

AGENCY NAME:

AGENCY CODE:

SECTION:

Fiscal Year 2016-2017 Accountability Report

SUBMISSION FORM

AGENCY 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.

AGENCY 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.

Please select yes or no if the agency has any major or minor (internal or external) recommendations that would allow the agency to operate more effectively and efficiently.

	Yes	No
RESTRUCTURING RECOMMENDATIONS:	☒	☐

Please identify your agency's preferred contacts for this year's accountability report.

	<i>Name</i>	<i>Phone</i>	<i>Email</i>
PRIMARY CONTACT:	William Calloway	803-898-4930	Willie.calloway@scmuseum.org
SECONDARY CONTACT:	Bonnie Moffat	803-898-5399	Bonnie.moffat@scmuseum.org

AGENCY NAME:

AGENCY CODE:

SECTION:

I have reviewed and approved the enclosed FY 2016-2017 Accountability Report, which is complete and accurate to the extent of my knowledge.

AGENCY DIRECTOR

(SIGN AND DATE):

(TYPE OR PRINT
NAME):

Willie Callaway 9/18/2017
WILLIE CALLOWAY

BOARD/CMSN. CHAIR

(SIGN AND DATE):

(TYPE OR PRINT
NAME):

Gray T. Culbreth 9/18/2017
Gray T. Culbreth

AGENCY NAME:

AGENCY CODE:

SECTION:

AGENCY'S DISCUSSION AND ANALYSIS

EXECUTIVE SUMMARY

- *Total attendance for all programs, rental, events and admissions was 209,300*
- *Achieved projected goal for admissions attendance – 161,335*
- *Over 40% of Guests were attracted from outside of Richland and Lexington counties*
- *Achieved projected goal for earned revenue – \$1,987,000*
- *Received \$66,000 in Hospitality and Accommodations Tax Awards 16/17*
- *Over \$22,000 in offsite retail sales resulted from our participation in the Spartanburg and Columbia Jr League Holiday Markets.*
- *School visitation was 66,642, while non-school groups totaled 12,072, totaling nearly 80,000 groups attending this year.*
- *24,659 students and teachers participated in in-house classes and lessons, representing 37% of all school groups. This does not include museum attractions attendance.*
- *Over 28,000 students and teachers participated in over 500 formal in-house and outreach education classes, a 24% increase in classes taught and 16.5% increase in attendees.*
- *Nearly 2200 students and teachers attended 78 homeschool classes this school year.*
- *Over 57,000 people attending planetarium astronomy, full dome and laser shows this year. This includes students, teachers, rental audiences and the general public.*
- *305 school groups attended planetarium shows, bringing 24,000 students, teachers and chaperones, which equals 42% of all planetarium attendees.*
- *Boeing Observatory distance learning classes reached 2417 students and teachers, representing a 30% increase over the previous year.*
- *Continued strong growth in Winter, Spring Break, and Summer Camps as revenues reached \$84,960, representing 879 campers.*
- *Received 56 acquisitions that included 1770 objects*
- *Managed 55 incoming, outgoing and renewed loans within the museum and to outside institutions*
- *Funding received for new Collections Management System. Conducted benchmarking for databases with 10 similar museums and selected the Ke Emu system.*
- *Developed and planned 11 changing exhibitions including shows in the 5 changing galleries throughout the museum, 9 were completed this fiscal year*
- *Completed phase two of Telescope gallery which included graphics, cases, vignettes, and railings*
- *17 different traveling exhibitions are available for outside organizations to rent. We distributed 16 of these exhibitions across the state plus Texas and Virginia*
- *Installed security system upgrade and HVAC monitoring system throughout storage and exhibition spaces*
- *Received approximately 750 requests for information about personal objects, images requests and general research information*

AGENCY NAME:**AGENCY CODE:****SECTION:**

- 89 total programs (31 projects, 8 repeating, 23 unique) completed and developed this year including "Second Shift Twosdays", weekend and evening programs providing opportunities to 23,000 guests and generating \$37,000 in additional ticketed revenue.
- Successful addition of "The Wizard of Oz 4D Experience" to the 4D Theater as part the overall "Museum of Oz" theme in October, generating a 421% increase in 4D Theater attendance for the month over 2015.
- Launched new AstroKid sub-group membership program
- Financially closed the Windows to New Worlds capital project. A revised A-1 form was prepared and the applicable assets have officially been transferred from the Foundation books to the Museum.
- A Guest Services Training Manual was created to establish a "Great Guest Experience" standard for all staff with forthcoming execution and staff training.
- The volunteer program currently has 223 volunteers, contributing almost 7400 hours of service last year.
- Annual EEO Report was submitted to the Human Affairs Commission and the Museum received the highest award among state agencies for achieving 100% of our Affirmative Action Goals.
- The Information Technology Plan, the IT Inventory Database and the IT Disaster Recovery Plan were submitted to the Department of Administration and were approved.
- Implemented required DTO Security Policies and ensured staff compliance and policy updates were met.
- Received balance of the anonymous pledge for acquisitions and conservation for a total of \$1.9 million.
- SCSM was the headquarters for Midlands Gives and over \$7,500 was raised.
- Fundraising expenses in development as a ratio to monies raised was reduced from 73% to 49%.
- Received ADDY award for RACE TV commercial and Mercury Award for RACE Exhibit
- Voted Best Museum by the readers of The State, the Free Times and Columbia Metropolitan Magazine

The key current and long term goal of the State Museum is to remain current, competitive, and unique in the market place while maintaining its educational point of difference. The State Museum is competing for discretionary dollars and leisure time with a multitude of other various attractions, events, and places. We must remain diligent listeners to the needs and expectations of the citizens of South Carolina who are the "owners" of the facility. We must remain respectful of the past but committed to the future.

Key Comprehensive Goals Include:

- Increasing attendance and revenues in order to become more self-sustaining and to self-fund desperately needed core improvements and renovations to the permanent exhibits.
- Increasing citizen, corporate, and foundation private financial support for the museum including increasing the corporate, family, and individual membership base.
- Build, preserve and use collections of distinction.
- To present exhibits, educational programs and public programs that provides lasting experiences and impact.
- To provide assistance to the statewide museum community and to forge strategic alliances and partnerships that will magnify the museum's ability to provide benefits to the public.
- Provide facilities and technology that meet visitor expectations, museum standards and programming needs.
- To secure a growing and diverse funding base to meet operational needs and to enable the museum to fulfill its vision of an ever-changing institution that is a model among museums nationally.

AGENCY NAME:	
AGENCY CODE:	SECTION:

2. Situation Analysis

Education-

The education department showed great progress this year, while exhibiting signs of growing pains and with the addition of three new fulltime staff this year. New staff have revised in-house lessons and tours in all subject areas as well as creating and piloting new outreach classes. All staff is better trained and more available to meet the demands of the museum's weekday, weekend and night schedules. With so many new activities, however, the department is somewhat scattered in both assignments and locations.

The education department, as well as the entire museum is reaping the benefits of the STEM and Outreach funding received by the state last year. Increased funding for staff and materials is driving new and creative classes and activities for education and public programs. New outreach, distance learning, birthdays and STEM programs were tested and are now part of museum offerings. New quality programs are attracting corporate funding, such as Aflac's sponsorship of the camp programs, Colonial Life's continued support for school programs, as well as Little Caesar's support for overnights.

The museum has established a reputation as one of the best Summer Camp programs in the Midlands. This year, we added Winter Break camps to the existing Spring Break and Summer Camp schedule. Program growth stretched capacity in some weeks, with overbooked classes and waiting lists.

With volunteer manager's retirement in September, the museum will need to replace an employee after 18 years of volunteer involvement. This change in staff affects a very large part of the museum's workforce for the first time in many years.

Collections-

Funding was received for a new collections management system. Staff reviewed several systems and met with museums in Charleston, Charlotte, New Jersey and Pennsylvania. We also spoke with several other museums by phone in Kentucky, Milwaukee, Los Angeles, Utah and Montana among others to benchmark the best options to consider. Much work lies ahead as we begin the process of transitioning our collections database to this new system.

Thanks to the new funding from the state, the Collections Department has filled 2 of the 3 FTE positions that were approved including a new Art Curator, Collections Outreach Manager and part time programs assistant. We are still searching for the Science and Technology Curator position. As we move forward, we need to ensure that collections personnel efforts are organized and collectively directed to serve the museum's mission and maximize visitor impact.

The Collections Department assisted Public Safety with the installation of a new museum wide security system. The new system includes key cards to secure storage areas, new cameras and case alarms. An environmental monitoring system was also installed throughout our galleries and secure storage areas to record and monitor temperature and humidity. Proper environmental and secure care is critical to fulfill our mission of protecting these objects and artifacts in our collection.

Staff continued collections remediation in storage and exhibit areas affected by insect issues from the previous year. We continued cleaning collections storage and galleries, cold treated more than 1500 textiles (uniforms, rugs, clothing and mounted specimens) that were sealed in plastic and held at a temperature of -30 Celsius for a minimum of two weeks. Approximately 5,888 hours have been dedicated to collections care and remediation with full and part time Collections staff this year. As a preventative measure, staff are developing an Integrated Pest Management plan for long term care to avoid insect concerns in the future.

AGENCY NAME:	
AGENCY CODE:	SECTION:

Programs -

The Programs Department managed 89 public programs total in 2016.17 (31 projects, 8 repeating, 23 unique). The scope of this number of programs creates both scheduling and resource issues. Directionally we will be evaluating a master planning process that will probably yield fewer but more impactful program opportunities. Our efforts have been to spread out and we need better focus and timing to maximize our program impact.

Marketing-

The overall marketing plans for 2016-2017 to concentrate on campaigns and events and to pace our promotions out to have full marketing coverage throughout the entire year performed adequately. We exceeded both goals and projections for attendance and revenue for the year but fell short in a few key areas that need attention during this next fiscal year.

Education is still in focus as we need to continue to upward tick in school bookings year over year. Groups visits is also an area for growth and was not a goal that was achieved last year. It too, needs to remain in focus for 17-18. Member visitation needs to increase as well as general attendance.

4D Movie promotions continue to do well in the marketplace, especially within in our audience demos, since WTNW in 2014 and especially with the addition of the Wizard of Oz in 4D last year. Focusing marketing efforts on these branded attractions will continue to attract Guests in 17-18.

The museum is taking a relatively big step this year with a new musically branded TV campaign that will become a branding campaign across other platforms of mass communication. In partnership with WIS TV and the Axxess Group, this campaign will run at a higher frequency that prior placements and the musical jingle will place the museum at the top of potential Guest's minds.

Our paid media exceeded budget in the past year and our media expenditures in ratio to attendance is higher than our desired goal. The marketing department will receive an increase in municipality taxes this year - a total of \$47,629 (an increase of \$6,629 over last FY).

Membership-

The SCSM membership department exceeded its revenue goals for the year, demonstrating that retention and acquisition projects since grand opening have been working. Membership was expected to even out around \$375,000 in revenue but due to the direct mail campaign in the last quarter, exceeded that goal slightly by \$5,000. However, member attendance is still on the decline which could result in fewer renewing members in the future. Revenue is always a goal of membership, but member attendance and renewing lapsed members will also be an important goal for 17-18. Membership needs to also focus on creating and launching a marketing campaign for AstroKids and better member engagement in the next FY.

Operations-

Our retail store continues to perform well in comparison to other similar sized museums. We need to improve our product buying analysis and insure we are providing the desired product for the demographics of our audience. We need to evaluate our sales data and perhaps decrease our number of SKU's and vendors.

Our ticketing operation needs to be more efficient and managed more effectively. Current management structure does not provide the proper amount of staff training and oversight to consistently provide excellent guest service. The Director also needs to offload some of the programming aspects of the ticketing software and we will be evaluating this new structure to accomplish that directive.

AGENCY NAME:

AGENCY CODE:

SECTION:

The building service department struggled in the past year with poor supervisory management. However, with the recent hire of a new supervisor, their effort and results have dramatically improved. We must continually monitor their needs to insure we are providing the needed management support.

4-D theater operation is producing solid results. As the equipment begins to age we must be diligent of performing proper preventative maintenance and replacing needed parts before they fail.

Exhibits-

Focus of the Exhibit and Facilities department is to provide a first class Museum experience for the enjoyment and enrichment for our Guests. Our responsibility are the exhibit aesthetics and functionality as well developing new ideas for exhibitions, events and programs. Security of the Guests, artifacts and historic facility continues as an important purpose and mission of the department.

Our historic building is nationally registered and in much need of comprehensive deferred maintenance repairs. We will continue the coordination our efforts to work in unison with General Services to address the most pressing needs that might put our collection in jeopardy as well as negatively impacting our visitor experience.

Administration-

The Administrative staff has had to adjust its workload due to vacancies left by the Foundation accountant and the Human Resources Manager to ensure duties and responsibilities are supported throughout the department and Museum needs are met. With staff turnover and continuous training, it has been a challenge to meet required deadlines and maintain success within the guidelines set by the Department. Technology security, IT needs and support continue to be a day to day challenge. Maintaining ever changing State IT standards and policy updates is also challenging and time consuming.

Foundation-

The focus for the past year was to reorganize the Foundation so that we could achieve fundraising goals and allow us to reconnect with our donor base. The SCSM Foundation is headed in the right direction with regards to monies raised and rebuilding of donor relationships. The South Carolina State Museum is currently working on a long-term plan for the next phase of museum capital improvements and funding needs. In the interim the Foundation will be focusing on strengthening its contacts within the community and fundraising initiatives with an emphasis on reestablishing, retaining and enhancing donor relationships.

Risk Assessment and Mitigation Strategies –

There are two main risks to the museum – damage to the artifact collection and public/staff safety.

A. Artifact Collection (Value in excess of \$5 million)

Due to the aging of the building and the building systems, the collection is subject to negative environmental impacts including fluctuations in temperature and humidity, water damage due to roof leaks, and insect damage due to deteriorating windows and doorways which allow easy access.

Remediation options offered:

1. Replace all windows
2. Replace the roof
3. Replace and upgrade the HVAC systems

B. Public and Staff Safety

AGENCY NAME:	
AGENCY CODE:	SECTION:

As a publicly attended attraction, the museum risks exposure to its visitors and staff to harm from outside agitators ranging from active shooters to armed robbery.

Remediation options offered:

1. Fund an armed and trained officer for the lobby (provided and managed by SLED or BPS) and additional museum public safety officers
2. Fund the addition of metal detectors to entrances
3. Direct SLED to develop, present, and monitor training and reaction programs for all applicable state agencies such as museums and state parks.

Restructure Recommendations -

The Rent paid to the Dept. of Admin of \$1,800,000 is 47% 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.

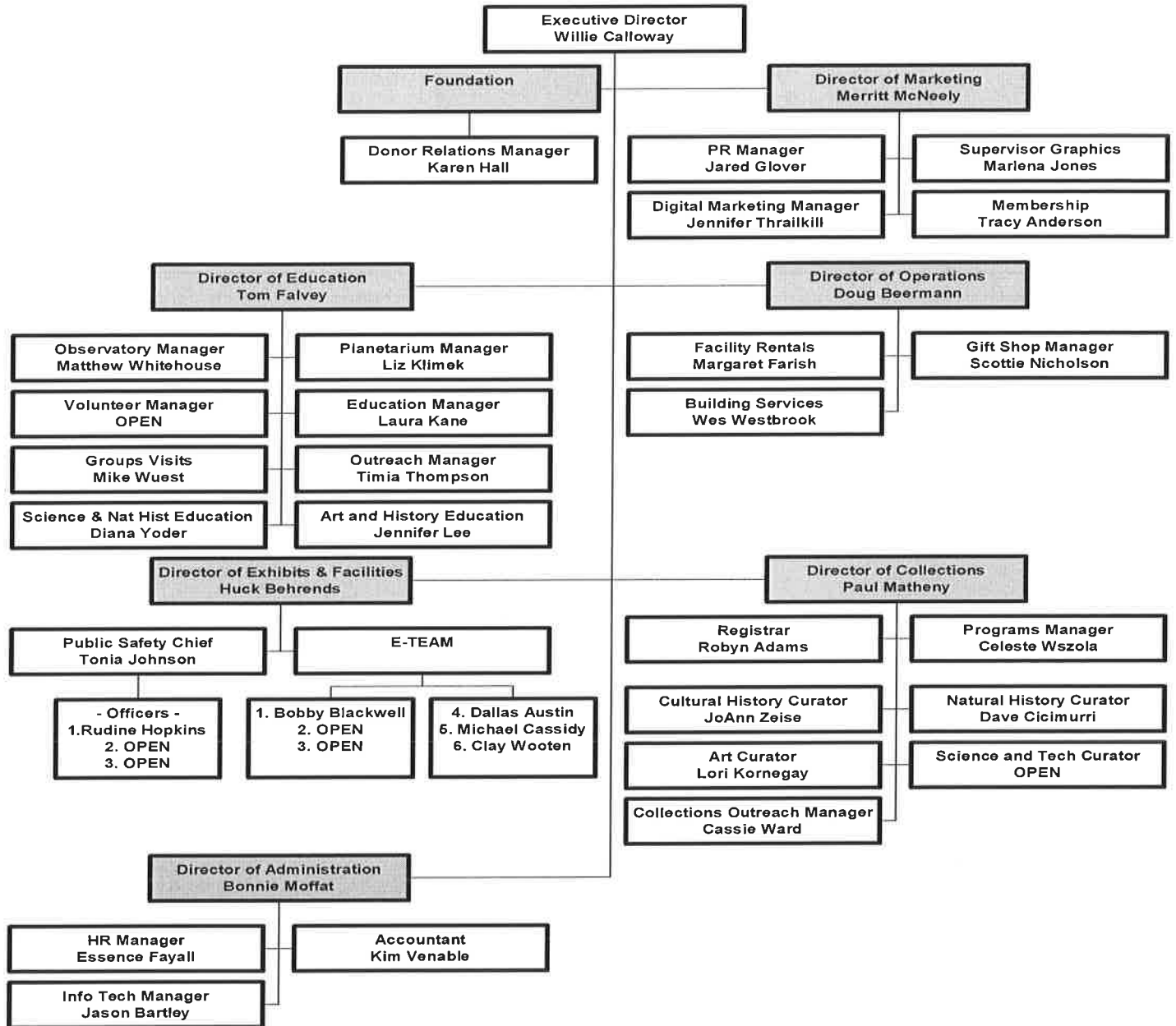
1. Pay Actual operating costs to Dept. of Admin (\$1,000,000)
2. Place all costs in Dept. of Admin and totally remove the cost from the museum's budget.
3. Sell or lease the building to a private developer or the museum's foundation in order to transfer the needed maintenance costs to the private sector and to maximize potential economic, energy and historical tax credits.

AGENCY NAME:

AGENCY CODE:

SECTION:

STATE MUSEUM 2017



Agency Name: SC Museum Commission

Section: 29

H950

Strategic Planning Template

Type	Goal	Item # Strat	Object	Associated Enterprise Objective	Description
1					
G				Public Infrastructure and Economic Development	Maximize impact of Museum Operations
S		1.1			Effectively Market State Museum
O		1.1.1			Increase General Attendance
O		1.1.2			Reach a state wide audience
O		1.1.3			Increase Special attraction attendance
S		1.2			Maximize Earned revenues
O		1.2.1			Ticket Revenue
O		1.2.2			Gift shop
O		1.2.3			Facility Rentals
O		1.2.4			Paid programs
S		1.3			Be efficient with allocated resources
O		1.3.1			Use volunteers
O		1.3.2			Minimize cost per visitor
S		1.4			Thru Museum Foundation garner citizen, corporate, and private financial support.
O		1.4.1			Maximize Family Memberships
O		1.4.2			Cultivate and retain Community Partners
O		1.4.3			Maximize Annual Fund and Donations
2					
G				Education, Training, and Human Development	Be a primary educational resource for SC schools
S		2.1			Teach standards-based lessons and classroom programs
O		2.1.1			Reach every county in the state
O		2.1.2			Provide multi-grade level experiences
S		2.2			Offer outreach programs to schools, libraries and other institutions throughout the state.
O		2.2.1			TEP and StarLab
O		2.2.2			Present STEM programs
O		2.2.3			Boeing Observatory Outreach
S		2.3			Partner with state-wide education organizations
O		2.3.1			ETV and Dept. of Ed
O		2.3.2			Organizations such as SC Science Council, SELA, NASA
3					
G				Education, Training, and Human Development	Be the caretaker of South Carolina's History
S		3.1			Acquire, preserve and use collections of distinction
O		3.1.1			Increase number of donors to museum's collection statewide
O		3.1.2			Acquire objects based on needs identified in collecting plan
S		3.2			Provide curatorial expertise

SC Museum Commission

Agency Name:

H950

Agency Code:

Section:

29

Strategic Planning Template

Type	Goal	Item # Strat	Object	Associated Enterprise Objective	Description
O			3.2.1		Thru ongoing Research, the publishing of papers, and community presentations
O			3.2.2		In the development of programs, events and exhibits
G	4			Government and Citizens	Deliver quality content
S		4.1			Develop and provide Exhibits of relevance and quality
O		4.1.1			Procure and install blockbuster exhibits
O		4.1.2			Develop, write, produce and install changing exhibits in rotating galleries
S		4.2			Provide Unique Program opportunities
O		4.2.1			Develop and make available overnight camp-ins, birthday parties and summer camps
S		4.3			Create Signature Events specifically for the museum
O		4.3.1			Develop and hold multiple events including Museum Road show, Art Day, Tricks and Treats, F
G	5			Maintaining Safety, Integrity and Security	Protect the safety, integrity and security of museum resources and visiting public
S		5.1			Protection of Visitors and Staff
O		5.1.1			Provide adequate training and staff for public safety department
S		5.2			Protection of Data and electronic systems
O		5.2.1			Provide necessary equipment and controls for IT systems
S		5.3			Protection of the Collection
O		5.3.1			Provide oversight and control systems for environments containing collection objects
O		5.3.2			Develop, implement and monitor an integrated pest management system
-					

Item	Performance Measure			Performance Measurement Template					
	Last Value	Current Target Value	Current Value	Future Target Value	Time Applicable	Data Source and Availability	Calculation Method	Associated Objective(s)	Meaningful Use of Measure
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Agency Name:	SC Museum Commission		
Agency Code:	H950	Section:	029

Performance Measurement Template

Item	Performance Measure	Last Value	Current Target Value	Current Value	Future Target Value	Time Applicable	Data Source and Availability	Calculation Method	Associated Objective(s)	Meaningful Use of Measure
66	Story Fest	2423	2,000	2,327	2,200	June	Admissions Software/Daily	Actual Count	4.3.1	Providing public programs that provide lasting experiences and impact
67	Growl at the Moon	380	300	352	350	Oct	Admissions Software/Daily	Actual Count	4.3.1	Providing public programs that provide lasting experiences and impact
68	Quadrivium	N/A	150	-	-		Admissions Software/Daily	Actual Count	4.3.1	Providing public programs that provide lasting experiences and impact
69	College Art Day	120	150	125	150	March	Admissions Software/Daily	Actual Count	4.3.1	Providing public programs that provide lasting experiences and impact
70	Toy Soldier Show	397	500	511	500	Aug	Admissions Software/Daily	Actual Count	4.3.1	Providing public programs that provide lasting experiences and impact
71	Winterfest	1,553	1500	8,107	8,500	Var. through Dec.	Admissions Software/Daily	Actual Count	4.3.1	Providing public programs that provide lasting experiences and impact
72	Bluegrass night	643	100	192	250	Last Tues. of Month	Admissions Software/Daily	Actual Count	4.3.1	Providing public programs that provide lasting experiences and impact
73	Tasting Tuesday	348	350	338	350	Dec Tuesdays	Admissions Software/Daily	Actual Count	4.3.1	Providing public programs that provide lasting experiences and impact
74	Frozen Sing-a-long	259	300	278	300	December	Admissions Software/Daily	Actual Count	4.3.1	Providing public programs that provide lasting experiences and impact
75	That's Amore Y'all	218	250	105	200	Feb	Admissions Software/Daily	Actual Count	4.3.1	Providing public programs that provide lasting experiences and impact
76	Friday Night Laser Lights	200	1500	1,892	2,000	6 Fridays	Admissions Software/Daily	Actual Count	4.3.1	Providing public programs that provide lasting experiences and impact
77	Race Exhibit Programs	new	850	963	-	Summer 2016	Admissions Software/Daily	Actual Count	4.3.1	Providing public programs that provide lasting experiences and impact
78	Exhibit Opening Reception	new	300	300	500	April	Admissions Software/Daily	Actual Count	4.3.1	Providing public programs that provide lasting experiences and impact
79	Bollywood Programs	new	300	600	-	April - May	Admissions Software/Daily	Actual Count	4.3.1	Providing public programs that provide lasting experiences and impact
80	Feast Film Fest	new	250	170	200	June	Admissions Software/Daily	Actual Count	4.3.1	Providing public programs that provide lasting experiences and impact
81	Third Party Night Programs	new	90	127	150	July 1 - June 30	Admissions Software/Daily	Actual Count	4.3.1	Providing public programs that provide lasting experiences and impact

Agency Name:	SC Museum Commission	
Agency Code:	H950	Section: 029

Program/Title	Purpose	FY 2016-17 Expenditures (Actual)			FY 2017-18 Expenditures (Projected)			TOTAL	Associated Objective(s)
		General	Other	Federal	General	Other	Federal		
I. Administration	Executive Director, Finance, Info Tech, Human Resources, procurement, \$1.8 million of bldg. rent, general overhead	\$ 1,928,813	\$ 23,369		\$ 1,952,182	\$ 904,255	\$ 1,740,969	\$ 2,645,224	All goals - 1,2,3,4,5 objectives
II. Programs - Museum Operations	All facets of Museum Operations including - Educational programming and content, Collections, Curators, Marketing, Operations, Public safety, exhibit fabrication, janitorial, facility rentals, gift shop, school visit facilitation, artifact storage and conservation, public programs and signature events, volunteer management, 4D theater operation, Planetarium operation, Observatory programming and hosting, Web site, Graphic Design, Public Relations	\$ 1,525,581	\$ 1,811,758		\$ 3,337,339	\$ 1,922,753	\$ 1,408,875	\$ 3,331,628	All goals - 1,2,3,4,5 objectives
III C. Employee Benefits	Employee Benefits	\$ 522,161	\$ 124,335		\$ 646,496	\$ 630,193	\$ 172,992	\$ 803,185	
	Total	\$ 3,976,555	\$ 1,959,462		\$ 5,936,017	\$ 3,780,037	\$ 3,000,000	\$ 6,780,037	

Agency Name:	SC Museum Commission	
Agency Code:	H950	Section: 029

Item #	Law Number	Jurisdiction	Type of Law	Statutory Requirement and/or Authority Granted	Legal Standards Template		
					Does this law specify who (customer) the agency must or may serve? (Y/N)	Does the law specify a deliverable (product or service) the agency must or may provide? (Y/N)	
1	60-13-10	State	Statute	South Carolina Museum Commission (Chapter 11, Article 1, Section 10). MEMBERSHIP, QUALIFICATION, VACANCIES, TERMS OF OFFICE. 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. 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.	Administration and Museum Operations	No	
2	60-13-20	State	Statute	Meetings and officers of commission; compensation of members. 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	Administration	No	
3	60-13-30	State	Statute	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.	Administration and Museum Operations	Yes	
4	60-13-40	State	Statute	Powers of Commission. To carry out its assigned functions, the Commission is authorized to: (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.	Administration and Museum Operations	Yes	
5	60-13-50	State	Statute	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.	Administration and Museum Operations	No	
7	29.1	State	Proviso	(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.	Administration and Museum Operations	Yes	
8	29.2	State	Proviso	(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	Administration and Museum Operations	Yes	

Agency Name:	SC Museum Commission	
Agency Code:	H950	Section: 029

Legal Standards Template				Does the law specify a deliverable (product or service) the agency must or may provide? (Y/N)	Does this law specify who (customer) the agency must or may serve? (Y/N)	Does the law specify a deliverable (product or service) the agency must or may provide? (Y/N)
Item #	Law Number	Jurisdiction	Type of Law	Statutory Requirement and/or Authority Granted		
9	29.3	State	Proviso	(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.	Administration and Museum Operations	Yes
10	29.4	State	Proviso	(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.	Administration and Museum Operations	Yes
11	29.5	State	Proviso	(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.	Administration and Museum Operations	Yes
12	29.6	State	Proviso	(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.	Administration and Museum Operations	No

Agency Name:	SC Museum Commission	
Agency Code:	H950	Section: 29

Divisions or Major Programs		Description	Service/Product Provided to Customers	Customer Segments	Specifically only for the following segments: (1) Industry; Name; (2) Professional Organization; Name; (3) Public; Demographics.	Customer Template
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Museum Operations	All facets of Museum Operations including - Educational programming and content, Collections, Curators, Marketing, Operations, Public safety, exhibit fabrication, janitorial, facility rentals, gift shop, school visit facilitation, artifact storage and conservation, public programs and signature events, volunteer management, 4D theater operation, Planetarium operation, Observatory programming and hosting, Web site, Graphic Design, Public Relations	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.	School Districts			
	All facets of Museum Operations including - Educational programming and content, Collections, Curators, Marketing, Operations, Public safety, exhibit fabrication, janitorial, facility rentals, gift shop, school visit facilitation, artifact storage and conservation, public programs and signature events, volunteer management, 4D theater operation, Planetarium operation, Observatory programming and hosting, Web site, Graphic Design, Public Relations	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.	General Public		All demographics would be included as potential visitors and users of the State Museum. Families, seniors, young professionals, empty nesters, all races, all economic levels, all genders, all educational levels.	
	All facets of Museum Operations including - Educational programming and content, Collections, Curators, Marketing, Operations, Public safety, exhibit fabrication, janitorial, facility rentals, gift shop, school visit facilitation, artifact storage and conservation, public programs and signature events, volunteer management, 4D theater operation, Planetarium operation, Observatory programming and hosting, Web site, Graphic Design, Public Relations	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.	Professional Organization		American Alliance of Museums, Southeast Museum Association, International Association of Theme parks and Attractions, South Carolina Museum Federation, Smithsonian Affiliates, Astronomy Associations, SC Squared, Columbia CVB	

Agency Name: SC Museum Commission			Fiscal Year 2016-2017 Accountability Report	
Agency Code: H950		Section: 029	Partner Template	
Name of Partner Entity	Type of Partner Entity	Description of Partnership	Associated Objective(s)	
Department of Education	State Government	School field trips and content support	All Goal 1-5	
AAM (American Alliance of Museums)	Professional Association	Reaccreditation and support services	All Goal 1-5	
ETV	State Government	Use of museum content broadcast thru ETV hardware and dedicated space	All Goal 1-5	
PRT	State Government	Cross marketing and dedicated exhibit space inside museum	All Goal 1-5	
Confederate Relic Room	State Government	Joint Ticketing and Programming	All Goal 1-5	
State Library	State Government	Story Fest Annual Event	All Goal 1-5	
State Archives	State Government	Educational Content and educational Programming collaboration	All Goal 1-5	
State Arts Commission	State Government	Educational Content and educational Programming collaboration	All Goal 1-5	
Archaeology and Anthropology	State Government	Educational Content and educational Programming collaboration	All Goal 1-5	
NASA	Federal Government	Astronomy Content and programming	All Goal 1-5	
Columbia Visitors Bureau	Local Government	Marketing and Advertising ands dedicated space inside museum	All Goal 1-5	
Congaree Vista Guild	Non-Governmental Organization	Marketing and Advertising Collaboration	All Goal 1-5	
Columbia Museums	Non-Governmental Organization	Joint Ticketing and Promotion	All Goal 1-5	
Columbia Attractions	Non-Governmental Organization	Joint Ticketing and Promotion	All Goal 1-5	
Smithsonian	Federal Government	Affiliation member and use of memberships for museum members	All Goal 1-5	
City of Columbia	Local Government	Hospitality Tax funding for marketing	All Goal 1-5	
Richland County	Local Government	Hospitality Tax funding for marketing	All Goal 1-5	
SC Museum Foundation	Non-Governmental Organization	Private Fundraising for the museum	All Goal 1-5	
Central Carolina Community Foundation	Non-Governmental Organization	Fund source and program collaboration	All Goal 1-5	
Media Providers	Private Business Organization	Media trade	All Goal 1-5	
SC Federation of Museums	Professional Association	Educational Content and educational Programming collaboration	All Goal 1-5	
SC Science Teachers Education Leadership Assc	Professional Association	Educational Content and educational Programming collaboration	All Goal 1-5	
SC Science Council	Professional Association	Educational Content and educational Programming collaboration	All Goal 1-5	
STEM Centers SC	Professional Association	Educational Content and educational Programming collaboration	All Goal 1-5	
SC Council for the Social Studies	Professional Association	Educational Content and educational Programming collaboration	All Goal 1-5	
Harvard Smithsonian Center for Astrophysics	Professional Association	Educational Content and educational Programming collaboration	All Goal 1-5	
Smithsonian Affiliations Program	Professional Association	Educational Content and educational Programming collaboration	All Goal 1-5	
Midlands Astronomy Club	Professional Association	Educational Content and educational Programming collaboration	All Goal 1-5	
Astronomical Society of the Pacific	Professional Association	Educational Content and educational Programming collaboration	All Goal 1-5	
International Astronomical Union	Professional Association	Educational Content and educational Programming collaboration	All Goal 1-5	
SC Council on Competitiveness Aerospace Task	Professional Association	Educational Content and educational Programming collaboration	All Goal 1-5	
Carolina Area Planetarium Educators	Professional Association	Educational Content and educational Programming collaboration	All Goal 1-5	
Southeastern Planetarium Association	Professional Association	Educational Content and educational Programming collaboration	All Goal 1-5	
International Planetarium Society	Professional Association	Educational Content and educational Programming collaboration	All Goal 1-5	
Richland Library	Local Government	Educational Content and educational Programming collaboration	All Goal 1-5	
City of Columbia Parks	Local Government	Educational Content and educational Programming collaboration	All Goal 1-5	
Girl Scouts of SC: Mountains to the Midlands	Non-Governmental Organization	Educational Content and educational Programming collaboration	All Goal 1-5	
South Carolina Boy Scouts	Non-Governmental Organization	Educational Content and educational Programming collaboration	All Goal 1-5	
SC Autism Association	Non-Governmental Organization	Educational Content and educational Programming collaboration	All Goal 1-5	
Historic Columbia	Local Government	Educational Content and educational Programming collaboration	All Goal 1-5	
Sonoco Recycling	Private Business Organization	Educational Content and educational Programming collaboration	All Goal 1-5	
Congaree National Park	Non-Governmental Organization	Educational Content and educational Programming collaboration	All Goal 1-5	
Midlands Association of Volunteer Administrators	Non-Governmental Organization	Educational Content and educational Programming collaboration	All Goal 1-5	

Agency Name: SC Museum Commission

Fiscal Year 2016-2017
Accountability Report

Agency Code: H950 Section: 029

Name of Partner Entity	Type of Partner Entity	Description of Partnership	Partner Template
Name of Partner Entity	Type of Partner Entity	Description of Partnership	Associated Objective(s)
AARP	Non-Governmental Organization	Educational Content and educational Programming collaboration	All Goal 1-5
United Way	Non-Governmental Organization	Educational Content and educational Programming collaboration	All Goal 1-5
Urban League	Non-Governmental Organization	Educational Content and educational Programming collaboration	All Goal 1-5
Benedict College	Higher Education Institute	Educational Content and educational Programming collaboration	All Goal 1-5
USC English Programs for Internationals	Non-Governmental Organization	Educational Content and educational Programming collaboration	All Goal 1-5
Retired Senior Volunteer Corps	Non-Governmental Organization	Educational Content and educational Programming collaboration	All Goal 1-5
USC Irvin Department of Rare Books and Special Collections	Higher Education Institute	Educational Content and educational Programming collaboration	All Goal 1-5
AmeriCorps	Non-Governmental Organization	Educational Content and educational Programming collaboration	All Goal 1-5
Carolina Bridal Association	Professional Association	Sourcing Bridal Clients for Facility Rentals	Goal 1
Junior Leagues	Non-Governmental Organization	Generating Retail Sales off site	Goal 1
AMMC (American Museum Membership Conference)	Professional Association	Support services to membership program	Goal 1
PRSA (Public Relations Society of America)	Professional Association	Support services for Public Relations	All Goal 1-5
South Carolina Motor coach Association	Professional Association	Access to database and joint marketing to pre-formed groups	Goal 1
North Carolina Motor coach	Professional Association	Access to database and joint marketing to pre-formed groups	Goal 1
Georgia Motor coach	Professional Association	Access to database and joint marketing to pre-formed groups	Goal 1

Agency Name:	SC Museum Commission
Agency Code:	H950
Section:	029

Report Template

Item	Report Name	Name of Entity Requesting the Report	Type of Entity	Reporting Frequency	Submission Date (MM/DD/YYYY)	Summary of Information Requested in the Report	Method to Access the Report
1	Accountability Report	Executive Budget Office	State	Annually	September 15, 2017	Results and responsibilities of agency	Museum WEB Site
2	Budget Request	Executive Budget Office	State	Annually	September 15, 2017	Financial needs for next fiscal year	Paper Copy
3	Info Tech Inventory	DTO	State	Annually	August 7, 2017	Listing of all hardware and software	Paper Copy
4	Info Tech Plan	DTO	State	Annually	August 7, 2017	IT needs and issues for upcoming year	Paper Copy
5	Minority Utilization Plan	Dept. of Admin	State	Annually	December 15, 2017	Data on minority business use	Paper Copy
6	Year End GAAP reports	Comptroller	State	Annually	September 15, 2017	Specific Year-End Financial Data	Paper Copy
7	Bank Account Transparency	Comptroller	State	Annually	July 1, 2017	Use and balance of acquisitions checking account	Paper Copy
8	Affirmative Action Plan	Human Affairs	State	Annually	January 15, 2017	Plan on Diversity of workforce	Paper Copy
9	Debt Collection Report	Dept. of Admin	State	Annually	August 15, 2017	Outstanding monies due museum	Paper Copy
10	Employment Wage	Dept. Employment & Workforce	State	Quarterly	Last day of Quarter	Data on wages paid	Paper Copy
11	Sales Tax Returns	Dept. of Revenue	State	Monthly	21st of following month	Data on sales taxes collected	Paper Copy
12	State Fleet Mileage	Dept. of Admin	State	Monthly	3rd of following month	Data on Vehicle mileage used	Paper Copy
13	Salary Supplements	OHR	State	Annually	August 15, 2017	Any supplements paid to museum staff from non-state sources	Paper Copy
14	Agency Head Review	Agency Head Commission	State	Annually	August 15, 2017	Performance appraisal of Agency Head	Paper Copy

Agency Name: SC Museum Commission

Agency Code: H950 Section: 029

Item	Name of Entity Conducted External Review	Type of Entity	External Review Timeline (MM/DD/YYYY to MM/DD/YYYY)	Method to Access the External Review Report
1	State Auditor	State	07/01/2015 - 06/30/2016	Auditor Web Site
2	KeelySaye.Com	Outside Organization	Oct-16	Paper Copy
3	University of South Carolina	Outside Organization	July - August 2016	Paper Copy
4	Loyola University	Outside Organization	July - August 2016	Paper Copy