ANACOSTIA COMMUNITY MUSEUM

	APPLICATION OF OPERATING RESOURCES							
	FEDERAL APPROPRIATIONS		GENERAL TRUST		DONOR/SPONSOR-DESIGNATED		GOV'T GRANTS & CONTRACTS	
	FTE	$000	FTE	$000	FTE	$000	FTE	$000
FY 2007 ACTUAL	18	1,952	1	255	0	143	0	104
FY 2008 ESTIMATE	21	1,964	2	210	0	125	0	79
FY 2009 ESTIMATE	21	2,004	2	210	0	125	0	79

STRATEGIC GOALS: INCREASED PUBLIC ENGAGEMENT AND ENHANCED MANAGEMENT EXCELLENCE

Federal Resource Summary by Performance Objective and Program Category

Performance Objective/ Program Category	FY 2008		FY 2009		Change	
	FTE	$000	FTE	$000	FTE	$000
Increased Public Engagement						
Public Programs						
Engage and inspire diverse audiences	8	662	8	693	0	31
Exhibitions						
Offer compelling, first-class exhibitions	5	509	5	489	0	-20
Collections						
Improve the stewardship of the national collections	4	373	4	386	0	13
Enhanced Management Excellence						
Management Operations						
Strengthen an institutional culture that is customer centered and results oriented	2	232	2	241	0	9
Ensure that the workforce is efficient, collaborative, committed, innovative, and diverse	1	83	1	86	0	3
Enhance the reputation of the Smithsonian by maintaining good relations with the news media and with federal, state, and local governments	1	105	1	109	0	4
Total	**21**	**1,964**	**21**	**2,004**	**0**	**40**

BACKGROUND AND CONTEXT

On September 15, 2007, the Anacostia Community Museum (ACM) celebrated its 40th anniversary. Just as it has from its inception as the first federally funded, community-based museum, ACM faces unique challenges relating to mission, resources, and location. Over the years, it has developed

into a valuable cultural resource for the region and the country, setting a groundbreaking direction in terms of traditional museological thought and practice.

Although the original intent behind the Smithsonian's establishment of what was initially called the Anacostia Neighborhood Museum was for audience development and outreach — to take the Smithsonian's cultural and historical treasures into neighborhoods whose residents did not venture to the Mall — these same residents quickly participated in helping to make the Museum relevant to their own experiences. Within months of its opening, the community rejected the eclectic collection of SI holdings being displayed. The Museum quickly modified its focus to the documentation, preservation, and interpretation of African American history and culture from a community-based perspective. It was the forerunner in using this approach to collaborate directly with different sectors of communities, including local museums, religious institutions, and arts, cultural, and civic organizations, in order to mobilize, organize, and equip them to research, document, interpret, and preserve their cultural heritage through educational and training programs.

With the establishment of the National Museum of African American History and Culture (NMAAHC) in 2004, the ACM now finds itself having to redefine and redirect its mission and vision to create an identity that will not be duplicated by the launch of the NMAAHC. The Museum's new identity is in some ways a return to its original charter as a community museum. However, the new direction will define the term "community" in much broader terms.

For FY 2009, the budget estimate includes an increase of $40,000 for necessary pay for existing staff funded under this line item.

MEANS AND STRATEGY

In FY 2007, the staff of the ACM completed a long-range strategic plan scheduled for implementation in October 2008. Not only will this plan redefine and better describe the Museum's mission and help shape its vision, it will create a blueprint for bridging the gap from its current reality to its new future.

The ACM will continue to accomplish the Institution's goal of Increased Public Engagement through exhibitions, public programs, and collections, using resources that draw from the broad range of communities it serves. It will draw from those things that bring groups of people together — social, ethnic, religious, geographic, and other commonalities. Specifically, the Museum will continue to work with community partners to document and preserve local heritage, identify cultural materials at risk, document significant local cultural materials, and develop an interpretation and appreciation of them through

regionally based educational activities, publications, and exhibitions. Through its website, the Museum will disseminate information on community heritage preservation projects.

From December 2008 through October 2009, the ACM will mount *Jubilee*, an exhibition on the plethora of traditional (as well as some not-so-traditional) celebrations prominent among different cultures — from religious observances to family reunions. The *Sullivan Family Collection*, an exhibition of documents, photographs, and artifacts tracing five generations of a family history, will also be on display from April through September 2009. Throughout FY 2009, preparations for *The African Presence in Mexico*, an exhibition from the Mexican Fine Arts Center Museum in Chicago, will be finalized and complemented with collaborative programming from other SI units. Confirmed collaborating SI partners to date include the Latino Center, the Center for Folklife and Cultural Heritage, the National Museum of American History (NMAH), and the National Museum of African Art (NMAfA).

Beginning in 2009, to increase public interest in and access to the Museum's permanent collection, rotating exhibitions (in four- to five-month intervals) of select items from the collection will be displayed in the John R. Kinard Gallery. Several related teaching aids and reference guides will be developed and made available online and in print.

Recognizing the ACM's unique responsibility to youth development within the southeast Washington, DC community and beyond, the Museum Academy Program will be expanded from its out-of-school-time programming for children to a multi-tiered program involving both school day and after-school offerings for K–12th grades. There will be a menu of programmatic activities, from cultural enrichment to educational enhancement and career training, which can be tailored to meet the specific needs of each collaborative community partner.

By 2009, the ACM will reinstate the Young Curators program, first established in 1998, using the collections and expertise of the ACM curatorial, research, and archives staff. The Museum will also expand internship opportunities for high school and college students, and will continue to be an educational and career-building resource for them. The various program components provide direct access to exhibitions, collections, and professional staff of the Museum and the wider Smithsonian Institution. Outreach to high school students seeks to broaden the experiences and horizons of young people through training in cultural documentation and preservation, as well as through docent and practicum opportunities.

In FY 2009, the Museum will continue to expand its regional community network by collaborating directly with partners in preservation and training, and

with regional seminars designed to promote community action in cultural heritage preservation.

Another Community Historians Initiative, Family Legacies, will increase the capacity of families to preserve history and traditions through regionally based family history workshops, Web-based resources, and a family history conference. These activities will lead to the development of materials for a future exhibition tentatively titled *Family Reunions: Preserving Traditions*.

The Museum will achieve the Institution's goal of Enhanced Management Excellence by improving customer service and responsiveness through a Web-based, direct feedback site. This website will be specifically designed for local, regional, and national partner institutions, and will provide online reference and consultation for solutions to problems and issues. It will also include links to the related websites of the Museum's cultural partners.

The ACM will maintain substantive relationships with state and local governments through the regional partnership process. Staff will offer training and technical assistance to strengthen local, regional, and national partners' abilities to preserve local heritage. The Museum will increase its public relations efforts directed toward local, regional, national, and international press outlets, and will seek news media coverage in periodicals related to its field.

STRATEGIC GOALS AND FY 2009 ANNUAL PERFORMANCE GOALS

Increased Public Engagement

Engage and inspire diverse audiences (8 FTEs and $693,000)

- Develop new regional exhibition projects focusing on a broader definition of community, as defined by geography, ethnicity, shared interests, professions, culture, etc., in keeping with the revised mission and vision of ACM — to be refined during the Museum's ongoing strategic planning process
- Reinstate the Young Curators program, first established in 1998, using the collections and expertise of the ACM curatorial, research, and archives staff. This program will expand internship opportunities for high school and college students, and will be an educational and career-building resource for them
- Expand the ACM Community Historians Initiative, a regional cultural heritage consortium, and bring together a network of community historians, artists, and craftspersons for training as community curators
- Conduct training and provide technical assistance for small and mid-size museums to enhance their capacity for community documentation and preservation

Offer compelling, first-class exhibitions at Smithsonian museums and across the country (5 FTEs and $489,000)

- Present *Jubilee*, an exhibition on traditional (as well as some not-so-traditional) celebrations
- Present the *Sullivan Family Collection* documents, photographs, and artifacts tracing five generations of family history
- Prepare *The African Presence in Mexico*, an exhibition from the Mexican Fine Arts Center Museum in Chicago

Improve the stewardship of the national collections (4 FTEs and $386,000)

- Acquire collections documenting all aspects of various diverse communities
- Create Web access to ACM collections
- Publish an inventory of the Museum's permanent collection
- Develop teaching tools and reference guides based on the resources in the permanent collection
- Present rotating exhibits of select items from the permanent collection

Enhanced Management Excellence

Strengthen an institutional culture that is customer centered and results oriented (2 FTEs and $241,000)

- Develop responsive strategies to support and connect regional heritage preservation networks

Ensure that the Smithsonian workforce is efficient, collaborative, committed, innovative, and diverse (1 FTE and $86,000)

- Align individual performance plan objectives directly with annual organizational objectives
- Increase staff training to support local, regional, and national preservation networks
- Enhance network and information technology skills

Enhance the reputation of the Smithsonian by maintaining good relations with the news media and with federal, state, and local governments (1 FTE and $109,000)

- Ensure timely press notification of key exhibitions, programs, and important collections acquisitions
- Work with regional press outlets to provide information and outreach concerning Museum activities with regional collaborators
- Maintain and increase relationships with state and local governments through the regional partnership process intended to strengthen regional partners' capacity to preserve and interpret local heritage and to celebrate and commemorate heritage preservation successes

NONAPPROPRIATED RESOURCES — General trust funds support the salaries and benefits of the Museum director and director of development.