

**NATIONAL MUSEUM OF AMERICAN HISTORY,  
KENNETH E. BEHRING CENTER**

	APPLICATION OF OPERATING RESOURCES							
	FEDERAL APPROPRIATIONS		GENERAL TRUST		DONOR/SPONSOR DESIGNATED		GOV'T GRANTS & CONTRACTS	
	FTE	\$000	FTE	\$000	FTE	\$000	FTE	\$000
FY 2006 ACTUAL	186	20,046	8	1,799	53	8,979	18	3,164
FY 2007 ESTIMATE	190	20,640	9	2,136	45	8,464	20	3,078
FY 2008 ESTIMATE	190	21,282	10	2,141	37	7,623	21	3,007

Note: Operating resources include the National Postal Museum

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**STRATEGIC GOALS: INCREASED PUBLIC ENGAGEMENT; STRENGTHENED RESEARCH; AND ENHANCED MANAGEMENT EXCELLENCE**

**Federal Resource Summary by Performance Objective and Program Category**

Performance Objective/ Program Category	FY 2007		FY 2008		Change	
	FTE	\$000	FTE	\$000	FTE	\$000
<b>Increased Public Engagement</b>						
<i><b>Public Programs</b></i>						
Engage and inspire diverse audiences	33	3,060	33	3,150	0	90
<i><b>Exhibitions</b></i>						
Offer compelling, first-class exhibitions	58	4,375	58	4,520	0	145
<i><b>Collections</b></i>						
Improve the stewardship of the national collections	49	6,860	49	7,090	0	230
<b>Strengthened Research</b>						
<i><b>Research</b></i>						
Ensure the advancement of knowledge in the humanities	28	3,800	28	3,910	0	110
<b>Enhanced Management Excellence</b>						
<i><b>Facilities</b></i>						
Improve the overall cleanliness and efficient operation of Smithsonian facilities	2	365	2	370	0	5
<i><b>Information Technology</b></i>						
Modernize the Institution's information technology systems and infrastructure	9	1,054	9	1,090	0	36
<i><b>Management Operations</b></i>						
Ensure that the workforce is efficient, collaborative, committed, innovative, and diverse	4	425	4	430	0	5
<b>Total</b>	<b>183</b>	<b>19,939</b>	<b>183</b>	<b>20,560</b>	<b>0</b>	<b>621</b>

## **BACKGROUND AND CONTEXT**

The National Museum of American History (NMAH), Kenneth E. Behring Center, works to inspire a broader understanding of our nation and its people through exhibitions, public programs, research, and collections activity. NMAH is the only Museum with the mandate to tell the entire story of America, beginning in colonial times, through the 21st century. The Museum collects and preserves more than three million artifacts—from the original Star-Spangled Banner and Abraham Lincoln's top hat to Dizzy Gillespie's angled trumpet and Dorothy's ruby slippers from *The Wizard of Oz*.

Generations of visitors—three million each year, making it the most-visited history museum in the world—and millions more online visitors have explored the Museum's halls, making their own personal discoveries. The NMAH has something for everyone, presenting the triumphs and tragedies, explorations and innovations, and treasures and curiosities that animate the American story. The Museum creates learning opportunities, stimulates imaginations, and presents challenging ideas about our country's past.

For FY 2008, the budget estimate includes an increase of \$621,000 for necessary pay for existing staff funded under this line item.

## **MEANS AND STRATEGY**

The Museum will reopen in the summer of 2008 after renovation to reveal the new *Star-Spangled Banner Gallery*, an architectural transformation of the central core of the Museum, and the updating of the Museum's infrastructure. The Star-Spangled Banner will be returned to its rightful place at the center of the Museum in a state-of-the-art gallery so that it may be preserved and displayed for generations. The Museum will offer targeted educational programs to complement the reinstallation of the Star-Spangled Banner. Additionally, the renovation will transform the central core into a grand, open, and easily navigated environment worthy of the Museum's collections. The visible results of the renovation will include architectural changes featuring more natural and artificial lighting, a grand staircase connecting the first and second floors, new wall cases for collections displays, improved signage and public circulation, increased horizontal and vertical sightlines, a new Visitor Welcome Center, and the reopening of previously closed exhibitions.

In addition to the work related to the reopening, staff will be planning and designing future exhibits and programs, conducting off-site programs and performances, developing traveling exhibitions, installing temporary exhibitions at other locations, acquiring new collections, conducting

research, and extending the reach of the Museum's website with new online exhibitions and features.

The Museum will continue to plan and implement programs, some off site while closed to the public, to attract new and underserved audiences. These programs will include musical performances by the Smithsonian Jazz Masterworks Orchestra and the Smithsonian Chamber Music Society, as well as programs for Jazz Appreciation Month. Some of the Museum's cornerstone events will continue to center on Black History Month, Hispanic Heritage Month, and Asian Pacific American Heritage Month. The Museum will continue to expand and upgrade its popular website with new features on exhibitions, collections, and public programs.

## **STRATEGIC GOALS AND FY 2008 ANNUAL PERFORMANCE GOALS**

### **Increased Public Engagement**

#### ***Engage and inspire diverse audiences (33 FTEs and \$3,150,000)***

- Open the new Welcome Center to help visitors plan their tours of the Museum and learn more about Museum collections
- Relaunch the hand-held multi-media guide for self-guided tours, with the expectation of distributing 400 hand-held guide units daily
- Plan for expanded Hands-on-History Room and new Lemelson and Education Centers
- Offer Star-Spangled Banner educational materials and electronic outreach to schools nationwide
- Offer family activities related to the opening of the *Star-Spangled Banner Gallery*, including a family festival weekend, special tours, films, and hands-on activities, such as a daily folding of a replica Star-Spangled Banner
- Reopen the Hands-on-Science Center
- Establish websites on the patent medicine and bracero collections
- Conduct annual programs to commemorate Black History Month, Hispanic Heritage Month, and Asian Pacific American Heritage Month

#### ***Offer compelling, first-class exhibitions at Smithsonian museums and across the nation (58 FTEs and \$4,520,000)***

- Open the new *Star-Spangled Banner Gallery*
- Reopen the renovated Museum with new wall cases lining the public spaces, so that collections can be exhibited outside of the traditional exhibition areas
- Plan for temporary exhibitions on the 400th anniversary of the Jamestown colony, the Abraham Lincoln bicentennial, and various photography exhibitions
- Continue development of the *On The Water* and *An Introduction to*

- *American History* exhibitions, which are projected to open in 2009
- Begin development of renovated exhibitions on the *American Presidency, First Ladies, and Sports and Entertainment*—projected to open in 2012

***Improve the stewardship of the national collections for present and future generations (49 FTEs and \$7,090,000)***

- Implement appropriate collections preservation and documentation procedures to ensure that NMAH collections are appropriately cared for and are physically accessible to the broadest possible external audience and to staff
- Implement appropriate collections registration and documentation procedures to ensure that NMAH collections are legally and contextually documented, and that related information is accessible to the broadest possible external audience and to staff
- Prioritize recommendations from the NMAH Collections Information Systems (CIS) Data Analysis Project and identify the resources needed to address them
- Produce two collections-based publications for the NMAH website

**Strengthened Research**

***Ensure the advancement of knowledge in the humanities through original research (28 FTEs and \$3,910,000)***

- Complete research on the permanent exhibition *An Introduction to American History*, which is projected to open in 2009
- Complete research on the *Abraham Lincoln Bicentennial* and *For Which It Stands* temporary exhibitions and the *Jamestown 400th Anniversary* traveling exhibition
- Complete research on websites for all exhibitions scheduled to open upon completion of the renovation

**Enhanced Management Excellence**

***Improve the overall cleanliness and efficient operation of Smithsonian facilities (2 FTEs and \$370,000)***

- Integrate the recently completed Comprehensive Facilities Development Plan (Master Plan) with the Smithsonian's Capital Facilities Project Planning system, as well as with the Smithsonian's global space planning document, to ensure the comprehensive integration of collections storage needs and completion of ongoing public space renewal projects
- Reduce work-related accidents and illnesses by at least five percent

***Modernize the Institution's information technology (IT) systems and infrastructure (9 FTEs and \$1,090,000)***

- Redesign and expand the Museum's public spaces network cable plant as part of the public spaces renovation program

- Enable and hasten the volume of digital imaging of the Museum's collections
- Expand electronic file storage to provide adequate capacity for Museum data
- Examine and enhance Museum data processing and management to enable and leverage new and existing business processes
- Continue to provide effective support for design, implementation, maintenance, security, and administration of information and exhibit technology infrastructure

***Ensure that the Smithsonian workforce is efficient, collaborative, committed, innovative, and diverse (4 FTEs and \$430,000)***

- Complete evaluation of the Museum's administrative staffing structure and requirements, and implement a structure that takes into account electronic initiatives associated with time and labor accounting, e-travel, and property accountability
- Complete work on a career guide for the Museum's public programs staff, which will provide standards and guidelines for the professional development of present and future NMAH curators
- Complete at least three recruiting trips to minority colleges/universities
- Advertise 80 percent of open staff positions above grade GS-13 in media which will normally guarantee a diverse population of candidates
- Ensure that 100 percent of staff members attend diversity training programs and participate in customer service training

**NONAPPROPRIATED RESOURCES**—General trust funds support salaries and benefits for a small percentage of NMAH personnel, as well as cover general operating costs. Donor/sponsor-designated funds support research, planning, design, fabrication, installation, maintenance work, and educational programming related to both current and anticipated Museum exhibits, including the *Star-Spangled Banner*. Donor/sponsor-designated funds are the Museum's primary means for developing and installing new exhibits. Donor-designated funds are also key to renovating the public spaces in the Museum.

## NATIONAL POSTAL MUSEUM

### STRATEGIC GOALS: INCREASED PUBLIC ENGAGEMENT AND ENHANCED MANAGEMENT EXCELLENCE

#### Federal Resource Summary by Performance Objective and Program Category

Performance Objective/ Program Category	FY 2007		FY 2008		Change	
	FTE	\$000	FTE	\$000	FTE	\$000
<b>Increased Public Engagement</b>						
<b><i>Exhibitions</i></b>						
Offer compelling, first-class exhibitions	2	167	2	171	0	4
<b><i>Collections</i></b>						
Improve the stewardship of the national collections	5	506	5	526	0	20
<b>Enhanced Management Excellence</b>						
<b><i>Information Technology</i></b>						
Modernize the Institution's information technology systems and infrastructure	0	28	0	25	0	-3
<b>Total</b>	<b>7</b>	<b>701</b>	<b>7</b>	<b>722</b>	<b>0</b>	<b>21</b>

#### BACKGROUND AND CONTEXT

The National Postal Museum (NPM) is dedicated to the preservation, study, and presentation of postal history and philately. The NPM uses research, exhibits, education, and public programs to make this rich history available to a wide and diverse audience.

For FY 2008, the budget estimate includes an increase of \$21,000 for necessary pay for existing staff funded under this line item.

#### MEANS AND STRATEGY

To achieve the goal of Increased Public Engagement, the NPM is directing its resources toward initiatives that will increase visitation to both the Museum and its website. In FY 2008, the NPM will exhibit the Hirzel collection, one of the premier collections of classic U.S. philately, including an extensive representation of the 1847 issue. The NPM will begin designing a newly renovated National Philatelic Gallery for the installation of the *National Collection* exhibition, the Museum's largest and most comprehensive philatelic display.

Work will continue on a series of new, permanent exhibits that will explore the history of America's postal service from the Colonial period to the

present. Most of the galleries are in the planning stages and are scheduled to replace aging exhibits on a continuing basis from FY 2007 through 2010.

The NPM will begin implementing its new collections management policy in accordance with Smithsonian Directive (SD) 600. A draft collecting plan also will be issued that will identify strengths and weaknesses in the Museum's collections as well as a strategy for improvements. The NPM will also continue to survey off-site collections and implement recommendations for possible deaccession. These improvements in the accountability of the national collections will continue to serve Museum staff, scholars, philatelists, collectors, and the general public.

The NPM will implement the five-year plan for Arago™, its Web-based, online collections information system (CIS), which will result in an expanded U.S. section and the beginning of its international section.

The goal of Enhanced Management Excellence requires the modernization of the NPM's information technology systems and infrastructure. The Museum will continue to replace network hardware and related computer systems that support its administrative and programmatic needs.

## **STRATEGIC GOALS AND FY 2008 ANNUAL PERFORMANCE GOALS**

### **Increased Public Engagement**

#### ***Offer compelling, first-class exhibitions at Smithsonian museums and across the nation (2 FTEs and \$171,000)***

- Design and install exhibit for the Hirzel collection
- Plan for and design the newly renovated National Philatelic Gallery
- Design and install one of seven new, permanent, postal history exhibits

#### ***Improve the stewardship of the national collections for present and future generations (5 FTEs and \$526,000)***

- Complete and implement a revised collections management policy in accordance with SD 600
- Complete and implement a revised collections plan for the national philatelic collection
- Complete and implement a cyclical inventory plan for the national philatelic collection in accordance with Smithsonian collections management policies
- Complete and implement a collections digitization plan for the national philatelic collection
- Continue to enter cataloguing information for new and old acquisitions, using the CIS
- Continue to clean and enhance legacy records and update storage

location information

- Complete and implement a multi-year plan to target key collection objects or groups of objects for research and publication in the online database application (i.e., Arago™)
- Complete and implement a collections digitization plan for the national philatelic collection as part of the multi-year plan
- Create or enhance object and media records for significant philatelic materials selected for the *National Collection*, a new exhibit project

#### **Enhanced Management Excellence**

##### ***Modernize the Institution's information technology (IT) systems and infrastructure (\$25,000)***

- Maintain network hardware and related computer systems
- Maintain software requirements for the automated CIS

**NONAPPROPRIATED RESOURCES**—The U.S. Postal Service provides NPM an annual grant, which supports nearly 75 percent of the Museum's core functions and operational costs. These costs include salaries and benefits, utilities, facility maintenance, exhibitions, research, education, and conservation programs. Fundraising initiatives continue to generate increased support from donor/sponsor-designated funds that cover the costs of new exhibitions and educational programs. The Museum continues to support a small percentage of its staff and programs with general trust funds.