AGENCY NAME:	SC Museum Commission		
AGENCY CODE:	H950	SECTION:	029

Fiscal Year 2019–2020
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.

Does the agency have any major or minor recommendations (internal or external) that would allow the agency to operate more effectively and efficiently?

	Yes	No
RESTRUCTURING RECOMMENDATIONS:	☒	☐

Is the agency in compliance with S.C. Code Ann. § 2-1-230, which requires submission of certain reports to the Legislative Services Agency for publication online and to the State Library? See also S.C. Code Ann. § 60-2-30.

	Yes	No
REPORT SUBMISSION COMPLIANCE:	☒	☐

AGENCY NAME:	SC Museum Commission		
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Is the agency in compliance with various requirements to transfer its records, including electronic ones, to the Department of Archives and History? See the Public Records Act (S.C. Code Ann. § 30-1-10 through 30-1-180) and the South Carolina Uniform Electronic Transactions Act (S.C. Code Ann. § 26-6-10 through 26-10-210).

	Yes	**No**
RECORDS MANAGEMENT COMPLIANCE:	☒	☐

Is the agency in compliance with S.C. Code Ann. § 1-23-120(J), which requires an agency to conduct a formal review of its regulations every five years?
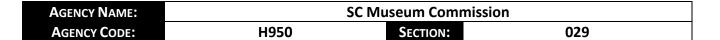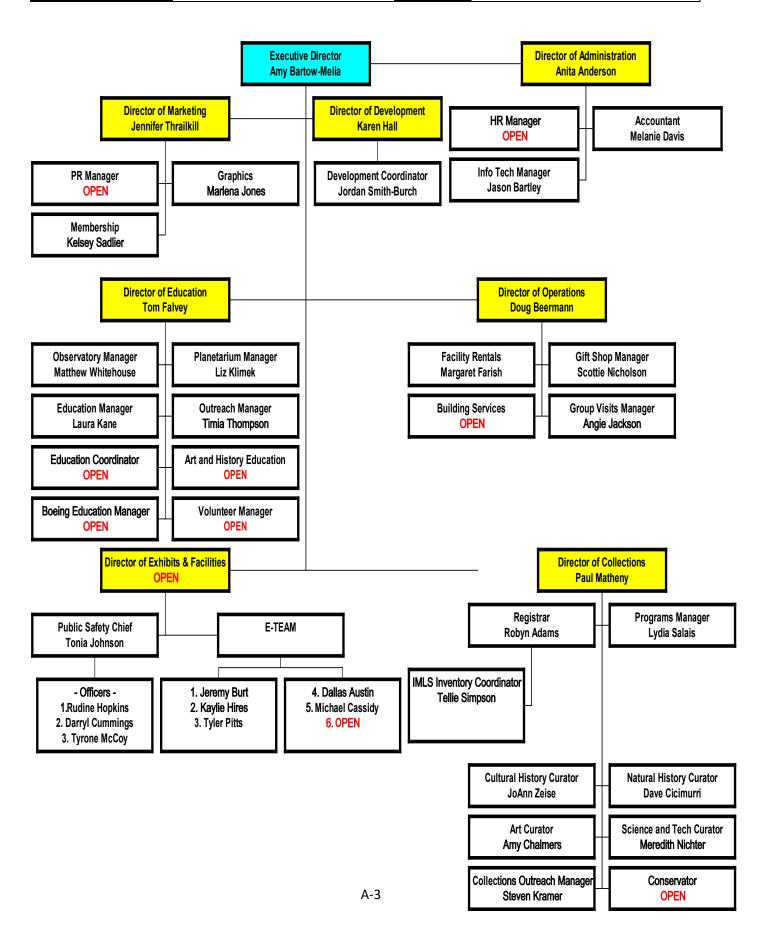
	Yes	**No**
REGULATION REVIEW:	☒	☐

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

	Name	*Phone*	*Email*
PRIMARY CONTACT:	Amy Bartow-Melia	803-898-4930	amy.bartow-melia@scmuseum.org
SECONDARY CONTACT:	Anita Anderson	803-898-5399	Anita.anderson@scmuseum.org

I have reviewed and approved the enclosed FY 2019–2020 Accountability Report, which is complete and accurate to the extent of my knowledge.

AGENCY DIRECTOR **(SIGN AND DATE):**	Signature on file
(TYPE/PRINT NAME):	Amy Bartow-Melia

BOARD/CMSN CHAIR **(SIGN AND DATE):**	Signature on file
(TYPE/PRINT NAME):	John McCabe

Executive Director
Amy Bartow-Melia

Director of Administration
Anita Anderson

Director of Marketing
Jennifer Thrailkill

Director of Development
Karen Hall

HR Manager
OPEN

Accountant
Melanie Davis

PR Manager
OPEN

Graphics
Marlena Jones

Development Coordinator
Jordan Smith-Burch

Info Tech Manager
Jason Bartley

Membership
Kelsey Sadlier

Director of Education
Tom Falvey

Director of Operations
Doug Beermann

Observatory Manager
Matthew Whitehouse

Planetarium Manager
Liz Klimek

Facility Rentals
Margaret Farish

Gift Shop Manager
Scottie Nicholson

Education Manager
Laura Kane

Outreach Manager
Timia Thompson

Building Services
OPEN

Group Visits Manager
Angie Jackson

Education Coordinator
OPEN

Art and History Education
OPEN

Boeing Education Manager
OPEN

Volunteer Manager
OPEN

Director of Exhibits & Facilities
OPEN

Director of Collections
Paul Matheny

Public Safety Chief
Tonia Johnson

E-TEAM

Registrar
Robyn Adams

Programs Manager
Lydia Salais

IMLS Inventory Coordinator
Tellie Simpson

- Officers -
1. Rudine Hopkins
2. Darryl Cummings
3. Tyrone McCoy

1. Jeremy Burt
2. Kaylie Hires
3. Tyler Pitts

4. Dallas Austin
5. Michael Cassidy
6. OPEN

Cultural History Curator
JoAnn Zeise

Natural History Curator
Dave Cicimurri

Art Curator
Amy Chalmers

Science and Tech Curator
Meredith Nichter

Collections Outreach Manager
Steven Kramer

Conservator
OPEN

A-3

AGENCY'S DISCUSSION AND ANALYSIS

The year began with 8 months of "business as usual" with a strong July, good fall and holiday season, and continued success in the winter. As February closed, the state museum was ahead of the previous year in most of its revenue areas (+$75,000) as well as attendance (+2,500). March quickly brought a new reality as efforts were swiftly reconfigured to react to Covid-19 and the closure of the museum on March 17th. Following an all staff work-from-home and virtual museum period, preparations began in late April to open again to guests for a 1-day retail promotion on May 9th, followed by a phased reopening of the entire Museum on May 30th. The year ended while still in "Phase 1" of reopening through the month of June with very modest visitation and revenue.

Our reopening plan included:
- Developing a phased reopening plan targeting May 30th, and committees for safely planning and executing the reopening were organized and placed into action, culminating in opening for members on May 30th, and for the general public on June 2.
- Capacity-managed, timed ticketing and online visit-booking was designed and programmed, Membership expiration dates were extended by 2 months, and all sales activity was pushed online.
- Interdepartmental staffing models and schedules to operate safely on a limited "phase 1" basis were designed and successfully executed. Contract services from Cintas and Jani-King were utilized to aid in the consistent cleaning and disinfection of restrooms, theaters and meeting spaces.

The content departments (Education, Collections and Programs) were also on track for an outstanding year in all categories before the museum suffered the shutdowns related to COVID-19. School and group programs, including the observatory lessons were exceeding expectations, as was all outreach activity. The state museum outstanding professional staff quickly pivoted to begin offering museum content virtually online through assorted platforms including Zoom, Facebook and YouTube. Events such as live stream astronomy night, trivia night, film reviews with historical commentary by our curators and educators were just a portion of virtual content that targeted not only the school children who were confined to their home but also the families and members who also are part of the museum visitation family.

The year was filled with challenges beyond anyone's expectation as the museum also lost a long-time staff member and department director to a fatal disease. The uncertainty caused by the pandemic also had negative effects on the staff. The museum proactively responded by hosting numerous virtual staff meetings and publishing weekly updates to the staff to keep them informed of the ever-changing circumstances.

The Executive Director of the museum, William Calloway, who has served for 18 years retired this September 2020. New Executive Director, Amy Bartow-Melia who comes to the museum after 23 years at the Smithsonian, is sure to bring new ideas and concepts to the museum while maintaining the museum's long standing high standard of excellence!

COVID FINANCIAL IMPACT

- Attendance | 108,000 | down | 62,500 | 37% decrease
- School Attendance | 32,500 | down | 32,000 | 49% decease
- Admission Revenues | $363,300 | down | $161,800 | 31% decrease
- Theater Revenues | $221,600 | down | $96,100 | 33% decrease
- Store Revenues | $487,900 | down | $182,000 | 27% decrease
- Facility Rental revenues | $222.200 | down | $70,000 | 24% decrease
- Day Camp revenues | $93,200 | down | $41,800 | 31% decrease
- Total Earned Revenues | $1,557,400 | down | $574,500 | 27% decrease

The immediate concern of the museum is to offset the negative impact of the COVID virus as outlined below.

I.   **Offset COVID Business Impact**

    A.   Full time openings, organizational restructure and reallocating responsibilities
    B.   Maximize work from home deliverables
    C.   Staff Uncertainty and Stress; Maintaining Morale
    D.   New or enhanced earned revenue streams including on-line programs and retail
    E.   New Operational Grant streams – Federal, Corporate, and Private Foundation
    F.   New revenue generating partnerships such as DOE
    G.   Maximize Targeted Expense savings and CARES Act reimbursements

II.   **Maximize Community Engagement and Impacts**

    A.   Repositioned content to generate increased attendance
    B.   Robust membership campaign for retention and acquisitions
           Roll out proposed new membership program
    C.   Increase stakeholders of influence
    D.   Engage more of our diverse communities across the State
    E.   Engage in the HERITAGE Act and Monument discussions
    F.   Initiate the DEAI initiatives with staff and with public

III.   **Digital and Virtual Presence**

    A.   Digital content creation and delivery
    B.   Social Media maximization
    C.   Online sales and revenue generation
    D.   Revamped website
    E.   Virtual Museum experience

Highlights of the COVID Impacted Year:

- Collections staff added 76 accessions that included 2,120 objects, over 300,000 specimens and 11 lots of bulk matrix to process
- Acquisition highlights for FY 19/20 include: the Fredrick Douglass presentation cane; Governor West's Citadel Sword; McMaster sofa; Cash register from a shop run by a South Carolina Jewish family; Secession Quilt; marked upstate pottery; 2050 Postcards that make us that largest holder of SC postcards when added to others in collection.
- IMLS Grant received for first full inventory and digitization of our Art Collection. To date, 2560 works of art have been inventoried and digitized resulting in 5,764 digital images
- $3450 in revenue generated with 9 traveling exhibitions hosted through our Traveling Exhibition Program (TEP)
- Completed SC Humanities partnership exhibition *SC: The Food We Celebrate* which opened at the SC State Fair and featured at the Governor's Awards in fall 2019. Has been exhibited at 3 other SC venues
- 212 requests for information received through Collections Outreach - 1500+ total calls, emails, etc.
- Began managing the South Carolina Federation of Museum's (SCFM) website and Facebook account, increasing Facebook by 44 followers since Jan 2020 (887 total) and created and managed SCFM LinkedIn (34 followers) and Instagram (188 followers)
- 23,218 students and teachers participated in 519 in-house classroom programs, including observatory.
- Outreach revenue for all programs was $19,500, with StarLab accounting for almost $17,000.

- School program outreach reached over 10,000 students and teachers in 161 classes.1128 students and teachers attended 62 homeschool classes this school year.
- The Observatory saw 27,000 general public guests, reached over 820 and 2352 teachers and students through distance learning and onsite lessons respectively.
- A grant of $180,000 was approved by Boeing of South Carolina for 2020 on-site and outreach observatory and astronomy programs.
- There are 181 active volunteers who contributed 5,766 hours of service last year; value $146,629.38.
- $27,425 earned revenue from The River Alliance for designing and installing wayside signage for the Congaree Creek/Timmerman Trail.
- Developed and executed a successful campaign for Space Week in July of 2019, which resulted in more than 7,000 visitors over 9 days.
- Successfully launched and executed seasonal marketing campaigns for Museum of Oz, holiday visitation and Cotton Mill Exchange shopping.
- Hospitality and Accommodations Tax Awards 19/20:
  City of Columbia: $9,900
  Richland County: $30,000
- Created and executed a Teacher Resource Guide for 19/20 that was mailed to more than 6,000 educators across the state. A Fall follow-up postcard was also mailed out in October.
- Secured media sponsorships including WACH Fox, WISTV and iHeart Media.
- Designed and programmed fully online booking system for museum camps that replaced labor intensive manual Group Visits process.
- Sherlock Holmes exhibit generated $56,712 in ticket sales, and over $11,000 in retail sales
- Processed over $140,000 in online sales through the eGalaxy webstore (down 5%).
- $27,747 in offsite retail sales from the Spartanburg and Columbia Jr League Christmas Holiday Markets.
- Received $24,702 in royalty payments from the Crescent Café, school lunches and daytime catering.
- Received a $20,000 transportation grant from the Dorothy Smith Foundation
- Corporate and Foundation sponsorships and donations received
  - Aflac- Camps $25,000
  - First Citizens- Outreach $40,000 (2020 & 2021)
  - Coolcare- Winterfest $5,000
  - Lillian Smith Foundation- $10,000
  - Workman Charitable Trust- $10,000
  - NEH- $10,000
  - NEA- $1,000
  - Wells Fargo- $10,000
  - Boeing-$15,000 (reallocation of existing funds)

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.
- 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 program 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.

SITUATION ANALYSIS

EDUCATION

The education department is experiencing wholesale change as it adapts to attendance and revenue disruption as a result of the pandemic. As school and other educational programs are lost, the department is building on lessons learned during the museum shutdown in digital remote learning. The conclusion of our first virtual summer camp leads us to identify ways to reach other museum audiences virtually and through onsite and outreach programs. Since returning to the office and reopening the museum, staff continues to develop and deliver new online content with a focus on many audiences and potential partners.

The department is considering ways to deliver onsite and outreach programs and identifying modifications needed to provide a quality educational experience that is safe for everyone. We are monitoring school district plans for virtual and in-person instruction as we identify ways to provide traditional and new museum programs and contact teachers with the right messages. Part of this effort involves seeking ways to support educators and students through new programs and partnerships. We also are identifying the potential to monetize our online programs.

Expectations for grant-funded astronomy outreach is an area for concern with both the resignation of our Boeing Outreach Educator this year and the changes in school schedules. We continue to communicate with both Boeing and education partners as we search for the right combination of deliverables that work for all parties. A recent grant submission that adds more grant-funded outreach is being considered in the same light. The potential for onsite observatory distance learning is being considered to meet some objectives.

The department lost three staff members since April, making the number of open positions now four out of eight. Online content has offered full-time and seasonal educators new and shifting responsibilities, requiring flexibility and communication. Staff members are adapting to these changes and considering new roles that respond to changes in school and public attendance. While virus infection rates remain high, and the museum operates at limited capacity, volunteers are not active.

COLLECTIONS AND PUBLIC PROGRAMS

The Collections and Programming Department staff works collaboratively as an innovative, cohesive department developing in-house exhibitions and programs focusing on museum's core mission. Through this tangible content, we provide unique experiences for the community and museum guests. Staff manages the collection and monitors both storage and exhibition areas. Funding was allocated in 18/19 to support a Collections Conservator who would work directly with this task long term. Recruitment for this position was put on hold due to the Covid pandemic. Staff assist with clearing registration of backlogged acquisitions, update loan paperwork and respond to requests for information, image use and other outreach opportunities with the public.

The new Programs Manager developed and implemented more than 25 programs connected to our disciplines and our changing exhibitions. This was challenging due to transitions related to the Covid crisis and developing virtual programming. We need to continue to evaluate the process of programs associated with this virus while also addressing the frequency of our programs and streamline the calendar this coming year.

The new Collections Outreach Manager has been managing the traveling exhibitions and continues to maintain the database of requests for information and image use requests. He also helped solidify the partnership with the SC Federation of Museums and has worked closely with their board and organized the annual museum conference held here in 2020.

Registrar coordinated a second, major IMLS grant request for $245,230. We just received confirmation that our proposal was approved for this second phase (FY 20/21). The first IMLS grant application has provided $209,000 to support digitization and inventory of the art collection. While this project is primarily on track, we received an extension through September 2021 due to setbacks associated with our museum closure during quarantine. The workspace for our next phase the first grant is currently filled with cases from Sherlock, so we are looking at ways to adjust and continue to move forward. The second grant project will focus on a portion of the Cultural History Collection's digitization and inventory and will begin following completion of the original grant.

Collections staff continue to monitor their spaces for any signs of infestation. An IPM plan was written and approved in 2019, and full implementation is contingent on a conservator being hired. Habitats have been reinstalled and an entrance sign and new mural are being produced. The 1st floor storage area was renovated and provides a safer environment for the collection. There was, however, a termite swarm in this area in 2020 that led to the discovery of damaged beams that will be replaced by General Services. There will be an impact to the storage space that needs to be addressed before work begins. Storage cabinets and specimens will need to be relocated and space is limited due to Sherlock storage. In addition, a long-term storage solution needs to be addressed. Portions of the Natural History Collection, including the larger mounted and ornithological specimens need better housing. Other areas are near or at capacity. Staff will continue to monitor and address storage concerns, ensuring the safety and long-term care of all items in the museum collection.

Funding was received to begin renovating our permanent galleries, however, staff have not had a chance to begin developing the content and storylines to reflect new information and ensure diversity and inclusion within these new spaces. DEAI needs to be better considered for all aspects of our content, including changing exhibitions, programs and acquisitions.

The greatest challenges are to meet the demands of the exhibitions and programs schedules, collections care and outreach requests. Each of these affects all departments throughout the museum in some way. This was one of the primary concerns discussed during Reaccreditation Committee planning and has not been addressed. We also face challenges with the new collections management system and completing the online component, satisfying storage concerns for the collection and general museum-wide storage and fulfilling the requirements of our IMLS grant project due to storage and workspace issues. Our storage areas are nearing capacity so future storage plans need to be considered for long term care and ensure our opportunity for collections growth.

MARKETING

Due to the Covid-19 pandemic the State Museum's marketing department is facing numerous challenges for the current fiscal year. We anticipate a reduction in support from City and County A & H Tax grants, resulting in a lower overall marketing budget. Many people are still uncomfortable visiting public spaces, so we have smaller pool of potential visitors work with and we need to develop strategies to still reach those that cannot attend in person.

Acknowledging those realities, we will need to maximize as much attendance and revenue as possible with less resources for paid promotion. To do this marketing staff will continue to closely monitor measurable results from our paid promotions and look for more ways to incorporate creative publicity events and non-paid social media postings and campaigns to increase awareness about the museum.

Publicity and unpaid promotion will be a major focus of the department, however the Public Relations Manager position is currently unfilled. Hiring and training a new team member will take time, which could limit the scope and potential of these new efforts during the first quarter of the fiscal year.

The uncertainty around museum operating status, event and program status, exhibit date changes, etc. due to COVID-19 makes it difficult to plan too far out in advance at this time. This means forecasting media spend and costs is difficult to do for the whole FY as there is potential for things to change due to concerns related to the pandemic.

The website still needs to be upgraded with less funds than initially planned. Shifting to a larger virtual presence for the museum means the overall goals for this project, i.e. security, mobile compatibility, better analytics and tracking, will need to be a priority for the first half of the fiscal year.

MEMBERSHIP

Membership revenue declined significantly due the pandemic and the museum's closure. This loss is reflected across both new membership sales and renewals, which are still down despite the museum having re-opened. Mitigating these losses is imperative and the major goal for the membership department for this fiscal year.

The current membership program is designed with the main benefits revolving around physical attendance at the museum (free admission, member events, etc.). Due to the pandemic and the unease many still feel at being in public spaces, these benefits likely do not hold the same value for current members and potential new members. There is a need to identify and adapt the membership program to create a more balanced structure which continues to offer attractive benefits without the need to visit the museum. An important step in this process will be to ascertain whether or not the needs and wants from our current members has changed due to COVID-19 and to address those changes.

The ways we communicate and promote membership have largely remained unchanged over the last few years. New methods and strategies need to be created to reach more potential members and to reflect the changing ways people find and receive news and information due to COVID-19.

A consistent, robust reporting and metric measuring schedule needs to be developed. This will create opportunities for staff to better understand our membership base and their behaviors. Careful monitoring of monthly revenue and member engagement (on site and virtual visitation) is needed throughout the year to spot positive and negative trends as they arise so they can be studied and addressed.

OPERATIONS

The Operations department has an accomplished, skilled and versatile staff, who are adapting to new priorities and safety guidelines due to COVID-19. Some of the same practices that generated past success may no longer be effective or appropriate, as we continue to discover which new tactics produce positive results. Some of the firmly entrenched goals that we reflexively pursued in the past may need to change, and subsequently our business practices. While facing a great challenge it is important we recognize there are opportunities to free ourselves from what has become obligatory and ineffective, exercising a

unique and rare freedom to make fundamental changes. Our decision-making has never been more important as we face critical opportunities to choose what we will pursue, and how we will pursue it.

The Exhibits and Public Safety team is currently a small group, with complimentary skills that allow a variety of projects to be successfully completed with exceptional results. The loss of the Director, paired with other open positions is a challenge that does currently limit the volume and speed of project completions, and the consideration of new projects. Staffing limitations paired with urgent daily needs, impact the ability to take on new projects and complete existing ones on time. The impact of COVID-19 and the need to adjust the facility and exhibits accordingly is an additional challenge and demand on resources. Currently the department is stable and operating effectively on a day-to-basis but is ready to welcome new direction and long-term leadership.

ADMINISTRATION

Because of the COVID-19 pandemic and our Human Resources vacancy, it has become more of a challenge to properly train, maintain standards of training, and place pandemic related policies and procedures in place within the museum. Technology security, IT needs, and support continue to be a day to day challenge. Managing ever changing State IT standards and policy updates is also challenging and time consuming

FOUNDATION

Considering the current economic climate, the South Carolina State Museum Foundation will adapt its focus on achieving fundraising goals in order to fulfill its mission of providing monetary support to the SCSM. The Foundation will seek alternative revenue sources to secure funding support for the Museum. As always, we will continue to maintain our relationships with our donors through communication and benefit fulfillment. We are continuing our advocacy efforts in the community to strengthen our relationships throughout South Carolina. The Foundation is looking forward to adjusting to the "new normal" and supporting the South Carolina State Museum during this difficult time.

Risk Assessment and Mitigation Strategies – 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
4. Contract with an external pest control company to provide regular treatments

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:				STATE MUSEUM COMMISSION							

Agency Code:		H950	Section:		29						

Strategic Planning and Performance Measurement Template

Statewide Enterprise Strategic Objective	Type	Item # Goal	Strategy	Measure	Description	2019-20 Base	Target	Actual	Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
Public Infrastructure and Economic Development	G	1			Maximize Impact of Museum Operations							
	S		1.1		Effectively Market State Museum							
	M			1.1.1	Maximize General Attendance	221,568	212,000	141,718	July 1 - June 30	Admissions Software/Daily	Actual count from Software	Measures effectiveness of marketing and quality of content
	M			1.1.2	Minimize Marketing cost per visitor	$ 2.50	$ 2.50	$ 3.37	July 1 - June 30	SCEIS/Daily	Marketing expense/Attendan	Marketing Expense Effectiveness
	M			1.1.3	Maximize 4D and Planetarium Attendance	93,419	95,000	64,861	July 1 - June 30	Admissions Software/Daily	Actual count from Software	Measures Quality of Shows/Content
	M			1.1.4	Maximize Ticketed Admissions	170,907	165,000	108,364	July 1 - June 30	Admissions Software/Daily	Actual count from Software	Marketing Expense Effectiveness
	M			1.1.5	Maximize Rental Attendance	41,113	40,000	28,251	July 1 - June 30	Admissions Software/Daily	Actual count from Software	Measures Quality of Shows/Content
	S		1.2		Maximize Earned Revenues							
	M			1.2.1	Ticket and Attraction Revenue	$ 909,290	$ 910,000	$ 641,659	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Ability to fund needed expenses to deliver quality content
	M			1.2.2	Gift Shop Revenue	$ 669,837	$ 670,000	$ 487,895	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Ability to fund needed expenses to deliver quality content
	M			1.2.3	Facility Rental Revenue	$ 292,025	$ 275,000	$ 222,233	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Ability to fund needed expenses to deliver quality content
	M			1.2.4	Program Revenue	$ 226,420	$ 225,000	180,368	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Ability to fund needed expenses to deliver quality content
	S		1.3		Be Efficient with Allocated resources							
	M			1.3.1	Maximize Volunteer Hours	9,254	10,000	5,766	July 1 - June 30	Manual Count/Annual	Manual Count	Expense efficiencies
	M			1.3.2	Minimize Total Expense per Visitor	$ 27	$ 30	42	July 1 - June 30	SCEIS/Daily	(Total Expense less rent)/atte	Expense efficiencies
	S		1.4		Through Museum Foundation Garner Citizen, Corporate and Private Finan							
	M			1.4.1	Maximize Family Memberships	3,486	4,000	2,989	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Measures effectiveness of marketing and quality of content
	M			1.4.2	Cultivate and Retain Corporate Community Partners	25	30	30	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Community Support
	M			1.4.3	Maximize Community Partner Revenue	$ 63,000	$ 65,000	55,000	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Community Support
	M			1.4.4	Maximize Corporate Grants	$ 200,000	$ 180,000	180,000	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Community Support
	M			1.4.5	Maximize Local Government Grants	$ 90,000	$ 50,000	39,900	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Community Support
	M			1.4.6	Maximize Federal Grants	$ 209,000	$ -	-	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Community Support
	M			1.4.7	Maximize Annual Corporate Sponsorships	$ 97,500	$ 155,000	155,000	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Community Support
Education, Training, and Human Development	G	2			Be a Primary Educational Resource for SC Schools							
	S		2.1		Deliver Standards based educational programming on site							
	M			2.1.1	Maximize School Group Visitation	64,552	70,000	32,553	July 1 - June 30	Admissions Software/Daily	Actual count from Software	Impactful Educational facility with engaging content
	M			2.1.2	Provide On Floor Lessons	4,146	4,500	9,363	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with engaging content
	M			2.1.3	Provide On Site STEM Lessons in classrooms and observatory	23,533	2,500	13,855	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with engaging content
	S		2.2		Offer Educational Outreach Programs to schools and other institutions in th							
	M			2.2.1	Deliver TEPS across the state	20	20	9	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with engaging content
	M			2.2.2	Maximize Outreach Participants	12,646		10,123	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with engaging content
	S		2.3		Partner with Statewide Educational Organizations							
	M			2.3.1	Number of State Agency Partners	14	10	14	July 1 - June 30	Manual Count/Annual	Manual Count	Activity in community and sharing of professional expertise
	M			2.3.2	Number of Non-State Agency Partners	72	70	71	July 1 - June 30	Manual Count/Annual	Manual Count	Activity in community and sharing of professional expertise
	S		2.4		Offer Educational Content and Experiences Virtually							
	M			2.4.1	Number of Zoom Virtual Programs			21	Mar 15-June 30	Manual Count	Manual Count	Impactful Educational facility with engaging content
	M			2.4.2	Number of Zoom Program Participants			907	Mar 15-June 30	Internet Digital Analytics	Actual count from Software	Impactful Educational facility with engaging content
	M			2.4.3	Number of Virtual Summer Campers			76	Mar 15-June 30	Internet Digital Analytics	Actual count from Software	Impactful Educational facility with engaging content
	M			2.4.4	Amount of Virtual Summer Camp Revenue		$	6,270	Mar 15-June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with engaging content
	M			2.4.5	Number of posted YouTube Content Videos			15	Mar 15-June 30	Manual Count	Manual Count	Impactful Educational facility with engaging content
	M			2.4.6	Number of YouTube Content Viewers			6,000	Mar 15-June 30	Internet Digital Analytics	Actual count from Software	Impactful Educational facility with engaging content
	M			2.4.7	Number of Telescope Live Stream Events			8	Mar 15-June 30	Manual Count	Manual Count	Impactful Educational facility with engaging content
	M			2.4.8	Number Facebook Virtual Content Views I minute			3,500	Mar 15-June 30	Internet Digital Analytics	Actual count from Software	Impactful Educational facility with engaging content
	M			2.4.9	Number Facebook Virtual Content Views 3 Seconds			57,600	Mar 15-June 30	Internet Digital Analytics	Actual count from Software	Impactful Educational facility with engaging content
	M			2.4.10	Number Facebook Virtual Content Views Shares and Engagement			4,600	Mar 15-June 30	Internet Digital Analytics	Actual count from Software	Impactful Educational facility with engaging content
Education, Training, and Human Development	G	3			Be the Caretaker of South Carolinas History							
	S		3.1		Acquire, preserve and use Collections of Distinction							
	M			3.1.1	Number of Accessions Recorded	80	50	76	July 1 - June 30	Collections Software/Daily	Actual count from Software	Build, preserve and use collections of distinction
	M			3.1.2	Number of Objects Collected	449	500	302,000	July 1 - June 30	Collections Software/Daily	Actual count from Software	Build, preserve and use collections of distinction
	S		3.2		Provide Curatorial Expertise							
	M			3.2.1	Research Papers Submitted	4	3	4	July 1 - June 30	Manual Count/Annual	Manual Count	Professional expertise
	M			3.2.2	Public Inquiries Answered	1364	1500	1,560	July 1 - June 30	Manual Count/Annual	Daily Tracking Log	Community Support
Government and Citizens	G	4			Deliver Quality Content							
	S		4.1		Provide Unique Program and Changing Exhibit Opportunities							
	M			4.1.1	Number of Changing exhibits Produced	8	8	8	July 1 - June 30	Manual Count/Annual	Manual Count	Providing engaging and compelling content
	M			4.1.2	Number of Program Participants NOT included in General Admission	6,512	3500	2,770	July 1 - June 30	Admissions Software/Daily	Actual count from Software	Impactful Educational facility with engaging content
	M			4.1.3	Number of Programs Presented	61	60	35	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Providing engaging and compelling content
	S		4.2		Provide Unique and Engaging Experiences for SC Children							
	M			4.2.1	Overnight Camp Participants	325	500	469	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with engaging content
	M			4.2.2	Day Camp Participants	2,711	3,000	1,864	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with engaging content
	M			4.2.3	Birthday Party Participants	1,284	1,400	537	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with engaging content
Maintaining Safety, Integrity and Security	G	5			Protect the Safety, Integrity and Security of Museum Resources and Visiting Pu							
	S		5.1		Protection of People and Systems							
	M			5.1.1	Provide necessary investment in Public Safety Personnel	$ 197,413	$ 205,000	203,593	July 1 - June 30	SCEIS/Daily	Actual count from Software	Effective and impactful use of limited expense funds
	M			5.1.2	Provide necessary investment in IT hardware and Software	$ 96,820	$ 100,000	211,779	July 1 - June 30	SCEIS/Daily	Actual count from Software	Effective and impactful use of limited expense funds
	M			5.1.3	Provide necessary Investment in Environmental Controls and Monitoring	$ 95,493	$ 100,000	20,321	July 1 - June 30	SCEIS/Daily	Actual count from Software	Effective and impactful use of limited expense funds

Agency Name:		STATE MUSEUM COMMISSION				Fiscal Year 2019-2020
Agency Code:	H950	Section:	29			Accountability Report
						Strategic Planning and Performance Measurement Template

Statewide Enterprise Strategic Objective	Type	Goal	Strategy	Measure	Description	Base	Target	Actual	Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
	G	1			Maximize Impact of Museum Operations							
	S		1.1		Effectively Market State Museum							
	M			1.1.1	Maximize General Attendance	141,718	116,850		July 1 - June 30	Admissions Software/Daily	Actual count from Software	Measures effectiveness of marketing and quality of content
	M			1.1.2	Minimize Marketing cost per visitor	$ 3.37	$ 2.97		July 1 - June 30	SCEIS/Daily	Marketing expense/Attendanc	Marketing Expense Effectiveness
	M			1.1.3	Maximize 4D and Planetrium Attendance	64,861	62,000		July 1 - June 30	Admissions Software/Daily	Actual count from Software	Measures Quality of Shows/Content
	M			1.1.4	Maximize Ticketed Admissions	108,364	100,000		July 1 - June 30	Admissions Software/Daily	Actual count from Software	Marketing Expense Effectiveness
	M			1.1.5	Maximize Rental Attendance	28,251	12,000		July 1 - June 30	Admissions Software/Daily	Actual count from Software	Measures Quality of Shows/Content
	S		1.2		Maximize Earned Revenues							
	M			1.2.1	Ticket and Attraction Revenue	$ 641,659	$ 576,000		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Ability to fund needed expenses to deliver quality content
	M			1.2.2	Gift Shop Revenue	$ 487,895	$ 500,000		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Ability to fund needed expenses to deliver quality content
	M			1.2.3	Facility Rental Revenue	$ 222,233	$ 100,000		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Ability to fund needed expenses to deliver quality content
	M			1.2.4	Program Revenue	$ 180,892	$ 114,000		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Ability to fund needed expenses to deliver quality content
	S		1.3		Be Efficient with Allocated resources							
	M			1.3.1	Maximize Volunteer Hours	5,766	6,000		July 1 - June 30	Manual Count/Annual	Manual Count	Expense efficiencies
	M			1.3.2	Miminze Total Expense per Visitor	42	$ 40		July 1 - June 30	SCEIS/Daily	(Total Expense less rent)/atte	Expense efficiencies
	S		1.4		Through Museum Foundation Garner Citizen, Corporate and Private Fin							
	M			1.4.1	Maximize Family Memberships	2,989	2,000		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Measures effectiveness of marketing and quality of content
	M			1.4.2	Cultivate and Retain Corporate Commnity Partners	30	30		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Community Support
	M			1.4.3	Maximize Community Partner Revenue	55,000	$ 65,000		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Community Support
	M			1.4.4	Maximize Corporate Grants	180,000	$ 100,000		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Community Support
	M			1.4.5	Maximize Local Government Grants	39,900	$ 20,000		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Community Support
	M			1.4.6	Maximize Federal Grants	-	$ 245,000		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Community Support
	M			1.4.7	Maximize Annual Corporate Sponsorships	155,000	$ 125,000		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Community Support
	G	2			Be a Primary Educational Resource for SC Schools							
	S		2.1		Deliver Standards based educational programming on site							
	M			2.1.1	Maximize School Group Visitation	32,553	30,000		July 1 - June 30	Admissions Software/D	Actual count from Software	Impactful Educational facility with engaging content
	M			2.1.2	Provide On Floor Lessons	9,363	4,500		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with engaging content
	M			2.1.3	Provide On Site STEM Lessons in classrooms and observatory	13,855	15,000		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with engaging content
	S		2.2		Offer Educational Outreach Programs to schools and other institutions i							
	M			2.2.1	Deliver TEPS across the state	9	15		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with engaging content
	M			2.2.2	Maximize Outreach Participants	10,123	10000		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with engaging content
	S		2.3		Partner with Statewide Educational Organizations							
	M			2.3.1	Number of State Agency Partners	14	14		July 1 - June 30	Manual Count/Annual	Manual Count	Activity in community and sharing of professional expertise
	M			2.3.2	Number of Non-State Agency Partners	71	70		July 1 - June 30	Manual Count/Annual	Manual Count	Activity in community and sharing of professional expertise
	S		2.4		Offer Educational Content and Experiences Virtually							
	M			2.4.1	Number of Zoom Virtual Programs	21	35		July 1 - June 30	Manual Count	Manual Count	Impactful Educational facility with engaging content
	M			2.4.2	Number of Zoom Program Participants	907	1500		July 1 - June 30	Internet Digital Analytic	Actual count from Software	Impactful Educational facility with engaging content
	M			2.4.3	Number of Virtual Summer Campers	76	75		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with engaging content
	M			2.4.4	Amount of Virtual Summer Camp Revenue	$ 6,270	6500		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with engaging content
	M			2.4.5	Number of posted YouTube Content Videos	15	25		July 1 - June 30	Manual Count	Manual Count	Impactful Educational facility with engaging content
	M			2.4.6	Number of YouTube Content Viewers	6,000	10000		July 1 - June 30	Internet Digital Analytic	Actual count from Software	Impactful Educational facility with engaging content
	M			2.4.7	Number of Telescope Live Stream Events	8	15		July 1 - June 30	Manual Count	Manual Count	Impactful Educational facility with engaging content
	M			2.4.8	Number Facebook Virtual Content Views I minute	3,500	7000		July 1 - June 30	Internet Digital Analytic	Actual count from Software	Impactful Educational facility with engaging content
	M			2.4.9	Number Facebook Virtual Content Views 3 Seconds	57,600	75000		July 1 - June 30	Internet Digital Analytic	Actual count from Software	Impactful Educational facility with engaging content
	M			2.4.10	Number Facebook Virtual Content Views Shares and Engagement	4,600	10000		July 1 - June 30	Internet Digital Analytic	Actual count from Software	Impactful Educational facility with engaging content
	G	3			Be the Caretaker of South Carolinas History							
	S		3.1		Acquire, preserve and use Collections of Distinction							
	M			3.1.1	Number of Accessions Recorded	76	75		July 1 - June 30	Collections Software/Da	Actual count from Software	Build, preserve and use collections of distinction
	M			3.1.2	Number of Objects Collected	302,000	500		July 1 - June 30	Collections Software/Da	Actual count from Software	Build, preserve and use collections of distinction
	S		3.2		Provide Curatorial Expertise							
	M			3.2.1	Research Papers Submitted	4	4		July 1 - June 30	Manual Count/Annual	Manual Count	Professional expertise
	M			3.2.2	Public Inquiries Answered	1,560	1500		July 1 - June 30	Manual Count/Annual	Daily Tracking Log	Community Support
	G	4			Deliver Quality Content							
	S		4.1		Provide Unique Program and Changing Exhibit Opportunities							
	M			4.1.1	Number of Changing exhibits Produced	8	8		July 1 - June 30	Manual Count/Annual	Manual Count	Providing engaging and compelling content
	M			4.1.2	Number of Program Participants NOT included in General Admission	2,770	3500		July 1 - June 30	Admissions Software/Da	Actual count from Software	Impactful Educational facility with engaging content
	M			4.1.3	Number of Programs Presented	35	35		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Providing engaging and compelling content
	S		4.2		Provide Unique and Engaging Experiences for SC Children							
	M			4.2.1	Overnight Camp Participants	469	350		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with engaging content
	M			4.2.2	Day Camp Participants	1,864	1,000		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with engaging content
	M			4.2.3	Birthday Party Participants	537	500		July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with engaging content
	G	5			Protect the Safety, Integrity and Security of Museum Resources and Visiting							
	S		5.1		Protection of People and Systems							
	M			5.1.1	Provide necessary investment in Public Safety Personnel	203,593	$ 194,549		July 1 - June 30	SCEIS/Daily	Actual count from Software	Effective and impactful use of limited expense funds
	M			5.1.2	Provide necessary investment in IT hardware and Software	211,779	$ 110,000		July 1 - June 30	SCEIS/Daily	Actual count from Software	Effective and impactful use of limited expense funds
	M			5.1.3	Provide necessary Investment in Environmental Controls and Monitoring	20,321	$ 25,000		July 1 - June 30	SCEIS/Daily	Actual count from Software	Effective and impactful use of limited expense funds

Agency Name:	STATE MUSEUM COMMISSION			

Agency Code:	H950	Section:	29	

Program/Title	Purpose	FY 2019-20 Expenditures (Actual)				FY 2020-21 Expenditures (Projected)				Associated Measure(s)
		General	Other	Federal	TOTAL	General	Other	Federal	TOTAL	
I. Administration	Executive Director, Finance, Info Tech, Human Resources, procurement, $1,8 million of bldg. rent, general overhead	$ 1,765,153	$ 385,645		$ 2,150,797	$ 2,060,863	$ 308,300		$ 2,369,163	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	$ 1,810,379	$ 1,576,608		$ 3,386,988	$ 1,543,655	$ 1,156,336		$ 2,699,991	All goals - 1,2,3,4,5 objectives
III C. Employee Benefits	Employee Benefits	$ 660,507	$ 163,977		$ 824,484	$ 613,284	$ 135,517		$ 748,801	
	Total				$ -				$ -	
All other items	Acquisitions, Collections Database., IT Equipment	$ 59,085	$ -		$ 59,085				$ -	5.1.2 - Provide necessary investment in IT hardware and Software
Pass Thru	Bishopville Military Museum	$ 75,000			$ 75,000				$ -	
		$ 4,370,124	$ 2,126,229		$ 6,496,354	$ 4,217,802	$ 1,600,153		$ 5,817,955	

Item #	Law Number	Jurisdiction	Type of Law	Statutory Requirement and/or Authority Granted	Does this law specify who your agency must or may serve? (Y/N)	Does the law specify a product or service your agency must or may provide?	If yes, what type of service or product?	If other service or product, please specify what service or product.
1	60-13-10	State	Statute	South Carolina Museum Commission created; membership; chairman; 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.	No	No - Does not relate directly to any agency deliverables		
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	No	No - Does not relate directly to any agency deliverables		
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.	Yes	Yes	Other service or product our agency must/may provide	The operation of a multi-discipline museum
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.	Yes	Yes	Report our agency must/may provide	
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.	No	No - Does not relate directly to any agency deliverables		
6	29.1	State	FY 2017-18 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.	Yes	No - But relates to manner in which one or more agency deliverables is provided		
7	29.2	State	FY 2017-18 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	Yes	Yes	Other service or product our agency must/may provide	Retail product in the museum store

Item #	Law Number	Jurisdiction	Type of Law	Statutory Requirement and/or Authority Granted	Does this law specify who your agency must or may serve? (Y/N)	Does the law specify a product or service your agency must or may provide?	*If yes,* what type of service or product?	*If other service or product*, please specify what service or product.
8	29.3	State	FY 2017-18 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.	Yes	Yes	Other service or product our agency must/may provide	Rental services, food service, shows exhibits and programs delivered to museum Guests
9	29.4	State	FY 2017-18 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.	Yes	No - But relates to manner in which one or more agency deliverables is provided		
10	**29.5**	State	FY 2017-18 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.	Yes	No - But relates to manner in which one or more agency deliverables is provided		
11	**29.6**	State	FY 2017-18 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.	No	No - Does not relate directly to any agency deliverables		

Service/Product Provided to Customers	Customer Segments	*Specify only for the following Segments:* (1) Industry: Name; (2) Professional Organization: Name; (3) Public: Demographics.	Divisions or Major Programs	Description
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		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.	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.	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.	Professional Organization	SC Federation of Museums, SC Science Teachers Education Leadership Association, SC Science Council, STEM Centers SC, SC Council for the Social Studies, Harvard Smithsonian Center for Astrophysics, Smithsonian Affiliations Program, Midlands Astronomy Club, Astronomical Society of the Pacific, International Astronomical Union, SC Council on Competitiveness Aerospace Taskforce, Carolina Area Planetarium Educators, Southeastern Planetarium Association, International Planetarium Society, Environmental Education Association of South Carolina, AMMC (American Museum Membership Conference), PRSA (Public Relations Society of America), South Carolina Motor coach Association, North Carolina Motor coach, Georgia Motor coach, AAM (American Alliance of Museums), Carolina Bridal Association	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

Agency Name:	STATE MUSEUM COMMISSION	Fiscal Year 2019-2020
		Accountability Report
Agency Code and Section: H950	29	
		Partner Template

Name of Partner Entity	Type of Partner Entity	Description of Partnership	Associated Goal(s)
SC Department of Natural Resources	State Government	Educational Content and educational Programming collaboration	1-4
State Arts Commission	State Government	Educational Content and educational Programming collaboration	1-4
Archaeology and Anthropology	State Government	Educational Content and educational Programming collaboration	2-4
SC Digital Library	State Government	Educational Content and educational Programming collaboration	1-4
University of South Carolina	State Government	Educational Content and educational Programming collaboration	1-4
Department of Education	State Government	School field trips and content support	1-4
ETV	State Government	Use of museum content broadcast thru ETV hardware and dedicated space inside museum	1-4
PRT	State Government	Cross marketing and dedicated exhibit space inside museum	1-4
Carolina Wildlife	State Government	Educational Content and educational Programming collaboration	1-4
SC Forestry Commission	State Government	Educational Content and educational Programming collaboration	1-4
Clemson Extension	State Government	Educational Content and educational Programming collaboration	1-4
Confederate Relic Room	State Government	Joint Ticketing and Programming	1-4
State Library	State Government	Story Fest Annual Event	1-4
State Archives	State Government	Educational Content and educational Programming collaboration	1-4
National Museum of African American History and Culture	Federal Government	Educational Content and educational Programming collaboration	1-4
Smithsonian Center for Folklife	Federal Government	Educational Content and educational Programming collaboration	1-4
NASA	Federal Government	Astronomy Content and programming	1-4
Savannah River Ecology Lab	Federal Government	Educational Content and educational Programming collaboration	1-4
21st Century Community Learning Centers	Federal Government	Provides venues for off-site STEM observatory outreach	1-4
SC Space Grant Consortium	Federal Government	Educational Content and educational Programming collaboration	1-4
Smithsonian	Federal Government	Affiliation member and use of memberships for museum members	1-4
Historic Columbia	Local Government	Educational Content and educational Programming collaboration	1-4
Richland Library	Local Government	Educational Content and educational Programming collaboration	1-4
City of Columbia Parks	Local Government	Educational Content and educational Programming collaboration	1-4
Lexington County Museum	Local Government	Educational Content and educational Programming collaboration	1-4
Richland County Stormwater Management Division	Local Government	Educational Content and educational Programming collaboration	1-4
Richland County Conservation District	Local Government	Educational Content and educational Programming collaboration	1-4
Columbia Visitors Bureau	Local Government	Marketing and Advertising ands dedicated space inside museum	1-4
City of Columbia	Local Government	Hospitality Tax funding for marketing	1-4
Richland County	Local Government	Hospitality Tax funding for marketing	1-4
USC Irvin Department of Rare Books and Special Collections	Higher Education Institute	Educational Content and educational Programming collaboration	1-4
Benedict College	Higher Education Institute	Educational Content and educational Programming collaboration	1-4
USC Dept of Physics and Astronomy	Higher Education Institute	Educational Content and educational Programming collaboration	1-4
Francis Marion University Dept of Physics	Higher Education Institute	Educational Content and educational Programming collaboration	1-4
Museum of Early Southern Decorative Arts	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4
Morris Center for Lowcountry Heritage	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4

Partner Template

Name of Partner Entity	Type of Partner Entity	Description of Partnership	Associated Goal(s)
SC Humanities Council	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4
Columbia Museums	Non-Governmental Organization	Joint Ticketing and Promotion	1-4
Girl Scouts of SC: Mountains to the Midlands	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4
South Carolina Boy Scouts	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4
Congaree National Park	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4
Midlands Association of Volunteer Administrators	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4
Urban League	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4
USC English Programs for Internationals	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4
President's Volunteer Service Award	Non-Governmental Organization	Volunteer Content and Appreciation Award	1-4
Riverbanks Zoo & Garden	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4
indie Grits Labs/Nickelodeon Theater	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4
Columbia Children's Theatre	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4
USC Anne Frank Partnership	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4
SC Wildlife Federation	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4
Palmetto Pride	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4
Lowcountry Stargazers	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4
Clemson Area Amateur Astronomers	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4
Carolina Skygazers	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4
American Astronomical Society	Non-Governmental Organization	Conference Hosting	1-4
Congaree Vista Guild	Non-Governmental Organization	Marketing and Advertising Collaboration	1-4
Columbia Attractions	Non-Governmental Organization	Joint Ticketing and Promotion	1-4
SC Museum Foundation	Non-Governmental Organization	Private Fundraising for the museum	1-4
Central Carolina Community Foundation	Non-Governmental Organization	Fund source and program collaboration	1-4

Agency Name:	STATE MUSEUM COMMISSION		Fiscal Year 2019-2020
			Accountability Report
Agency Code and Section:	H950	29	
			Partner Template

Name of Partner Entity	Type of Partner Entity	Description of Partnership	Associated Goal(s)
Junior Leagues	Non-Governmental Organization	Generating Retail Sales off site	1
Sonoco Recycling	Private Business Organization	Educational Content and educational Programming collaboration	2-3
Media Providers	Private Business Organization	Media trade	1
SC Federation of Museums	Professional Association	Museum Support and Professional Development	1-4
SC Science Teachers Education Leadership Association	Professional Association	Educational Content and educational Programming collaboration	1-4
SC Science Council	Professional Association	Educational Content and educational Programming collaboration	1-4
STEM Centers SC	Professional Association	Educational Content and educational Programming collaboration	1-4
SC Council for the Social Studies	Professional Association	Educational Content and educational Programming collaboration	1-4
Harvard Smithsonian Center for Astrophysics	Professional Association	Educational Content and educational Programming collaboration	1-4
Smithsonian Affiliations Program	Professional Association	Educational Content and educational Programming collaboration	1-4
Midlands Astronomy Club	Professional Association	Educational Content and educational Programming collaboration	1-4
Astronomical Society of the Pacific	Professional Association	Educational Content and educational Programming collaboration	1-4
International Astronomical Union	Professional Association	Educational Content and educational Programming collaboration	1-4
Bishops Public Education Initiative	Professional Association	Educational Content and educational Programming collaboration	1-4
Carolina Area Planetarium Educators	Professional Association	Educational Content and educational Programming collaboration	1-4
Southeastern Planetarium Association	Professional Association	Educational Content and educational Programming collaboration	1-4
International Planetarium Society	Professional Association	Educational Content and educational Programming collaboration	1-4
Environmental Education Association of South Carolina	Professional Association	Educational Content and educational Programming collaboration	1-4
AMMC (American Museum Membership Conference)	Professional Association	Support services to membership program	1-4
PRSA (Public Relations Society of America)	Professional Association	Support services for Public Relations	1-4
South Carolina Motor coach Association	Professional Association	Access to database and joint marketing to pre-formed groups	1
North Carolina Motor coach	Professional Association	Access to database and joint marketing to pre-formed groups	1
Georgia Motor coach	Professional Association	Access to database and joint marketing to pre-formed groups	1
AAM (American Alliance of Museums)	Professional Association	Reaccreditation and support services	1-4
Carolina Bridal Association	Professional Association	Sourcing Bridal Clients for Facility Rentals	1
Museum Store Association	Professional Association	Resource and support network for museum store operators	1

Agency Name:	STATE MUSEUM COMMISSION						

Agency Code:	H950	Section:	29

Item	Is this a Report, Review, or both?	Report or Review Name	Name of Entity Requesting the Report or Conducting Review	Type of Entity	Reporting Frequency	Current Fiscal Year: Submission Date or Review Timeline (MM/DD/YYYY)	Summary of Information Requested in the Report or Reviewed	Method to Access the Report or Information from the Review
1	Internal Review and Report	Accountability Report	Executive Budget Office	State	Annually	September 15, 2020	Results and responsibilities of agency	Museum WEB Site
2	Internal Review and Report	Budget Request	Executive Budget Office	State	Annually	September 15, 2020	Financial needs for next fiscal year	Paper Copy
3	Internal Review and Report	Info Tech Inventory and Plan	DTO	State	Annually	August 3, 2020	Listing of all hardware and software	Paper Copy
4	Internal Review and Report	Info Tech Security Plan	DTO	State	Annually	August 3, 2020	IT needs and issues for upcoming year	Paper Copy
5	Internal Review and Report	Minority Utilization Plan	Dept. of Admin	State	Annually	December 15, 2020	Data on minority business use	Paper Copy
6	Internal Review and Report	Year End GAAP reports	Comptroller	State	Annually	September 15, 2020	Specific Year-End Financial Data	Paper Copy
7	Internal Review and Report	Bank Account Transparency	Comptroller	State	Annually	July 1, 2020	Use and balance of acquisitions checking account	Paper Copy
8	Internal Review and Report	Affirmative Action Plan	Human Affairs	State	Annually	January 15, 2020	Plan on Diversity of workforce	Paper Copy
9	Internal Review and Report	Debt Collection Report	Dept. of Admin	State	Annually	August 15, 2020	Outstanding monies due museum	Paper Copy
10	Internal Review and Report	Employment Wage	Dept. Employment & Workforce	State	Quarterly	Last day of Quarter	Data on wages paid	Paper Copy
11	Internal Review and Report	Sales Tax Returns	Dept. of Revenue	State	Monthly	21st of following month	Data on sales taxes collected	Paper Copy
12	Internal Review and Report	State Fleet Mileage	Dept. of Admin	State	Monthly	3rd of following month	Data on Vehicle mileage used	Paper Copy
13	Internal Review and Report	Salary Supplements	OHR	State	Annually	August 15, 2020	Any supplements paid to museum staff from non-state sources	Paper Copy
14	Internal Review and Report	Agency Head Review	Agency Head Commission	State	Annually	August 15, 2020	Performance appraisal of Agency Head	Paper Copy
15	External Review and Report	Audit	State Auditor	State	Annually	07/01/2019 - 06/30/2020	Audit of financial transactions and procedures	Auditor Web Site
16	Internal Review and Report	Migratory Birds	US Fish and Wildlife	Federal	Annually	September 15, 2020	Any Migratory Bird Salvages	Paper Copy
17	Internal Review and Report	Laser Light Show Annual Report	FDA	Federal	Annually	September 15, 2020	Verify safety and use of public laser show equipment	Paper Copy