

# MOR ENGAGEMENT

**Bringing the World  
to Montana,  
Sharing Montana with the World**

# MOR COMMUNITY



**Sheldon McKamey**  
Executive Director

Mifune Dinosaur  
Museum, Japan  
April 2014

# MOR COMMUNITY



Vesuvian Institute, Castellamare, Italy  
June 2014

# MOR COMMUNITY

**Angie Weikert – Montana**

Director of Education  
and Public Programs



**Patrick Leiggi – Global**

Administrative Director of Paleontology

Director of Exhibits

Director of MOR Exhibitions



# MOR COMMUNITY

## A University Museum



Montana State College  
Historical Museum – 1957



# MOR COMMUNITY



- Natural History
- Cultural History
- Native American
- Historical
- Photography
- Art

# MOR COMMUNITY



## Research Museum

A scene from  
Hall of Giants  
Siebel Dinosaur  
Complex



# MOR COMMUNITY

## Accredited



American  
Alliance of  
Museums

™

Accredited by the  
American Alliance of  
Museums since 1989



A Smithsonian Affiliate  
since 2005



# MOR COMMUNITY

## Unique Public-Private Partnership



Museum of the Rockies, Inc.  
501(c)(3)

Established in 1965

- Manages earned income
- Raises private support
- Funds capital projects

# MOR COMMUNITY

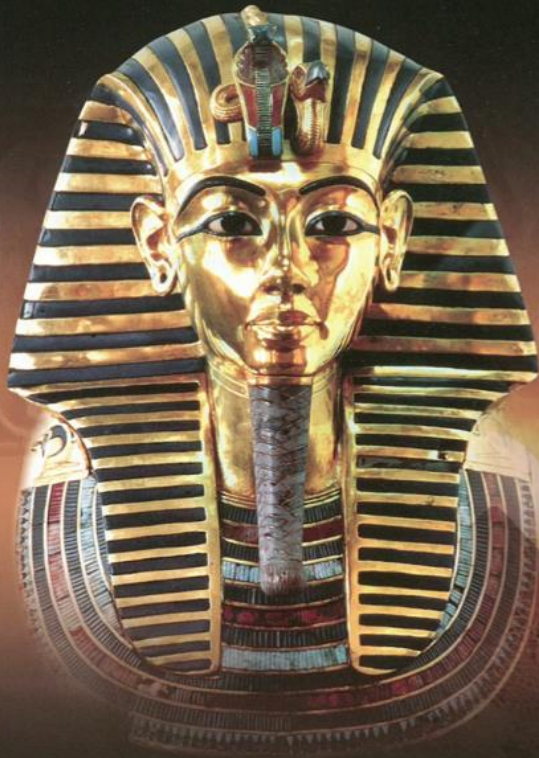


Privately  
funded  
expansion  
tripled size

Opened in  
1989

# MOR COMMUNITY

TUTANKHAMUN:  
"WONDERFUL THINGS"  
FROM THE PHARAOH'S TOMB



Added 6,000 square feet of gallery space to display nationally traveling exhibits





# MOR COMMUNITY



***Explore  
Yellowstone!  
Martin  
Children's  
Discovery  
Center***

Opened in 2010



# MOR COMMUNITY



## Taylor Planetarium re-opened in 2013

Completely refurbished  
Digistar 5 technology

Only public digital  
planetarium in the  
five-state area

# MOR COMMUNITY



## Furthering MSU's Strategic Plan

- Learning
- Discovery
- Engagement
- Integration

# MOR MONTANA

## Bringing the World to Montana

SPACE   
A JOURNEY TO OUR FUTURE™  
Presented in  
collaboration  
with NASA

*Leonardo da Vinci*  
MACHINES  
IN MOTION



GECKOS   
Tails to Toepads

# MOR MONTANA

## Serving the Gallatin Valley and Montana

- 145,000 annual visitors to Museum of the Rockies
- 300 business members
- 6,000 household members





# MOR MONTANA

## Accessibility

- Head Start memberships
- Explore Bozeman Pass
- Scholarship Fund



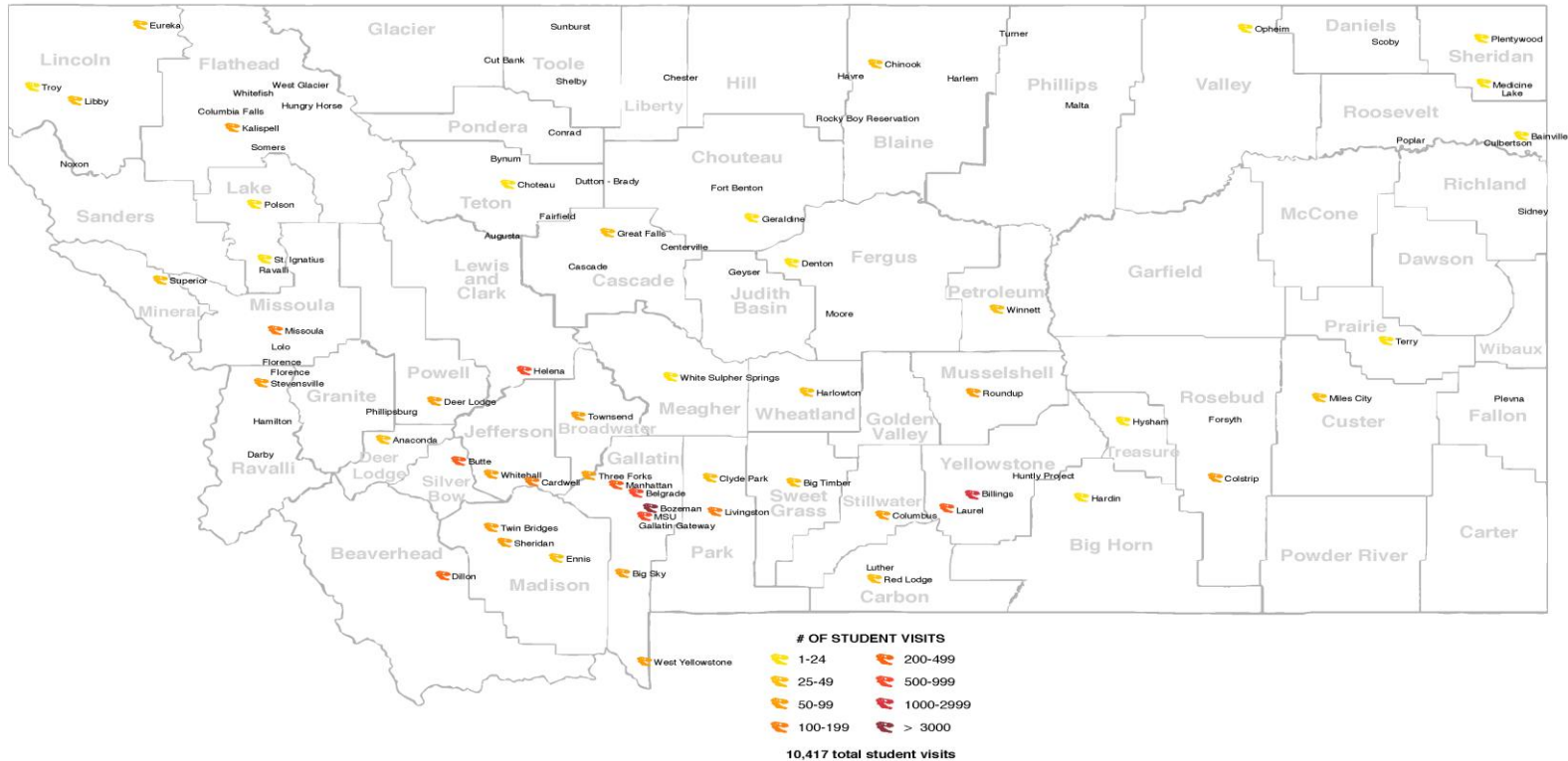
# MOR MONTANA

## Serving Montana Schools

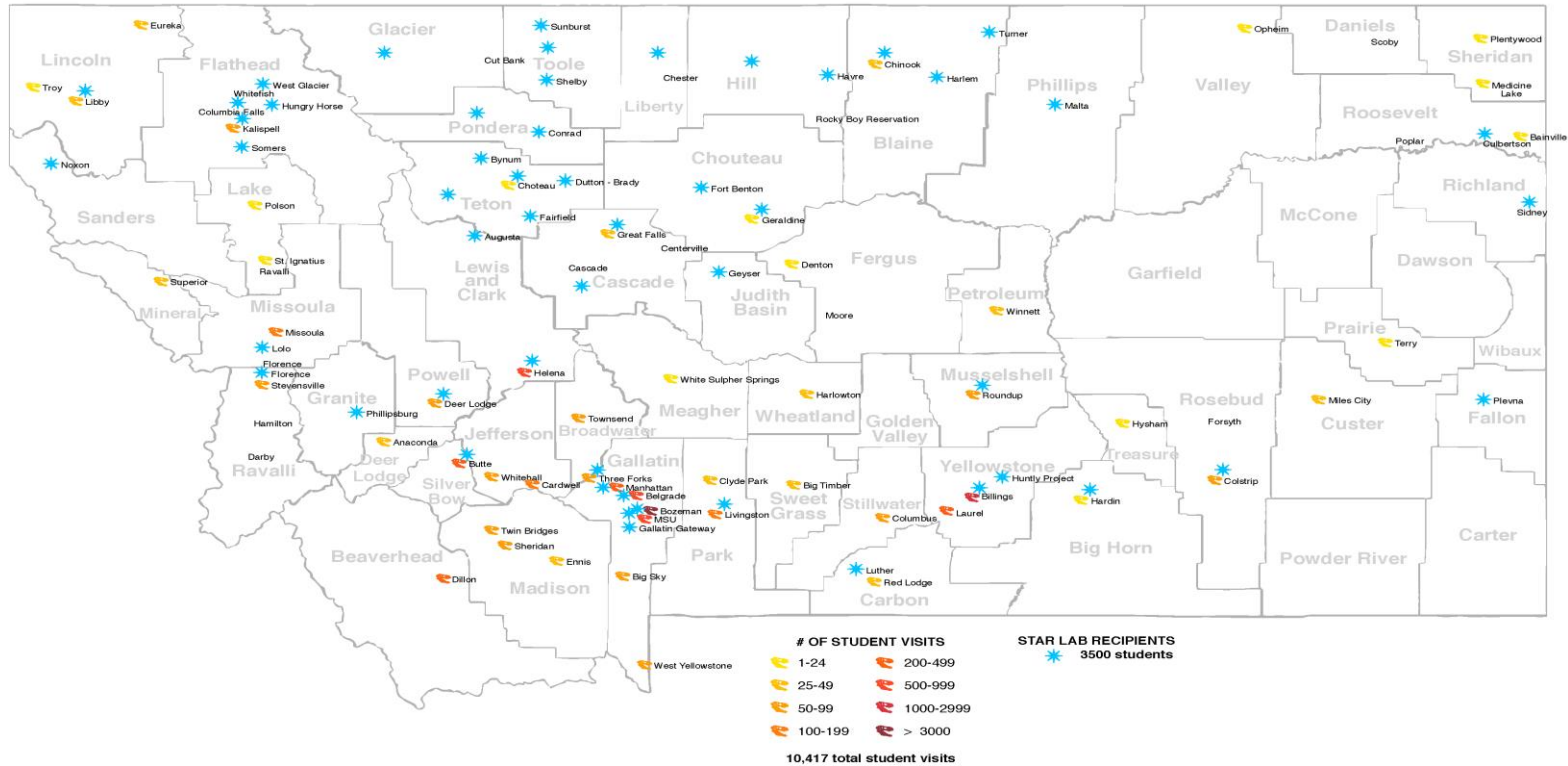
- Opening Doors for Montana Schoolchildren
- Lending Library Trunks
- Starlab Portable Planetarium



# Serving Montana Schools

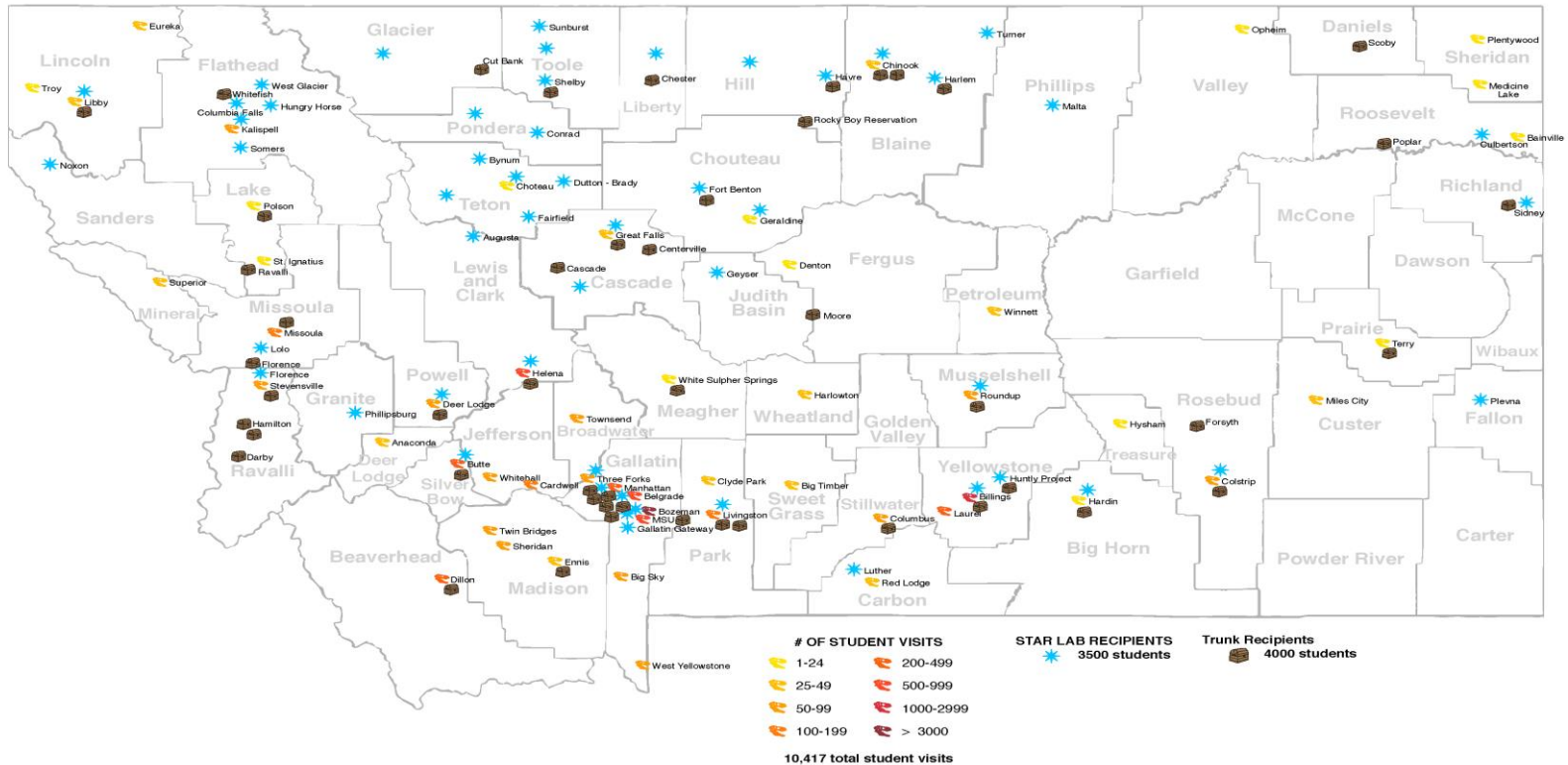


# Serving Montana Schools





# Serving Montana Schools



# MOR MONTANA

## Serving Montana Schools

- Indian Education for All
  - Videoconferencing and outreach materials
- Professional development for teachers



# MOR MONTANA

## Serving Montana University System Students

- Free admission for course work
- Opportunities for student employment



# MOR MONTANA

## Serving Montana University System Students

- Pre-service teacher experience
- Outreach experience for non-teaching majors





# MOR MONTANA

## Serving Montana University System Students

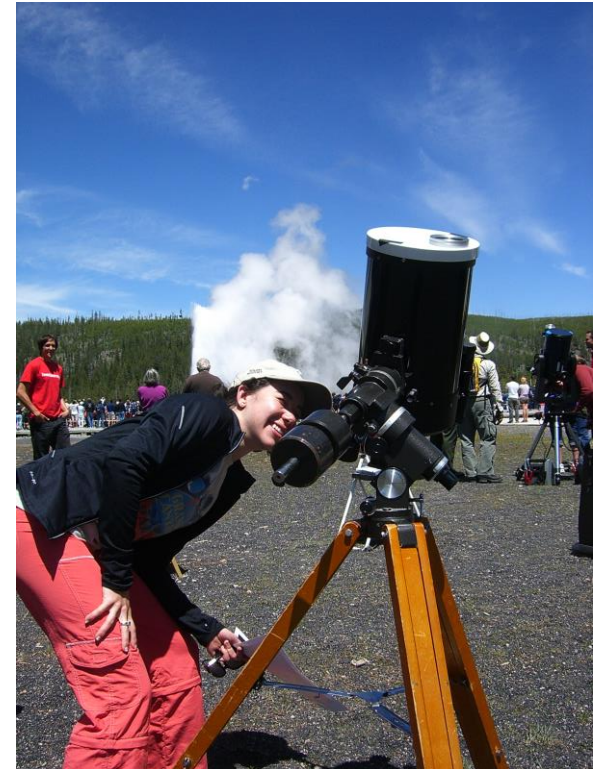
- Research – student and faculty driven
  - Paleontology
  - Education
  - Taylor Planetarium



# MOR MONTANA

## Serving Montana University System Students

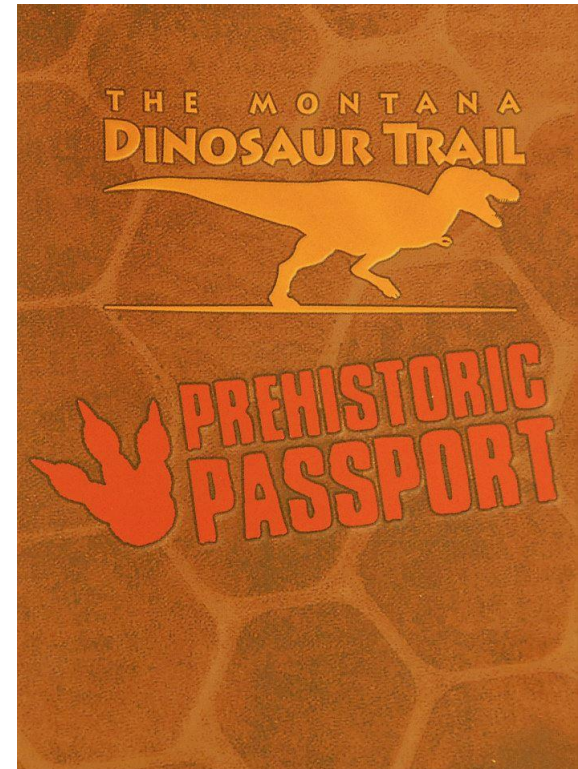
- Internship opportunities
  - Museum studies
  - Education
  - Research
  - Business



# MOR MONTANA

## Serving Montana Communities

- Sister Museum:  
Carter County Museum,  
Ekalaka, MT
- Dinosaur Trail



# MOR MONTANA

## Serving Montana Communities

- Museum Association of Montana
- Montana Library Association





# MOR GLOBAL



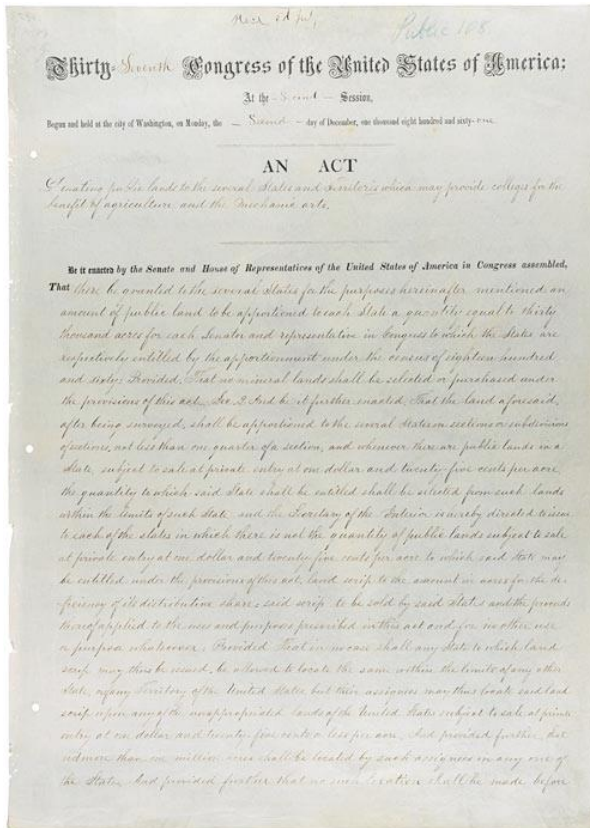
Sharing Montana with the World

# MOR GLOBAL

- MOR represented MSU at the Smithsonian Folklife Festival, National Mall, Washington, D.C. in 2012



# MOR GLOBAL



- *Campus and Community* theme of Folklife Festival celebrated the 150<sup>th</sup> Anniversary of the Morrill Act
- MOR displayed the act in 2010 in honor of MSU President Cruzado's inauguration

# MOR GLOBAL



- Children learned to prepare fossils at Folklife Festival
- MSU's dinosaur display was "one of the most popular and engaging"



# MOR GLOBAL



- 800,000 people attended the Folklife Festival over a two-week period

# MOR GLOBAL



In April 2014, the Wankel T.rex was loaned to the National Museum of Natural History

# MOR GLOBAL



- Centerpiece of new dinosaur hall in 2019
- Will be seen by
- 8 million people annually
- Returns to Montana in 50 years



# MOR GLOBAL



MOR's involvement in Asian countries



# MOR GLOBAL



- In 2011 MOR launched its traveling exhibits program in Fukui, Japan
- *“Growth and Behavior of Dinosaurs”* exhibit drew 180,000 visitors

# MOR GLOBAL



- Also traveled to Osaka, Kumamoto, and Yokohama, Japan, and Taipei and Singapore
- Over 800,000 people total have seen exhibit
- Scheduled to begin traveling in USA in 2015

# MOR GLOBAL



- *Yellowstone National Park: A Concept that Captivated the World*
- Exhibit about tourism in Yellowstone being retooled for national and international audiences







# MOR GLOBAL



- Two sister museum relationships in Japan
- Fukui Prefectural Dinosaur Museum
- Mifune Dinosaur Museum in Montana's sister state of Kumamoto

# MOR GLOBAL



- Dr. Naoki Ikegami (left) contacted MOR about collaborating on a project preparing dinosaur fossils for research and display
- In return, MOR would train the MDM technical staff

# MOR GLOBAL



- A very rare sauropod skull was uncovered
- Captured attention of the prefectural government and its citizens
- Studied by MSU grad students now



# MOR GLOBAL



- Preparation project is not funded by state or federal dollars
- Paid for almost entirely by the town of Mifune



# MOR GLOBAL

■御船町恐竜博物館等 建設工事



鳥瞰イメージパース1：東側より

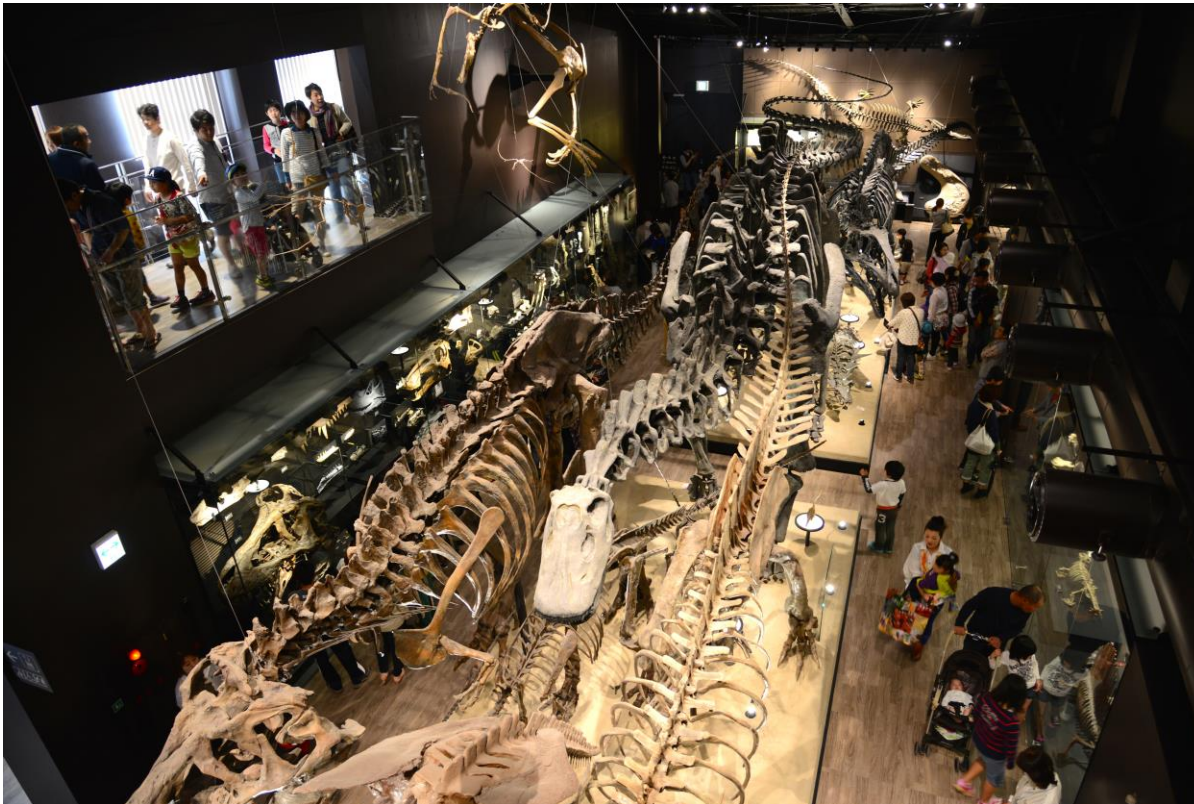
In 2013, the prefecture approved a new museum in Mifune.

# MOR GLOBAL



- The new Mifune Dinosaur Museum opened April 26, 2014

# MOR GLOBAL



- The new MDM features many Montana dinosaur replica skeletons and skulls from MOR



# MOR GLOBAL



- First exhibit visitors see when entering is a Montana case with Montana flag
- Cast of sauropod skull and vertebrae on left





# MOR GLOBAL



- Montana reps attended ceremonial events and provided media interviews
- Celebrated with Kumamoto Montana Club and Governor Kabashima

# MOR GLOBAL



If you want to bring the world to Montana...



# MOR GLOBAL



- Researchers in Italy have been working on an archaeological site near the Bay of Naples and Pompeii for more than 30 years



# MOR GLOBAL



- The Villas at Oplontis
- Where the wealthy lived and played in luxury
- Near Pompeii

# MOR GLOBAL



- Rare exhibition coming to MOR in 2016
- Features research by MSU's Dr. Regina Gee and the Oplontis research team
- Destroyed in 79 AD

# MOR GLOBAL



- *Life and Luxury in the Age of Nero: The Villas of Oplontis*
- MOR is the only venue in the western US
- University of Michigan, University of Texas and Smith College



# MOR GLOBAL



- Opens June of 2016 and closes January 2017
- New curriculum developed for MSU students and MOR's K-12 schools
- Expect significant impact on Bozeman



# MOR ENGAGEMENT

- Serves more than 10,000 Montana school students a year
- Currently serves 21% of MSU students in various capacities
- Most visited museum in Montana
- Most popular non-recreational attraction in the state

# MOR ENGAGEMENT

*An Economic Impact Analysis*

Northern Rocky Mountain Economic Development District

**Museum of the Rockies  
contributes \$48 million annually  
to Gallatin County**



Not including K-12 and MSU students



# MOR ENGAGEMENT



Questions?

# MOR TO COME



**Thank  
You!**