



South Carolina Military Museum

Steven Jeffcoat - Director

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SOUTH CAROLINA MILITARY MUSEUM

Honoring the Palmetto State's
complete martial history.

H-13B Helicopter



German Kubelwagen



Global War on Terror



Swords of South Carolina



Vietnam



WWII Half-Track





Agenda



- Organizational Mission, Vision, and Goals
- Key Dates in History
- Key Successes/Issues/Emerging Issues
- Key Deliverables and Potential Harm
- Organization
- Employee Statistics
- Organizational Finances
- Applicable Agency Goals and Strategies
- Supporting Performance Measures
- Summary/Conclusion



Organizational Mission and Vision



Mission:

The SC Military Museum honors and chronicles the South Carolina citizen-soldier from 1670, when the colony of Carolina was first founded, to present-day operations worldwide including Kosovo, Iraq, and Afghanistan.

We accomplish this mission in primarily two ways: (1) chronologically telling the story of SC's military history and the militia, its evolution into the National Guard, and its important role today as a force multiplier for the United States Army and Air Force; and (2) presenting our extensive collection of historical artifacts including period and authentic firearms, edged weapons, uniforms, gear, equipment, artillery pieces, and military fighting vehicles.



Organizational Mission and Vision



Vision:

To share the story and honor the sacrifices of all Palmetto State sons and daughters in uniform, and to become the central repository of historical archives – physical and digital – re: the SCNG and its ancestors.



Organizational Goals

- **Provide the most accurate representation of SC Military History for museum visitors**
 - Update existing exhibits with new information and displays that further enhance the visitor experience
 - Continue the accession of all donated or loaned items in a professional and timely manner
 - Tailor tour SOP for Museum's tour guides to accommodate each tour group's specific needs and interests



Organizational Goals

- **Collaborate with primary-level schools to enhance student education on SC military history**
 - Organize and develop workshops and in-class materials for school teachers that comply with SC Department of Education curricula standards
 - Develop a modern learning center to include space for speaking engagements, classroom instruction, and the above-mentioned workshops



Organizational Goals



- **Engaging Online Sources**
 - Increase public awareness and feedback by directing visitors to travel review forums such as TripAdvisor, etc.
 - Increase traffic to the Museum's social media pages such as Facebook, YouTube, and Instagram to enhance interactivity with the public and keep same updated on Museum events, speakers, new exhibits/ displays, etc.



Key Dates in History

- **1981** - The “National Guard Museum and State Weapons Collection” officially opened in Sumter. Founded by COL Hugh M. McLaurin III, it was the first museum in South Carolina devoted to the State’s citizen-soldiers.
- **1986** - The Museum received recognition as a “Provisional Army National Guard Museum” by the US Army Center for Military History and the National Guard Bureau.
- **1998** - The Adjutant General, MG Stanhope S. Spears reserved two large maintenance buildings located in the T. Easton Marchant National Guard Complex as future space for the Museum. CW2 (Retired) Ewell G. “Buddy” Sturgis, Jr. was named as the Museum’s first Director and Curator.
- **1998** - The Museum’s name was changed to the “South Carolina Military Museum” and was codified by Title 25, Chapter 17 of the SC Code of Laws.



Key Dates in History

- **2007** - The SC Military Museum opened Gallery One (first building) to the public. The Gallery featured a vast array of period and authentic weapons, uniforms, equipment, artillery pieces, and armored vehicles from the colonial period to Desert Shield/Storm.
- **2009** - The Museum was recognized as an official “Army National Guard Museum” by the US Army Center for Military History and the National Guard Bureau.
- **2014** - The Museum opened Gallery Two to the public, expanding its timeline to the Global War on Terror and featured macro-artifacts such as an M3 Halftrack and an H13B “Sioux” Helicopter (Serial # 1).
- **2017** - Construction began on expansion of the SC Military Museum into the second building. Gallery Three will focus on Army Aviation and include a learning center to enhance the Museum’s education mission.



Key Successes



Gallery One opened in February of 2007 thereby completing the transition from Sumter to Columbia, a process that began in 1998



Certification by the US Army Center for Military History and the National Guard Bureau (former allows Museum to host and maintain federal artifacts ranging from firearms to battle tanks)



Key Successes



Museum's existence and mission codified at Title 25, Chapter 17, Section 10, et. al. thereby making it the official museum and historical repository of the SC National Guard



With the opening of Gallery Two in June 2014, the Museum becomes the 4th largest and second oldest National Guard museum in the country, in addition to becoming the largest land-based military museum in the State



Key Successes



From 2014 - 2017, the Museum successfully hosted three events honoring SC's Veterans and heroes

2014: ***The Palmetto Military Festival*** commemorating the 70th anniversary of the D-Day landings and SC's WWII Veterans



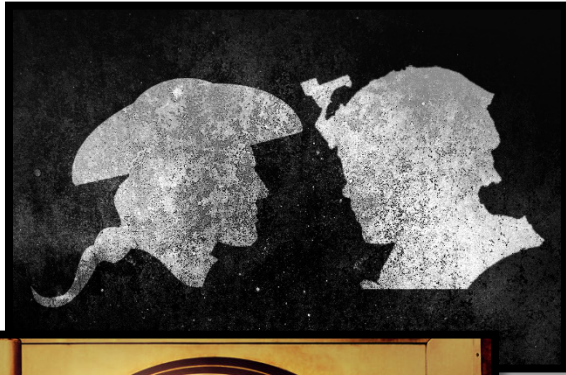
2015: ***Presentation of the Republic of Korea's Ambassador of Peace Medal to SC Korean War Veterans***



2016: ***Phase One of the Welcome Home to Carolina*** campaign in honor of SC Vietnam Veterans, with emphasis on the 982 SC warriors who made the ultimate sacrifice.



Key Successes



Established an unrivaled timeline of SC military history beginning at 1670 and continuing to modern day operations worldwide, while maintaining object-based displays for each time period



Five appearances on national TV during the last two years, including four appearances on the popular Travel Channel and Netflix show: "Mysteries at the Museum" wherein Museum personnel functioned as Subject Matter Experts.



Key Issues

- Shortage of Manpower, Money, and Means
 - Install new exhibit re: Army Aviation from the Balloon Corps to the modern AH-64D Apache Longbow Attack Helicopter
 - Need for additional space for classroom instruction, speaking engagements, and receptions, as well as promotion and retirement ceremonies
 - Need for additional space to house the Museum's extensive archives, coupled with the SCNG's digital archives
 - Ability to continue work with smaller military museums throughout the State to include loaning extraneous artifacts to better their collection and assisting in the development of appropriate timelines.



Key Issues

- Need to revamp the Air Guard Wing of the Museum to highlight those personnel who make it possible for the planes to get airborne (e.g., Firefighters, Security Forces, Air Traffic Controllers).
- Need to revamp existing displays to heighten realism, realize a more creative interpretation, and ensure more interactive experiences.
- Requirement to conform Museum displays and educational materials to meet the requirements of the SC Department of Education's history and social studies curriculum and standards.
- Requirement to establish a firm process and inventory system for tracking and accurately accounting for artifacts not located on Museum property (e.g., Armories, Veterans' Parks, etc.)



Emerging Issues

- Secondary storage maintenance/options for overflowing archives
- Appeal to younger generation: Need to modernize macro-artifacts and displays (currently maxed out at Desert Storm era) as well as expanding need for additional space to display macro-artifacts
- Compliance with the US Army Center for Military History (CMH)
 - CMH re-certification scheduled for 2019.
 - Tracking and implementing official CMH policy as it is moving away from solely an accountability mission (federal artifacts) to also incorporating an active educational component. Exact policy is still pending.



Emerging Issues

- Increase community relations and enhance educational mission:
 - Recognize that technology and other entertainment / consumer options make it more difficult to attract visitors to the Museum's physical location
 - Bring the Museum to consumers via traveling exhibits, speaking engagements, etc.
 - Bring the Museum to the classroom by providing tailored materials to history and social studies teachers
 - Bring the Museum to consumers digitally via online virtual tours, online video learning segments, and greater social media interaction
- Increasing need to supplement limited State monies with private funds via the Museum's Foundation



Deliverables and Potential Harm



Item # in PER	Deliverable (i.e. service or product)	Applicable Law	Greatest potential harm to the public if deliverable is not provided	Recommendations for how the General Assembly can help avoid the greatest potential harm
25	SC Military Museum	25-17	The State and local communities will lose access to an educational resource focused on the entirety of SC's military history	Maintain current requirement



Organizational Chart

Steven Jeffcoat
Director / Curator

Heather McPherson
Admin Assist / Registrar

Jessica Deas
Graphics / Marketing

John Freeman
Weapons Curator

Museum Volunteers

Debbie Hill
Assist Registrar

Cheryl Johson
Assist Registrar

Steve Jeffcoat
Special Projects

Danny Sightler
Special Projects

Ron Claypool
Special Projects

David Schmaus
Special Projects

Dave Schneider
Special Projects

Bud Maxwell
Special Projects

Bill Maddox
Air Guard

Bill Campbell
Models

State Guard History Detachment

Ray Franks

Rick Rodden

Timothy Land



Employee Statistics



	<u>2015</u>	<u>2016</u>	<u>2017</u>
<u>Number of Employees</u>			
• FTE	2	2	2
• Temporary	4	3	3
• Grant	0	0	0
• Time Limited	0	0	0
<u>Turnover</u>			
• Turnover Rate	25%	40%	40%
<u>Employee Satisfaction and Feedback</u>			
• Is employee satisfaction evaluated?	No	No	No
• Is anonymous employee feedback allowed?	No	No	No
<u>Employee Certifications</u>			
• Do any positions within require a certification (e.g., teaching, medical, accounting, etc.)	No	No	No
• Did the agency pay for, or provide classes/ instruction needed to maintain all, some, or none of the required certifications?	No	No	No



Organizational Finances

(2017 Expenses vs 2018 Budget)



Fund Source		Type	2017 Expenses	2018 Budget	Note
General Appropriations	Recurring	State	\$207,529	\$300,000	Recurring Appropriations
State Appropriation	One-time	State	\$0	\$0	
Enterprise Operations	One-time	Other	\$0	\$0	
Armory Operations	One-time	Other	\$0	\$0	
Emergency Operation Funds	One-time	Other	\$0	\$0	
State Capital Projects	One-time	Other	\$0	\$0	
Fixed Nuclear Facility	One-time	Other	\$0	\$0	
Army/Air Appropriation	Recurring	Federal	\$0	\$0	
Emergency Operations	Recurring	Federal	\$0	\$0	
Youth/Post Challenge	Recurring	Federal	\$0	\$0	
Federal Capital Projects	Recurring	Federal	\$0	\$0	



Applicable Agency Goals & Strategies



2017-18 Agency Comprehensive Strategic Plan Goals and Strategies	2016-17			2017-18		
	# of Employees utilized	Total amount spent	% of Total Agency Expenditures	# of Employees Budgeted	Total amount budgeted	% of Total Agency Budget
Goal 5 - Provide for the safety, health, and wellbeing of the citizens, residents, and visitors of the State of South Carolina						
Strategy 5.5 – Provide and operate the State Military Museum	2 FTE 3 Temp 0 Grant 0 Time Limited	\$ 372,776	0.27%	2 FTE 3 Temp 0 Grant 0 Time Limited	\$ 351,143	0.22%

Partner(s), by segment, the organization works with to achieve the objective	No external partners
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Comments	
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Supporting Performance Measures

Strategy 5.5



<u>Performance Measure</u>		<u>2012-13</u>	<u>2013-14</u>	<u>2014-15</u>	<u>2015-16</u>	<u>2016-17</u>	<u>2017-18</u>
SC Military Museum general visitation <u>Type of Measure:</u> Output <u>Required by:</u> Agency selected <u>Best in the Country:</u> National Museum of the Marine Corps, Quantico, VA	<u>Target</u>	No Data Found	10,000	10,000	10,000	10,000	12,000
	<u>Actual</u>		5,325	10,307	12,923	7,628	
Public reviews (on-line feedback) of Museum <u>Type of Measure:</u> Output <u>Required by:</u> Agency selected <u>Best in the Country:</u> National Museum of the Marine Corps, Quantico, VA	<u>Target</u>	Agency was not utilizing measure	Agency was not utilizing measure	Agency was not utilizing measure	Agency was not utilizing measure	50 reviews	85 reviews
	<u>Actual</u>					52 reviews <i>*Note – Measure Initiated</i>	
Social media engagement and feedback <u>Type of Measure:</u> Output <u>Required by:</u> Agency selected <u>Best in the Country:</u> National Museum of the Marine Corps, Quantico, VA	<u>Target</u>	Agency was not utilizing measure	Agency was not utilizing measure	Agency was not utilizing measure	Agency was not utilizing measure	1,000 Likes	2,000 Likes
	<u>Actual</u>					1,141 Likes <i>*Note – Measure Initiated</i>	



Supporting Performance Measures



Strategy 5.5

<u>Performance Measure</u>		<u>2012-13</u>	<u>2013-14</u>	<u>2014-15</u>	<u>2015-16</u>	<u>2016-17</u>	<u>2017-18</u>
Museum tour groups <u>Type of Measure:</u> Output <u>Required by:</u> Agency selected <u>Best in the Country:</u> National Museum of the Marine Corps, Quantico, VA	<u>Target</u>	Agency was not utilizing measure	Agency was not utilizing measure	Agency was not utilizing measure	Agency was not utilizing measure	50 groups / 1,654 people	75 groups / 2,000 people
	<u>Actual</u>					53 groups / 1,554 people <i>*Note – Measure Initiated</i>	



Applicable Agency Goals & Strategies



2017-18 Agency Comprehensive Strategic Plan Goals and Strategies	2016-17			2017-18		
	# of Employees utilized	Total amount spent	% of Total Agency Expenditures	# of Employees Budgeted	Total amount budgeted	% of Total Agency Budget
Goal 5 - Provide for the safety, health, and wellbeing of the citizens, residents, and visitors of the State of South Carolina						
Strategy 5.7 - Provide for the safety and safe working environment for Service Members and agency employees	0 FTE 0 Temp 0 Grant 0 Time Limited	\$ 0	0.00%	0 FTE 0 Temp 0 Grant 0 Time Limited	\$ 0	0.00%
Partner(s), by segment, the organization works with to achieve the objective	No external partners					
Comments	<ul style="list-style-type: none"> • Supported as a part of day-to-day operations. • No personnel are directly assigned as part of their State job. 					



Summary/Conclusion

In summary, one can easily find pieces of the Palmetto State's military history elsewhere, but only the SC Military Museum offers its complete and total history. In this regard, the Museum does not focus on one particular conflict; rather, artifacts are displayed from every period in South Carolina history.

The South Carolina Military Museum is not, however, only a tremendous repository of period and authentic military artifacts. It is also a valuable learning center whereby guests, tourists, and students can immerse themselves in the Palmetto State's illustrious martial tradition.

From "new world" battles with the Spanish to combating the Taliban in Afghanistan, the Museum honors all of South Carolina's sons and daughters in uniform. Their history, after all, is our history and the South Carolina Military Museum is devoted to preserving this legacy for all generations.

