

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 2007 ACTUAL	60	9,182	32	4,655	15	3,974	3	519
FY 2008 ESTIMATE	65	9,539	34	4,689	16	4,841	3	247
FY 2009 ESTIMATE	65	9,720	34	4,513	16	4,891	3	182

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 2008		FY 2009		Change	
	FTE	\$000	FTE	\$000	FTE	\$000
Increased Public Engagement						
<i>Public Programs</i>						
Engage and inspire diverse audiences	11	1,026	10	1,057	-1	31
<i>Exhibitions</i>						
Offer compelling, first-class exhibitions	42	4,816	42	4,934	0	118
Strengthened Research						
<i>Research</i>						
Engage in research and discovery	5	2,283	5	2,300	0	17
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	781	7	718	0	-63
Ensure that the workforce is efficient, collaborative, committed, innovative, and diverse	0	0	1	78	1	78
Total	65	9,539	65	9,720	0	181

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 2007, 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); 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 2009 budget estimate includes an increase of \$181,000 for necessary pay for existing staff funded under this line item.

MEANS AND STRATEGY

Smithsonian Institution Traveling Exhibition Service (40 FTEs and \$4,643,000) – SITES' success in traveling exhibitions that capture the vastness of Smithsonian collections and research reflects the Smithsonian's FY 2009 performance plan goal of Increased Public Engagement. More than 55 different exhibits will feature topics as varied as historic cockpits, the Muppets and soil ecology. The exhibitions will travel to hundreds of communities, in cities and towns, in all 50 states.

SITES is a national leader in exhibitions that honor and celebrate the cultural heritages of African Americans, Latinos, Asian Pacific Americans, Native Americans, and the many other peoples who make up the nation. Significant FY 2009 resources will be dedicated to this focus, energizing public involvement through such exhibitions as *Becoming American: Teenagers and the Immigrant Experience*; *Beyond Baseball: The Legacy of Roberto Clemente*; *Exit Saigon, Enter Little Saigon*; *Freedom Sisters*; *Native Words, Native Warriors*; and *Let Your Motto Be Resistance*, the premier exhibition of the Smithsonian's new Museum of African American History and Culture.

SITES' groundbreaking Museum on Main Street (MoMS) program continues to enrich in a tangible way the underserved populations of rural America, whose access to national cultural programs is profoundly limited. Nowhere is civic engagement with the Smithsonian more visible than when small-town USA opens a MoMS exhibit. In FY 2009, *Journey Stories*, which chronicles the myriad lively and sometimes accidental ways immigrants settled in America, will open in communities stretching from North Dakota to Mississippi.

SITES could not be true to its mission of sharing the fullness of the Smithsonian contributions with people outside of Washington if its exhibitions did not showcase the pioneering research of Smithsonian scientists. A blockbuster exhibit about soil ecology, *Dig It!* will begin a national tour of major science centers and natural history museums in FY 2009, and smaller venues will benefit from a poster set exhibit that surveys planet Earth from space. It will be made available through a mass-distribution partnership with the United States Geological Survey.

While Americans may know the Smithsonian from one-time school trips or family visits, the presence of the Institution's treasures on their home town turf has a deeper resonance. In this way, SITES exhibitions embody the positive public impact of the federal dollar. They are a source of immense local pride, rallying community spirit and bringing together people from diverse ethnic, age and socio-economic groups to celebrate a shared national heritage.

Smithsonian Affiliations (2 FTEs and \$291,000) — The mission of Smithsonian Affiliations is to build a strong, national network of affiliated museums and educational and cultural organizations that will facilitate the display of Smithsonian artifacts and expertise to communities across America. By working with both emerging and well-established museums of diverse sizes, subject areas, audience bases, and scholarly disciplines, 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 affiliated organizations to increase their audiences, expand their professional capabilities, and gain greater recognition in their local communities.

These strategies have resulted in the display of more than 7,000 Smithsonian artifacts in Affiliate locations, including items such as historic spacecraft, First Ladies' gowns, Civil War arms and uniforms, outdoor sculptures, scientifically significant mineral collections, and many more. Smithsonian scholars have participated in science literacy, American history, and art education programs at Affiliate locations. Professional development

workshops, internships, and visiting professional residencies have given Affiliates the opportunities to increase their knowledge and skills in areas such as collections management, exhibition planning, and museum administration. The Smithsonian Affiliations' annual conference creates a forum for networking, information sharing, and future planning.

Smithsonian Center for Education and Museum Studies (14 FTEs and \$1,486,000) – 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 2009, the Center will continue to strengthen this alliance by collaborating with Smithsonian teacher-Fellows designated by the state officers and 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 has updated, abstracted and indexed all resources identified by the units as having relevance to school curricula, and made them easily accessible via a search engine. In addition, all of the resources have been correlated to the standards of learning in all 50 states, thereby greatly increasing their usefulness to teachers. The Center works with all of the units to keep the website content current and relevant, and maintains feedback features that capture public opinion on the content relevance and quality. In FY 2009, the Center will increase the site's content for non-school, informal learning contexts.

To complement its many professional development workshops and institutes, in FY 2009 the Center will expand the content of SmithsonianSource.org, its professional development and distance-learning website for history teachers.

In FY 2007, the Center implemented a system to standardize and aggregate information about educational activities throughout the Institution. In FY 2009, the Center will coordinate the project with SI-wide data gathering systems.

Office of Research Training and Services (5 FTEs and \$1,920,000) – To meet the goal of Strengthened Research and maintain the Smithsonian's level of expertise in the research community, the Institution must continue to attract the best scholars. Increasing fellowships stipends to provide awards

at the level of other prestigious awards — generally \$42,000, plus a research allowance of \$3,000 for postdoctoral fellowships — will enable the Smithsonian to stay competitive and attract the best candidates.

In recent years, many internal funding sources at the Smithsonian have been diminished. However, there is a genuine need to rebuild the funding available to the Institution's Scholarly Studies Program so that the Smithsonian will have the resources necessary to help today's young scientists become the next generation's top researchers. In addition, current staff need funds to develop new research initiatives, collaborate with other scholars, and establish the scope and feasibility of projects. Members of the research community see the Smithsonian as a seed bank for research specialties. To maintain this position, ORTS, through the Scholarly Studies Program, will need to regain the level of funding that was provided in years past.

External funding is often very competitive, and in some cases, the Institution's researchers are not eligible. Awards given through the Smithsonian Scholarly Studies Program provide basic funding for new research projects, especially when external funding is not available. Although these awards help develop research concepts, they are not large enough to fund long-term research requiring two to four years to complete. In recent years, the Scholarly Studies Program has provided start-up funding for major research at the National Zoo, and two of these efforts received additional five-year funding from the National Institutes of Health to continue the research. New research initiatives include:

- improving cryopreservation technologies in rare and endangered species
- the study of Earth-like planets around other stars
- determining the impact of reduced genetic diversity on male reproductive function

Smithsonian Institution Scholarly Press (4 FTEs and \$1,380,000) — Through the Contributions and Studies Series Program, continuously published since 1875, SISP publishes research conducted by Smithsonian staff. The federal resources will support the production of the first-class science results and widened public distribution to libraries, universities, and other organizations. The program publishes monographs in several subject areas, including anthropology, botany, marine sciences, paleobiology, zoology, visual and material culture, and history and technology. Furthermore, federal resources will underpin the publishing of scholarly books written by Smithsonian staff or books closely related to Smithsonian collections.

STRATEGIC GOALS AND FY 2009 ANNUAL PERFORMANCE GOALS

Increased Public Engagement

Engage and inspire diverse audiences (10 FTEs and \$1,057,000)

- Manage the Smithsonian internship program, providing 1,000 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 (approximately 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 three million visitors
- 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 \$4,934,000)

- Arrange tours of at least three exhibitions from the National Museum of American History to guarantee public access to national collections while the Museum is under renovation
- Arrange tours of three exhibitions about African American cultural history to introduce the public to the richness of the Smithsonian's new National Museum of African American History and Culture
- Arrange tours of 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
- Launch one new exhibit and add 50 small towns to the number of locations that participate in MoMS, the SITES program that sends Smithsonian exhibits to rural America
- Launch two new exhibits from the National Air and Space Museum to respond to public demand for exhibitions on aviation and space subjects

- Develop tours for two blockbuster exhibits from the National Museum of Natural History and the National Zoological Park on the subjects of earth science and zoology
- Increase network of Affiliates to include all 50 states. There are 11 states remaining
- Coordinate with other Smithsonian units on 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 \$2,300,000)

- Increase stipend levels and research allowances to stay competitive in science to attract a new generation of scholars
- Offer multi-year fellowships in the areas of systematics, paleobiology, ecology, and biology research
- Support scholarly science research
- Support a robust scholarly publishing program focused on the Contributions and Studies Series Program, scholarly books, and research conducted by scientists, researchers, and curators in the different SI museums and units
- Publish up to 15 volumes each year in the Contributions and Studies Series and between 10 and 13 scholarly books
- Expand the reach of the Smithsonian Institution's past studies and scientific contributions by digitizing and making available on the SI Scholarly Press website all legacy volumes of the Contributions and Studies Series as well as all forthcoming volumes
- Support editorial boards that oversee 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 stipend levels offered to scholars studying humanities
- Continue support for scholarly research in the humanities

Enhanced Management Excellence

Strengthen an institutional culture that is customer centered and results oriented (7 FTEs and \$718,000)

- 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

U.S. Department of Education and the heads of education in all 50 states

- Align Smithsonian educational resources with the standards of learning in all 50 states, and make these resources publicly available through interactive Web applications
- Improve management of reporting taxable income for Fellows
- Ensure that current policies and procedures are appropriate for processing fellowship and internship appointments and stipend payments
- Review current human resources policies and procedures to implement new changes to the Human Resources Management System (HRMS)

Ensure that the Smithsonian workforce is efficient, collaborative, committed, innovative, and diverse (1 FTE and \$78,000)

- Convene an Institution-wide committee as well as working groups to foster collaboration and promote diverse public programming

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.