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Annual Accountability
Report 1995-96

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ANNUAL ACCOUNTABILITY REPORT
of the
SOUTH CAROLINA MUSEUM COMMISSION
Fiscal Year 1995-96

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MUSEUM COMMISSION, FY 96

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Mission Statement

The South Carolina State Museum is a public, non-profit educational institution whose purpose is:

- 1) to educate and inspire young people, citizens of the state and out-of-state visitors with an understanding and appreciation of the state's heritage and culture;
- 2) to serve as a complementary resource for the state's educational system and as a tool for economic development; and
- 3) to assist other museums in the state.

In order to accomplish these ends the State Museum shall collect, preserve and share objects representative of the state's natural history, cultural history, science and technology, and art and shall exhibit and interpret those collections in a stimulating and entertaining manner to provide educational experiences for people of all ages.

PROGRAM NAME - Collections and Interpretation

PROGRAM GOAL:

The primary mission of the Collections and Interpretation Department is to acquire, preserve and interpret culturally and scientifically significant objects related to the natural history, cultural history, art, science and technology of South Carolina. The department performs research to identify, authenticate, and document the collections; creates and maintains registration and catalog records on the objects, performs conservation treatments on the collections, and develops exhibit themes, story lines, and descriptive text to interpret the collections for the public. It also approves and handles all incoming and outgoing loans of collections.

PROGRAM OBJECTIVES:

To catalog incoming objectives within sixty days after the accession paperwork has been signed.

PERFORMANCE MEASURES:

Outcome Measures:

- Objects catalogued (marked, photographed) within 60 days of receipt of accession paperwork - usually in the first 30 days.

Workload Measures:

- Number of accessions acquired in year. (An accession is one object or a group of objects acquired from a single source at one time): 117
- Number of individual objects acquired in fiscal year: 2100
- Number of objects catalogued in year: 2100

PROGRAM NAME - Collections and Interpretation, Educational Programs Division

PROGRAM GOAL:

The goal of the Educational Programs Division is to develop, implement, and evaluate all the State Museum's educational programming in art, natural history, science and technology, and cultural history for South Carolina students in both private and public schools.

PROGRAM OBJECTIVES:

To develop programs and activities for the return of "The Magic School Bus" exhibit by September 21, 1996.

To advertise and hire a curator of education by October 30, 1996 with a science background to be responsible for natural history and science programs.

To advertise and hire a discovery center coordinator by October 30, 1996 so that the center can open in September 1997.

To develop a pilot program for scout sleep-ins at the State Museum by May, 1996.

PERFORMANCE MEASURES:

Outcome Measures:

- "The Magic School Bus" programs and activities were ready on schedule.
- A curator of education with a science background was hired by October 30, 1996.
- A discovery center coordinator was hired by October 30, 1996.
- Two scout sleep-ins were held in May, 1996 for over 250 Brownies and Junior Girl Scouts at \$25 per person.

Workload Measures:

- 7,312 students participating in "The Magic School Bus" lesson for grades K4-5th.
- The number of school group bookings was 1,054 for a total of 53,680. (Of that number, 28,422 came for the dinosaur exhibit.)
- The number of students served by thematic lessons was 202 for a total of 5,893.
- The final total number of students was 59,573.

PROGRAM NAME - Exhibits**PROGRAM GOAL:**

The Exhibits Department designs, constructs, and installs both temporary and long-term exhibitions, and it provides graphic design and production support to all other departments and divisions of the museum. The goal is to produce exhibitions and publications that convey accurate and educationally sound interpretation of the museum's four disciplines through designs and exhibition concepts that are appropriate to the subject matter and pleasing to the visitor.

PROGRAM OBJECTIVE:

To develop and install 18 changing exhibits and to expand long term exhibit space in the communications area.

PERFORMANCE MEASURES:Workload Measures:

- Number of square feet of changing exhibitions made available and maintained for the public during year: 70,372 sq. ft. Number of square feet actually installed: 47,664 sq. ft.
- Number of square feet of long-term exhibits installed during year: 3,950 sq. ft.

Outcome Measures:

- Number of changing exhibitions installed.
Result: 12 changing exhibits completed, 6 added during the fiscal year and completed. Total of 18 changing exhibits completed during the year.
- Number of long-term exhibits completed.
Result: 3 exhibits installed on the science floor; 4 graphic panels added to the 2nd floor; 1 graphic panel added to the 4th floor; 3,300 sq. ft. of exhibits on Communication added on the 3rd floor.
- Amount of supplemental revenue from a changing exhibit. (For prior 6 years there were zero dollars.)
Result: Income from supplemental admission charge for Dinosaur families exhibit: \$93,077.

PROGRAM: Education Administration, Group Visit Division

PROGRAM GOAL:

The Group Visit Division administers the delivery of educational programs and services to students and teachers.

PROGRAM GOAL:

Workload Measures:

- Number of school group bookings for FY 94-95: 2,024
- Number of students served for FY 94-95: 62,932

PROGRAM: Education Administration, Volunteer Services

PROGRAM GOAL:

The Volunteer Services Division serves the museum by providing volunteer support for the museum program needs and other requests on an as needed basis.

PROGRAM OBJECTIVE:

To maintain and/or increase the total number of volunteer hours for FY 96-97.

PERFORMANCE MEASURES:

Outcome Measures:

- Number of new volunteers hours for FY 95-06: 10,156.

PROGRAM-- Public Information and Marketing Division, Public Programs Office

PROGRAM GOAL:

The Public Programs Office is responsible for the planning and development of entertaining educational programs for the general public that are related specifically or thematically to the changing and long-term exhibits at the State Museum.

PERFORMANCE MEASURES:

Workload Measures:

- Number of programs developed and offered per year: 57

Efficiency Measures:

- Cost per program participant (in pre-registration type programs): \$3.38

Outcomes:

- Total number of participants: 11,868
- Average number of participants per program: 208

PROGRAM NAME - South Carolina State Museum Store/Cotton Mill Exchange

PROGRAM GOAL:

The Cotton Mill Exchange provides financial support to the museum by profitably selling quality merchandise that extends the educational mission of the museum.

PROGRAM OBJECTIVE:

To facilitate sales to school groups by providing pre-packaged bags of merchandise, starting with school visits in the fall of 1995.

Workload Measures:

- Number of staff hours needed to operate retail store per year:

Full-time	3,900
Part-time	5,560
Volunteer	<u>1,013</u>
TOTAL	10,473

Outcome Measures:

- Total sales: \$533,207
- Sales per museum visitor per year (to include school groups and Friends members): \$2.52
- Sales per square foot of retail space per year: \$177.74
 - School bag program implemented on schedule.
 - Total bags sold that year, approximately 3,138.

PROGRAM - Field Services Office**PROGRAM GOAL:**

The Field Services program furnishes professional and technical assistance to museums in South Carolina, provides traveling exhibits to museums both in- and out-of-state, and oversees the development and administration of grants for the museum.

PROGRAM OBJECTIVES:

- To implement the plan for a revised and expanded traveling exhibits program to include rental fees for all traveling exhibits circulated after January 1, 1996.
- To conduct site visits and provide technical information to other museums as requested.
- To offer at least four professional development workshops during FY 1995-96
- To research and disseminate grant information and to oversee the preparation of grant proposals

PERFORMANCE MEASURES:Workload Measures:

- Number of consultancies conducted per year: 150
- Number of site visits conducted per year: 45
- Number of formal training activities provided per year: 5
- Number of traveling exhibits available per year: 18
- Number of grants developed: 5

Efficiency Measures:

- Cost of each formal training workshop per participant: \$35 (average of five per year)
- Average travel and materials cost per consultancy/site visit: \$40

Outcome Measures:

- Number of consultancies requested per year: 150
- Number of on site visits conducted per year: 49
- Number of traveling exhibit bookings per year: 51
- Number of participants in workshops relative to capacity: 98%
- Revenue generated per new (added to program during FY

96) traveling exhibit: \$800

- Number of grants awarded: 1

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