

**NATIONAL MUSEUM OF AMERICAN HISTORY,
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 2005 ACTUAL	190	19,861	8	1,723	54	12,270	29	3,454
FY 2006 ESTIMATE	200	20,236	7	1,768	41	11,156	24	2,972
FY 2007 ESTIMATE	200	20,807	7	1,740	41	9,669	23	3,009

Note: Operating resources include the National Postal Museum

NATIONAL MUSEUM OF AMERICAN HISTORY, BEHRING CENTER

**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 2006		FY 2007		Change	
	FTE	\$000	FTE	\$000	FTE	\$000
Increased Public Engagement						
Public Programs						
Engage and inspire diverse audiences	36	3,015	36	3,104	0	89
Exhibitions						
Offer compelling, first-class exhibitions	60	4,289	60	4,412	0	123
Collections						
Improve the stewardship of the national collections	51	6,684	51	6,872	0	188
Strengthened Research						
Research						
Ensure the advancement of knowledge in the humanities	30	3,725	30	3,825	0	100
Enhanced Management Excellence						
Facilities						
Improve the overall cleanliness and efficient operation of Smithsonian facilities	2	356	2	365	0	9
Information Technology						
Modernize the Institution's information technology systems and infrastructure	10	1,068	10	1,097	0	29
Management Operations						
Ensure that the workforce is efficient, collaborative, committed, innovative, and diverse	4	425	4	436	0	11
Total	193	19,562	193	20,111	0	549

BACKGROUND AND CONTEXT

The National Museum of American History, Behring Center (NMAH), works to inspire a broader understanding of our nation and its people through exhibitions, public programs, research, and collections activity.

For FY 2007, the estimate includes an increase of \$549,000 for necessary pay for existing staff funded under this line item.

MEANS AND STRATEGY

The Museum will soon begin revitalization of the central public space section of the building which involves replacing the heating, ventilation, and air-conditioning systems, as well as improving life–safety and visitor amenities. If additional sufficient private funds are received, there would be more extensive renovations of the public spaces and the museum may close for visitors, but staff will continue to occupy the building.

During this period, staff will continue to plan and design future exhibits and programs, conduct off-site programs and performances, develop traveling exhibitions, install temporary exhibitions at other locations, and implement information technology and management initiatives. Additionally, staff will contribute to the deinstallation, packing, removal, maintenance, and reinstallation of exhibit components that are housed in areas scheduled for renovation.

If additional private funds are received, 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; improved signage and public circulation; increased horizontal and vertical sightlines; a new gallery for the conserved Star-Spangled Banner; a new Visitor Welcome Center; a new Hands-on-Science Center and Hands-on-History Room; new wall cases for collections displays; and the reopening of previously closed exhibitions.

During the renovation, the Museum will continue planning targeted educational programs to complement the reinstallation of the Star-Spangled Banner in Flag Hall. These programs will include a Flag Day Festival on the National Mall, new teacher resource materials, and a distance-learning program on the story of the poem that became our National Anthem.

The Museum will continue to plan programs to attract new and underserved audiences, including musical performances by the Smithsonian Jazz Masterworks Orchestra and the Smithsonian Chamber Music Society, as well as programs for Jazz Appreciation Month. Certain programs will be conducted at off-site locations during the renovation period. 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 2007 ANNUAL PERFORMANCE GOALS

Increased Public Engagement

Engage and inspire diverse audiences (36 FTEs and \$3,104,000)

- Prepare a new Welcome Center to help visitors plan their tours of the Museum and learn more about Museum collections
- Revise and plan for the re-launch of the handheld multimedia guide for self-guided tours, and plan to distribute 400 handheld guide units daily
- Refurbish and prepare to reopen the Hands-on-Science Center and Hands-on-History Room
- Plan to distribute Star-Spangled Banner educational materials to approximately 100,000 schools nationwide
- Plan for family activities related to the opening of the *Star-Spangled Banner* exhibition, including a family festival weekend, daily performances of the National Anthem, special tours, films, and hands-on activities, such as a daily folding of a replica Star-Spangled Banner
- Establish websites on all major exhibitions scheduled to open upon completion of the renovation
- Establish websites on the numismatics and lithography collections
- Continue planning for 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 (60 FTEs and \$4,412,000)

- Prepare to open the new *Star-Spangled Banner* exhibition
- Prepare to 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 *America's Stories* exhibitions, which are projected to open in 2008

Improve the stewardship of the national collections for present and future generations (51 FTEs and \$6,872,000)

- 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 the related information is accessible to the broadest possible external audience and to staff

- Create new digital images of 6,000 objects and link these images to the Museum's *Multi-MIMSY* collections information database

Strengthened Research

Ensure the advancement of knowledge in the humanities through original research (30 FTEs and \$3,825,000)

- Complete research on the permanent exhibitions of *America's Stories* and *Land of Plenty*, which are projected to open in 2008
- Complete research on the *Abraham Lincoln Bicentennial* temporary exhibition 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 \$365,000)

- Validate all space requirements, using the process outlined in the approved Comprehensive Facilities Development Plan
- Reduce work-related accidents and illnesses by at least three percent

Modernize the Institution's information technology (IT) systems and infrastructure (10 FTEs and \$1,097,000)

- Complete re-engineering and installation of the network cable plant in the public spaces of the Museum, as part of the public spaces renovation program
- Implement a smart-card reader system in the network systems operations center to correct physical security access deficiencies

Ensure that the Smithsonian workforce is efficient, collaborative, committed, innovative, and diverse (4 FTEs and \$436,000)

- Evaluate the Museum's organizational structure and administrative staffing requirements, and initiate plan for internal recommendations
- Complete work on a career guide for the Museum's curatorial staff, which will provide standards and guidelines for the professional development of present and future NMAH curators
- Complete at least two recruiting trips to minority colleges/universities
- Advertise 80 percent of open staff positions above grade GS-13 in media that will normally guarantee a widely diverse population of candidates
- Ensure that 100 percent of staff members attend diversity training programs

NONAPPROPRIATED RESOURCES—General trust funds support salaries and benefits for a small percentage of NMAH personnel, as well as 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 a key component to the renovation of 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 2006		FY 2007		Change	
	FTE	\$000	FTE	\$000	FTE	\$000
Increased Public Engagement						
<i>Exhibitions</i>						
Offer compelling, first-class exhibitions	2	162	2	167	0	5
<i>Collections</i>						
Improve the stewardship of the national collections	5	485	5	501	0	16
Enhanced Management Excellence						
<i>Information Technology</i>						
Modernize the Institution's information technology systems and infrastructure	0	27	0	28	0	1
Total	7	674	7	696	0	22

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 2007, the estimate includes an increase of \$22,000 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 to initiatives that will increase visitation to both the Museum and its website. In FY 2007, the NPM will open the second phase of the Benjamin K. Miller Philatelic Collection, the most extensive collection of U.S. postage stamps issued prior to 1925. The NPM also will begin installing 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 continue to develop a new collecting plan to improve the stewardship of the national philatelic and postal history collections. The plan will identify strengths and weaknesses in the current collection, target specific areas for improvement, and establish annual performance metrics for achieving specific collecting goals. The Museum will devote additional attention to reducing the backlog of uncatalogued collections and increasing the number of collections items accessible on its Website. These improvements in the accountability of the national collection will serve Museum staff, scholars, philatelists, collectors, and the general public.

The goal of Enhanced Management Excellence requires the modernization of 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 2007 ANNUAL PERFORMANCE GOALS

Increased Public Engagement

Offer compelling, first-class exhibitions at Smithsonian museums and across the nation (2 FTEs and \$167,000)

- Open the second phase of the Benjamin K. Miller Philatelic Collection to attract collectors and philatelists
- Begin installation of the *National Collection* exhibition, the Museum's largest and most comprehensive philatelic display
- Open the newly renovated Duck Stamp Gallery
- Develop and install an exhibition that will recount the compelling story of the U.S. Postal Inspection Service
- Design and install one of seven new, permanent postal history exhibits
- Design and install the new, permanent *Airmail* exhibit

Improve the stewardship of the national collections for present and future generations (5 FTEs and \$501,000)

- Develop a comprehensive acquisition and deaccession strategy for the national philatelic and postal history collections
- Develop a comprehensive plan for processing, preserving, displaying, and imaging the philatelic and postal history collections
- Reduce the collections backlog by 20 percent to improve the accountability of the national collections
- Rehouse one major collection
- Implement part two of the plan to increase public access to the collections through the online collection information system, Arago
- Expand and enhance Arago by 1,000 records and images
- Maintain a state-of-the-art collections management system

Enhanced Management Excellence

Modernize the Institution's IT systems and infrastructure (\$28,000)

- Replace and maintain network hardware and related computer systems

NONAPPROPRIATED RESOURCES—General trust funds support salaries and benefits costs for a small percentage of Museum staff, as well as general operational expenses. Donor/sponsor-designated funds support new exhibits and educational programs. A fundraising initiative is currently under way for eight new exhibition galleries that will explore the history of the U.S. Postal Service (USPS). The Museum's largest source of funding, however, is and will likely remain the USPS. USPS grant funds make up nearly 75 percent of Museum core functions and operational costs. These include salaries and benefits, utilities, facility maintenance, exhibitions, research, and educational and conservation programs.