

A man in a light blue button-down shirt and dark pants is holding a young girl with curly hair and a white bow. They are standing in the center of a large, circular tunnel made of corrugated metal. The tunnel is illuminated with blue and purple light, creating a dramatic effect. In the background, through the tunnel's opening, a museum gallery is visible with warm orange lighting, featuring a display case, a lamp, and a sign on a stand.

# THE MUSEUM OF BELONGING

**FISCAL YEAR 2023 IMPACT REPORT**  
**JULY 1, 2022–JUNE 30, 2023**

**OM  
CA.**



Dear OMCA Community,

Since 1969, OMCA has amplified the under told stories of visionaries, artists, activists, and trailblazers representing the diversity and depth of our state.

This past year, we exemplified this commitment through our two special exhibitions, *Hella Feminist* and *Angela Davis — Seize the Time*. These exhibitions brought together historic objects and ephemera with contemporary art to explore interconnected social justice movements.

In the fall of 2022, we also brought back onsite educational programs and performances, and transformed our volunteer program. Our work comes alive when we welcome field trip groups in our galleries, lead hands-on workshops, and host lively school performances, serving thousands of students and their families.

This year has been an exciting and dynamic one, and building community has remained at the forefront of our work. These past few years have heralded tremendous change and introspection, and OMCA received and met the call to have these deep, sometimes difficult conversations. Now more than ever, we remain committed to fulfilling our mission to inspire all Californians to create a more vibrant future for our communities.

We are so grateful for your support as we continue to catalyze dialogue and elevate the stories, movements, and creative expressions that shape our world. Thank you!

Sincerely,



Lori Fogarty



Abstract Painting  
by [illegible]  
[illegible]  
[illegible]  
[illegible]  
[illegible]

# ORGANIZATIONAL UPDATES

**142,010 total visitors came to OMCA**

## GROWING OUR OMCA COMMUNITY ONLINE

OMCA takes pride in creating a welcoming experience, on campus and online! In 2022, we launched a new website, showcasing our updated brand identity and creating a more exciting and accessible digital experience. We also implemented more robust curated social media, email, and SMS (text) strategies to support our institutional efforts to build a sense of belonging, engage with our OMCA community beyond the Museum walls, and bring museum storytelling to your homes.

- **Over 1M unique website sessions and 27% overall growth in website visitors**
- **Email subscribers grew by 73%, totaling 97,297 subscribers at FY23 year end**
- **Across platforms, our social media audience is 200K strong, up 12% from FY22**
- **With a 5X growth rate this past fiscal year, our SMS subscribers is our fastest growing digital community**

## NEW DEPUTY DIRECTOR OF CURATORIAL AFFAIRS, MAKEDA BEST



Curator, author, historian, educator, and multidisciplinary arts leader Makeda Best joined our staff as the new Deputy Director of Curatorial Affairs. Best comes to OMCA after serving at Harvard University Art Museums as Richard L. Menschel Curator of Photography, and previously as Assistant Professor of Visual Studies at California College of the Arts. Best will lead planning and implementation of exhibitions and will oversee all aspects of management of and access to our nearly 2 million items in the collections that focus on the art, history and natural sciences of California.

## VOLUNTEERING AT OMCA: NEW PROGRAM LAUNCHED IN 2022

After an 18-month long process of consultation, deep-dive working sessions, and examination into our Docent program of over 50 years, OMCA transitioned into offering an institution-wide Volunteer Program. This change arose from the evolving needs of students and educators, to better align with our visitor experience goals, and to advance the Museum's deepening commitment to diversity, inclusion, and equity. Our volunteers come to us at all ages, from a variety of walks of life and provide support in our garden, at public programs, with school programs, and so much more throughout the Museum.

The volunteer program also launched a new type of guided gallery tour. The Gallery Activation Hours in our Special Exhibitions uses a combination of content knowledge and lived experience to create dialogue with guests, providing meaningful and fresh interpretations of the exhibitions.

**250+ volunteers to date**

## GATHERING IN THE GARDEN WITH W. KAMAU BELL & RYAN COOGLER: A FUNDRAISER FOR OMCA

On June 29, 2023, OMCA held our first fundraiser since 2019! Gathering in the Garden was a new type of event. With the support of our event sponsors, we were able to offer sliding scale tickets starting at \$50 and model our commitment to being a gathering place for everyone in our community. Special guests W. Kamau Bell and director Ryan Coogler engaged in a casual and engaging conversation on arts in the Bay Area and took questions from the crowd. The event was a resounding success and a lively evening with live music, craft cocktails and delicious food from our own Town Fare with Chef Michele McQueen. Not to mention, we surpassed our fundraising goal!

**\$328,967 raised**

**76% of attendees  
expressed this was the  
first OMCA fundraiser  
they'd attended**

*It was a fabulous event—**great vibe, diverse attendees, excellent conversation between Coogler and Bell, delicious food, not stuffy**—felt very Oakland. The \$50 tickets were the right level for four of us to attend.*

**—Event attendee**



# SPECIAL EXHIBITIONS

## HELLA FEMINIST

This timely exhibition brought together artworks and historic objects from the Museum's collection to explore the lesser known stories of Californian feminism and beyond. Viewers were encouraged to consider aspects of this charged, influential, and still relevant social movement. With its diverse offerings, *Hella Feminist* was rooted in the idea that feminism is interlinked with all other social discrimination (such as class, race, sexual orientation, and physical ability), and cannot be addressed in isolation.

| **38,237 visitors**

*I very much appreciate the way OMCA has engaged with and **encouraged representation** from the many Oakland communities. Offerings like the Hella Feminist exhibition [are] evidence of this stance.*

—OMCA visitor



PHOTO: Kamiko Fujii

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## ANGELA DAVIS — SEIZE THE TIME

Traveling to the West Coast after its debut at the Zimmerli Art Museum at Rutgers University, *Seize the Time* offered a deeper look into the life of Angela Davis and her rise as an icon of the Civil Rights Movement. Through photographs, posters, courtroom sketches, and artworks on Davis's influence, *Seize the Time* highlighted Davis's legacy as an activist, with a focus on her arrest, incarceration, trial, and the national and international campaigns to free her. The exhibition included rare manuscripts of Davis's philosophical and activist writings from the Lisbet Tellefsen collection, providing important historical context for the ongoing fight for racial justice.



“*That 30-minute Angela Davis video interview was terrific. I’ve watched it several times and sent it to friends and colleagues. A breath of fresh air. Bravo and thanks to all the staff and others we interacted with.*

—OMCA visitor

| **59,006 visitors**

## RECENT ACQUISITIONS



**Dark Cake**

1983

Wayne Thiebaud

183/200

Gift of the Estate of Joyce L. Stupski, 2022



**Anonymous, Bakersfield, CA**

2011

Katy Grannan

Gift of Frish Brandt and August Fischer



**Hex the Patriarchy**

2022

Inés Ixierda and Lacy Johnson

Courtesy of Inés Ixierda Gardilic,  
acquisition funded with gifts by exchange

# COMMUNITY FESTIVALS



PHOTO: Leopoldo Macaya

**62,790 visitors**  
attended *Friday  
Nights at OMCA*  
over the course  
of the year

**2,132 visitors at**  
*Día de los Muertos*  
in October



PHOTO: Christine Cueto



PHOTO: Christine Cueto

**3,173 visitors**  
at *Lunar New Year*  
in February

# PUBLIC PROGRAMS

We held a series of thought-provoking and inspiring speakers that aligned with our special exhibitions, including renowned activist Angela Davis who spoke with local debut author Leila Mottley on the subject of the multigenerational movement for police abolition. Other events included a book signing by W. Kamau Bell, and “Rooted in Power,” a conversation about the intersection of sports and activism with members of the Oakland Roots soccer team joined by former Black Panther Party member and activist Fredrika Newton.



PHOTO: Leopoldo Macaya

## EDUCATION AT OMCA

In the 2022–2023 school year, OMCA brought back in-person education programs! Students and educators were excited to come back to campus and explore California’s art, history and natural environment. OMCA pursues an inquiry-based teaching model that provides guided grounding and encourages student-led discussion and active participation in learning.

Educational programs included “Becoming California,” where students investigated the diverse historical immigration and migration to California, and “Watersheds and Me,” which explored the importance of local watersheds to our local community and ecosystem, and included a hands-on lab where students created their own watershed models.

**22,500 students served**  
**45% from Title I schools**



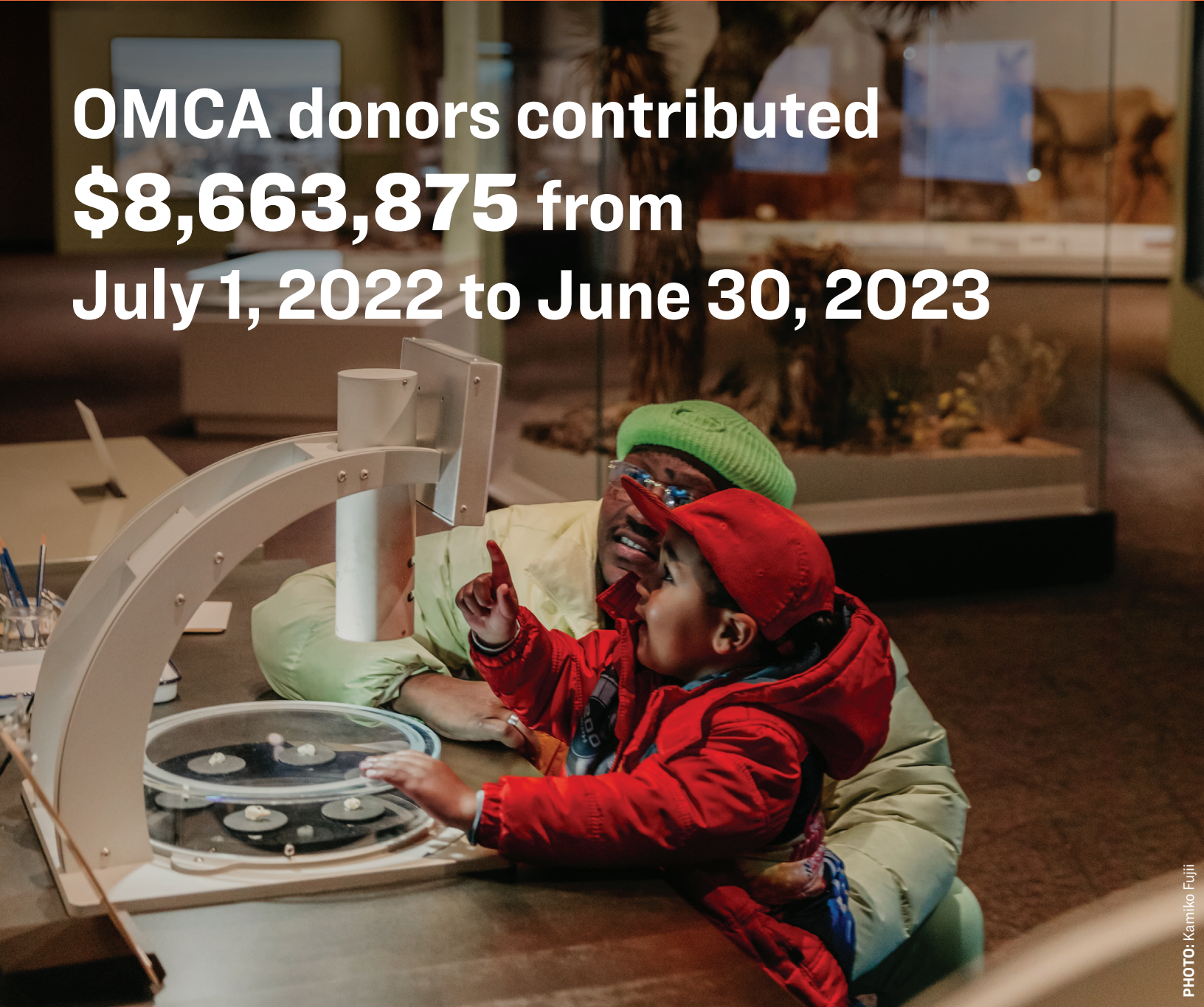
PHOTO: Christine Cueto

感謝

# GRATITUDE

GRATITUD

OMCA donors contributed  
**\$8,663,875** from  
July 1, 2022 to June 30, 2023



# DID YOU KNOW

**...that OMCA has a robust data insights team serving as a national model for museums across the country?**

Led by our Director of Evaluation and Visitor Insights, Johanna Jones, OMCA developed tools to track and measure our goal to be a museum where everyone feels a sense of belonging. Johanna's team consists of five Visitor Insights Specialists who you may have seen at OMCA with iPads in hand. A core part of Johanna's work is analyzing OMCA's Net Promoter Score (NPS), which is a scale used by museums to track visitor satisfaction. Our FY23 NPS was 76 which was 35 percentage points higher than the national museum average of 41!

# BOARD OF TRUSTEES

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David Yin

## JULY 1, 2023– JUNE 30, 2024

Mike Armstrong  
Eileen Ash  
Abbey Banks  
Warren Breslau  
Shanti Brien  
Sean Chang  
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# OM CA.

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Oakland, CA 94607

[museumca.org](http://museumca.org)

COVER PHOTOS:  
Kamiko Fujii

