

NATIONAL PORTRAIT GALLERY

	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	55	6,932	3	493	8	2,609	0	0
FY 2007 ESTIMATE	59	5,435	3	566	8	2,254	0	0
FY 2008 ESTIMATE	59	5,599	3	591	4	2,285	0	0

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
Increased Public Engagement						
<i>Public Programs</i>						
Engage and inspire diverse audiences	8	725	8	750	0	25
Provide reference services and information	5	530	5	570	0	40
<i>Exhibitions</i>						
Offer compelling, first-class exhibitions	11	944	11	977	0	33
<i>Collections</i>						
Improve the stewardship of the national collections	18	1,508	18	1,549	0	41
Strengthened Research						
<i>Research</i>						
Ensure the advancement of knowledge in the humanities	4	369	4	382	0	13
Enhanced Management Excellence						
<i>Information Technology</i>						
Modernize the Institution's information technology systems and infrastructure	1	123	1	128	0	5
<i>Management Operations</i>						
Strengthen an institutional culture that is customer centered and results oriented	9	1,070	9	1,071	0	1
Enhance the reputation of the Smithsonian by maintaining good relations with the news media and with federal, state, and local governments	3	166	3	172	0	6
Total	59	5,435	59	5,599	0	164

BACKGROUND AND CONTEXT

The National Portrait Gallery (NPG) functions as a free public museum for the exhibition and study of portraiture depicting men and women who have made significant contributions to the history, development, and culture of the people of the United States, and the artists who created such portraiture. Congress established the NPG to be the pinnacle of national recognition, and the Gallery will continue to ensure that its collections honor the American people.

To achieve the goal of Increased Public Engagement, the NPG will continue to evaluate its installations and programming by identifying strengths and weaknesses, and correcting deficiencies.

To achieve the goal of Strengthened Research, the NPG will continue its editing project of the *Charles Willson Peale Family Papers*. The project has collected copies of more than 6,000 documents, spanning three generations of the Peale family. The archive traces the family's history from the arrival of Charles Peale, a transported felon, through the career of Charles Willson Peale—artist, Revolutionary soldier, naturalist and museum keeper, and Enlightenment polymath—down through the 19th-century careers and lives of his many children, including his sons Raphaelle, Rembrandt, Titian Ramsay, and Rubens. In addition to its richness as a source of biographical information on the Peale family, the archive is a matchless source of information on American family, social, and cultural history from the 1730s to the 1880s.

The goal of Enhanced Management Excellence will be achieved by using marketing results to direct improvements that meet the needs and expectations of visitors and stakeholders.

The FY 2008 estimate includes an increase of \$164,000 for necessary pay for existing staff funded under this line item.

MEANS AND STRATEGY

Two major exhibitions are planned for FY 2008—*Capital Portraits* will contain 50 paintings that highlight the hidden strengths of Washington portraiture, and *1968: The Year That Shaped a Generation* will feature the dramatic personalities and events that are still so well known today that they can be referred to in a historical shorthand: Martin, Bobby, and “Nixon’s the One.” Four smaller exhibitions will feature photographers Zaida Ben-Yusef and Edward Steichen, sculptor Alexander Calder, and vice presidents. Staff will research and write publications to accompany these exhibitions. Due to

their fragile nature, most of the works on paper displayed in the Portrait Gallery's permanent collection installation, numbering around 300 objects, will be rotated off view, and new collection items will be matted and framed to replace them.

Planning will continue for the second Outwin Boochever Portrait Competition to be held in FY 2009, with the call for entries in FY 2008. The competition is a nationwide endeavor that enables artists—both known and unknown—to submit their works to compete for a portrait commission, a cash award, and an opportunity to participate in an exhibition of selected painted and sculpted works.

The sixth annual Peck Presidential Awards for "Service to a President" and "Portrayal of a President" will be announced early in FY 2008, and the winners will participate in a session designed as an educational forum to further high school students' understanding of the presidency and of those who have held, served, and portrayed that office.

The NPG will continue to develop a broad range of national and regional educational programs for school and community audiences, which will result in increased visitation. Programs designed for various ages will be presented, using such media as literature-based arts activities, musical performances, plays, historical actors, interactives, and workshops for teachers and museum professionals.

In addition, the NPG will continue to use its award-winning website to provide an important research base for portraiture, and will continue its significant contribution to the visual history of our nation by distributing photographic and digital images from its collection for use in books, videos, CDs, and other media.

STRATEGIC GOALS AND FY 2008 ANNUAL PERFORMANCE GOALS

Increased Public Engagement

Engage and inspire diverse audiences in a lifelong exploration and understanding of art, history, science, and culture (8 FTEs and \$750,000)

- Award two Peck Presidential Medals, one for "Service to the Presidency" and one for "Portrayal of the Presidency"
- Present two town hall sessions, with participation by the winners of the Peck Presidential Medals, to promote high school students' understanding of the presidency
- Present the Edgar P. Richardson symposium on American portraiture and biography

- Publish four issues of *Profile*, the Gallery's publication, to increase national awareness of NPG programs and research
- Publish three high-quality, illustrated books in support of the Gallery's current exhibitions
- Recruit and train corps of teen ambassadors to serve as museum mentors for fifth-grade students in the Washington, DC metropolitan area
- Design 25 education programs and 150 presentations for school and community audiences
- Design 12 public programs and 72 presentations for community audiences
- Have the curatorial departments present three Open House programs to provide opportunities for the public to view collection objects not on display
- Build on existing relationships with scholars, both inside and outside the Smithsonian, to develop collaborative ventures for the future, including public programs and exhibitions
- Present a series of public gallery talks, highlighting individual objects on view in NPG's permanent collection and special exhibitions galleries
- Continue to provide the public with the opportunity to gain insight into the preservation of collections at the Visible Conservation Lab by observing conservation treatments in progress

Provide reference services and information to the public (5 FTEs and \$570,000)

- Update the NPG website to include virtual tours of current exhibitions, an enhanced collections database, and program information
- Write, edit, and publish up to five flyers and brochures for new exhibitions and programs, as well as several hundred labels for rotating permanent collection exhibitions
- Continue to provide individual responses to public inquiries about individual portraits and biographies
- Continue to make backlisted NPG publications available to scholars and the general public via the NPG website

Offer compelling, first-class exhibitions at Smithsonian museums and across the nation (11 FTEs and \$977,000)

- Install two major exhibitions: *Capital Portraits* and *1968: The Year That Shaped a Generation*
- Install four smaller exhibitions that will reflect the Gallery's mission to exhibit portraits of individuals who have made significant contributions to American history or culture or who have expanded knowledge of American portraiture
- Rotate 300 works on paper in the permanent collection

Improve the stewardship of the national collections for present and future generations (18 FTEs and \$1,549,000)

- Ensure adherence to current Museum practices by conducting an inventory to track the collection and update 600 object records
- Acquire portraits of significant Americans when available, particularly from under-represented populations
- Complete inventory of entire collection begun in 2007
- Complete accession records on all objects acquired
- Prepare condition reports on 300 paper objects which will go on view to the public, and survey paper objects that will be removed from view to check for any damage which may have occurred during display
- Finish the reorganization and inventory of collections after the 2006–2007 move to a new storage facility, and maintain proper stewardship of NPG collections through attention to archival housing and critical conservation needs
- Provide conservation treatments for collection objects as required
- Replace backboards and hanging hardware for all portraits going on view

Strengthened Research

Ensure the advancement of knowledge in the arts and humanities through original research, including research on collections, which is reflected in publications, exhibitions/displays, and public programs (4 FTEs and \$382,000)

- Continue research and writing for Volume 7 of the *Selected Papers of Charles Willson Peale and His Children*, the concluding volume of the series
- Continue research for images and biographies of significant Americans who should be added to the collection and included in exhibitions and publications
- Continue to have staff serve on Smithsonian committees that select Smithsonian residential fellows (pre- and postdoctoral fellows) and review nominations for the Secretary's distinguished research lecturer
- Continue to have staff serve on the editorial board of the Smithsonian American Art Museum's periodical, *American Art*

Enhanced Management Excellence

Modernize the Institution's information technology (IT) systems and infrastructure (1 FTE and \$128,000)

- Manage and refine IT capabilities that will enhance the visitor experience and increase visitation

- Train and cross-train staff on various Smithsonian software programs and systems
- Manage services to ensure that reliable and efficient technological systems meet federal standards, with less than one percent downtime

Strengthen an institutional culture that is customer centered and results oriented (9 FTEs and \$1,071,000)

- Collect and report on audience/customer data for NPG programs and products, and introduce marketing planning, implementation, and controls for use in planning future programs
- Improve management of the NPG through increased staff communications, training, and reorganizations, as appropriate
- Coordinate efforts with other Smithsonian units to improve systems and procedures

Enhance the reputation of the Smithsonian by maintaining good relations with the news media and with federal, state, and local governments (3 FTEs and \$172,000)

- Conduct robust publicity and media campaigns at national and local levels to announce NPG's exhibitions, programs, and special events

NONAPPROPRIATED RESOURCES—General trust funds provide support to help defray costs of publications, public lectures, symposia, special events for exhibition openings, loan exhibition development, fund raising, management, and research. Donor/sponsor-designated funds provide support for costs related to specific programs and projects, including support of the NPG Director's Circle.