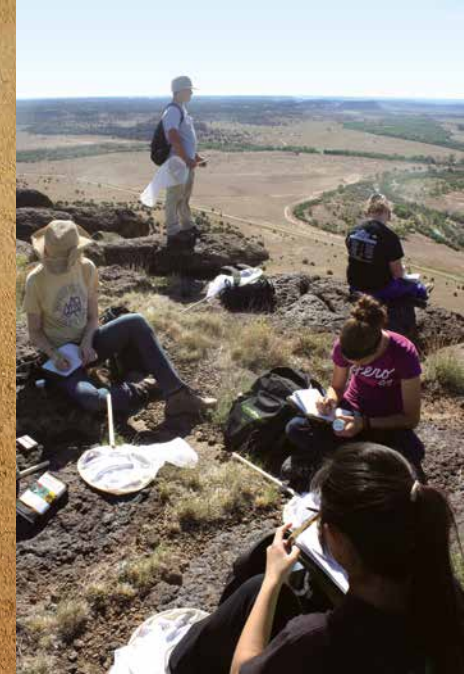
22,017 DISCOVERY
KITS

FIELD
TRIPS 18,545

COMMUNITY
OUTREACH 9,150
Conferences, ScienceFest,
SeptemberFest

TEACHER
WORKSHOP 606
MSP, UOSSL, Science Institute

6,661 EDUCATION
CLASSES



The ExplorOlogy® program
welcomed a total of

5,255
STUDENTS



PUBLIC OUTREACH

VISITORS
11th Annual
ONAYLF 2,050

1,024 VISITORS
PLS Library Day

976 VISITORS
Science in Action
and Object ID Day

DISCOVERY ROOM
SESSIONS 128

DISCOVERY
ROOM VISITORS 66,273

VOLUNTEERS

The museum welcomed Genevieve Wagner as the museum's Volunteer Coordinator. Our unique group of dedicated volunteers provided the museum 19,393 hours of service. The museum's volunteer program provided training sessions, lectures and field trips to 231 adult and teen volunteer participants.

ADULT
VOLUNTEERS 209
Contributing
17,984 hours

22 TEEN
VOLUNTEERS
Contributing
1,409 hours



Congratulations to 2013
Volunteer of the Year

MARY
LEBLANC

RESEARCH & COLLECTIONS



Overview

The Sam Noble Museum houses more than 10 million objects and specimens representing 12 different fields of science. 161,779 items were cataloged in 2013 with the most growth in Archeology and Recent Invertebrates.

Collection databases continued to play a major role as a provider of electronic and web-based information to provide access to, and use of, object and object-based data, thus promoting its use in both basic and applied research and education, and by the public.



Grants

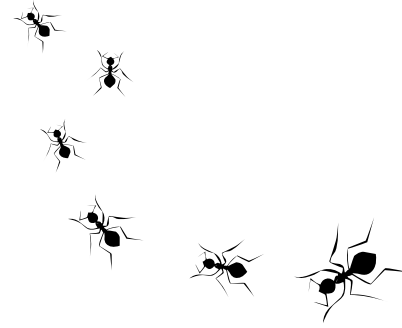
During 2013, curators, staff, and students conducted research throughout Oklahoma and the world. Approximately \$900,000 in new and continuing multi-year grants supported field and laboratory research, collections, and exhibitions.

Dr. Marc Levine continued directing “Collections Stewardship: Inventory and Databasing of Archeology”, a multi-year grant awarded from the Institute of Museum and Library Services to **Dr. Janet Braun**. The project will inventory, catalog, and database artifacts and associated archives from the Spiro Mounds Group and numerous other sites, including those excavated by the Works Progress Administration from 1934 to 1942. At the completion of the three-year project, more than 1,500 boxes of artifacts will have been processed and the museum will be able to provide accurate information for some of the most important and requested collections from Oklahoma.



The Sam Noble Museum
houses more than

10 MILLION
OBJECTS



Dr. Edie Marsh-Matthews' multi-year grant awarded by the Great Plains Landscape Conservation Cooperative continued in 2013. **Dr. Marsh-Matthews** is examining the historic and current habitat use by the Arkansas River Shiner in the South Canadian River in central Oklahoma as affected by river flow. The project will allow predictions of potential habitat changes under future climate scenarios and the impact of these changes on this federally threatened species. Once abundant in the Canadian River drainage in central Oklahoma and the panhandle of Texas, today this species only is found in the South Canadian River.

Dr. Rich Cifelli and a team of paleontologists received funding from the National Geographic Society for a two-year project—In quest of Middle Jurassic vertebrates from North America.

Stick to the plant or be like an ant? **Dr. Katrina Menard** is exploring the relationships of a group of ant-mimicking bugs (the plant-bug group Leucophoropterini) and the evolution of ant mimicry using molecular DNA and morphology. The close relatives of the Australian group are unknown, but may be distributed in California or Asia.

NSF–DEL 2013 Supplement—Dr. Mary Linn

Archaeology

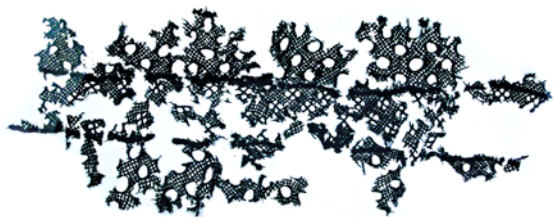
Marc Levine began as Curator, January 2013. He co-curated an exhibit, "Maya: Hidden Worlds Revealed" which debuted at the Science Museum of Minnesota in 2013 and recently opened at the Denver Museum of Nature & Science in February of 2014.

The department completed a revision of its website, began a blog on Archaeology collections

18 ACTIVE
GRANTS
Totaling
\$900,000

44
PUBLICATIONS
34 in press

86
PRESENTATIONS



(samnoblearchaeology.wordpress.com) and digitized all of its 16mm films, including those from Spiro Mounds.

The **Spiro lace** (above) in the collection was identified as one of Oklahoma's top 10 most endangered artifacts in "Oklahoma's Top Ten Endangered Artifacts Campaign" by the Oklahoma Cultural Heritage Trust.

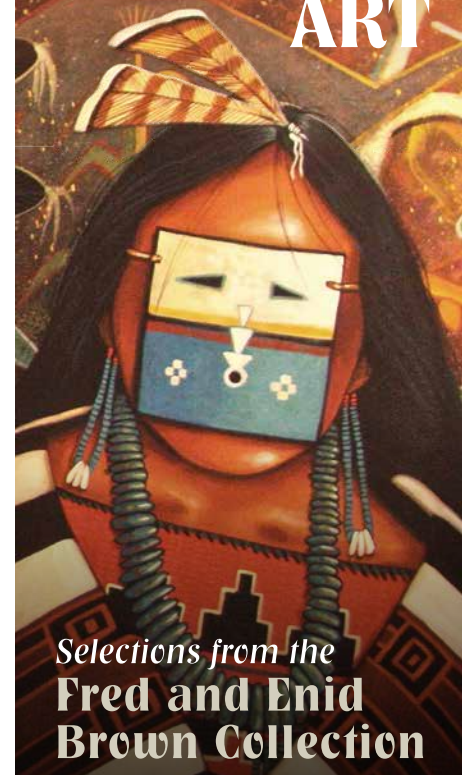
Susie Fishman-Armstrong was hired as Collection Manager, December 2013.

Ethnology

In 2013 the Ethnology department deinstalled two exhibits: *Southwest Visions: Paintings from the James T. Bialac Native American Art Collection* and *Dancers and Deities: Kachinas from the James T. Bialac Native American Art Collection*, installed rotation objects in The Hall of the People of Oklahoma and installed one exhibit: *Masterworks of Native American Art: Selections from the Fred and Enid Brown Collection*.

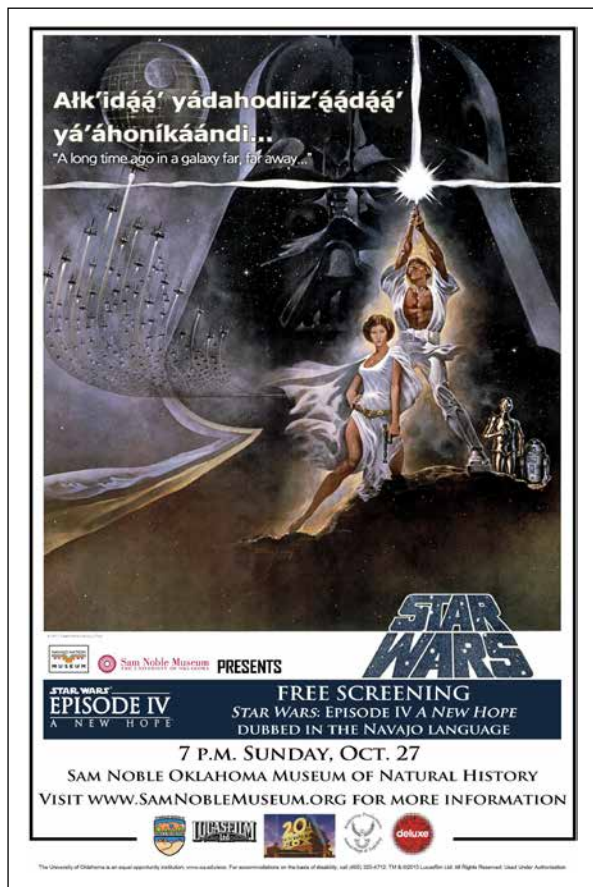
The collection continued to grow by the addition of 147 objects to the catalog in 2013, including 122 objects acquired through gifts and purchases. A total of 865 objects were inventoried. Approximately 50,000 cyber visitors from 174 countries visited the Ethnology weblog: ethnology.wordpress.com.

Masterworks of NATIVE AMERICAN ART



*Selections from the
Fred and Enid
Brown Collection*

*Sept 28th
-Jan 5th 2014*



GENOMIC
SAMPLES | 11,641

Curator **Dan Swan** was instrumental in bringing “Star Wars: Episode IV, A New Beginning in the Navajo Language” to the museum in October 2013.

Genomic Resources

In September 2013, **Dr. Brandi Coyner** began as Curatorial Associate for the Genomic Resources and Mammalogy Collections.

The collection was relocated from the 3rd floor to a room on the first floor. The new space not only is larger, but also addresses an emergency preparedness concern.

The collection currently contains 11,641 samples (32,634 aliquots) from 344 genera and 611 species of mammals, birds, reptiles, and amphibians.



1,218 INVERTEBRATE PALEONTOLOGY SPECIMENS

Cataloged in 2013



Herpetology

Cameron Siler began as Curator in August, 2013.

The Herpetology department underwent a large-scale rearrangement of lab spaces while developing a new Genetic Resources Core Facility that will be fully operational early in 2014. The shared facility will allow for new research, education, and training initiatives in the museum that incorporate genetic data in studying the planet's biodiversity.

Dr. Siler developed new research and education initiatives with foreign collaborators in Thailand, Malaysia, and Brunei, implemented the development of a new study abroad program at the University of Oklahoma for summer research and education courses in Thailand and worked with **Dr. Marites Sanguila** to sponsor a funded Philippine Fulbright Senior Researcher Fellowship for **Dr. Maritess Bonachita**, who will spend five months working at the museum starting Fall 2014.

Ichthyology

326 lots and 6,290 specimens were cataloged in 2013.

Major collection management activities included receiving and cataloging 205 lots (3,441 specimens) of fishes from collection at UCLA (which is being redistributed).

Invertebrate Paleontology

1,218 specimens were cataloged in 2013. Staff developed a website, "Understanding Extinction" as part of the "broader impacts" of NSF EAR-0819715. The site, which is integrated with "Common Fossils of Oklahoma", is targeted towards K–12 students and educators, and the general public. It is intended to increase public awareness and understanding of extinction in the past and present, as well as prospects for the future.



7,788 OBJECTS
TREATED
BY IPM

Steve Westrop continued photography of type and figured specimens and advanced a working goal of at least one image per species present in the collection. Working with collection staff, Dr. Westrop compiled information for an NSF Collections Storage Grant submission and re-housed specimens in a new OK-GLX case.

IPM, Isolation and Dermestid

The department completed an IPM Plan and Procedures manual for the department, trained museum security staff on how to identify pests within flower arrangements and trained incoming IPM Collection Technician and IPM Manager on the museum's IPM policies and procedures.

Approximately 8,003 objects were inspected upon entering the museum as temporary deposits, donations, etc. Approximately 7,788 objects were treated in the

SPECIMENS
PREPARED BY
MAMMALOGY 570

CO2 bubble and 4,623 skeletons were processed in the Dermestid facility. The department staff assisted the new Chickasaw Cultural Center in use and maintenance of CO2 tent and an IPM program.

Mammalogy

Cataloging and integration of the University of Memphis Collection of Mammals (~26,000) continued throughout the year. The three-year National Science Foundation funded project will be completed in March 2014.

11,191 specimens were cataloged and 570 specimens prepared in 2013. The collection currently contains 27 orders, 95 families, and over 900 species of mammals from around the world.

Michael Mares continues to serve on the Board of Directors of the International Federation of Mammalogists, the world's largest organization of



45 NATIVE NORTH AMERICAN LANGUAGES

Represented at the ONAYLF

mammal societies. **Janet Braun** continues to serve as Program Committee Chair for the American Society of Mammalogists and is responsible for organizing the society's annual meeting.

Native American Languages

In 2013, the Native American Languages (NAL) department accessioned 912 items and digitized more than 3,000 individual manuscript pages from the Carolyn Quinter Collection of Osage materials creating high-resolution .TIFF files. NAL received a rare collection of Plains Apache elicitation materials with the last fluent speaker and a major collection of Ponca hymns and church services.

The 11th annual Oklahoma Native American Youth Language Fair (ONAYLF) in April drew over 2,000 attendees including performers, authors and artists representing 45 Native North American languages.

25% ORNITHOLOGY SPECIMENS ACCESSIONED

Mary Linn, Curator of NAL worked with museum videographer **Mike McCarty** to record Wichita hymns and audio for Seminole Nation Immersion School K-1 curricula. She worked with Ethnology Curator **Dan Swan** to co-present the *Star Wars, Episode IV: A New Hope* translated into the Navajo language and shown at the museum in October.

Ornithology

1,557 specimens were accessioned for research collections and 192 tissue-sample aliquots from 76 bird specimens were deposited in the museum's Genetic Resources Collection. The department continued its efforts to retroactively accession specimens in the research collection, and approximately 25% of the current holdings are now accessioned.

Tamaki Yuri, **Gary Schnell**, and **Joseph Grzybowski** continued their collaborative research project on the



11th Annual ONAYLF
OVER 2,000
ATTENDEES



14,000

PALEOBOTANY DATABASE ENTRIES

hybridization of White-faced and Glossy Ibises and collected specimens from southwestern coastal areas of Louisiana in July 2013.

The department received specimens of African Pygmy Falcon (*Polihierax semitorquatus*), Oriole Warbler (*Hypergerus atriceps*), Marbled Teal (*Marmaronetta angustirostris*), Andean Condor (*Vultur gryphus*), and



Sunbittern (*Eurypyga helias*) from the Oklahoma City Zoo. Of these, 3 are the first specimens in the respective genera, and 2 are the second specimens of the species in the Ornithology Collection. All of the tissue samples are the first in the Genetic Resources Collection.

Paleobotany

In 2013, the catalog and database entered specimens surpassed 14,000 entries.

- Updated integrated web database with more entries of Paleobotany & Micropaleontology specimens.
- Reorganized collection floor plan to better stabilize cases in earthquakes.
- Added scanning/photography procedures online (added on 09/19/2013 and had 386 visits through 12/17/2013).
- Invited participation in iDigBio's Paleocollections Digitization Workshop.





2,451

MOLLUSK SHELLS IDENTIFIED

Recent Invertebrates

Specimens already housed in the collection continued to be cataloged, rehoused and re-curated as part of the IMLS grant awarded to Dr. Braun. Incoming material from Colorado, California, and Oklahoma done as part of survey work by **Katrina Menard** for the Research Council Grant and other research continued to be processed, identified and cataloged.

Seven major donations of material occurred in 2013, including over 2,451 identified mollusk shells collected by Dr. Perry Jackson, 402 identified chironomid slides from Oklahoma as part of an ecological survey by Dr. Jan Hoover, 418 gastropod specimens as part of a snail survey of Oklahoma by Dr. Liz Bergey and student Laura Figueroa, 20 identified butterflies and moths reared from Entoblitz 2012 by Mary Currie, nearly 2,000 chironomid and other invertebrate specimens from surveys of Lake Texoma transferred

by former Ornithology curator Dr. Gary Schnell, over 200 specimens of Guatemalan Heteroptera collected by Dr. Jack Schuster of the University of Guatemala, and at least 10 specimens of Oklahoman and Arkansas centipedes from Dr. Chris McAllister as part of his work on centipede ecology.

Dr. Menard served as curator for the development of the exhibit *Beautiful Beasts: The Unseen Life of Oklahoma Spiders and Insects* that went on display in February.

Vertebrate Paleontology

543 specimens or artifacts were cataloged during the year.

Major field collecting initiatives included:

- Mesozoic of Utah
- Morrison Formation of Oklahoma
- Miocene of western Oklahoma



BEAUTIFUL BEASTS

*The Unseen Life of Oklahoma
Spiders and Insects*

PUBLIC RELATIONS & MARKETING



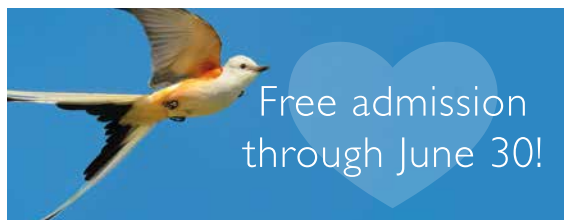
The Marketing and Public Relations department is responsible for museum social interactions, including blogs and online social media such as Facebook and Twitter.

Each year the department prepares and distributes monthly eNewsletters; printed newsletters and calendars; maintains website content; and promotes events, programs and workshops for the museum.

The museum markets to a variety of audiences through printed and online advertisements and coupon distribution. The department planned year-

round general marketing of the museum and special marketing campaigns such as the University of Oklahoma collaborative opening of the Art of Sport + Play.

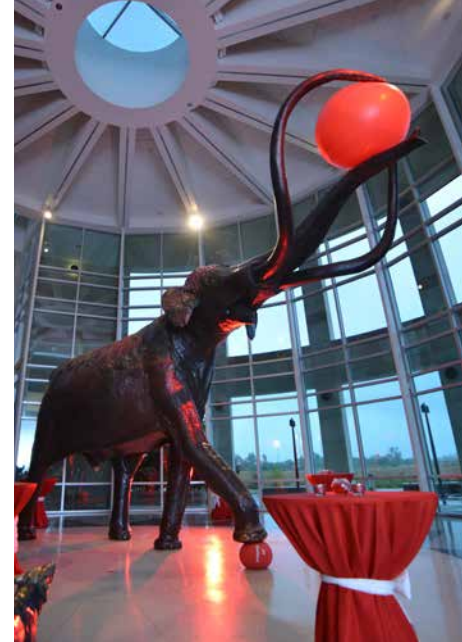
The museum has a long-standing marketing partnership with the Fred Jones Jr. Museum of Art through advertising and publicity events. This helps promote both attractions in Norman and on the campus of the University of Oklahoma. Additionally, this department is responsible for all corporate sponsorship accounts.



Free admission
through June 30!

PRESS
RELEASES | 32

1,044 STORIES
PUBLISHED



Complimentary admission
in June 2013 brought in
5,000 MORE
visitors than normal

2013 FINANCIALS

\$10,071

PARTIES

68 Birthday Parties

\$900,000

GRANTS AND
CONTRACTS

18 Active Contracts

\$372,949

MUSEUM
STORE

\$65,225

PROGRAM
FEES

18,545 Visitors

\$154,558
ADMISSIONS
150,974 Total Attendance

\$276,915
GIFTS

\$46,470
MEMBERSHIPS
949 Memberships

\$107,175
SPECIAL
EVENTS
127 Events

TOTAL REVENUE: \$5.8 Million

TOTAL EXPENSES: \$5.8 Million

2013 NUMBERS

135,506 VISITS TO
WEBSITE

E-NEWS
SUBSCRIBERS 3,583

SPECIAL
EXHIBITS 4

ITEMS ADDED TO THE
RECENT INVERTEBRATES
COLLECTION 26,512

7,058 "LIKES" ON
FACEBOOK

1,431 FOLLOWERS
ON TWITTER

OBJECTS AND
SPECIMENS LOANED 12,585

44 PAPERS
PUBLISHED BY
MUSEUM STAFF

18 ACTIVE GRANTS
AND CONTRACTS
AWARDED TO
MUSEUM STAFF

MUSEUM
VISITORS 150,974

CONFERENCE
PRESENTATIONS
GIVEN BY
COLLECTIONS STAFF 86

6,251 SPRING BREAK ESCAPE
VISITORS

PRESS
RELEASES 132

161,779 COLLECTION OBJECTS
CATALOGED

2013 DONORS

Sam Noble Circle

\$25,000 and up

The Bilby Foundation
Karen Langston
Sandra Langston
Estate of Wann Langston, PhD

Museum Circle

\$5,000–\$24,999

Reynotta Hoberecht
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Brooke Siler Essapen
The Boeing Company
Walton Family Foundation

Director's Circle

\$1,000–\$4,999

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Bill Cameron
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\$500–\$999

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Emma Maggard

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\$250–\$499

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Contributors

\$100–\$249

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C. F. & Nelwyn Moore
Virgil Morris
David & Judy Morse

2013 BOARD OF VISITORS

Reggie Whitten, Chair
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Jonathan Fowler
Taylor Hanson
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Charles Hollingsworth
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Lars Noble
Laura K. Ogle
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Carolyn Taylor, PhD
Roy Williams

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Tulsa, Oklahoma
Oklahoma City, Oklahoma
Tulsa, Oklahoma
Norman, Oklahoma
Tulsa, Oklahoma
Norman, Oklahoma
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Oklahoma City, Oklahoma
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Claremore, Oklahoma
Oklahoma City, Oklahoma

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Arvest Bank

Chesapeake Energy

Love's Travel Stops and Country
Stores

Norman Convention and Visitors
Bureau

OU Outreach

Republic Bank and Trust

SELECTED CURATOR PUBLICATIONS, 2013

Blackburn, D.C., **C.D. Siler**, A.C. Diesmos, J.A. McGuire, D.C. Cannatella, and R.M. Brown. 2013. An adaptive radiation of frogs in a Southeast Asian island archipelago. *Evolution* 67:2631–2646.

Braun, J.K., S.B. Gonzalez-Perez, G.M. Street, J.M. Mook, and **N.J. Czaplewski**. 2013. *Phenacomys ungava*. (Rodentia: Cricetidae). *Mammalian Species* 45(899):18-29.

Brown, R.M., **C.D. Siler**, C.H. Oliveros, J. A. Esselstyn, A.C. Diesmos, P.A. Hosner, C.W. Linkem, A.J. Barley, J.R. Oaks, M.B. Sanguila, L. J. Welton, R.G. Moyle, A.T. Peterson, and A.C. Alcala. 2013. Evolutionary processes of diversification in a model island archipelago. *Annual Review of Ecology, Evolution, and Systematics* 44:411–435.

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Zamboanga False Gecko
photographed in the Philippines by
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