“After years of preparation and planning, the Museum initiated its centennial celebration in 2017, commemorating 100 years as Florida’s state museum of natural history.”

Many exciting events marked the first half-year of our centenary, including a gala weekend in April; a 100th birthday party on May 30; and the dedication of our newest gallery - the Beverly & Jon Thompson Discovery Zone - geared toward our youngest visitors. Our yearlong celebration will conclude with an exhibition in Fall 2017 created by our staff - Rare, Beautiful & Fascinating: 100 Years @FloridaMuseum, and the presentation of the 2017 Archie F. Carr Medal to two of Archie’s star Ph.D. students, chelonian biologists Karen Bjorndal and Peter Pritchard. A commemorative anniversary volume, highlighting the Florida Museum’s most significant collection objects and outlining its storied history, will be published by the University Press of Florida in 2018 to cap our remarkable first century.

Even though special anniversary events consumed our collective attention this year, normal Museum activities did not suffer. The productivity metrics of our curators and collection staff, summarized in this report, remained exceptional. And on several fronts, the Florida Museum is leading the field. For example, we direct the National Science Foundation’s nationwide effort to digitize, share and utilize the vast amount of bio-collection data stored in our country’s museums. And our education and exhibition staff are experimenting with “Pop-Up Museums” as a way to turn the Museum inside out, taking objects and stories outside of the Museum walls to reach underserved sectors of our community.

The exceptional staff that lead these and other projects reinforces my opinion that our Florida Museum family remains our greatest institutional asset. Sadly we said goodbye to some dedicated, long-serving personnel this year like Dr. Susan Milbrath, Ann Cordell, Irv Quitmyer and Kenney Krysko. But we also made exciting new hires and many Museum faculty and staff garnered significant recognition. Most notably, Distinguished Professor of Botany and Molecular Genetics, Dr. Doug Soltis, was elected to the National Academy of Sciences, one of the highest accolades an American scientist can receive.

And I’m pleased to report that the Florida Museum has assumed a leadership role on the national museum scene. Associate Museum Director for Exhibits & Public Programs, Darcie MacMahon, was selected as President of the Southeastern Museums Conference. And I was fortunate to be selected as Board Chair of the American Alliance of Museums in Washington, D.C., the national association that represents all 30,000 museums in the nation and administers the museum accreditation program. These roles provide great visibility for the Florida Museum and an opportunity for us to keep our fingers on the pulse of the changing museum field as it evolves to meet the needs of 21st century audiences.

As our centennial year winds down, and I reflect on the completion of our first century, I believe the Florida Museum has grown into one of the great natural history museums in America, largely because of the dedicated professionals on our staff. This legacy of success, accomplishment and shared passion for our institutional mission gives me enormous optimism for the next 100 years.

Sincerely,

Douglas S. Jones, Director

Douglas S. Jones, Director
The Museum offered a compelling mix of exhibitions and programs this year and experimented with new ways to broaden reach. As it marked the 100th anniversary, the Museum’s commitment to serving its many constituents has never been stronger.

More than 200,000 visitors enjoyed the ever-popular Butterfly Rainforest and other permanent exhibitions, along with a featured exhibition lineup that started with Wicked Plants, showcasing evil doers of the plant world, and ended with Frogs! A Chorus of Colors, featuring the fascinating world of frogs. Two new exhibits in a climate change series highlighted the impacts of changing climate on both sea level rise and human health. Other changing exhibits explored the little-known world of sea cucumbers, bark beetles, Andean and Mesoamerican cultures, and children’s natural history art. Museum exhibitions that traveled outside our walls included Dugout Canoes: Paddling through the Americas, which visited St. Augustine, and Megalodon: Largest Shark that Ever Lived, which toured to Ontario, Michigan and Georgia. In addition, we began installing an exciting new permanent exhibition – the Discovery Zone, designed to engage young children and their families.

The year also brought innovations in programming, both in the Museum and outside its walls. Now in its second year, the Pop-up Museum program hit the streets in the community and region. Museum staff and programs “popped up” at festivals, public parks and pools, libraries and more with topics such as fossils, pollinators and backyard biodiversity. Inside the Museum, we experimented with novel program formats to expand audiences in new ways, with topics such as a murder mystery, the nature behind Pokémon GO, Fantastic Beasts of the Florida Museum, a Froggy 5K, “Instameets” and citizen science frog monitoring workshops. To better serve K-12 youth, the Museum sponsored a second year of bringing all Alachua County fourth-graders to the Museum on a field trip, and conducted outreach to public school classrooms and a Museum Club after-school program. Other targeted audiences included scouts, Junior Volunteers and our first program for adults and children touched by autism. To expand inclusion efforts, the Museum hosted a bilingual family event with the Gainesville Latino Film Festival and joined the national Museums for All program, providing families with EBT cards greatly reduced adult admission and free admission for children.
Collections and Research

The Department of Natural History had an outstanding year with faculty overseeing more than $60 million in total external grant support for research and collection activities, including 65 new grants this fiscal year totaling $6.3 million. This per-capita funding rate is extremely high, even for a research-intensive university like the University of Florida. Faculty and staff published 189 peer-reviewed books and journal articles, chaired 105 graduate committees and served on the graduate committees of another 166 students. In addition, 260 undergraduates and postdoctoral fellows received training in Museum labs and collections. Museum faculty and staff taught nearly 550 students in 35 courses through the departments of Anthropology, Biology, Entomology & Nematology, Geology, Wildlife Ecology & Conservation and others. They also oversaw 93 independent studies and research topics for students totaling another 470 credit hours.

Museum collections grew by 21,000 accessions totaling more than 329,000 new specimens and artifacts. Museum researchers hosted 940 scientific visitors and processed 495 loans of nearly 85,000 specimens. Most biological collections have transitioned to the new Specify Database system, which adds many new features for virtual visitors to the collections. We continue to add digital content, including images, sound recordings, 3-D scans and more to our collection databases.

This year we welcomed the new director of the Florida Program for Shark Research, Gavin Naylor. He studies the evolutionary history of elasmobranchs (sharks, skates and rays) and uses genetic tools to understand this part of the Tree of Life. He has already received two new grants for his work since his arrival at UF.

Curator of Southwest Florida Archaeology Bill Marquardt received the Lifetime Achievement Award at the Southeastern Archaeological Conference, and Curator of Paleobotany Steve Manchester was elected president of the International Organisation of Palaeobotany.

This year the Museum began celebrating its 100th anniversary as the state’s official natural history museum. The Department of Natural History collaborated with Exhibits and Public Programs to develop the 100th Anniversary Exhibit highlighting rare and interesting specimens and artifacts from the Museum’s vast collections. The exhibit, running through January 2018, contains a working lab staffed by curators and collection managers, to help the public see and understand the inner workings of the research and collection enterprise.

Development

One of the Museum’s highest priorities during its 100th anniversary year has been creating a special endowment fund that will support Exhibits and Public Programs. This endowment will consistently sustain efforts to engage the public and create exciting educational exhibits and programs for members and Museum visitors into the future. The Museum has secured more than $1.5 million in gifts that will be matched with up to $2 million from a generous anonymous donor.

An exciting development this year was construction of the Museum’s newest permanent exhibit, the Discovery Zone, made possible by generous gifts from Beverly and Jon Thompson, the 1923 Fund, Museum Associates Board Members, state and county agencies and many loyal supporters of the Museum.

We sincerely thank our many friends and donors for partnering with us to make these dreams a reality.
Florida Museum Special Achievements, Faculty and Staff

Jonathan Bloch received a University of Florida Term Professorship Award.

Jaret Daniels received a University of Florida Research Foundation Professorship Award.

Douglas S. Jones received the Lifetime Achievement Award from the Florida Association of Museums.

Akito Kawahara received a University of Florida Term Professorship Award.

William Keegan was named the Doris Stone Endowed Lecturer for the Archaeological Institute of America National Speakers Program.

Michal Kowalewski was appointed as a 2017-2018 Distinguished Speaker by the Paleontological Society Council.

Bruce MacFadden was selected as president-elect of The Paleontological Society.

Darcie MacMahon became president of the Southeastern Museums Conference.

Steven Manchester was elected president of the International Organisation of Palaeobotany.

William Marquardt received the Southeastern Archaeological Conference Lifetime Achievement Award.

Douglas Soltis was elected to the National Academy of Sciences.

Neill Wallis received a University of Florida Term Professorship Award.
### 2016-2017 Impact by the Numbers

#### Collections & Research
- **189** Peer-reviewed publications
- **940** Scientific and other visitors to collections
- **495** Collection loans of 85,029 specimens and artifacts
- **40+** Million specimens and artifacts
- **65** Grants and contracts worth $6.28 million
- **260** Undergraduates and postdoctoral fellows working in collections
- **24** Countries including the U.S. where Museum scientists conducted research
- **19** States including Florida where Museum scientists conducted research
- **21,274** New Accessions to collections
- **329,633** New specimens and artifacts cataloged

#### Attendance & Outreach
- **200,342** Annual visitation
- **14,585** School program participants
- **607** K-6 camps and classes participants
- **97** Teacher workshop attendees
- **17,014** Public Programs attendees
- **34,152** Hours donated by 553 volunteers
- **6,521** News articles published with a potential viewership of 16.1 billion
- **7,765** School and Public Programs outreach participants
- **5,980** Pop-Up Museum visitors
- **83,394** Visitors to Museum traveling exhibits at other venues
- **6.85** Million Web page views
- **2.14** Million Web page visits

#### Staff & Faculty Teaching
- **35** Courses taught by Museum faculty
- **105** Graduate committees chaired
- **166** Graduate committees served
- **93** Independent Studies supervised

#### Social Media
- **203,266** Pinterest followers
- **25,713** Facebook likes
- **7,015** Twitter followers
- **1,108** YouTube subscribers
- **2,788** Instagram followers
Front cover: These assorted eggs are from the Museum's Ornithology Collection. Inside left: Clockwise from top left: Frogs! A Chorus of Colors was popular with Museum visitors of all ages. About 3,000 Harry Potter enthusiasts enjoyed the Fantastic Beasts of the Florida Museum public program in January. Nearly 400 guests celebrated the Museum's 100th Anniversary Gala event on April 22. Director Doug Jones speaks following dinner and the band provides musical entertainment. National Geographic photographer Joel Sartore discussed his Photo Ark project on April 21 at the Phillips Center as part of the 100th Anniversary activities. Wicked Plants: The Exhibit and its interactive components were well-received by Museum visitors. University of Florida President W. Kent Fuchs was the keynote speaker and helped Doug Jones unveil the Museum’s UF Historical Marker at Powell Hall in September 2016, the official kickoff to the yearlong 100th Anniversary events. More than 500 Museum members, employees and guests celebrated the Museum’s 100th birthday event May 30, 2017. Inside right: Museum Director Doug Jones is pictured in front of Keene-Flint Hall, originally named Science Hall. Completed in 1910, the building’s second floor housed the University Museum, which officially became the Florida State Museum on May 30, 1917. Back cover: This well-preserved umbrella octopus, Tremoctopus gelatinus, washed gently ashore on Florida’s east coast during an upwelling event in July 2000. @Florida Museum photos by Kristen Grace, Jeff Gage and Ian Clontz.