

OUTREACH

	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	59	8,480	34	4,901	14	3,089	4	639
FY 2007 ESTIMATE	64	9,481	34	4,232	19	4,513	6	607
FY 2008 ESTIMATE	65	9,669	34	4,142	19	3,329	6	974

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	11	1,068	11	1,041	0	-27
<i>Exhibitions</i>						
Offer compelling, first-class exhibitions	41	4,757	42	4,872	1	115
Strengthened Research						
<i>Research</i>						
Engage in research and discovery	5	2,306	5	2,335	0	29
Ensure the advancement of knowledge in the humanities	0	633	0	633	0	0
Enhanced Management Excellence						
<i>Management Operations</i>						
Strengthen an institutional culture that is customer centered and results oriented	7	717	7	788	0	71
Total	64	9,481	65	9,669	1	188

BACKGROUND AND CONTEXT

Smithsonian Across America is the outreach strategy of the Institution, linking its national collections, research, and educational resources with Americans from coast to coast. Its aims are to 1) broaden the audiences who share in the nation's rich cultural heritage; 2) enhance widespread research-

based knowledge of science, history, and art; and 3) provide opportunities for educators and scholars to further increase and diffuse knowledge.

In FY 2006, outreach programs served millions of Americans, thousands of communities, and hundreds of institutions in all 50 states, through loans of objects, traveling exhibitions, and sharing of educational resources via publications, lectures and presentations, training programs, and websites. Smithsonian outreach programs work in close cooperation with Smithsonian museums and research centers, as well as with 150 affiliate institutions and others across the nation.

This line item includes the programs that provide the critical mass of Smithsonian Across America outreach activity: the Smithsonian Institution Traveling Exhibition Service (SITES); Smithsonian Affiliations; the Smithsonian Center for Education and Museum Studies (SCEMS); the Office of Research Training and Services (ORTS, formerly Office of Fellowships); and the Smithsonian Institution Scholarly Press (SISP). The Smithsonian Associates and the National Science Resources Center, which receive no direct federal funding, are also part of this national outreach effort.

The FY 2008 budget estimate includes an increase of \$188,000 for necessary pay for existing staff funded under this line item.

MEANS AND STRATEGY

Smithsonian Institution Traveling Exhibition Service (40 FTEs and \$4,599,000)—Following the Smithsonian's Performance Plan goal to achieve Increased Public Engagement, SITES ensures that its annual program offerings capture the vitality of all Smithsonian collections and research disciplines. In FY 2008, SITES exhibitions will feature such engaging topics as America's sports icons, planet Earth as seen from space, the Muppets, quilts and folk art, African American soldiers in the military, White House gardens, and country music.

In FY 2008, SITES has an especially pivotal role at the Smithsonian because it will continue to create and tour exhibitions that guarantee access to collections that would otherwise be hidden away in storage. As renovations are under way at the National Museum of American History (NMAH), for example, SITES will tour some of that Museum's most important exhibitions, including *For Which It Stands*, the much-anticipated exhibit about our nation's flag. Collections which explore American military history and the role of First Ladies are a sampling of the other NMAH exhibitions that will be on the road through SITES in FY 2008.

SITES also will be the face of the National Museum of African American History and Culture's public exhibitions, as the planning for that new Museum gets under way. Providing national access to projects that will introduce the American public to the Museum's mission, SITES in FY 2008 will tour such stirring exhibitions as *381 Days: The Montgomery Bus Boycott Story* and *Let Your Motto be Resistance: African American Portraiture from 1865 to the Present*, and *Freedom's Sisters: Women and the Struggle for Civil Rights*.

SITES maintains an unrivalled program of exhibitions that honor and celebrate the cultural heritage of Latinos, Asian Pacific Americans, Native Americans, and the many other peoples who make up the American experience. Significant FY 2008 resources will focus on increasing public engagement through educational outreach programs and Web-based curricula for these exhibitions. Included among the SITES offerings will be *Beyond Baseball: The Life of Roberto Clemente*, *Documenting China*, and *Becoming American: Teenagers and the Immigrant Experience*.

In the 12 years since SITES launched its groundbreaking Museum on Main Street (MoMS) program, rural America has become a defining force in setting the national agenda. Nowhere is civic pride in the Smithsonian more visible than when small-town USA opens a MoMS exhibit. In FY 2007, *New Harmonies: Celebrating American Roots Music* will open in five new states, effectively doubling the number of new exhibitions in the program, and bringing MoMS to 488 communities nationwide. *Journey Stories*, the MoMS transportation exhibition, will begin touring five states in FY 2009.

Smithsonian scientists conduct ground-breaking research every day. Yet translating the excitement of their discoveries presents unique challenges for traveling exhibitions. Reversing a downward trend in the total number of science shows that SITES offers annually is an FY 2008 priority. Armed with the results of its FY 2005–2006 nationwide survey of science centers, SITES will begin implementing a series of five projects that integrate the best of Smithsonian research with the latest exhibit techniques.

Smithsonian Affiliations (2 FTEs and \$273,000)—The mission of Smithsonian Affiliations is to build a strong, national network of affiliated museums and educational and cultural organizations that will facilitate the dissemination of Smithsonian artifacts and expertise to communities across America. By working with emerging and well-established museums of diverse sizes, subject areas, audience bases, and scholarly disciplines in diverse locations, Smithsonian Affiliations is creating the framework through which visitors unable to come to Washington, DC can experience the Smithsonian in their own communities. In addition, the Smithsonian is working closely with all

affiliated organizations to increase their audiences, expand their professional capacities, and gain greater recognition in local communities.

As Smithsonian Affiliations begins its second decade of service to the nation, it has recently completed a series of conferences designed to facilitate networking opportunities and exchanges among Affiliates. These conferences, supported in part by a gift from AARP, are enabling Smithsonian Affiliations to bring Affiliate staff together in various regional settings to develop a greater understanding of local needs and opportunities. This, in turn, will enable Smithsonian Affiliations to advance the collaborative process that will result in a wide variety of expanded artifact loans, traveling exhibitions, and museum educational programs.

Smithsonian Center for Education and Museum Studies (14 FTEs and \$1,472,000)—The mission of SCEMS is to increase the Smithsonian’s impact as an educational organization by leading Institution-wide initiatives, creating networks, and offering programming. In FY 2006, the Center established a long-term alliance for the Smithsonian with state education officials to provide the basis for developing new Smithsonian educational resources and ensuring their widespread use. In FY 2008, the Center will continue to strengthen this alliance by collaborating with Smithsonian teacher-fellows designated by the state officers, and by providing professional development for state teachers of the year.

The national outreach importance of the Center’s website, www.SmithsonianEducation.org, has continued to grow. To make this a more effective portal to all of the Institution’s educational resources, the Center will evaluate, update, abstract and index all resources identified by the units as having relevance to school curricula, and make them easily accessible via a search engine. In addition, all of the resources will be correlated to the standards of learning in all 50 states, thereby greatly increasing their usefulness to teachers.

To complement its many professional development workshops and institutes, in FY 2008 the Center will expand the content of SmithsonianSource.org, its professional development and distance-learning website for history teachers.

In FY 2007, the Center will implement a system to standardize and aggregate information about educational activities throughout the Institution. In FY 2008, the Center will analyze the data collected and launch the second phase of this three-phase initiative, which will focus on audience demographics.

Office of Research Training and Services (5 FTEs and \$1,939,000) — Smithsonian scientists have pioneered efforts to explore the universe and to improve our understanding of how the Earth and similar planets were formed. They are internationally recognized for their expertise in systematics, paleobiology, ecology, and biological conservation, and they are uniquely situated to explore the loss of biodiversity and to respond to governmental initiatives on climate change, tropical forest conservation, and invasive and endangered species. Smithsonian scientists are world leaders in the fields of anthropology, ethnology, and archaeology, including the fields of forensic anthropology and human origins. Scientists in these fields are poised to exploit new opportunities, ranging from examining the effects of current—and even past—globalization in transforming cultures, to examining biological and cultural adaptations and recent human impacts on the environment.

To maintain this leadership and to achieve the Institution's goal of Strengthened Research, the Fellowship and Scholarly Studies programs must be expanded. One of the best ways to ensure the intellectual health and continued development of the Institution is to provide the opportunity for talented young scholars and scientists to use the Smithsonian's vast collections and accumulated knowledge, and to be mentored by some of the world's leading scholars. Expanding the SI Scholarly Studies Program, in turn, is equally important for ensuring that these collections and this knowledge continue to grow in ways that enhance the prescient vision of the U.S. Congress when it accepted James Smithson's gift to America for the increase and diffusion of knowledge.

The challenges of cutting-edge science and scholarly research often demand more than a single year of funding to gather and analyze the data, and prepare the final product. The best and brightest young scholars regularly receive offers of multiple-year funding. To compete successfully with these funding opportunities, the Smithsonian must increase its investment in training the next generation of the nation's scientists. The best way to attract and retain promising young scholars is by offering competitive postdoctoral fellowships and granting opportunities.

Fellowships will be made more competitive by increasing stipends to the level of other prestigious awards (e.g., \$42,000 for postdoctoral stipends, plus a research allowance of \$3,000), and allowing for the possibility of multi-year appointments. When available, multi-year appointments have been enormously productive (e.g., the Smithsonian Tropical Research Institute's three-year Earl S. Tupper Fellows). Such awards are an international standard, as exemplified by the long history of outstanding scholars supported as multi-year fellows at the National Science Foundation, National Institutes of Health, and The Royal Society.

Smithsonian Institution Scholarly Press (4 FTEs and \$1,386,000)—SISP publishes research conducted by Smithsonian staff through the Contributions and Studies Series Program, which has been continuously published since 1875. Federal resources will support the production of first-class science results and their widened public distribution to libraries, universities, and other organizations. These programs publish monographs in several subject areas, including anthropology, botany, marine sciences, paleobiology, zoology, visual and material culture, and history and technology. Furthermore, federal resources will fund the publishing of scholarly books written by Smithsonian staff or books closely related to Smithsonian collections.

STRATEGIC GOALS AND FY 2008 ANNUAL PERFORMANCE GOALS

Increased Public Engagement

Engage and inspire diverse audiences (11 FTEs and \$1,041,000)

- Manage the Smithsonian internship program, providing 700 college students with internship placements, training, and enrichment opportunities
- Publish a teachers' magazine based on Smithsonian research collections, and distribute it to every elementary and middle school in all 50 states (82,000 schools)
- Provide professional development for an audience of 3,000 museum and classroom educators through workshops, special events, and learning institutes
- Maintain www.SmithsonianEducation.org, a central education website for teachers, families, and students; <http://intern.si.edu>, a central website for intern applicants and current interns; <http://museumstudies.si.edu>, a resource site for museum professionals and museum studies students; and www.SmithsonianSource.org, a complex, Institution-wide multi-media website. These websites are expected to reach two million visitors in FY 2007
- Provide quality public programs that have, on average, an outstanding rating on a poor–fair–good–outstanding–excellent scale

Offer compelling, first-class exhibitions and other public programs at Smithsonian museums and across the nation (42 FTEs and \$4,872,000)

- Arrange tour of 10 exhibitions from NMAH to guarantee public access to national collections while the Museum is under renovation
- Arrange tour of three exhibitions about the African American experience to introduce the public to the resources of the

Smithsonian's new National Museum of African American History and Culture, as plans for that Museum evolve

- Introduce four new exhibitions that honor and celebrate the cultural heritages of Latinos, Asian Pacific Americans, Native Americans, and new immigrant groups in the United States
- Add 50 small towns to the number of locations that participate in the MoMS program, and begin production of the next new MoMS exhibition for rural America
- Launch the second of five new interactive science exhibits that share Smithsonian research with the nation, and incorporate complementary programs tied to national curriculum standards
- Increase access to traveling, exhibition-based, educational materials by developing online versions of three curriculum guides and linking them to the Smithsonian Institution (SI) website
- Increase network of Affiliates to include all 50 states. There are 11 states remaining
- Coordinate with other Smithsonian units the expansion of services, including artifact loans, traveling exhibitions, cultural and educational programs, and professional development opportunities, to more than 50 percent of Affiliates

Strengthened Research

Engage in research and discovery (5 FTEs and \$2,335,000)

- Increase stipend levels and research allowances to stay competitive in science to attract the next generation of scholars
- Offer multi-year fellowships to compete successfully to maintain leadership in the areas of systematics, paleobiology, ecology, and biology
- Support a robust scholarly publishing program focused on the Contributions and Studies Series Program and research conducted by scientists in the different SI museums and units
- Publish eight volumes in the Contributions and Studies Series Program
- Expand the reach of these studies by making all volumes available on the SI Scholarly Press website
- Support an editorial board structure that oversees a centrally managed, competitive proposal process for scholarly publications and books

Ensure the advancement of knowledge in the humanities (\$633,000)

- Increase the number of awards and the amount of stipend levels offered to scholars studying humanities
- Provide continued support for scholarly research grants in humanities

Enhanced Management Excellence

Strengthen an institutional culture that is customer centered and results oriented (7 FTEs and \$788,000)

- Implement the audience data reporting system to collect education data from Smithsonian museums, research centers, and outreach offices
- Convene programs for Smithsonian staff that will foster a learning community around education topics
- Establish an Institution-wide national education outreach strategy to reach the nation's schools, by working with leadership at the Department of Education and the heads of education in all 50 states.
- Align Smithsonian education resources with the standards of learning in all 50 states, and make these resources publicly available through interactive Web applications
- Convene an Institution-wide committee as well as working groups to foster collaboration and promote diverse public programming
- Conduct a formal evaluation of a sample of educational programming
- Improve the management of reporting taxable income for fellows
- Implement internal controls for the processing of fellowship and internship stipend awards, and review current policies and procedures for recipients of fellowship and internship appointments
- Improve current human resources management to implement new human resource management system policies and procedures

NONAPPROPRIATED RESOURCES—General trust funds provide support to defray the costs of staff salaries and benefits, fund raising, exhibition design and production, publications, materials, outside specialists, and contractual services. Donor/sponsor-designated funds cover costs related to specific projects and programs.