

Legislative Oversight Committee

South Carolina House of Representatives

Post Office Box 11867

Columbia, South Carolina 29211

Telephone: (803) 212-6810 • Fax: (803) 212-6811



2016 Annual Restructuring Report Guidelines

PLEASE NOTE:

The information included in the agency's report will appear online for all legislators and the public to view.

Agency Name:

Date Report Submitted:

Agency Head

First Name

Last Name:

Email Address:

Phone Number:

South Carolina State Museum

January 12, 2016

William

Calloway

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803-898-4930

General Instructions

| SUBMISSIONS | |
|------------------|---|
| What to submit? | Please submit this document in electronically only in both the original format (Excel) as well as in a PDF document. Save the document as "2016 - Agency ARR (<i>insert date agency submits report</i>)." |
| When to submit? | The deadline for submission is by the first day of session, January 12, 2016. |
| Where to submit? | Email all electronic copies to HCommLegOv@schouse.gov . |

NOTE: If the agency enters its Name and the Date of Submission in the "Cover Page" tab, it should automatically populate at the top of each tab in this report.

| WHERE INFORMATION WILL APPEAR | |
|--------------------------------|--|
| Where will submissions appear? | The information included in the agency's report will appear online for all legislators and the public to view. On the South Carolina Statehouse Website it will appear on the Publications page as well as on the individual agency page, which can be accessed from the House Legislative Oversight Page. |

| QUESTIONS | |
|-----------------|--|
| Who to contact? | House Legislative Oversight at 803-212-6810. |

| OTHER INFORMATION | |
|------------------------------------|--|
| <i>House Legislative Oversight</i> | |
| Mailing | Post Office Box 11867 |
| Phone | 803-212-6810 |
| Fax | 803-212-6811 |
| Email | HCommLegOv@schouse.gov |
| Web | The agency may visit the South Carolina General Assembly Home Page (http://www.scstatehouse.gov) and click on "Citizens' Interest" then click on "House Legislative Oversight Committee Postings and Reports." |

Legal Standards

This is the first chart in the report because the legal standards which apply to the agency should serve as the basis for the agency's mission, vision and strategic plan.

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|--------------------|-----------------------------|
| Agency Responding | South Carolina State Museum |
| Date of Submission | 1/12/2016 |

| Item # | Statute, Regulation, or Proviso Number | State or Federal | Summary of Statutory Requirement and/or Authority Granted | Is the law a Statute, Proviso or Regulation? |
|--------|--|------------------|---|--|
| 1 | 60-13-10 | State | <p>South Carolina Museum Commission created; membership; chairman; vacancies; terms of office.</p> <p>There is hereby created the South Carolina Museum Commission composed of ten members appointed by the Governor for terms of four years and until their successors are appointed and qualify. One member shall be appointed from each congressional district of the State and three members shall be appointed at large. One of the at-large members shall be appointed chairman of the commission by the Governor. Vacancies for any reason shall be filled in the manner of original appointment for the unexpired term.</p> <p>Notwithstanding the provisions above prescribing four-year terms for members of the commission, the members appointed from even-numbered congressional districts and one at-large member other than the chairman shall be initially appointed for terms of two years only.</p> | Statute |
| 2 | 60-13-20 | State | <p>Meetings and officers of commission; compensation of members.</p> <p>The Commission shall meet at least quarterly and at such other times as the chairman shall designate. Members shall elect a vice-chairman and such other officers as they may deem necessary. They shall be paid such per diem, mileage and subsistence as provided by law for boards, committees and commissions</p> | Statute |

Legal Standards

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|---|----------|-------|--|---------|
| 3 | 60-13-30 | State | <p>Primary function of Commission.</p> <p>The primary function of the Commission shall be the creation and operation of a State Museum reflecting the history, fine arts and natural history and the scientific and industrial resources of the State, mobilizing expert professional advice and guidance and utilizing all available resources in the performance of this function.</p> | Statute |
| 4 | 60-13-40 | State | <p>Powers of Commission.</p> <p>To carry out its assigned functions, the Commission is authorized to:</p> <ol style="list-style-type: none"> (1) Establish a plan for, create and operate a State Museum; (2) Elect an executive officer for the Commission, to be known as the Director; (3) Make rules and regulations for its own government and the administration of its museum; (4) Appoint, on the recommendation of the Director, all other members of the staff; (5) Adopt a seal for use in official Commission business; (6) Control the expenditure in accordance with law of such public funds as may be appropriated to the commission; (7) Accept gifts, bequests and endowments for purposes consistent with the objectives of the Commission; (8) Make annual reports to the General Assembly of the receipts, disbursements, work and needs of the Commission; and (9) Adopt policies designed to fulfill the duties and attain the objectives of the Commission as established by law. | Statute |
| 5 | 60-13-50 | State | <p>The Director of the Commission shall be the Director of the State Museum, when such facility comes into existence and his qualifications shall reflect an ability to serve in that capacity. Compensation for the Director shall be determined by the General Assembly.</p> | Statute |

Legal Standards

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|----|------|-------|---|---------|
| 7 | 29.1 | State | (MUSM: Removal From Collections) The commission may remove accessioned objects from its museum collections by gift to another public or non-profit institution, by trade with another public or non-profit institution, by public sale, by transfer to the commission's education, exhibit, or study collections or to its operating property inventory; or as a last resort, by intentional destruction on the condition that the objects so removed meet with one or more of the following criteria: (1) they fall outside the scope of the South Carolina Museum Commission's collections as defined in the Collection Policy ; (2) they are unsuitable for exhibition or research; (3) they are inferior duplicates of other objects in the collection; or (4) they are forgeries or were acquired on the basis of false information; funds from the sale of such objects will be placed in a special revolving account for the commission to use solely for the purpose of purchasing objects for the collections of the State Museum. | Proviso |
| 8 | 29.2 | State | (MUSM: Museum Store) The Museum Commission shall establish and administer a museum store in the State Museum. This store may produce, acquire, and sell merchandise relating to historical, scientific, and cultural sources. All profits received from the sale of such merchandise shall be retained by the Museum Commission in a restricted fund to be carried forward into the following fiscal year. These funds may be used for store operations, publications, acquisitions, educational programs, exhibit production and general operating expenses provided that the expenditures for such expenses are approved by the General Assembly in the annual Appropriation Act | Proviso |
| 9 | 29.3 | State | (MUSM: Retention of Revenue) The Museum Commission may retain revenue received from admissions, program fees, facility rentals, professional services, donations, food service, exhibits and exhibit components, and other miscellaneous operating income generated by or for the museum and may expend such revenue for general operating expenses provided that such expenditures are approved by the General Assembly in the annual Appropriation Act. Any unexpended revenue from these sources may be carried forward into the current fiscal year to be expended for the same purposes. | Proviso |
| 10 | 29.4 | State | (MUSM: School Tour Fee Prohibition) The commission may not charge admission fees to groups of children from South Carolina who have made reservations that are touring the museum as part of a school function. | Proviso |
| 11 | 29.5 | State | (MUSM: Dining Area Rent) Of the space currently vacant in the Columbia Mills Building, space large enough for the museum to have dining space for school-aged children shall be provided to the State Museum at no cost. | Proviso |

Legal Standards

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|----|------|-------|---|---------|
| 12 | 29.6 | State | (MUSM: Remittance to General Services) The State Museum is directed to remit not less than \$1,800,000 to the Budget and Control Board, Division of General Services as compensation for expenses associated with the premises it leases in the Columbia Mills Building. In the event the General Assembly or the Budget and Control Board implements a mid-year across-the-board budget reduction, the rent that the State Museum remits to the Budget and Control Board shall be reduced by the same percentage as the assessed budget reduction. | Proviso |
|----|------|-------|---|---------|

Mission, Vision and Goals

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|--|-----------------------------|
| Agency Responding | South Carolina State Museum |
| Date of Submission | 1/12/2016 |
| Fiscal Year for which information below pertains | 2015-16 |

| | |
|----------------------------------|--|
| Mission | Through innovative partnerships, comprehensive collections, and stimulating exhibits and programs, The South Carolina State Museum provides educational environments that entertain, inspire imagination and creativity, and enrich the lives of visitors. |
| Legal Basis for agency's mission | 60-13-30 |
| Vision | The South Carolina State Museum is an ever-changing, innovative institution reflecting the essence and diversity of South Carolina, a catalyst for the cultural and educational development of our state and a model among museums nationally. |
| Legal Basis for agency's vision | 60-13-30 |

| Legal Responsibilities Satisfied | Goals & Description | Describe how the Goal is S.M.A.R.T. | Public Benefit/Intended Outcome | Responsible Person Name: | Number of months person has been responsible for the goal or objective: | Position: |
|--|---|---|---|-----------------------------------|---|--|
| (i.e. state and federal statutes or provisos the goal is satisfying) | (i.e. Goal 1 - insert description) | Specific Measurable Attainable Relevant Time-bound | (Ex. Output = rumble strips are installed on the sides of a road; Outcome = incidents decrease and public perceives that the road is safer) Just enter the intended outcome | | | |
| 60-13-30, 60-13-40, 60-13-50 | Goal 1 - Maximize impact of Museum Operations | The goal fulfills the primary mission of the museum by positively impacting our visitors. We measure attendance, revenues and economic impact. Museum operations is a core function and expertise of museum staff. The goal relates to the Museum's main mission of providing an educational environment that enriches the visitor. The Museum's operations are mentioned through daily, weekly, monthly and annual reporting. | Families, school children and other visitors will have a better understanding and appreciation of their state. | Doug Beerman and Merritt McHaffie | | Director of Operation and Director of Marketing |
| 60-13-30, 60-13-40, 60-13-50 | Goal 2 - Be a primary educational resource for SC Schools | The goal fulfills the educational mission of the Museum by hosting school field trips and providing educational content. We measure school attendance and outreach impressions. Delivering educational content is a core function and expertise of the museum staff. The goal relates to the Museum's mission of providing engaging educational environments. Educational programs and attendance are tracked daily, weekly, monthly and yearly. | School children's creativity to learn is inspired. | Tom Falvey | | Director of Education |
| 60-13-30, 60-13-40, 60-13-50 | Goal 3 - Be the Caretaker of South Carolina's History | The State Museum is charged with collecting historical artifacts that preserve the history of South Carolina. We measure the number and type of accessions as well as citizen inquiries. Collecting and preserving the state's history is a core function and expertise of Museum staff. The goal relates to our goal of providing comprehensive collections. The collections department determine object needs based on exhibit plans on the exhibit calendar. | South Carolina's valuable objects reflecting it's history are preserved. | Paul Matheny | | Director of Collections |
| 60-13-30, 60-13-40, 60-13-50 | Goal 4 - Deliver Quality content | The goal fulfills the specific museum objective of innovation, engaging and entertaining content. We measure by how many exhibits and programs we produce and the visitation to each. Developing museum content is a core function and expertise of the museum staff. The goal is relevant to the mission by positively impacting our visitors and attracting attendance. The exhibits are planned and through a comprehensive continues planning document. | Visitors will attend the State Museum | Paul Matheny, Huck Behrends | | Director of Collections and Director of Exhibits |

Strategy, Objectives and Responsibility

| | |
|--|-----------------------------|
| Agency Responding | South Carolina State Museum |
| Date of Submission | 1/12/2016 |
| Fiscal Year for which information below pertains | 2015-16 |

| Legal Responsibilities Satisfied: | Strategic Plan Part and Description | How it is S.M.A.R.T.: | Public Benefit/Intended Outcome: | Responsible Person Name: | Number of months person has been responsible for the goal or objective: | Position: | Office Address: | Department or Division: | Department or Division Summary: |
|---|---|--|--|--------------------------|---|---------------------|--------------------------------------|-------------------------|---|
| (i.e. state and federal statutes or provisos the goal or objective is satisfying) | (i.e. Goal 1 - Insert description, Strategy 1.1 - Insert Description, Objective 1.1.1 - Insert Description) | Describe how each goal and objective is... S pecific; M easurable; A ttainable; R elevant; and T ime-bound | (Ex. Output = rumble strips are installed on the sides of a road; Outcome = incidents decrease and public perceives that the road is safer) Just enter the intended outcome | | | | | | |
| 60-13-30, 60-13-40, 60-13-5 | Goal 1 - Maximize impact of Museum Operations | The goal fulfills the primary mission of the museum by positively impacting our visitors. We measure attendance, revenues and economic impact. Museum operations is a core function and expertise of museum staff. The goal relates to the Museum's main mission of providing an educational environment that enriches the visitor. The Museum's operations are mentioned through daily, weekly, monthly and annual reporting. | Families, school children and other visitors will have a better understanding and appreciation of their state. | Merritt McHaffie | 29 | Marketing Director | 301 Gervais Street Columbia 29201 | Marketing Department | To generate attendance at the museum and its events through publicity and paid advertising as well as performing public relations in the community and State. |
| The agency does not need to | Strategy 1.1 - Effectively Market State Museum | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 60-13-30, 60-13-40 | Objective 1.1.1 - Increase General Attendance | Visitors, Families, and groups will attend the museum. We measure attendance by general admission, groups, schools, passes and membership. Generating attendance is a core expertise of the marketing department consistency of graphics, advertising, web and public relations staff. Generating of attendance exposes the content of the Museum to the citizens. Annual attendance goals are set that are monitored daily. | The Museum enriches the lives of the visitors. | Merritt McHaffie | 29 | Marketing Director | | Marketing Department | To generate attendance at the museum and its events through publicity and paid advertising as well as performing public relations in the community and State. |
| | Strategy 1.2 - Provide additional revenue streams | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| 60-13-30, 60-13-40, 29.2, 29.3 | Objective 1.2.1- Ticket Revenue, Store, Facility Rentals and Programs | The Museum generates earned income to help pay expenses to fulfill its mission. We measure revenues by store, rentals, programs, theater and special events. Generating revenues is a core expertise of the operations department consistent of store, rental and theater staff. Generating revenue helps provide additional income to provide core mission activation. Annual revenue goals are set that are monitored daily. | The Museum is able to impact more people with more funds. | Doug Beerman | 18 | Operations Director | | Operations Department | Operation of Admissions, the Gift Shop, Food Service, and other resell opportunities including the facility rental program |
| 60-13-30, 60-13-40, 60-13-5 | Goal 2 - Be a primary educational resource for SC schools | The goal fulfills the educational mission of the Museum by hosting school field trips and providing educational content. We measure school attendance and outreach impressions. Delivering educational content is a core function and expertise of the museum staff. The goal relates to the Museum's mission of providing engaging educational environments. Educational programs and attendance are tracked daily, weekly, monthly and yearly. | School children's creativity to learn is inspired. | Tom Falvey | 15 1/2 years | Education Director | | Education Department | To fulfill the educational mission by providing quality learning experiences for the visitors as well as responsibility for managing group reservations and volunteers/docents. |
| | Strategy 2.1 - Teach standards- based Lesson and classroom programs on site | n/a | n/a | n/a | n/a | n/a | n/a | n/a | To present educational, entertaining, and impactful exhibit and thematic related programs and events as well as the management and execution of the outreach programs. |
| 60-13-30, 60-13-40, 29.4 | Objective 2.1.1 - Provide multi-grade level experiences to as many schools as possible | Schools attend the State Museum for its standard based lessons. We measure school attendance and generate by district, county, and grade level. Delivery on site educational experience is a core expertise of the educational staff including STEM, Planetarium, Observatory and Volunteer staff. The Museum provides engaging, educational environments. Annual school visitation goals are set and monitored daily. | School Children are excited about learning. | Tom Falvey | 15 1/2 years | Education Director | | Education Department | To fulfill the educational mission by providing quality learning experiences for the visitors as well as responsibility for managing group reservations and volunteers/docents. |

Strategy, Objectives and Responsibility

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|--------------------|---|--|---|--------------|----------|----------------------|--|------------------------|--|
| 60-13-30, 60-13-40 | Objective 4.2.1 - Develop and hold multiple signature events and programs | Programs are entertaining and engaging and attract attendance. We measure the number of programs produced and the visitation to each. Delivering Museum programs is a core expertise of the program and marketing staff. Entertaining programs attract attendance and educate the visitor. Programs are planned and executed through an annual plan. | Visitors will attend the programs and enjoy the experience. | Paul Matheny | 15 years | Collections Director | | Collections Department | Responsible for the collecting, preserving, storing, interpreting, and exhibiting the specimens/artifacts that represent South Carolina's past, present and future |
|--------------------|---|--|---|--------------|----------|----------------------|--|------------------------|--|

Associated Programs

| | |
|---|-----------------------------|
| Agency Responding | South Carolina State Museum |
| Date of Submission | 1/12/2016 |
| Fiscal Year for which information below pertains | 2015-16 |

| Name of Agency Program | Description of Program | Legal Statute or Proviso Requiring the Program | Objective the Program Helps Accomplish (The agency can copy the Objective number and description from the first column of the Strategy, Objective and Responsibility Chart) List ONLY ONE strategic objective per row. |
|------------------------|---|--|---|
| Administration | 1.8 million in rent to B&CB Finance, IT, Executive Director, and Human Resources as well as agency wide overhead such as paper, copiers, etc. | 60-13-30, 60-13-40, 60-13-50, | Objective 1.1.1 - Increase General Attendance |
| Administration | 1.8 million in rent to B&CB Finance, IT, Executive Director, and Human Resources as well as agency wide overhead such as paper, copiers, etc. | 60-13-30, 60-13-40, 60-13-50, | Objective 1.2.1- Ticket Revenue, Store, Facility Rentals and Programs |
| Administration | 1.8 million in rent to B&CB Finance, IT, Executive Director, and Human Resources as well as agency wide overhead such as paper, copiers, etc. | 60-13-30, 60-13-40, 60-13-50, | Objective 2.1.1 - Provide multi-grade level experiences to as many schools as possible |
| Administration | 1.8 million in rent to B&CB Finance, IT, Executive Director, and Human Resources as well as agency wide overhead such as paper, copiers, etc. | 60-13-30, 60-13-40, 60-13-50, | Objective 2.2.1 - Offer outreach programs to schools, libraries and other institutions throughout the state |
| Administration | 1.8 million in rent to B&CB Finance, IT, Executive Director, and Human Resources as well as agency wide overhead such as paper, copiers, etc. | 60-13-30, 60-13-40, 60-13-50, | Objective 3.1.1 - Increase artifact and object accessions filling collecting gaps |
| Administration | 1.8 million in rent to B&CB Finance, IT, Executive Director, and Human Resources as well as agency wide overhead such as paper, copiers, etc. | 60-13-30, 60-13-40, 60-13-50, | Objective 3.2.1 - Thru ongoing reserch, the publishing of papers, exhibit development and community presentations |
| Administration | 1.8 million in rent to B&CB Finance, IT, Executive Director, and Human Resources as well as agency wide overhead such as paper, copiers, etc. | 60-13-30, 60-13-40, 60-13-50, | Objective 4.1.1 -Develop, write, produce and install changing exhibits in rotating galleries |
| Administration | 1.8 million in rent to B&CB Finance, IT, Executive Director, and Human Resources as well as agency wide overhead such as paper, copiers, etc. | 60-13-30, 60-13-40, 60-13-50, | Objective 4.2.1 - Develop and hold multiple signature events and programs |
| Museum Operations | Operations of Admissions, Gift Shop, Food Service, Collections, Education, Exhibits, Programs, Events and Marketing | 60-13-30, 60-13-40, 29.2, 29.3, 29.4, 29.6, 29.8 | Objective 1.1.1 - Increase General Attendance |
| Museum Operations | Operations of Admissions, Gift Shop, Food Service, Collections, Education, Exhibits, Programs, Events and Marketing | 60-13-30, 60-13-40, 29.2, 29.3, 29.4, 29.6, 29.8 | Objective 1.2.1- Ticket Revenue, Store, Facility Rentals and Programs |
| Museum Operations | Operations of Admissions, Gift Shop, Food Service, Collections, Education, Exhibits, Programs, Events and Marketing | 60-13-30, 60-13-40, 29.2, 29.3, 29.4, 29.6, 29.8 | Objective 2.1.1 - Provide multi-grade level experiences to as many schools as possible |
| Museum Operations | Operations of Admissions, Gift Shop, Food Service, Collections, Education, Exhibits, Programs, Events and Marketing | 60-13-30, 60-13-40, 29.2, 29.3, 29.4, 29.6, 29.8 | Objective 2.2.1 - Offer outreach programs to schools, libraries and other institutions throughout the state |
| Museum Operations | Operations of Admissions, Gift Shop, Food Service, Collections, Education, Exhibits, Programs, Events and Marketing | 60-13-30, 60-13-40, 29.2, 29.3, 29.4, 29.6, 29.8 | Objective 3.1.1 - Increase artifact and object accessions filling collecting gaps |
| Museum Operations | Operations of Admissions, Gift Shop, Food Service, Collections, Education, Exhibits, Programs, Events and Marketing | 60-13-30, 60-13-40, 29.2, 29.3, 29.4, 29.6, 29.8 | Objective 3.2.1 - Thru ongoing reserch, the publishing of papers, exhibit development and community presentations |
| Museum Operations | Operations of Admissions, Gift Shop, Food Service, Collections, Education, Exhibits, Programs, Events and Marketing | 60-13-30, 60-13-40, 29.2, 29.3, 29.4, 29.6, 29.8 | Objective 4.1.1 -Develop, write, produce and install changing exhibits in rotating galleries |
| Museum Operations | Operations of Admissions, Gift Shop, Food Service, Collections, Education, Exhibits, Programs, Events and Marketing | 60-13-30, 60-13-40, 29.2, 29.3, 29.4, 29.6, 29.8 | Objective 4.2.1 - Develop and hold multiple signature events and programs |
| Contributions | Employee Benefits | 60-13-30, 60-13-40, 29.2, 29.3, 29.4, 29.6, 29.8 | Objective 1.1.1 - Increase General Attendance |
| Contributions | Employee Benefits | 60-13-30, 60-13-40, 29.2, 29.3, 29.4, 29.6, 29.8 | Objective 1.2.1- Ticket Revenue, Store, Facility Rentals and Programs |
| Contributions | Employee Benefits | 60-13-30, 60-13-40, 29.2, 29.3, 29.4, 29.6, 29.8 | Objective 2.1.1 - Provide multi-grade level experiences to as many schools as possible |
| Contributions | Employee Benefits | 60-13-30, 60-13-40, 29.2, 29.3, 29.4, 29.6, 29.8 | Objective 2.2.1 - Offer outreach programs to schools, libraries and other institutions throughout the state |
| Contributions | Employee Benefits | 60-13-30, 60-13-40, 29.2, 29.3, 29.4, 29.6, 29.8 | Objective 3.1.1 - Increase artifact and object accessions filling collecting gaps |
| Contributions | Employee Benefits | 60-13-30, 60-13-40, 29.2, 29.3, 29.4, 29.6, 29.8 | Objective 3.2.1 - Thru ongoing reserch, the publishing of papers, exhibit development and community presentations |
| Contributions | Employee Benefits | 60-13-30, 60-13-40, 29.2, 29.3, 29.4, 29.6, 29.8 | Objective 4.1.1 -Develop, write, produce and install changing exhibits in rotating galleries |
| Contributions | Employee Benefits | 60-13-30, 60-13-40, 29.2, 29.3, 29.4, 29.6, 29.8 | Objective 4.2.1 - Develop and hold multiple signature events and programs |

Strategic Budgeting

| | |
|--|-----------------------------|
| Agency Responding | South Carolina State Museum |
| Date of Submission | 1/12/2016 |
| Fiscal Year for which information below pertains | 2015-2016 |

Explanations from the Agency regarding Part A:

Insert any additional explanations the agency would like to provide related to the information it provides below.

PART A
Estimated Funds
Available this
Fiscal Year
(2015-16)

| Source of Funds: | Totals | Insert name of Source of Funds #1 State Appropriations | Insert name of Source of Funds #2 Earned Revenue | Insert name of Source of Funds #3 Grants | Insert name of Source of Funds #4 | Insert name of Source of Funds #5 | Etc. |
|--|--|---|---|---|-----------------------------------|-----------------------------------|--------------------------------|
| Is the source state, other or federal funding: | Totals | State, Federal or Other Funds? State | State, Federal or Other Funds? Other | State, Federal or Other Funds? Other | State, Federal or Other Funds? | State, Federal or Other Funds? | State, Federal or Other Funds? |
| Is funding recurring or one-time? | Totals | Recurring or one-time funding? Recurring | Recurring or one-time funding? Recurring | Recurring or one-time funding? One-Time | Recurring or one-time funding? | Recurring or one-time funding? | Recurring or one-time funding? |
| \$ From Last Year Available to Spend this Year | | | | | | | |
| Amount available at end of previous fiscal year | | \$0 | \$0 | | | | |
| Amount available at end of previous fiscal year that agency can actually use this fiscal year: | | 0 | \$0 | | | | |
| If the amounts in the two rows above are not the same, explain why : | Enter explanation for each fund to the right | | | | | | |
| \$ Estimated to Receive this Year | | | | | | | |
| Amount budgeted/estimated to receive in this fiscal year: | | 3,352,503 | \$2,000,000 | \$315,000 | | | |
| Total Actually Available this Year | | | | | | | |
| Amount estimated to have available to spend this fiscal year (i.e. Amount available at end of previous fiscal year that agency can actually use in this fiscal year PLUS Amount budgeted/estimated to receive this fiscal year): | | 3,352,503 | \$2,000,000 | \$315,000 | | | |

Strategic Budgeting

Explanations from the Agency regarding Part B:

Insert any additional

PART B
How Agency
Budgeted Funds
this Fiscal Year
(2015-16)

| Source of Funds: (the rows to the left should populate automatically from what the agency entered in Part A) | Totals | Insert name of Source of Funds #1 State Appropriations | Insert name of Source of Funds #2 Earned Revenue | Insert name of Source of Funds #3 Grants | Insert name of Source of Funds #4 | Insert name of Source of Funds #5 | Etc. |
|---|--------|--|--|--|-----------------------------------|-----------------------------------|--------------------------------|
| Is source state, other or federal funding: (the rows to the left should populate automatically from what the agency entered in Part A) | Totals | State, Federal or Other Funds? State | State, Federal or Other Funds? Other | State, Federal or Other Funds? Other | State, Federal or Other Funds? | State, Federal or Other Funds? | State, Federal or Other Funds? |
| Restrictions on how agency is able to spend the funds from this source: | n/a | No | No | Yes | | | |
| Amount estimated to have available to spend this fiscal year: (the rows to the left should populate automatically from what the agency entered in Part A) | \$0 | \$3,352,503 | \$2,000,000 | \$315,000 | \$0 | \$0 | \$0 |
| Are expenditure of funds tracked through SCEIS? (if no, state the system through which they are recorded so the total amount of expenditures could be verified, if needed) | n/a | Yes | Yes | Yes | | | |
| Where Agency Budgeted to Spend Money this Year | | | | | | | |
| <i>1.1.1 Increase General Attendance</i> | | 667,690 | 400,035 | 59,750 | | | |
| <i>1.2.1 Ticket Revenue, Store revenue, Facility Rentals, Programs</i> | | 623,824 | 600,074 | 45,125 | | | |
| <i>2.1.1 Provide multi-grade level experiences to as many schools as</i> | | 575,449 | 317,128 | 87,250 | | | |
| <i>2.2.1 Offer outreach programs to schools libraies and other instituotns throughout the state</i> | | 220,643 | 51,978 | 33,125 | | | |
| <i>3.1.1 Increase artifact and object accessions filling collecting gaps</i> | | 200,103 | 67,525 | 8,375 | | | |
| <i>3.2.1 Thru ongoing research, the publishing of papaers, exhibit</i> | | 296,072 | 56,860 | 2,625 | | | |
| <i>4.1.1 develop write and prodyuce and install chanigng exhibits in</i> | | 397,305 | 263,050 | 42,000 | | | |
| <i>4.2.1 Develop and hold multiple signatier event and programs</i> | | 371,417 | 243,350 | 36,750 | | | |
| Total Budgeted to Spend on Objectives and Unrelated Purposes: (this should be the same as Amount estimated to have available to spend this fiscal year) | | \$3,352,503 | \$2,000,000 | \$315,000 | | | |

Objective Details

| | | |
|---|---|---|
| # and description of Goal the Objective is helping accomplish: | Goal 1 - <i>Maximize impact of Museum Operations</i> | |
| Legal responsibilities satisfied by Goal: | 60-13-30, 60-13-40, 60-13-50 | |
| # and description of Strategy the Objective is under: | Strategy 1.1 - <i>Effectively Market State Museum</i> | |
| Objective | | |
| Objective # and Description: | Objective 1.1.1 - <i>Increase General Attendance</i> | |
| Legal responsibilities satisfied by Objective: | 60-13-30, 60-13-40 | |
| Public Benefit/Intended Outcome: | <i>The Museum enriches the lives of the visitors.</i> | |
| Agency Programs Associated with Objective | | |
| Program Names: | <i>Administration, Museum Operations, Benefits</i> | |
| Responsible Person | | |
| Name: | Merritt McHaffie | |
| Number of Months Responsible: | 29 | |
| Position: | Market Director | |
| Office Address: | 301 Gervais Street | |
| Department or Division: | Marketing Department | |
| Department or Division Summary: | To generate attendance at the museum and its events through publicity and paid advertising as well as performing public relations in the community and State. | |
| Amount Budgeted and Spent To Accomplish Objective | | |
| Total Budgeted for this fiscal year: | \$1,127,475 | |
| Total Actually Spent: | <i>Agency will provide next year</i> | |
| | | |
| PERFORMANCE MEASURES | | |
| How the Agency is Measuring its Performance | | |
| | Objective Number and Description | Objective 1.1.1 - Increase General Attendance |
| | Performance Measure: | Attendance |
| | Type of Measure: | Outcome |
| Results | | |
| | 2013-14 Actual Results (as of 6/30/14): | 127,943 |
| | 2014-15 Target Results: | 200,000 |
| | 2014-15 Actual Results (as of 6/30/15): | 181,284 |
| | 2015-16 Minimum Acceptable Results: | 125,000 |
| | 2015-16 Target Results: | 165,000 |
| Details | | |
| Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over) | | State |
| What are the names and titles of the individuals who chose this as a performance measure? | | William Calloway and Merritt McHaffie |
| Why was this performance measure chosen? | | Attendance is a base measurement of a museum's operation |
| If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached? | | Target was an estimate based on renovation. Actual attendance was 42% over prior year |
| What are the names and titles of the individuals who chose the target value for 2015-16? | | William Calloway and Merritt McHaffie |
| What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set? | | Expected decrease in attendance in second year of project opening |

Objective Details

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| Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16? | Will be close; flood impacted attendance | |
| If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what resources are being diverted to ensure performance measures more likely to be reached, are reached? | Increased promotional partnerships and pricing strategies | |
| POTENTIAL NEGATIVE IMPACT | | |
| Most Potential Negative Impact | <i>Decrease in economic impact</i> | |
| Level Requires Outside Help | <i>no</i> | |
| Outside Help to Request | <i>n/a</i> | |
| Level Requires Inform General Assembly | <i>75000</i> | |
| 3 General Assembly Options | <i>1. Provide marketing funding 2. Provide new product funding 3. Provide capital funding</i> | |
| REVIEWS/AUDITS | | |
| Matter(s) or Issue(s) Under Review | Reason Review was Initiated (outside request, internal policy, etc.) | Entity Performing the Review and Whether Reviewing Entity External or Internal |
| <i>Museum Operations</i> | <i>Per Legislative Request</i> | <i>Senate Oversight Committee</i> |
| <i>Museum Operations</i> | <i>Budget and Control Board</i> | <i>Annual Audit</i> |
| PARTNERS | | |
| Current Partner Entity | Ways Agency Works with Current Partner | Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual? |
| Department of Education | Working with SDE virtual school (VirtualSC) to develop and deliver astronomy content to high school students statewide. Creating specific on-line content based on science content in the observatory and telescope gallery. Periodic meetings and conversations with department education consultants in various subject areas as the | State Government |
| ETV | Established and maintaining a MetroNet connection between the museum and production studios at ETV for delivery of content in both directions. Museum is hosting an ETV technology workshop in August, 2015 during which both institutions will offer free sessions in access and use of information through use of multiple formats. Museum staff meets periodically with content developers to identify common subjects for joint projects. | State Government |
| PRT | Communications arrangements – Passport Holders & Tourism collaboration | State Government |
| Relic Room | Joint Ticket Sales | State Government |
| State Library | Story Fest | State Government |

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|--|--|---|
| Strategic Plan Context | | |
| # and description of Goal the Objective is helping accomplish: | Goal 1 - <i>Maximize impact of Museum Operations</i> | |
| Legal responsibilities satisfied by Goal: | 60-13-30, 60-13-40, 60-13-50 | |
| # and description of Strategy the Objective is under: | Strategy 1.2 - Provide additional revenue streams | |
| Objective | | |
| Objective # and Description: | Objective 1.2.1- Ticket Revenue, Store, Facility Rentals and Programs | |
| Legal responsibilities satisfied by Objective: | 60-13-30, 60-13-40, 29.2,29.3 | |
| Public Benefit/Intended Outcome: | The Museum is able to impact more people with more funds. | |
| Agency Programs Associated with Objective | | |
| Program Names: | <i>Administration, Museum Operations, Benefits</i> | |
| Responsible Person | | |
| Name: | Doug Beerman | |
| Number of Months Responsible: | 18 | |
| Position: | <i>Operations Director</i> | |
| Office Address: | <i>301 Gervais Street</i> | |
| Department or Division: | <i>Operations Department</i> | |
| Department or Division Summary: | Operation of Admissions, the Gift Shop, Food Service, and other resell opportunities including the facility rental program | |
| Amount Budgeted and Spent To Accomplish Objective | | |
| Total Budgeted for this fiscal year: | \$1,269,023 | |
| Total Actually Spent: | <i>Agency will provide next year</i> | |
| How the Agency is Measuring its Performance | | |
| | Objective Number and Description | Objective 1.2.1- Ticket Revenue, Store, Facility Rentals and Programs |
| | Performance Measure: | Ticket, Blockbuster, Store, Fac. Rentals and Program Revenue |
| | Type of Measure: | Outcome |
| Results | | |
| | 2013-14 Actual Results (as of 6/30/14): | \$1,440,485 |
| | 2014-15 Target Results: | \$2,190,000 |
| | 2014-15 Actual Results (as of 6/30/15): | \$2,389,626 |
| | 2015-16 Minimum Acceptable Results: | \$1,400,000 |
| | 2015-16 Target Results: | \$2,000,000 |
| Details | | |

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| Does the state or federal government require the agency to track this? (provide any additional explanation) | State | |
| What are the names and titles of the individuals who chose this as a performance measure? | William Calloway and Doug Beerman | |
| Why was this performance measure chosen? | Earned revenue is a base measurement of a museum's operations | |
| If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached? | | |
| What are the names and titles of the individuals who chose the target value for 2015-16? | William Calloway and Doug Beerman | |
| What was considered when determining the level to set the target value in 2015-16 and why was the | Expected decrease in attendnace in second year of project opening | |
| Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015- | yes | |
| If the answer to the question above is "questionable" or "no," what changes are being made to try and | | |
| | | |
| POTENTIAL NEGATIVE IMPACT | | |
| Most Potential Negative Impact | <i>Lack of funding for committed expenses</i> | |
| Level Requires Outside Help | <i>no</i> | |
| Outside Help to Request | <i>n/a</i> | |
| Level Requires Inform General Assembly | <i>\$1,000,000</i> | |
| 3 General Assembly Options | <i>1) temp funding for committed expenses 2) long term funding for fixed costs like rent 3)reduction in rent costs billed by DOA</i> | |
| | | |
| REVIEWS/AUDITS | | |
| Matter(s) or Issue(s) Under Review | Reason Review was Initiated (outside request, internal policy, etc.) | Entity Performing the Review and Whether Reviewing Entity External or Internal |
| Museum Operations | Per Legislative Request | Senate Oversight Committee |
| Museum Operations | Budget and Control Board | Annual Audit |
| | | |
| PARTNERS | | |
| Current Partner Entity | Ways Agency Works with Current Partner | Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual? |
| Department of Education | Working with SDE virtual school (VirtualSC) to develop and deliver astronomy content to high school students statewide. Creating specific on-line content based on science content in the observatory and telescope gallery. Periodic meetings and conversations with department education consultants in various | State Government |
| ETV | production studios at ETV for delivery of content in both directions. Museum is hosting an ETV technology workshop in August, 2015 during which both institutions will offer free sessions in access and use of information through use | State Government |
| PRT | Communications arrangements – Passport Holders & Tourism collaboration | State Government |
| Relic Room | Joint Ticket Sales | State Government |
| State Library | Story Fest | State Government |
| SC State Museum Foundation | General Support | Foundation |
| Bi-lo | Support of membership program and other marketing campaigns | Bussiness |
| Lizards Thicket | Program and marketing support | Bussiness |
| Sc Philharmonic | Program and marketing support | Association |

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| Strategic Plan Context | | | |
| # and description of Goal the Objective is helping accomplish: | Goal 2 - Be a primary educational resource for SC schools | | |
| Legal responsibilities satisfied by Goal: | 60-13-30, 60-13-40, 60-13-50 | | |
| # and description of Strategy the Objective is under: | Strategy 2.1 - Teach standards- based Lesson and classroom programs on site | | |
| Objective | | | |
| Objective # and Description: | Objective 2.1.1 - Provide multi-grade level experiences to as many schools as possible | | |
| Legal responsibilities satisfied by Objective: | 60-13-30, 60-13-40, 29.4 | | |
| Public Benefit/Intended Outcome: | School Children are excited about learning. | | |
| Agency Programs Associated with Objective | | | |
| Program Names: | Administration, Museum Operations, Benefits | | |
| Responsible Person | | | |
| Name: | Tom Falvey | | |
| Number of Months Responsible: | 15 1/2 years | | |
| Position: | Director of Education | | |
| Office Address: | 301 Gervais Street | | |
| Department or Division: | Education Department | | |
| Department or Division Summary: | To fulfill the educational mission by providing quality learning experiences for the visitors as well as responsibility for managing group reservations and volunteers/docents. | To present educational, entertaining, and impactful exhibit and thematic related programs and events as well as the management and execution of the outreach programs. | |
| Amount Budgeted and Spent To Accomplish Objective | | | |
| Total Budgeted for this fiscal year: | \$979,827 | | |
| Total Actually Spent: | Agency will provide next year | | |
| How the Agency is Measuring its Performance | | | |
| | Objective Number and Description | Objective 2.1.1 - Provide multi-grade level experiences to as many schools as possible | |
| | Performance Measure: | Schools Attendance | |
| | Type of Measure: | Outcome | |
| Results | | | |
| | 2013-14 Actual Results (as of 6/30/14): | 50,657 | |
| | 2014-15 Target Results: | 75,000 | |
| | 2014-15 Actual Results (as of 6/30/15): | 62,302 | |
| | 2015-16 Minimum Acceptable Results: | 50,000 | |
| | 2015-16 Target Results: | 65,000 | |
| Details | | | |
| Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over) | State | | Insert any further explanation, if needed |
| What are the names and titles of the individuals who chose this as a performance measure? | William Calloway and Tom Falvey | | |
| Why was this performance measure chosen? | Base measurement of attaining mission | | |
| If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached? | Increased direct mail appeal to schools | | |
| What are the names and titles of the individuals who chose the target value for 2015-16? | William Calloway and Tom Falvey | | |
| What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set? | Better awareness in schools about new educational product like the planetarium | | |

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| Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16? | yes | | |
| If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what | | | |
| POTENTIAL NEGATIVE IMPACT | | | |
| Most Potential Negative Impact | <i>School children will not benefit from an interactive learning experience</i> | | |
| Level Requires Outside Help | <i>no</i> | | |
| Outside Help to Request | <i>n/a</i> | | |
| Level Requires Inform General Assembly | <i>35,000</i> | | |
| 3 General Assembly Options | <i>1)require school vistration for certain grade levels 2)provide transportation funding 3)provide funding per student visiting</i> | | |
| | | | |
| REVIEWS/AUDITS | | | |
| Matter(s) or Issue(s) Under Review | Reason Review was Initiated (outside request, internal policy, etc.) | Entity Performing the Review and Whether Reviewing Entity External or Internal | Date Review Began (MM/DD/YYYY) and Date Review Ended (MM/DD/YYYY) |
| Museum Operations | Per Legislative Request | Senate Oversight Committee | |
| Museum Operations | Budget and Control Board | Annual Audit | |
| | | | |
| PARTNERS | | | |
| Current Partner Entity | Ways Agency Works with Current Partner | Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual? | |
| Department of Education | Working with SDE virtual school (VirtualSC) to develop and deliver astronomy content to high school students statewide. Creating specific on-line content based on science content in the observatory and telescope gallery. Periodic meetings and conversations with department education consultants in various subject areas as the museum develops programs and other educational opportunities. | State Government | |
| ETV | Established and maintaining a MetroNet connection between the museum and production studios at ETV for delivery of content in both directions. Museum is hosting an ETV technology workshop in August, 2015 during which both institutions will offer free sessions in access and use of information through use of multiple formats. Museum staff meets periodically with content developers to identify common subjects for joint projects. | State Government | |
| PRT | Communications arrangements – Passport Holders & Tourism collaboration | State Government | |
| Relic room | Joint Ticket Sales | State Government | |
| State Library | Story Fest | State Government | |
| SC State Museum Foundation | General Support | Foundation | |
| Midlands Astronomy Club | Educational support | Association | |
| South Carolina Science Council | Educational support | Association | |

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| Strategic Plan Context | | |
| # and description of Goal the Objective is helping accomplish: | Goal 2 - Be a primary educational resource for SC schools | |
| Legal responsibilities satisfied by Goal: | 60-13-30, 60-13-40, 60-13-50 | |
| # and description of Strategy the Objective is under: | Strategy 2.2 - Provide educational content off site | |
| Objective | | |
| Objective # and Description: | Objective 2.2.1 - Offer outreach programs to schools, libraries and other institutions throughout the state | |
| Legal responsibilities satisfied by Objective: | 60-13-30, 60-13-40, 29.4 | |
| Public Benefit/Intended Outcome: | <i>The State Museum touches the lives of all school children bridging the access gap.</i> | |
| Agency Programs Associated with Objective | | |
| Program Names: | <i>Administration, Museum Operations, Benefits</i> | |
| Responsible Person | | |
| Name: | <i>Tom Falvey</i> | |
| Number of Months Responsible: | 15 1/2 years | |
| Position: | <i>Director of Education</i> | |
| Office Address: | <i>301 Gervais Street</i> | |
| Department or Division: | <i>Education Department</i> | |
| Department or Division Summary: | To fulfill the educational mission by providing quality learning experiences for the visitors as well as responsibility for managing group reservations and volunteers/docents. | To present educational, entertaining, and impactful exhibit and thematic related programs and events as well as the management and execution of the outreach programs. |
| Amount Budgeted and Spent To Accomplish Objective | | |
| Total Budgeted for this fiscal year: | \$305,746 | |
| Total Actually Spent: | <i>Agency will provide next year</i> | |
| How the Agency is Measuring its Performance | | |
| | Objective Number and Description | Objective 2.2.1 - Offer outreach programs to schools, libraries and other institutions throughout the state |
| | Performance Measure: | TEP Bookings and Starlab Participants |
| | Type of Measure: | Outcome |
| Results | | |
| | 2013-14 Actual Results (as of 6/30/14): | 7,191 |
| | 2014-15 Target Results: | 6,530 |
| | 2014-15 Actual Results (as of 6/30/15): | 1,878 |
| | 2015-16 Minimum Acceptable Results: | 1,500 |
| | 2015-16 Target Results: | 2,020 |
| Details | | |

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|--|---|--|
| Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over) | State | |
| What are the names and titles of the individuals who chose this as a performance measure? | William Calloway and Tom Falvey | |
| Why was this performance measure chosen? | To see how many students are impacted by outreach activities | |
| If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached? | Planetarium reduced need for STarLabs and have initiated observatory distance learning program in lieu | |
| What are the names and titles of the individuals who chose the target value for 2015-16? | William Calloway and Tom Falvey | |
| What was considered when determining the level to set the target value in 2015-16 and why was the | New distance learning initiative | |
| Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015- | yes | |
| If the answer to the question above is "questionable" or "no," what changes are being made to try and | | |
| | | |
| POTENTIAL NEGATIVE IMPACT | | |
| Most Potential Negative Impact | <i>Kids in rural areas do not receive benefit of new assets at state museum</i> | |
| Level Requires Outside Help | <i>no</i> | |
| Outside Help to Request | <i>n/a</i> | |
| Level Requires Inform General Assembly | <i>500</i> | |
| 3 General Assembly Options | <i>1)provide staff and supply funding for outreach program 2)provide in school IT funding to receive digital lessons 3)mandate rural districts have trained personnel to facilitate digital learning</i> | |
| | | |
| REVIEWS/AUDITS | | |
| Matter(s) or Issue(s) Under Review | Reason Review was Initiated (outside request, internal policy, etc.) | Entity Performing the Review and Whether Reviewing Entity External or Internal |
| <i>Museum Operations</i> | <i>Per Legislative Request</i> | <i>Senate Oversight Committee</i> |
| <i>Museum Operations</i> | <i>Budget and Control Board</i> | <i>Annual Audit</i> |
| | | |
| PARTNERS | | |
| Current Partner Entity | Ways Agency Works with Current Partner | Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual? |
| Department of Education | Working with SDE virtual school (VirtualSC) to develop and deliver astronomy content to high school students statewide. Creating specific on-line content based on science content in the observatory | State Government |
| ETV | Established and maintaining a MetroNet connection between the museum and production studios at ETV for delivery of content in | State Government |
| PRT | Communications arrangements – Passport Holders & Tourism collaboration | State Government |
| Relic room | Joint Ticket Sales | State Government |
| State Library | Story Fest | State Government |
| SC State Museum Foundation | General Support | Foundation |
| Midlands Astronomy Club | Educational support | Association |
| South Carolina Science Council | Educational support | Association |
| River Alliance | The State Museum has partnered with Mike Dawson, the Chief Executive Officer of the River Alliance, with their funding support, for many years, designing, producing and installing their interpretative graphics along the Three Rivers Greenway trails in Columbia, West Columbia, and Cayce. To continue the State Museum's outreach beyond its walls, a select group of museum volunteers, with free training provided in collaboration with River Alliance and the National Parks Service, are giving some of the 90-minute walking tours at the site of the (Civil War) Battle at Congaree Creek, in Cayce. | Association |

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| Strategic Plan Context | | | |
| # and description of Goal the Objective is helping accomplish: | Goal 3 - Be the Caretaker of South Carolina's history | | |
| Legal responsibilities satisfied by Goal: | 60-13-30, 60-13-40, 60-13-50 | | |
| # and description of Strategy the Objective is under: | Strategy 3.1 - Acquire, preserve and use collections of distinction | | |
| Objective | | | |
| Objective # and Description: | Objective 3.1.1 - Increase artifact and object accessions filling collecting gaps | | |
| Legal responsibilities satisfied by Objective: | 60-13-30, 60-13-40 | | |
| Public Benefit/Intended Outcome: | <i>Stories of South Carolina are preserved and presented to future generations.</i> | | |
| Agency Programs Associated with Objective | | | |
| Program Names: | <i>Administration, Museum Operations, Benefits</i> | | |
| Responsible Person | | | |
| Name: | <i>Paul Matheny</i> | | |
| Number of Months Responsible: | 15 Years | | |
| Position: | <i>Director of Collections</i> | | |
| Office Address: | <i>301 Gervais Street</i> | | |
| Department or Division: | <i>Collections Department</i> | | |
| Department or Division Summary: | Responsible for the collecting, preserving, storing, interpreting, and exhibiting the specimens/artifacts that represent South Carolina's past, present and future | | |
| Amount Budgeted and Spent To Accomplish Objective | | | |
| Total Budgeted for this fiscal year: | \$276,003 | | |
| Total Actually Spent: | <i>Agency will provide next year</i> | | |
| How the Agency is Measuring its Performance | | | |
| | Objective Number and Description | Objective 3.1.1 - Increase artifact and object accessions filling collecting gaps | |
| | Performance Measure: | Number of Object Collected | |
| | Type of Measure: | Outcome | |
| Results | | | |
| | 2013-14 Actual Results (as of 6/30/14): | 432 | |
| | 2014-15 Target Results: | 200 | |
| | 2014-15 Actual Results (as of 6/30/15): | 20,649 | |
| | 2015-16 Minimum Acceptable Results: | 100 | |
| | 2015-16 Target Results: | 200 | |
| Details | | | |
| Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over) | State | | Insert any further explanation, if needed |
| What are the names and titles of the individuals who chose this as a performance measure? | William Calloway and Paul Matheny | | |
| Why was this performance measure chosen? | Collecting artifacts is a core function of a museum | | |
| If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached? | | | |
| What are the names and titles of the individuals who chose the target value for 2015-16? | William Calloway and Paul Matheny | | |

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|---|--|---|--------------------------------|
| What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set? | Artifact collection is measured by quality not necessarily quantity so a modest number is chosen | | |
| Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16? | yes | | |
| If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what | | | |
| | | | |
| POTENTIAL NEGATIVE IMPACT | | | |
| Most Potential Negative Impact | <i>Artifacts will be forever lost or destroyed and we will lose the ability to demonstrate the stories of the past thru actual objects</i> | | |
| Level Requires Outside Help | <i>no</i> | | |
| Outside Help to Request | <i>n/a</i> | | |
| Level Requires Inform General Assembly | <i>0</i> | | |
| 3 General Assembly Options | <i>1)provide funding for collecting 2)encourage a state wide effort to encourage citizens to donate artifacts at the state museum 3) offer incentives to citizens to donate their artifacts</i> | | |
| | | | |
| REVIEWS/AUDITS | | | |
| Matter(s) or Issue(s) Under Review | Reason Review was Initiated (outside request, internal policy, etc.) | Entity Performing the Review and Whether Reviewing Entity External or Internal | Date Review Began (MM/DD/YYYY) |
| <i>Museum Operations</i> | <i>Per Legislative Request</i> | <i>Senate Oversight Committee</i> | |
| <i>Museum Operations</i> | <i>Budget and Control Board</i> | <i>Annual Audit</i> | |
| | | | |
| PARTNERS | | | |
| Current Partner Entity | Ways Agency Works with Current Partner | Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual? | |
| | | | |
| Department of Education | Working with SDE virtual school (VirtualSC) to develop and deliver astronomy content to high school students statewide. Creating specific on-line content based on science content in the observatory and telescope gallery. Periodic meetings and conversations with department education consultants in various subject areas as the museum develops programs and other educational opportunities. | State Government | |
| Arts Commission | The SC State Museum and the SC Arts Commission have coordinated efforts in the past with exhibitions that focus on contemporary art from South Carolina. Living artists is their primary area of focus with visual arts, while the SC State Museum focuses on SC fine, folk and decorative art from 1590-the present. We also coordinate with each other when collecting works of art for our collections to ensure that neither organization is overlapping in a specific collecting area or from the same series from a particular artist. We have also worked together to collect an entire body of work by an individual artist, Dan Robert Miller from Orangeburg. The SCSM received the Verner Award for the Arts in 1999, an award that is organized by the SC Arts Commission. | State Government | |
| SC State Museum Foundation | General Support | Foundation | |

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| Strategic Plan Context | | |
| # and description of Goal the Objective is helping accomplish: | Goal 3 - Be the Caretaker of South Carolina's history | |
| Legal responsibilities satisfied by Goal: | 60-13-30, 60-13-40, 60-13-50 | |
| # and description of Strategy the Objective is under: | Strategy 3.1 - Acquire, preserve and use collections of distinction | |
| Objective | | |
| Objective # and Description: | Objective 3.2.1 - Thru ongoing reserch, the publishing of papers, exhibit development and community presentations | |
| Legal responsibilities satisfied by Objective: | 60-13-30, 60-13-40 | |
| Public Benefit/Intended Outcome: | <i>The Museum is a trusted institution.</i> | |
| Agency Programs Associated with Objective | | |
| Program Names: | <i>Administration, Museum Operations, Benefits</i> | |
| Responsible Person | | |
| Name: | <i>Paul Matheny</i> | |
| Number of Months Responsible: | 15 Years | |
| Position: | <i>Director of Collections</i> | |
| Office Address: | <i>301 Gervais Street</i> | |
| Department or Division: | <i>Collections Department</i> | |
| Department or Division Summary: | Responsible for the collecting, preserving, storing, interpreting, and exhibiting the specimens/artifacts that represent South Carolina's past, present and future | |
| Amount Budgeted and Spent To Accomplish Objective | | |
| Total Budgeted for this fiscal year: | \$355,557 | |
| Total Actually Spent: | <i>Agency will provide next year</i> | |
| How the Agency is Measuring its Performance | | |
| | Objective Number and Description | Objective 3.2.1 - Thru ongoing reserch, the publishing of papers, exhibit development and community presentations |
| | Performance Measure: | Number of Papers submitted and Inquiries answered |
| | Type of Measure: | Output |
| Results | | |
| | 2013-14 Actual Results (as of 6/30/14): | 1504 |
| | 2014-15 Target Results: | 1500 |
| | 2014-15 Actual Results (as of 6/30/15): | 1504 |
| | 2015-16 Minimum Acceptable Results: | 1000 |
| | 2015-16 Target Results: | 1500 |
| Details | | |
| Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over) | | State |
| What are the names and titles of the individuals who chose this as a performance measure? | | William Calloway and Paul Matheny |
| Why was this performance measure chosen? | | Interaction with the community is vital for a museum to gain respect and trust |

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| If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached? | | |
| What are the names and titles of the individuals who chose the target value for 2015-16? | William Calloway and Paul Matheny | |
| What was considered when determining the level to set the target value in 2015-16 and why was the decision finally | Citizen request are more or less the same every year | |
| Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16? | yes | |
| If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is | | |
| | | |
| POTENTIAL NEGATIVE IMPACT | | |
| Most Potential Negative Impact | <i>Citizens lose trust in the museum and do not utilize the facility or choose to donate their objects</i> | |
| Level Requires Outside Help | <i>no</i> | |
| Outside Help to Request | <i>n/a</i> | |
| Level Requires Inform General Assembly | <i>300</i> | |
| 3 General Assembly Options | <i>1)validate the museum in the media as a trusted institution owned by the state 2)utilize the museum for legislative functions 3)involve museum curators in historical preservation questions</i> | |
| | | |
| REVIEWS/AUDITS | | |
| Matter(s) or Issue(s) Under Review | Reason Review was Initiated (outside request, internal policy, etc.) | Entity Performing the Review and Whether Reviewing Entity External or Internal |
| <i>Museum Operations</i> | <i>Per Legislative Request</i> | <i>Senate Oversight Committee</i> |
| <i>Museum Operations</i> | <i>Budget and Control Board</i> | <i>Annual Audit</i> |
| | | |
| PARTNERS | | |
| Current Partner Entity | Ways Agency Works with Current Partner | Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual? |
| | | |
| SC State Museum Foundation | General Support | Foundation |
| Department of Education | Working with SDE virtual school (VirtualSC) to develop and deliver astronomy content to high school students statewide. Creating specific on-line content based on science content in the observatory and telescope gallery. Periodic meetings and conversations with department education consultants in various subject areas as the museum develops programs and other educational opportunities. | State Government |
| Arts Commission | The SC State Museum and the SC Arts Commission have coordinated efforts in the past with exhibitions that focus on contemporary art from South Carolina. Living artists is their primary area of focus with visual arts, while the SC State Museum focuses on SC fine, folk and decorative art from 1590-the present. We also coordinate with each other when collecting works of art for our collections to ensure that neither organization is overlapping in a specific collecting area or from the same series from a particular artist. We have also worked together to collected an entire body of work by an individual artist, Dan Robert Miller from Orangeburg. The SCSM received the Verner Award for the Arts in 1999, an award that is organized by the SC Arts Commission. | State Government |
| SC Archives and History | The SC Archives and History maintains duplicate copies of our artifact accession paperwork to ensure the safety of this information from theft or damage. This paperwork documents and provides ownership information for our entire collection. We also have collaborated with them on research, artifact loans and artifact transfer to the museum including the desk of Governor Timmerman that is in their possession and coming to the SC State Museum by the end of February 2015. | State Government |

| | | |
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| Strategic Plan Context | | |
| # and description of Goal the Objective is helping accomplish: | Goal 4 - Deliver Quality content | |
| Legal responsibilities satisfied by Goal: | 60-13-30, 60-13-40, 60-13-50 | |
| # and description of Strategy the Objective is under: | Strategy 4.1 - Provide exhibits of relevance and quality | |
| Objective | | |
| Objective # and Description: | Objective 4.1.1 -Develop, write, produce and install changing exhibits in rotating galleries | |
| Legal responsibilities satisfied by Objective: | 60-13-30, 60-13-40 | |
| Public Benefit/Intended Outcome: | Visitors will attend the Museum and learn new lessons. | |
| Agency Programs Associated with Objective | | |
| Program Names: | Administration, Museum Operations, Benefits | |
| Responsible Person | | |
| Name: | Huck Behrends | |
| Number of Months Responsible: | 12 | |
| Position: | Exhibts Director | |
| Office Address: | 301 Gervais Street | |
| Department or Division: | Exhibits Department | |
| Department or Division Summary: | Responsible for the collecting, preserving, storing, interpreting, and exhibiting the specimens/artifacts that represent South Carolina's | |
| Amount Budgeted and Spent To Accomplish Objective | | |
| Total Budgeted for this fiscal year: | \$702,355 | |
| Total Actually Spent: | Agency will provide next year | |
| How the Agency is Measuring its Performance | | |
| | Objective Number and Description | Objective 4.1.1 -Develop, write, produce and install changing exhibits in rotating galleries |
| | Performance Measure: | Number of Changing exhibits produced |
| | Type of Measure: | Output |
| Results | | |
| | 2013-14 Actual Results (as of 6/30/14): | 4 |
| | 2014-15 Target Results: | 10 |
| | 2014-15 Actual Results (as of 6/30/15): | 8 |
| | 2015-16 Minimum Acceptable Results: | 4 |
| | 2015-16 Target Results: | 8 |
| Details | | |
| Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over) | | State |
| What are the names and titles of the individuals who chose this as a performance measure? | | William Calloway and Huck Behrends |
| Why was this performance measure chosen? | | Changing exhibits encourage visitation and expand learning opportunities |

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| If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached? | None - museum was too busy introducing new theater and planetarium product and adding new permanent telescope gallery | |
| What are the names and titles of the individuals who chose the target value for 2015-16? | William Calloway and Huck Behrends | |
| What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at | More in line with changing gallery availability and interface with new theaters | |
| Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16? | yes | |
| If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what | | |
| POTENTIAL NEGATIVE IMPACT | | |
| Most Potential Negative Impact | <i>Visitation would decrease and museum would not be seen as current or competitive</i> | |
| Level Requires Outside Help | <i>no</i> | |
| Outside Help to Request | <i>n/a</i> | |
| Level Requires Inform General Assembly | <i>0</i> | |
| 3 General Assembly Options | <i>1) provide funding to bring in pre-fabricated traveling shows 2) provide funding for additional exhibit fabricators 3) provide funding to enhance permanent galleries</i> | |
| REVIEWS/AUDITS | | |
| Matter(s) or Issue(s) Under Review | Reason Review was Initiated (outside request, internal policy, etc) | Entity Performing the Review and Whether Reviewing Entity External or Internal |
| <i>Museum Operations</i> | <i>Per Legislative Request</i> | <i>Senate Oversight Committee</i> |
| <i>Museum Operations</i> | <i>Budget and Control Board</i> | <i>Annual Audit</i> |
| | | |
| PARTNERS | | |
| Current Partner Entity | Ways Agency Works with Current Partner | Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual? |
| Arts Commission | The SC State Museum and the SC Arts Commission have coordinated efforts in the past with exhibitions that focus on contemporary art from South Carolina. Living artists is their primary area of focus with visual arts, while the SC State Museum focuses on SC fine, folk and decorative art from 1590-the present. We also coordinate with each other when collecting works of art for our collections to ensure that neither organization is overlapping in a specific collecting area or from the same series from a particular artist. We have also worked together to collect an entire body of work by an individual artist, Dan Robert Miller from Orangeburg. The SCSM received the Verner Award for the Arts in 1999, an award that is organized by the SC Arts Commission. | State Government |
| SC State Museum Foundation | General Support | Foundation |
| Department of Education | Working with SDE virtual school (VirtualSC) to develop and deliver astronomy content to high school students statewide. Creating specific on-line content based on science content in the observatory and telescope gallery. Periodic meetings and conversations with department education consultants in various subject areas as the museum develops programs and other educational opportunities. | State Government |

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|--|--|--|--|
| Strategic Plan Context | | | |
| # and description of Goal the Objective is helping accomplish: | Goal 4 - Deliver Quality content | | |
| Legal responsibilities satisfied by Goal: | 60-13-30, 60-13-40, 60-13-50 | | |
| # and description of Strategy the Objective is under: | Strategy 4.2 - Provide unique program opportunities | | |
| Objective | | | |
| Objective # and Description: | Objective 4.2.1 - Develop and hold multiple signature events and programs | | |
| Legal responsibilities satisfied by Objective: | 60-13-30, 60-13-40 | | |
| Public Benefit/Intended Outcome: | Visitors will attend the programs and enjoy the experience. | | |
| Agency Programs Associated with Objective | | | |
| Program Names: | Administration, Museum Operations, Benefits | | |
| Responsible Person | | | |
| Name: | Paul Matheny | | |
| Number of Months Responsible: | 15 Years | | |
| Position: | Director of Collections | | |
| Office Address: | 301 Gervais Street | | |
| Department or Division: | Collections Department | | |
| Department or Division Summary: | responsible for the collecting, preserving, storing, interpreting, and exhibiting the specimens/artifacts that represent South Carolina's past, present and future | | |
| Amount Budgeted and Spent To Accomplish Objective | | | |
| Total Budgeted for this fiscal year: | \$651,517 | | |
| Total Actually Spent: | Agency will provide next year | | |
| How the Agency is Measuring its Performance | | | |
| Objective Number and Description | Objective 4.2.1 - Develop and hold multiple signature events and programs | | |
| Performance Measure: | Program Attendance | | |
| Type of Measure: | Output | | |
| Results | | | |
| 2013-14 Actual Results (as of 6/30/14): | 7,314 | | |
| 2014-15 Target Results: | 6,500 | | |
| 2014-15 Actual Results (as of 6/30/15): | 10,103 | | |
| 2015-16 Minimum Acceptable Results: | 5,000 | | |
| 2015-16 Target Results: | 7,500 | | |
| Details | | | |
| Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over) | State | | |
| What are the names and titles of the individuals who chose this as a performance measure? | William Calloway and Paul Matheny | | |
| Why was this performance measure chosen? | Public programs offer unique ways for the museum to reach diversified audiences while also generating income | | |

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|---|--|---|---|
| If the target value was not reached in 2014-15, what changes were made to try and ensure it was | | | |
| What are the names and titles of the individuals who chose the target value for 2015-16? | William Calloway and Paul Matheny | | |
| What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set? | Second year of renovation and less appeal than created with grand opening with less evening events | | |
| Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for | yes | | |
| If the answer to the question above is "questionable" or "no," what changes are being made to try and | | | |
| | | | |
| POTENTIAL NEGATIVE IMPACT | | | |
| Most Potential Negative Impact | <i>Museum appears to have only limited appeal to narrow audiences of family and school groups and diversified groups feel no ownership thus do not support the institution</i> | | |
| Level Requires Outside Help | <i>no</i> | | |
| Outside Help to Request | <i>n/a</i> | | |
| Level Requires Inform General Assembly | <i>2500</i> | | |
| 3 General Assembly Options | <i>1) provide funding to present programs that would normally not be done due to possibly being a financial loss 2) provide funding to engage outside talent and groups that would present compelling programs 3) Declare a state wide "FREE" museum day filled with funded programs to encourage diverse audiences to participate</i> | | |
| | | | |
| REVIEWS/AUDITS | | | |
| Matter(s) or Issue(s) Under Review | Reason Review was Initiated (outside request, internal policy, etc.) | Entity Performing the Review and Whether Reviewing Entity External or Internal | Date Review Began (MM/DD/YYYY) and Date Review Ended (MM/DD/YYYY) |
| <i>Museum Operations</i> | <i>Per Legislative Request</i> | <i>Senate Oversight Committee</i> | |
| <i>Museum Operations</i> | <i>Budget and Control Board</i> | <i>Annual Audit</i> | |
| | | | |
| PARTNERS | | | |
| Current Partner Entity | Ways Agency Works with Current Partner | Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual? | |
| Blue Grass & Traditional Music Association | Programing | Association | |
| Music and Song Writers Guild | Programing | <i>other</i> | |
| SC State Museum Foundation | General Support | Foundation | |
| State Library | Story Fest | State Government | |
| Contemporary Long Rifle Association | Muzzleloader Conference | Association | |
| SC Military Miniature Society | Toy Soldier Show | Other | |
| Hispanic Connections | Cinco De Mayo Festival | Other | |
| | | | |

Reporting Requirements

| | |
|--|-----------------------------|
| Agency Responding | South Carolina State Museum |
| Date of Submission | 42381 |
| Fiscal Year for which information below pertains | 2015-16 |

Instructions :

List all reports, if any, the agency is required to submit to a state, federal or outside entity on a regular basis. Insert the name of each report in a separate column and answer the questions below it. Add as many columns as needed.

PLEASE NOTE: All information the agency provides in the rows below the row labeled, "Date the Report was last submitted," should apply to when the agency most recently submitted the report (i.e. date report was last submitted).

| | | | | | | | |
|---|---------------------------------------|-------------------------|--------------------|---------------------|----------------|---------------------|-----------------------------|
| Agency Responding | SCSM | SCSM | SCSM | SCSM | SCSM | SCSM | SCSM |
| Report # | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Report Name: | Restructuring Report | Accountability Report | Salary Supplements | Organization Charts | Budget Request | Minority Purchasing | EOA |
| Why Report is Required | | | | | | | |
| Legislative entity requesting the agency complete the report: | House Legislative Oversight Committee | Executive Budget Office | OHR | OHR | Budget Office | MMO | SC Human Affairs |
| Law which requires the report: | | | Section 93.18 of | Section 117.48 of | 1-30-10(G)(1) | | |
| Agency's understanding of the intent of the report: | | Agency Mission and | Record Salary | Report Agency | | Minority | Hiring Practices |
| Year agency was first required to complete the report: | 2015 | 1984 | 2002 | 1984 | 1987 | 1984 | 1984 |
| Reporting frequency (i.e. annually, quarterly, monthly): | Annually | Annually | Annually | Annually | Annually | Quarterly | Annually |
| Information on Most Recently Submitted Report | | | | | | | |
| Date Report was last submitted: | | 15-Oct | 15-Aug | 1-Sep-15 | | Dec-15 | Jan-16 |
| Timing of the Report | | | | | | | |
| Month Report Template is Received by Agency: | | August | N/A | N/A | | N/A | |
| Month Agency is Required to Submit the Report: | | October | August | September | September | April, July, | November |
| Where Report is Available & Positive Results | | | | | | | |
| To whom the agency provides the completed report: | | Executive Budget Office | OHR | OHR | Budget Office | MMO | SC Human Affairs Commission |
| Website on which the report is available: | | Executive Budget Office | N/A | OHR | | N/A | |
| If it is not online, how can someone obtain a copy of it: | | | FOIA | | | MMO Office | schac.sc.gov |
| Positive results agency has seen from completing the report: | | None | None | None | | Purchasing | Hiring Complaint |

Information in all these rows should be for when the agency completed the report most recently

Restructuring Recommendations and Feedback

| | |
|--|-----------------------------|
| Agency Responding | South Carolina State Museum |
| Date of Submission | 42381 |
| Fiscal Year for which information below pertains | 2015-16 |

RESTRUCTURING RECOMMENDATIONS

Instructions: Please answer the questions below and add as many rows as needed.

Does the agency have any recommendations, minor or major, for restructuring?

If the agency has recommendations for restructuring, list each one on a separate row in the chart below. Add as many rows as needed.

| Does the agency recommendation require legislative action? | Recommendation for restructuring |
|--|--|
| Yes | The Rent paid to the B&CB of \$1,800,000 is 62% of the museum's State appropriation. The biggest potential for cost savings to our budget would be a different approach to our building occupancy (rent) costs. |
| Options | 1. Pay Actual operating costs to B&CB(\$1,000,000) a. The remaining \$800,000 goes into th B&CB as "other" funds to fund General Services and all state building maintenance needs. B. The B&CB should be appropriated these funds directly to their budget rather than inflating cost to state agencies to fund. 2. Place all costs in thr B&CB and totally remove the cost from the museum's budget. 3. Sell the building to a private developer or the museum's foundation. |
| | |

FEEDBACK (Optional)

Instructions: Please answer the questions below to provide feedback on this Annual Restructuring Report ("Report").

| Please list 1-3 benefits the agency sees in the public having access to the information requested in the Report, in the format it was requested. | Please list 1-3 benefits to agency management and employees in having all of this information available in one document. | Now that the agency has completed the Report, please list 1-3 things the agency could do differently next year (or it could advise other agencies to do) to complete the Report in less time and at a lower cost to the agency. |
|--|--|---|
| 1 | 1 | 1 |
| 2 | 2 | 2 |
| 3 | 3 | 3 |

| Does the agency believe this year's Restructuring Report was less burdensome than last year's? | Please list 1-3 changes to the Report questions, format, etc. the agency recommends to ensure the Report provides the best information to the public and General Assembly, in the least burdensome way to the agency. | Please add any other feedback the agency would like to provide (add as many additional rows as necessary) |
|--|---|---|
| | 1 | |
| Why or why not? | 2 | |
| | 3 | |