

<b>AGENCY NAME:</b>	SC Museum Commission		
<b>AGENCY CODE:</b>	H950	<b>SECTION:</b>	029

**Fiscal Year 2018–2019  
Accountability Report**

**SUBMISSION FORM**

<b>AGENCY MISSION</b>	Through innovative partnerships, comprehensive collections, and stimulating exhibits and programs, The South Carolina State Museum provides educational environments that entertain, inspire imagination and creativity, and enrich the lives of visitors.
-----------------------	--

<b>AGENCY VISION</b>	The South Carolina State Museum is an ever-changing, innovative institution reflecting the essence and diversity of South Carolina, a catalyst for the cultural and educational development of our state and a model among museums nationally.
----------------------	--

Does the agency have any major or minor recommendations (internal or external) that would allow the agency to operate more effectively and efficiently?

	Yes	No
<b>RESTRUCTURING RECOMMENDATIONS:</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Is the agency in compliance with S.C. Code Ann. § 2-1-230, which requires submission of certain reports to the Legislative Services Agency for publication online and the State Library? See also S.C. Code Ann. § 60-2-30.

	Yes	No
<b>REPORT SUBMISSION COMPLIANCE:</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<b>AGENCY NAME:</b>	SC Museum Commission		
<b>AGENCY CODE:</b>	H950	<b>SECTION:</b>	029

Is the agency in compliance with various requirements to transfer its records, including electronic ones, to the Department of Archives and History? See the Public Records Act (S.C. Code Ann. § 30-1-10 through 30-1-180) and the South Carolina Uniform Electronic Transactions Act (S.C. Code Ann. § 26-6-10 through 26-10-210).

<b>RECORDS MANAGEMENT COMPLIANCE:</b>	<b>Yes</b>	<b>No</b>
	<input checked="" type="checkbox"/>	<input type="checkbox"/>

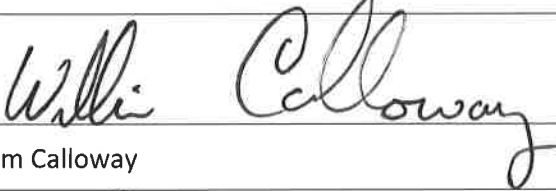
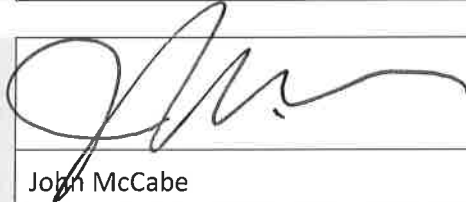
Is the agency in compliance with S.C. Code Ann. § 1-23-120(J), which requires an agency to conduct a formal review of its regulations every five years?

<b>REGULATION REVIEW:</b>	<b>Yes</b>	<b>No</b>
	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Please identify your agency's preferred contacts for this year's accountability report.

	<u>Name</u>	<u>Phone</u>	<u>Email</u>
<b>PRIMARY CONTACT:</b>	William Calloway	803-898-4930	willie.calloway@scmuseum.org
<b>SECONDARY CONTACT:</b>	Anita Anderson	803-898-5399	anita.anderson@scmuseum.org

I have reviewed and approved the enclosed FY 2018–2019 Accountability Report, which is complete and accurate to the extent of my knowledge.

<b>AGENCY DIRECTOR (SIGN AND DATE):</b>	
<b>(TYPE/PRINT NAME):</b>	William Calloway
<b>BOARD/CMSN CHAIR (SIGN AND DATE):</b>	
<b>(TYPE/PRINT NAME):</b>	John McCabe

AGENCY NAME:

SC Museum Commission

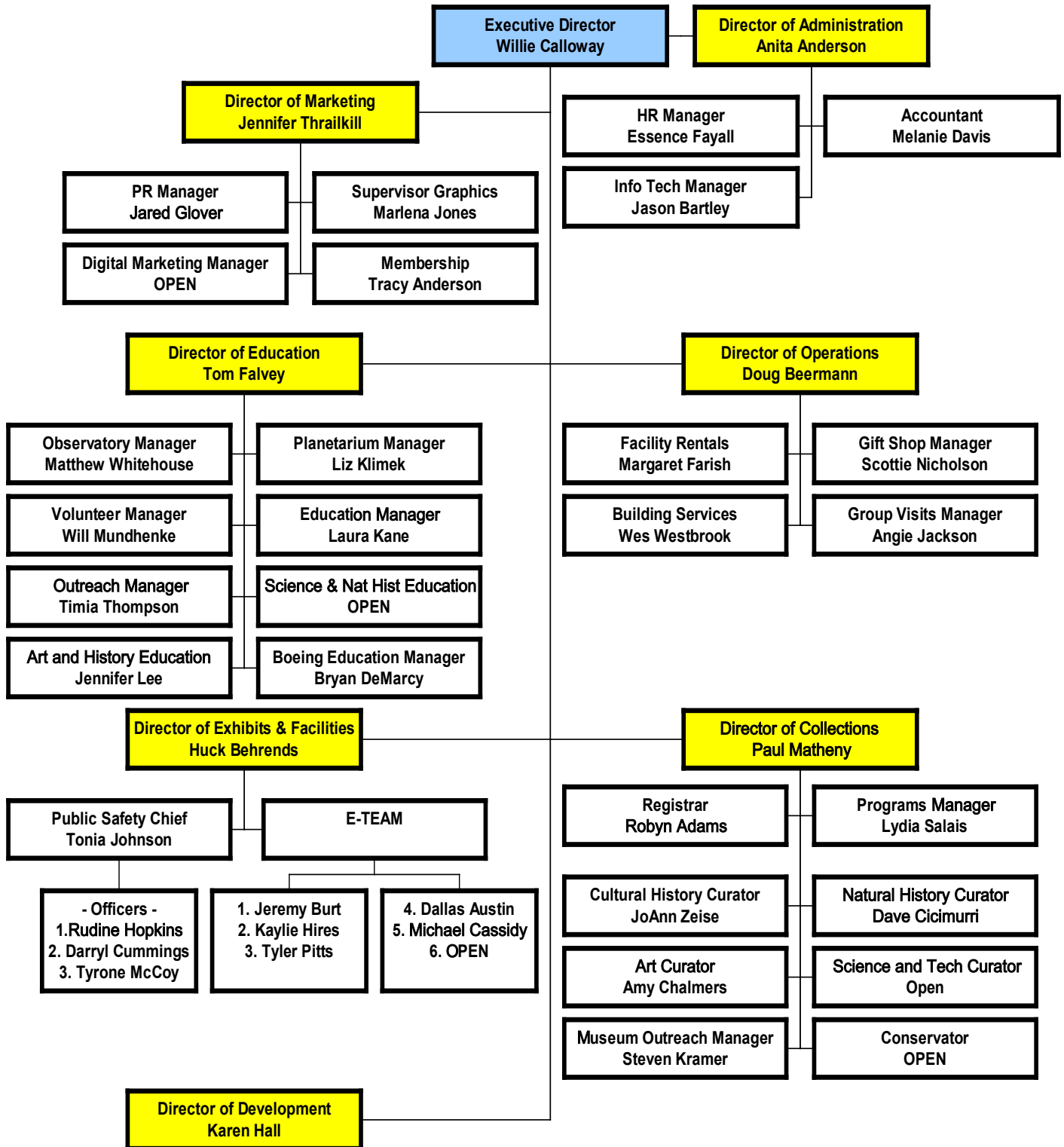
AGENCY CODE:

H950

SECTION:

029

# STATE MUSEUM 2019



<b>AGENCY NAME:</b>	<b>SC Museum Commission</b>		
<b>AGENCY CODE:</b>	<b>H950</b>	<b>SECTION:</b>	<b>029</b>

## **AGENCY'S DISCUSSION AND ANALYSIS**

The museum staff has excelled this past year in many different areas including comprehensive long and short time planning, generating attendance and revenues thru effective marketing, delivering engaging educational content both on and off site, providing excellent Guest experiences and service to our visitors with first class operational and program execution, and curating and fabricating exhibits. We have also been successful in advocating for future needs of the museum with governmental officials as well as supportive businesses and private donors.

- We celebrated our 30<sup>th</sup> Anniversary with a free weekend with an attendance of over 8,800 visitors. We developed four different exhibits celebrating the occasion.
- We received our "Reaccreditation" from AAM (American Alliance of Museums). Only 3% (1,000 of over 33,000 museums) across the entire country are deemed to be worthy of AAM accreditation. In addition, our reaccreditation submittal documents have been chosen to be posted on the AAM national website as "Best Practices"
- We undertook and completed two major strategic planning efforts. First, we developed a 5 Year Strategic Plan where we identified specific goals and objectives that addressed six key functions of the museum: Public Service, Education, Collections, Operations, Marketing, Planning and Organizational Health. Then with the assistance of the internationally recognized firm of PGAV, we embarked upon a visioning study of what the State Museum and the adjoining facilities could become in the next 20 years.
- The State Legislators with the approval of the Governor has allocated \$3 million in state funds for upgrades to the permanent galleries. We will be soon selecting the specific areas of the museum to address with these state dollars, which will be supplemented with foundation raised funds. The legislature also included dollars for a fulltime conservator, a position that has been vacant for over 15 years. We also secured some needed IT hardware money to upgrade our ticketing and POS systems
- Operationally we have had a terrific year with attendance up 9.4% and revenues up 12.4%. Non-operational revenues (rentals, camps, outreach, programs etc) are up 16% due in large part to the great performance by both our summer camp and facility rental teams. Our Museum of Oz promotion more than doubled prior year revenues and our memberships are up 4.1%. We also successfully hosted and signed 3-year contract with *Festival of Trees*. The "Hall of Heroes" blockbuster exhibit had over 20,000 visitors and helped to increase both general attendance and total revenues.
- We received the following grants and donations from governmental and corporate supporters:
  - a. Boeing                               \$200,000 Observatory and distance learning
  - b. IMLS                                   \$209,000 Digitizing and cataloguing our art collections
  - c. City and County                 \$ 90,000 Marketing support for paid media
  - d. Corporate Sponsors         \$ 97,500 Support of specific museum activities and events
- Through the fundraising efforts of the foundation we were also able to provide transportation for over 1,000 students to attend who otherwise would not have been able due to the large cost of bus transportation. We also launched "Let's Go Learn" outreach initiative targeting disadvantaged school children across the state and bring our talented staff and educational programs directly to the school and/or community.
- We opened *Reconstruction, Reflections on Water* and *Fill in the Gap* Temporary Exhibits and have transformed our third-floor science gallery with an exhibit featuring the 50<sup>th</sup> Anniversary of Apollo 11.

<b>AGENCY NAME:</b>	<b>SC Museum Commission</b>		
<b>AGENCY CODE:</b>	<b>H950</b>	<b>SECTION:</b>	<b>029</b>

- We hosted National Screening of Smithsonian Documentary “*The Green Book -Guide to Freedom*”, secured a national story in USA Today, and were featured on Travel Channel’s, *Mysteries at the Museum*.

*The Highlights of Our Most Remarkable Year:*

- Reached attendance goal of 170,907
- Total Earned Revenues of \$2,132,000
- Over 65,000 school visits
- 27,700 students and teachers participated in 750 in-house classroom programs
- 21,700 students attended nearly 400 planetarium shows.
- School program outreach reached over 7000 students and teachers in 147 classes
- 1,250 students and teachers attended 85 homeschool classes
- 3,400 Family Memberships
- City of Columbia H-Tax of \$50,000
- Richland County A & H-Tax of \$40,000
- \$292,025 revenue from Facility Rentals, an all-time high revenue.
- \$209,000 IMLS grant received
- Over \$160,000 in corporate support
- 80 accessions that included 449+ objects
- \$40,800 in revenue generated through 61 Public Programs serving 20,000 guests
- Held 2 evening adult ticketed programs generating \$15,642 with 577 guests
- Annual Day Camp revenue of \$134,773, representing 2711 campers
- 4,500 students and teachers attended classes through 171 Boeing-funded observatory outreach programs.
- \$180,000 Grant from Boeing received by for onsite and outreach observatory programs.
- 174 volunteers contributed 9,254 hours of service equaling \$235,329 in value.
- More than 35,000 Facebook followers
- The Collections staff continue to regularly serve as a resource statewide to other museums and organizations, including the SC Federation of Museums, that are seeking information, assistance and image use requests.
- Curators developed programs including annual discipline “days”. All 4 disciplines hosted their own “day” for the first time in 2018.19.
- Hosted the annual joint Southeastern Planetarium Association/Mid Atlantic Planetarium Society Conference attended by 86 delegates and 45 vendors and included 33 papers and 21 planetarium presentations.
- Completed and opened “*Apollo 50*” exhibit which included totally new floorplan of gallery requiring new curved walls, new lighting, large wall sized graphics, life sized replica of lunar training rover, 6 backlit kiosks honoring South Carolina Astronauts, and Videos.

The key current and long-term goal of the State Museum is to remain current, competitive, and unique in the market place while maintaining its educational point of difference. The State Museum is competing for discretionary dollars and leisure time with a multitude of other various attractions, events, and places. We must remain diligent listeners to the needs and expectations of the citizens of South Carolina who are the “owners” of the facility. We must remain respectful of the past but committed to the future.

<b>AGENCY NAME:</b>	<b>SC Museum Commission</b>		
<b>AGENCY CODE:</b>	<b>H950</b>	<b>SECTION:</b>	<b>029</b>

**Key Comprehensive Goals Include:**

- Increasing attendance and revenues in order to become more self-sustaining and to self-fund desperately needed core improvements and renovations to the permanent exhibits.
- Increasing citizen, corporate, and foundation private financial support for the museum including increasing the corporate, family, and individual membership base.
- Build, preserve and use collections of distinction.
- To present exhibits, educational programs and public programs that provides lasting experiences and impact.
- To provide assistance to the statewide museum community and to forge strategic alliances and partnerships that will magnify the museum’s ability to provide benefits to the public.
- Provide facilities and technology that meet visitor expectations, museum standards and programming needs.
- To secure a growing and diverse funding base to meet operational needs and to enable the museum to fulfill its vision of an ever-changing institution that is a model among museums nationally.

**Situation Analysis**

**Education**

As in past years, school general attendance remains flat. Working with the museum marketing department and an external firm, the education department produced three mailers to raise teacher awareness of State Museum education opportunities. These include a new, comprehensive Teacher Resource Guide with lists and descriptions of all education programs. Invitation lists for Teacher Appreciation Nights and mailings now include several of the larger teacher organizations in the state in order to reach more schools.

Though school attendance hovers at nearly the same number, the number of students who participated in free school programs grew by 5000 this year. An investment in STEM program education equipment is allowing the department to offer simultaneous classes which provides opportunities for larger groups to take advantage of free programs. As we look to next year, program improvements and new activities will likely contribute to more growth. Education classes will expand to include virtual reality in science and history this year.

Observatory and outreach programs both saw good growth this year as a combined effort between Boeing and state-funded outreach programs reached a broader school market in key underrepresented parts of the state. That effort continues this year as we assess how best to determine specific schools that meet program grant criteria. Seven new state-funded outreach programs have been added to existing classes and a new outreach brochure has been designed and will be broadly distributed. Last year’s pilot outreach program to six 21<sup>st</sup> Century Afterschool Learning Centers, which combined several education department efforts, was a key component of Boeing’s continued support of \$180,000 for on-going on-site and outreach astronomy programming.

Opportunities for Education continue to expand as renewed energy in volunteer recruiting brings new faces and skills to the museum. The goals to diversify the age and ethnicity of the corps is having some success, which to some degree relates to new volunteer opportunities and schedules being offered. New gallery programming is being developed, as are more evening shifts that will keep volunteers more engaged. New program content in all areas continues to focus on grades 8-12, which is a school audience we need to continue to develop. Another important area of growth is an improved scheduling

<b>AGENCY NAME:</b>	<b>SC Museum Commission</b>		
<b>AGENCY CODE:</b>	<b>H950</b>	<b>SECTION:</b>	<b>029</b>

process and better teamwork related to volunteers, staff and their efforts with school and public programs.

This year we continue to focus on school program through marketing and awareness in order to increase attendance and address outreach areas of need. We plan to continue our outreach program growth, in the number of programs we offer and in regions reached, specifically underrepresented schools, as well as with new venues, such as county libraries. The department will continue to build on last year's successful marriage of state-funded and grant-funded outreach.

This year we also focus on a core mission to engage guests in galleries and classrooms. Staff will work with curators to create content for both long-term and temporary galleries. Special attention will be given to Science Theater, a 31-year-old classroom on the 3<sup>rd</sup> floor in desperate need of an overhaul. Educators will contribute to design plans for the Science Theater presentation classroom which will serve a variety of school and public programs as well as camps, overnights and birthday activities. Other plans will include a storage for museum education equipment for better access.

### **Collections and Public Programs**

The Collections Department works closely with the exhibitions and graphics departments related to exhibition and program needs throughout the museum. We continue to maintain our connection to the museum's core mission and focus through the development of content presented through exhibits and programs.

The curatorial staff, registrar, programs manager and outreach manager must focus both on work within respective disciplines and recognize opportunities to work collaboratively within the department and throughout the museum. Curators will focus on collections storage and acquisitions, changing exhibits, and permanent gallery repairs and object rotation. Exhibition related programming will continue alongside signature events and other programs. The overall scope of the department, exhibitions and programs calendars will continue to be revised and better managed. Collections staff must manage collection storage areas and develop a plan for long term care within these spaces. Staff will research funding options and apply for grants to support projects.

The new programs manager developed and implemented 61 quarterly and monthly programs connected to our disciplines and our changing exhibition calendar. We need to evaluate the quantity of programs and try to streamline the calendar this coming year.

Traveling exhibitions were evaluated and rental procedures were reorganized. The position maintains a database of inquiries and requests for information, and manages image use requests, related paperwork and coordinates photography. This position will begin to work closely with the SC Federation of Museums as we continue to build that relationship.

Axiell's Emu was implemented last FY and staff have been working with this new system customized for the museum's multidisciplinary needs. Data from the previous system, IO, was transferred and is being updated. Work continues the online portal, IMu. This will be a longer project digitizing the collection and ensuring all data is accurate prior to the public access through our website. Preliminary work has begun on a 2<sup>nd</sup> IMLS grant to support a similar history focused inventory and digitization project which could begin in October 2020.

<b>AGENCY NAME:</b>	<b>SC Museum Commission</b>		
<b>AGENCY CODE:</b>	<b>H950</b>	<b>SECTION:</b>	<b>029</b>

The infestation remediation has been completed and areas of concern continue to be monitored regularly. An IPM has been written and will be implemented in 2020. Habitats have been reinstalled and the final work needs to be done in this area with graphics and new information panels. The affected 1<sup>st</sup> floor storage area was renovated and is providing a safer environment for the collection. Staff will continue to monitor and address storage concerns, ensuring the safety and long-term care of all items in the museum collection.

One of the primary goals of the Collections Department is to be a statewide resource. We will provide information to the public, loan objects to other institutions and make traveling exhibitions available for rent to other organizations.

Our primary goals this year include revising the programs and exhibits calendars and the overall process of planning and meetings, assimilating new staff within the department, mastering EMU and maintaining the work flow related to IMLS project and developing a comprehensive long-range plan for collections funding held in the Foundation. While the initial remediation of the infestation issue has come to a close, the IPM needs to be implemented, habitats need final text panels and a plan needs to be developed for conservation and long-term storage of mounted specimens.

## Marketing

The marketing plan for 2018-19 successfully resulted in increased visitation and revenue for the museum. Fall attendance was elevated over the prior year due to the return of the popular Museum of Oz in October 2018 and the 30<sup>th</sup> Anniversary Weekend in November 2018, which offered free general admission to guests. For the first half of 2019, major promotional efforts focused on the Hall of Heroes blockbuster exhibit and the Cosmically Cool Summer campaign, both of which attracted large audiences.

Maintaining these gains in general attendance and revenue for the museum is a major priority for the marketing team. We need to continue utilizing promotional efforts that delivered well last year and find new ways increase awareness without increasing our budget. In order to accomplish this marketing staff will continue to closely monitor measurable results from our paid promotions and look for more ways to incorporate creative publicity events and non-paid social media postings to increase awareness about the museum.

The stagnation of school attendance and decline in group sales is currently a major focus for the marketing department. In addition to creating and mailing a group sales promotional piece, marketing staff will also be using more digital resources to reach potential group visitors. Marketing consultants will also be assisting staff with a project to determine the best methods to reach educators so we can increase our ability to communicate effectively with teachers, administrators, etc.

The museum's website is now five years old and needs improving to be more effective as a marketing tool. Currently 70% of web visitors are looking at the museum's site via a mobile device, and the current site needs improvement in order to make sure the pages are displaying correctly on smaller screens. Its current form also makes it more difficult and time consuming to add in some Google tracking tools, which can be very helpful in providing important data to the marketing team.

The main focus for 2019-20 marketing goals will center around maintaining and maximizing *attendance* and *revenue*. We will use creative paid media strategies to meet our attendance and revenue goals and increase our unpaid media promotion through publicity efforts and creative social media campaigns. We will also focus on developing an improved communication strategy to reach South Carolina educators



<b>AGENCY NAME:</b>	<b>SC Museum Commission</b>		
<b>AGENCY CODE:</b>	<b>H950</b>	<b>SECTION:</b>	<b>029</b>

and expand efforts to promote group sales. Upgrading the museum’s website will also be a major **initiative** that will require coordination across all museum departments.

**Membership**

Membership revenue and membership attendance declined again last fiscal year, although we did see great results from *the Hall of Heroes* direct mail and the Cosmically Cool Summer discount. Member attendance increased slightly but not significantly enough to greatly impact future membership renewal revenue. Halting this decline and stabilizing membership sales and increasing attendance is imperative to guarantee the health of the program and is the major goal for this year.

The current lack of robust reporting and metric measuring in membership means we do not have as in-depth an understanding of our membership base and their behaviors as we should. Careful monitoring of both attendance and revenue is needed throughout the year to spot any negative trends that arise so they can be studied and addressed.

**Operations**

Continuous improvement of the guest experience is the first goal we address annually. This year we will look to evaluate and select a guest service kiosk solution for the main lobby, as well as more effective wayfinding and signage systems museum-wide. The new Admissions Manager will be tasked with improving front line staff training and service-delivery. The Rentals office will continue to address post event close-out and satisfaction surveying and client retention.

The “Guest First” approach will continue to be the primary factor in our daily maneuvering, policies and procedures throughout Operations. It has become evident that our guests expect a higher level of communication and information during their visits and improving our signage systems and wayfinding options is necessary to meet those expectations. Making more online purchasing options available will improve both service and sales capture.

Part time labor expense is a challenge. Building Services is where the increase has been concentrated but decreasing our overall spending on part time labor is a priority throughout Operations.

The adoption of Group Visits into our Admissions department was successfully completed, but the resignation of the manager in the spring stalled desired progress. Hiring a replacement who can drive improved sales processes, guest services and information distribution from that department will be the first priority of the new year.

The 4D Theater has established a consistent modest profit margin and is aging after 5 years of service. Negotiating better cost of films and planning for strategic reinvestment in the hardware and fixtures is necessary to establish continued success and profitability.

Rentals have continued to increase impressively, but as competition in the local market continues aggressive growth that business will easily plateau or regress if our sales and marketing efforts are not more expansive and earnest. We seek to increase sales and marketing programs from the Rentals office in order to maintain the success we have enjoyed in recent years.

The Retail operation is well-established and produces consistent results driven by an expert manager but developing more depth of leadership and proficiency within that team is necessary to enable ongoing success.

<b>AGENCY NAME:</b>	<b>SC Museum Commission</b>		
<b>AGENCY CODE:</b>	<b>H950</b>	<b>SECTION:</b>	<b>029</b>

Lessening expenses enables our service delivery and revenue to have greater impact on the health of the Museum. Part time labor spending, especially in Building Services will be curbed so as to assure maximum value is being achieved. We will evaluate our supply and service costs and reduce or eliminate where greater efficiency is attainable. We will pursue labor-saving technologies, machinery and systems that can reduce labor burdens while enhancing guest satisfaction.

**Administration**

Because of the natural turnover with Seasonal and Volunteer Staff, it can be a challenge to properly train and maintain standards of training within the museum. Technology security, IT needs and support continue to be a day to day challenge. Maintaining ever changing State IT standards and policy updates is also challenging and time consuming.

We will implement DTO required Information Technology Security Policies. Ensure all staff receive comprehensive orientation and new hire training package. Ensure financial transactions are accurate and processed in a timely manner with no audit findings.

**Foundation**

The South Carolina State Museum Foundation finds itself in an exciting next chapter after the conclusion of the 2014 Windows to New Worlds capital campaign. The past 5 years have been spent reorganizing our organization with the expectation of another capital campaign on the horizon. Now with a 3-Million-dollar renovation budget provided by the state, The South Carolina State Museum Foundation will need to provide 1.5 million in support over the next year.

At a minimum, meet and ideally exceed the foundations fundraising goals through efforts of the Director of Development and Foundation Board by expanding community involvement and developing strong community relationships for the future funding of the museum.

We will launch a successful capital campaign to supplement government funding provided to the museum for updating the permanent galleries.

We need to engage Board members more to be advocates of behalf of the museum by reaching out to personal, business, educational or government contacts and speaking on behalf of the State Museum with the help of the Director of Development.

Our goal is to successfully maintain restricted and unrestricted income during the capital campaign in order to ensure that the Foundation remains in compliance with the MOU and maintains at 50% operating cost to income.

**Risk Assessment and Mitigation Strategies – Artifact Collection (Value in excess of \$5 million)**

Due to the aging of the building and the building systems, the collection is subject to negative environmental impacts including fluctuations in temperature and humidity, water damage due to roof leaks, and insect damage due to deteriorating windows and doorways which allow easy access.

Remediation options offered:

1. Replace all windows
2. Replace the roof
3. Replace and upgrade the HVAC systems

<b>AGENCY NAME:</b>	<b>SC Museum Commission</b>		
<b>AGENCY CODE:</b>	<b>H950</b>	<b>SECTION:</b>	<b>029</b>

4. Contract with an external pest control company to provide regular treatments

**Restructure Recommendations -**

The Rent paid to the Dept. of Admin of \$1,800,000 is 47% of the museum's State appropriation. The biggest potential for cost savings to our budget would be a different approach to our building occupancy (rent) costs.

1. Pay Actual operating costs to Dept. of Admin (\$1,000,000)
2. Place all costs in Dept. of Admin and totally remove the cost from the museum's budget.
3. Sell or lease the building to a private developer or the museum's foundation in order to transfer the needed maintenance costs to the private sector and to maximize potential economic, energy and historical tax credits.

Agency Name: STATE MUSEUM COMMISSION

Fiscal Year 2018-2019  
Accountability Report

Agency Code: H950 Section: 29

Strategic Planning and Performance Measurement Template

Statewide Enterprise Strategic Objective	Type	Item #			Description	2018-19			Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure		Base	Target	Actual				
Public Infrastructure and Economic Development	G	1			Maximize Impact of Museum Operations							
	S	1.1			Effectively Market State Museum							
	M		1.1.1	Maximize General Attendance	208,952	215,800	221,568	July 1 - June 30	Admissions Software/Daily	Actual count from Software	Measures effectiveness of marketing and quality of content	
	M		1.1.2	Minimize Marketing cost per visitor	\$ 3.07	\$ 2.65	\$ 2.50	July 1 - June 30	SCEIS/Daily	Marketing expense/Attendance	Marketing Expense Effectiveness	
	M		1.1.3	Maximize 4D and Planetarium Attendance	102,825	87,000	93,419	July 1 - June 30	Admissions Software/Daily	Actual count from Software	Measures Quality of Shows/Content	
	S	1.2			Maximize Earned Revenues							
	M		1.2.1	Ticket and Attraction Revenue	\$ 930,052	\$ 875,000	\$ 909,290	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Ability to fund needed expenses to de	
	M		1.2.2	Gift Shop Revenue	\$ 837,651	\$ 675,000	\$ 669,837	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Ability to fund needed expenses to de	
	M		1.2.3	Facility Rental Revenue	\$ 278,164	\$ 250,000	\$ 292,025	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Ability to fund needed expenses to de	
	M		1.2.4	Program Revenue	\$ 188,454	\$ 190,000	\$ 226,420	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Ability to fund needed expenses to de	
	S	1.3			Be Efficient with Allocated resources							
	M		1.3.1	Maximize Volunteer Hours	10,909	10,000	9,254	July 1 - June 30	Manual Count/Annual	Manual Count	Expense efficiencies	
	M		1.3.2	Minimize Total Expense per Visitor	\$ 29	\$ 27	\$ 27	July 1 - June 30	SCEIS/Daily	(Total Expense less rent)/at	Expense efficiencies	
	S	1.4			Through Museum Foundation Garner Citizen, Corporate and Private Finan							
	M		1.4.1	Maximize Family Memberships	3,311	4,000	3486	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Measures effectiveness of marketing and quality of content	
	M		1.4.2	Cultivate and Retain Corporate Community Partners	25	30	25	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Community Support	
	M		1.4.3	Maximize Grant Revenue Used for Museum Operations	\$ 264,540	\$ 355,000	\$ 596,500	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Community Support	
Education, Training, and Human Development	G	2			Be a Primary Educational Resource for SC Schools							
	S	2.1			Deliver Standards based educational programming on site							
	M		2.1.1	Maximize School Group Visitation	64,345	70,000	64,552	July 1 - June 30	Admissions Software/Da	Actual count from Software	Impactful Educational facility with eny	
	M		2.1.2	Provide On Floor Lessons	5,015	5,500	4,146	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with eny	
	M		2.1.3	Provide On Site STEM Lessons in classrooms and observatory	17,523	18,700	23,533	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with eny	
	S	2.2			Offer Educational Outreach Programs to schools and other institutions in t							
	M		2.2.1	Deliver TEPS across the state	19	20	20	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with eny	
	M		2.2.2	Maximize Outreach Participants	6,541	9,500	12,646	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with eny	
	S	2.3			Partner with Statewide Educational Organizations							
	M		2.3.1	Number of State Agency Partners	10	10	14	July 1 - June 30	Manual Count/Annual	Manual Count	Activity in community and sharing of	
	M		2.3.2	Number of Non-State Agency Partners	20	20	72	July 1 - June 30	Manual Count/Annual	Manual Count	Activity in community and sharing of	
Education, Training, and Human Development	G	3			Be the Caretaker of South Carolinas History							
	S	3.1			Acquire, preserve and use Collections of Distinction							
	M		3.1.1	Number of Accessions Recorded	39	50	80	July 1 - June 30	Collections Software/Da	Actual count from Software	Build, preserve and use collections of	
	M		3.1.2	Number of Objects Collected	638	500	449	July 1 - June 30	Collections Software/Da	Actual count from Software	Build, preserve and use collections of	
	S	3.2			Provide Curatorial Expertise							
	M		3.2.1	Research Papers Submitted	3	3	4	July 1 - June 30	Manual Count/Annual	Manual Count	Professional expertise	
	M		3.2.2	Public Inquiries Answered	1,588	1,500	1,364	July 1 - June 30	Manual Count/Annual	Daily Tracking Log	Community Support	
Government and Citizens	G	4			Deliver Quality Content							
	S	4.1			Provide Unique Program and Changing Exhibit Opportunities							
	M		4.1.1	Number of Changing exhibits Produced	8	8	8	July 1 - June 30	Manual Count/Annual	Manual Count	Providing engaging and compelling co	
	M		4.1.2	Number of Program Participants NOT included in General Admission	3,348	3,500	6,512	July 1 - June 30	Admissions Software/Da	Actual count from Software	Impactful Educational facility with eny	
	M		4.1.3	Number of Programs Presented	65	60	61	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Providing engaging and compelling co	
	S	4.2			Provide Unique and Engaging Experiences for SC Children							
	M		4.2.1	Overnight Camp Participants	562	600	325	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with eny	
	M		4.2.2	Day Camp Participants	1,814	2,000	2,711	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with eny	
	M		4.2.3	Birthday Party Participants	1,240	1,300	1,284	July 1 - June 30	Point of Sale/Daily	Actual count from Software	Impactful Educational facility with eny	
Maintaining Safety, Integrity and Security	G	5			Protect the Safety, Integrity and Security of Museum Resources and Visiting P							
	S	5.1			Protection of People and Systems							
	M		5.1.1	Provide necessary investment in Public Safety Personnel	\$ 191,780	\$ 205,000	\$ 197,413	July 1 - June 30	SCEIS/Daily	Actual count from Software	Effective and impactful use of limited	
	M		5.1.2	Provide necessary investment in IT hardware and Software	\$ 104,909	\$ 100,000	\$ 96,820	July 1 - June 30	SCEIS/Daily	Actual count from Software	Effective and impactful use of limited	
	M		5.1.3	Provide necessary Investment in Environmental Controls and Monitoring	\$ 79,240	\$ 100,000	\$ 95,493	July 1 - June 30	SCEIS/Daily	Actual count from Software	Effective and impactful use of limited	

Strategic Planning and Performance Measurement Template

Statewide Enterprise Strategic Objective	Type	Item #			Description	2019-20			Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure		Base	Target	Actual				
<b>Public Infrastructure and Economic Development</b>	<b>G</b>	<b>1</b>			<b>Maximize Impact of Museum Operations</b>							
	<b>S</b>	<b>1.1</b>			<b>Effectively Market State Museum</b>							
	M	1.1.1		Maximize General Attendance	221,568	212,000	July 1 - June 30	Admissions Software/Daily	Actual count from Software		Measures effectiveness of marketing and quality of content	
	M	1.1.2		Minimize Marketing cost per visitor	\$ 2.50	\$ 2.50	July 1 - June 30	SCEIS/Daily	Marketing expense/Attendan		Marketing Expense Effectiveness	
	M	1.1.3		Maximize 4D and Planetarium Attendance	93,419	95,000	July 1 - June 30	Admissions Software/Daily	Actual count from Software		Measures Quality of Shows/Content	
	M	1.1.4		Maximize Ticketed Admissions	170,907	165,000	July 1 - June 30	Admissions Software/Daily	Actual count from Software		Marketing Expense Effectiveness	
	M	1.1.5		Maximize Rental Attendance	41,113	40,000	July 1 - June 30	Admissions Software/Daily	Actual count from Software		Measures Quality of Shows/Content	
	<b>S</b>	<b>1.2</b>			<b>Maximize Earned Revenues</b>							
	M	1.2.1		Ticket and Attraction Revenue	\$ 909,290	\$ 910,000	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Ability to fund needed expenses to deliver quality content	
	M	1.2.2		Gift Shop Revenue	\$ 669,837	\$ 670,000	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Ability to fund needed expenses to deliver quality content	
	M	1.2.3		Facility Rental Revenue	\$ 292,025	\$ 275,000	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Ability to fund needed expenses to deliver quality content	
	M	1.2.4		Program Revenue	\$ 226,420	\$ 225,000	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Ability to fund needed expenses to deliver quality content	
	<b>S</b>	<b>1.3</b>			<b>Be Efficient with Allocated resources</b>							
	M	1.3.1		Maximize Volunteer Hours	9,254	10,000	July 1 - June 30	Manual Count/Annual	Manual Count		Expense efficiencies	
	M	1.3.2		Mimize Total Expense per Visitor	\$ 27	\$ 30	July 1 - June 30	SCEIS/Daily	(Total Expense less rent)/atte		Expense efficiencies	
	<b>S</b>	<b>1.4</b>			<b>Through Museum Foundation Garner Citizen, Corporate and Private Finar</b>							
	M	1.4.1		Maximize Family Memberships	3,486	4,000	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Measures effectiveness of marketing and quality of content	
	M	1.4.2		Cultivate and Retain Corporate Commnity Partners	25	30	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Community Support	
	M	1.4.3		Maximize Community Partner Revenue	\$ 63,000	\$ 65,000	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Community Support	
	M	1.4.4		Maximize Corporate Grants	\$ 200,000	\$ 180,000	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Community Support	
	M	1.4.5		Maximize Local Government Grants	\$ 90,000	\$ 50,000	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Community Support	
	M	1.4.6		Maximize Federal Grants	\$ 209,000	\$ -	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Community Support	
	M	1.4.7		Maximize Annual Corporate Sponsorships	\$ 97,500	\$ 155,000	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Community Support	
<b>Education, Training, and Human Development</b>	<b>G</b>	<b>2</b>			<b>Be a Primary Educational Resource for SC Schools</b>							
	<b>S</b>	<b>2.1</b>			<b>Deliver Standards based educational programming on site</b>							
	M	2.1.1		Maximize School Group Visitation	64,552	70,000	July 1 - June 30	Admissions Software/Da	Actual count from Software		Impactful Educational facility with engaging content	
	M	2.1.2		Provide On Floor Lessons	4,146	4,500	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Impactful Educational facility with engaging content	
	M	2.1.3		Provide On Site STEM Lessons in classrooms and observatory	23,533	2,500	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Impactful Educational facility with engaging content	
	<b>S</b>	<b>2.2</b>			<b>Offer Educational Outreach Programs to schools and other institutions in</b>							
	M	2.2.1		Deliver TEPS across the state	20	20	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Impactful Educational facility with engaging content	
	M	2.2.2		Maximize Outreach Participants	12,646		July 1 - June 30	Point of Sale/Daily	Actual count from Software		Impactful Educational facility with engaging content	
	<b>S</b>	<b>2.3</b>			<b>Partner with Statewide Educational Organizations</b>							
	M	2.3.1		Number of State Agency Partners	14	10	July 1 - June 30	Manual Count/Annual	Manual Count		Activity in community and sharing of professional expertise	
	M	2.3.2		Number of Non-State Agency Partners	72	70	July 1 - June 30	Manual Count/Annual	Manual Count		Activity in community and sharing of professional expertise	
<b>Education, Training, and Human Development</b>	<b>G</b>	<b>3</b>			<b>Be the Caretaker of South Carolinas History</b>							
	<b>S</b>	<b>3.1</b>			<b>Acquire, preserve and use Collections of Distinction</b>							
	M	3.1.1		Number of Accessions Recorded	80	50	July 1 - June 30	Collections Software/Da	Actual count from Software		Build, preserve and use collections of distinction	
	M	3.1.2		Number of Objects Collected	449	500	July 1 - June 30	Collections Software/Da	Actual count from Software		Build, preserve and use collections of distinction	
	<b>S</b>	<b>3.2</b>			<b>Provide Curatorial Expertise</b>							
	M	3.2.1		Research Papers Submitted	4	3	July 1 - June 30	Manual Count/Annual	Manual Count		Professional expertise	
	M	3.2.2		Public Inquiries Answered	1364	1500	July 1 - June 30	Manual Count/Annual	Daily Tracking Log		Community Support	
<b>Government and Citizens</b>	<b>G</b>	<b>4</b>			<b>Deliver Quality Content</b>							
	<b>S</b>	<b>4.1</b>			<b>Provide Unique Program and Changing Exhibit Opportunities</b>							
	M	4.1.1		Number of Changing exhibits Produced	8	8	July 1 - June 30	Manual Count/Annual	Manual Count		Providing engaging and compelling content	
	M	4.1.2		Number of Program Participants NOT included in General Admission	6,512	3500	July 1 - June 30	Admissions Software/Da	Actual count from Software		Impactful Educational facility with engaging content	
	M	4.1.3		Number of Programs Presented	61	60	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Providing engaging and compelling content	
	<b>S</b>	<b>4.2</b>			<b>Provide Unique and Engaging Experiences for SC Children</b>							
	M	4.2.1		Overnight Camp Participants	325	500	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Impactful Educational facility with engaging content	
	M	4.2.2		Day Camp Participants	2,711	3,000	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Impactful Educational facility with engaging content	
	M	4.2.3		Birthday Party Participants	1,284	1,400	July 1 - June 30	Point of Sale/Daily	Actual count from Software		Impactful Educational facility with engaging content	
<b>Maintaining Safety, Integrity and Security</b>	<b>G</b>	<b>5</b>			<b>Protect the Safety, Integrity and Security of Museum Resources and Visiting P</b>							
	<b>S</b>	<b>5.1</b>			<b>Protection of People and Systems</b>							
	M	5.1.1		Provide necessary investment in Public Safety Personnel	\$ 197,413	\$ 205,000	July 1 - June 30	SCEIS/Daily	Actual count from Software		Effective and impactful use of limited expense funds	
	M	5.1.2		Provide necessary investment in IT hardware and Software	\$ 96,820	\$ 100,000	July 1 - June 30	SCEIS/Daily	Actual count from Software		Effective and impactful use of limited expense funds	
	M	5.1.3		Provide necessary Investment in Environmental Controls and Monitoring	\$ 95,493	\$ 100,000	July 1 - June 30	SCEIS/Daily	Actual count from Software		Effective and impactful use of limited expense funds	

Agency Name:		STATE MUSEUM COMMISSION				Fiscal Year 2018-2019 Accountability Report				
Agency Code:		H950	Section:		029	Program Template				
Program/Title	Purpose	<u>FY 2018-19 Expenditures (Actual)</u>				<u>FY 2019-20 Expenditures (Projected)</u>				Associated Measure(s)
		General	Other	Federal	TOTAL	General	Other	Federal	TOTAL	
I. Administration	Executive Director, Finance, Info Tech, Human Resources, procurement, \$1,8 million of bldg. rent, general overhead	\$ 2,060,161	\$ 287,641		\$ 2,347,802	\$ 1,740,969	\$ 904,255		\$ 2,645,224	All goals - 1,2,3,4,5 objectives
II. Programs - Museum Operations	All facets of Museum Operations including - Educational programming and content, Collections, Curators, Marketing, Operations, Public safety, exhibit fabrication, janitorial, facility rentals, gift shop, school visit facilitation, artifact storage and conservation, public programs and signature events, volunteer management, 4D theater operation, Planetarium operation, Observatory programming and hosting, Web site, Graphic Design, Public Relations	\$ 1,504,867	\$ 2,023,264		\$ 3,528,130	\$ 1,717,623	\$ 2,002,403		\$ 3,720,026	All goals - 1,2,3,4,5 objectives
III C. Employee Benefits	Employee Benefits	\$ 624,909	\$ 192,088		\$ 816,997	\$ 759,362	\$ 193,342		\$ 952,704	
	Total				\$ -				\$ -	
All other items	Acquisitions, Collections Database., IT Equipment	\$ 46,636	\$ -		\$ 46,636				\$ -	
					\$ -				\$ -	
		\$ 4,236,573	\$ 2,502,992		\$ 6,739,565	\$ 4,217,954	\$ 3,100,000		\$ 7,317,954	

Agency Name: STATE MUSEUM COMMISSION				Fiscal Year 2018-2019 Accountability Report				
Agency Code: H950		Section: 029		Legal Standards Template				
Item #	Law Number	Jurisdiction	Type of Law	Statutory Requirement and/or Authority Granted	Does this law specify who your agency must or may serve? (Y/N)	Does the law specify a product or service your agency must or may provide?	If yes, what type of service or product?	If other service or product, please specify what service or product.
1	60-13-10	State	Statute	South Carolina Museum Commission created; membership; chairman; vacancies; terms of office. There is hereby created the South Carolina Museum Commission composed of ten members appointed by the Governor for terms of four years and until their successors are appointed and qualify. One member shall be appointed from each congressional district of the State and three members shall be appointed at large. One of the at-large members shall be appointed chairman of the commission by the Governor. Vacancies for any reason shall be filled in the manner of original appointment for the unexpired term. Notwithstanding the provisions above prescribing four-year terms for members of the commission, the members appointed from even-numbered congressional districts and one at-large member other than the chairman shall be initially appointed for terms of two years only.	No	No - Does not relate directly to any agency deliverables		
2	60-13-20	State	Statute	Meetings and officers of commission; compensation of members. The Commission shall meet at least quarterly and at such other times as the chairman shall designate. Members shall elect a vice-chairman and such other officers as they may deem necessary. They shall be paid such per diem, mileage and subsistence as provided by law for boards, committees and commissions	No	No - Does not relate directly to any agency deliverables		
3	60-13-30	State	Statute	The primary function of the Commission shall be the creation and operation of a State Museum reflecting the history, fine arts and natural history and the scientific and industrial resources of the State, mobilizing expert professional advice and guidance and utilizing all available resources in the performance of this function.	Yes	Yes	Other service or product our agency must/may provide	The operation of a multi-discipline museum
4	60-13-40	State	Statute	Powers of Commission. To carry out its assigned functions, the Commission is authorized to: (1) Establish a plan for, create and operate a State Museum; (2) Elect an executive officer for the Commission, to be known as the Director; (3) Make rules and regulations for its own government and the administration of its museum; (4) Appoint, on the recommendation of the Director, all other members of the staff; (5) Adopt a seal for use in official Commission business; (6) Control the expenditure in accordance with law of such public funds as may be appropriated to the commission; (7) Accept gifts, bequests and endowments for purposes consistent with the objectives of the Commission; (8) Make annual reports to the General Assembly of the receipts, disbursements, work and needs of the Commission; and (9) Adopt policies designed to fulfill the duties and attain the objectives of the Commission as established by law.	Yes	Yes	Report our agency must/may provide	
5	60-13-50	State	Statute	The Director of the Commission shall be the Director of the State Museum, when such facility comes into existence and his qualifications shall reflect an ability to serve in that capacity. Compensation for the Director shall be determined by the General Assembly.	No	No - Does not relate directly to any agency deliverables		
6	29.1	State	FY 2017-18 Proviso	(MUSM: Removal From Collections) The commission may remove accessioned objects from its museum collections by gift to another public or non-profit institution, by trade with another public or non-profit institution, by public sale, by transfer to the commission's education, exhibit, or study collections or to its operating property inventory; or as a last resort, by intentional destruction on the condition that the objects so removed meet with one or more of the following criteria: (1) they fall outside the scope of the South Carolina Museum Commission's collections as defined in the Collection Policy ; (2) they are unsuitable for exhibition or research; (3) they are inferior duplicates of other objects in the collection; or (4) they are forgeries or were acquired on the basis of false information; funds from the sale of such objects will be placed in a special revolving account for the commission to use solely for the purpose of purchasing objects for the collections of the State Museum.	Yes	No - But relates to manner in which one or more agency deliverables is provided		
7	29.2	State	FY 2017-18 Proviso	(MUSM: Museum Store) The Museum Commission shall establish and administer a museum store in the State Museum. This store may produce, acquire, and sell merchandise relating to historical, scientific, and cultural sources. All profits received from the sale of such merchandise shall be retained by the Museum Commission in a restricted fund to be carried forward into the following fiscal year. These funds may be used for store operations, publications, acquisitions, educational programs, exhibit production and general operating expenses provided that the expenditures for such expenses are approved by the General Assembly in the annual Appropriation Act	Yes	Yes	Other service or product our agency must/may provide	Retail product in the museum store
8	29.3	State	FY 2017-18 Proviso	(MUSM: Retention of Revenue) The Museum Commission may retain revenue received from admissions, program fees, facility rentals, professional services, donations, food service, exhibits and exhibit components, and other miscellaneous operating income generated by or for the museum and may expend such revenue for general operating expenses provided that such expenditures are approved by the General Assembly in the annual Appropriation Act. Any unexpended revenue from these sources may be carried forward into the current fiscal year to be expended for the same purposes.	Yes	Yes	Other service or product our agency must/may provide	Rental services, food service, shows exhibits and programs delivered to museum Guests

Agency Name: STATE MUSEUM COMMISSION				Fiscal Year 2018-2019 Accountability Report				
Agency Code: H950		Section: 029		Legal Standards Template				
Item #	Law Number	Jurisdiction	Type of Law	Statutory Requirement and/or Authority Granted	Does this law specify who your agency must or may serve? (Y/N)	Does the law specify a product or service your agency must or may provide?	<i>If yes, what type of service or product?</i>	<i>If other service or product, please specify what service or product.</i>
9	29.4	State	FY 2017-18 Proviso	(MUSM: School Tour Fee Prohibition) The commission may not charge admission fees to groups of children from South Carolina who have made reservations that are touring the museum as part of a school function.	Yes	No - But relates to manner in which one or more agency deliverables is provided		
10	29.5	State	FY 2017-18 Proviso	(MUSM: Dining Area Rent) Of the space currently vacant in the Columbia Mills Building, space large enough for the museum to have dining space for school-aged children shall be provided to the State Museum at no cost.	Yes	No - But relates to manner in which one or more agency deliverables is provided		
11	29.6	State	FY 2017-18 Proviso	(MUSM: Remittance to General Services) The State Museum is directed to remit not less than \$1,800,000 to the Budget and Control Board, Division of General Services as compensation for expenses associated with the premises it leases in the Columbia Mills Building. In the event the General Assembly or the Budget and Control Board implements a mid-year across-the-board budget reduction, the rent that the State Museum remits to the Budget and Control Board shall be reduced by the same percentage as the assessed budget reduction.	No	No - Does not relate directly to any agency deliverables		





Agency Name:		STATE MUSEUM COMMISSION		Fiscal Year 2018-2019 Accountability Report
Agency Code and Section:		H950	029	Partner Template
Name of Partner Entity	Type of Partner Entity	Description of Partnership	Associated Goal(s)	
SC Department of Natural Resources	State Government	Educational Content and educational Programming collaboration	1-4	
State Arts Commission	State Government	Educational Content and educational Programming collaboration	1-4	
Archaeology and Anthropology	State Government	Educational Content and educational Programming collaboration	2-4	
SC Digital Library	State Government	Educational Content and educational Programming collaboration	1-4	
University of South Carolina	State Government	Educational Content and educational Programming collaboration	1-4	
Department of Education	State Government	School field trips and content support	1-4	
ETV	State Government	Use of museum content broadcast thru ETV hardware and dedicated space inside museum	1-4	
PRT	State Government	Cross marketing and dedicated exhibit space inside museum	1-4	
Carolina Wildlife	State Government	Educational Content and educational Programming collaboration	1-4	
SC Forestry Commission	State Government	Educational Content and educational Programming collaboration	1-4	
Clemson Extension	State Government	Educational Content and educational Programming collaboration	1-4	
Confederate Relic Room	State Government	Joint Ticketing and Programming	1-4	
State Library	State Government	Story Fest Annual Event	1-4	
State Archives	State Government	Educational Content and educational Programming collaboration	1-4	
National Museum of African American History and Culture	Federal Government	Educational Content and educational Programming collaboration	1-4	
Smithsonian Center for Folklife	Federal Government	Educational Content and educational Programming collaboration	1-4	
NASA	Federal Government	Astronomy Content and programming	1-4	
Savannah River Ecology Lab	Federal Government	Educational Content and educational Programming collaboration	1-4	
21st Century Community Learning Centers	Federal Government	Provides venues for off-site STEM observatory outreach	1-4	
SC Space Grant Consortium	Federal Government	Educational Content and educational Programming collaboration	1-4	
Smithsonian	Federal Government	Affiliation member and use of memberships for museum members	1-4	
Historic Columbia	Local Government	Educational Content and educational Programming collaboration	1-4	
Richland Library	Local Government	Educational Content and educational Programming collaboration	1-4	
City of Columbia Parks	Local Government	Educational Content and educational Programming collaboration	1-4	
Lexington County Museum	Local Government	Educational Content and educational Programming collaboration	1-4	
Richland County Stormwater Management Division	Local Government	Educational Content and educational Programming collaboration	1-4	
Richland County Conservation District	Local Government	Educational Content and educational Programming collaboration	1-4	
Columbia Visitors Bureau	Local Government	Marketing and Advertising ands dedicated space inside museum	1-4	
City of Columbia	Local Government	Hospitality Tax funding for marketing	1-4	
Richland County	Local Government	Hospitality Tax funding for marketing	1-4	
USC Irvin Department of Rare Books and Special Collections	Higher Education Institute	Educational Content and educational Programming collaboration	1-4	
Benedict College	Higher Education Institute	Educational Content and educational Programming collaboration	1-4	
USC Dept of Physics and Astronomy	Higher Education Institute	Educational Content and educational Programming collaboration	1-4	
Francis Marion University Dept of Physics	Higher Education Institute	Educational Content and educational Programming collaboration	1-4	
Museum of Early Southern Decorative Arts	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
Morris Center for Lowcountry Heritage	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	

Agency Name:		STATE MUSEUM COMMISSION		Fiscal Year 2018-2019 Accountability Report
Agency Code and Section:		H950	029	Partner Template
Name of Partner Entity	Type of Partner Entity	Description of Partnership	Associated Goal(s)	
SC Humanities Council	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
Columbia Museums	Non-Governmental Organization	Joint Ticketing and Promotion	1-4	
Girl Scouts of SC: Mountains to the Midlands	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
South Carolina Boy Scouts	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
SC Autism Association	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
Congaree National Park	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
Midlands Association of Volunteer Administrators	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
Urban League	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
USC English Programs for Internationals	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
President's Volunteer Service Award	Non-Governmental Organization	Volunteer Content and Appreciation Award	1-4	
Riverbanks Zoo & Garden	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
indieGrits Labs/Nickolodean Theater	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
Columbia Children's Theatre	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
USC Anne Frank Partnership	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
SC Wildlife Federation	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
PalmettoPride	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
Lowcountry Stargazers	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
Clemson Area Amateur Astronomers	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
Carolina Skygazers	Non-Governmental Organization	Educational Content and educational Programming collaboration	1-4	
American Astronomical Society	Non-Governmental Organization	Conference Hosting	1-4	
Congaree Vista Guild	Non-Governmental Organization	Marketing and Advertising Collaboration	1-4	
Columbia Attractions	Non-Governmental Organization	Joint Ticketing and Promotion	1-4	
SC Museum Foundation	Non-Governmental Organization	Private Fundraising for the museum	1-4	

Agency Name:		STATE MUSEUM COMMISSION		Fiscal Year 2018-2019 Accountability Report
Agency Code and Section:		H950	029	Partner Template
Name of Partner Entity	Type of Partner Entity	Description of Partnership		Associated Goal(s)
Central Carolina Community Foundation	Non-Governmental Organization	Fund source and program collaboration		1-4
Junior Leagues	Non-Governmental Organization	Generating Retail Sales off site		1
Sonoco Recycling	Private Business Organization	Educational Content and educational Programming collaboration		2-3
Media Providers	Private Business Organization	Media trade		1
SC Federation of Museums	Professional Association	Museum Support and Professional Development		1-4
SC Science Teachers Education Leadership Association	Professional Association	Educational Content and educational Programming collaboration		1-4
SC Science Council	Professional Association	Educational Content and educational Programming collaboration		1-4
STEM Centers SC	Professional Association	Educational Content and educational Programming collaboration		1-4
SC Council for the Social Studies	Professional Association	Educational Content and educational Programming collaboration		1-4
Harvard Smithsonian Center for Astrophysics	Professional Association	Educational Content and educational Programming collaboration		1-4
Smithsonian Affiliations Program	Professional Association	Educational Content and educational Programming collaboration		1-4
Midlands Astronomy Club	Professional Association	Educational Content and educational Programming collaboration		1-4
Astronomical Society of the Pacific	Professional Association	Educational Content and educational Programming collaboration		1-4
International Astronomical Union	Professional Association	Educational Content and educational Programming collaboration		1-4
SC Council on Competitiveness Aerospace Taskforce	Professional Association	Educational Content and educational Programming collaboration		1-4
Carolina Area Planetarium Educators	Professional Association	Educational Content and educational Programming collaboration		1-4
Southeastern Planetarium Association	Professional Association	Educational Content and educational Programming collaboration		1-4
International Planetarium Society	Professional Association	Educational Content and educational Programming collaboration		1-4
Environmental Education Association of South Carolina	Professional Association	Educational Content and educational Programming collaboration		1-4
AMMC (American Museum Membership Conference)	Professional Association	Support services to membership program		1-4
PRSA (Public Relations Society of America)	Professional Association	Support services for Public Relations		1-4
South Carolina Motor coach Association	Professional Association	Access to database and joint marketing to pre-formed groups		1
North Carolina Motor coach	Professional Association	Access to database and joint marketing to pre-formed groups		1
Georgia Motor coach	Professional Association	Access to database and joint marketing to pre-formed groups		1
AAM (American Alliance of Museums)	Professional Association	Reaccreditation and support services		1-4
Carolina Bridal Association	Professional Association	Sourcing Bridal Clients for Facility Rentals		1
Museum Store Association	Professional Association	Resource and support network for museum store operators		1

Report and External Review Template

Item	Is this a Report, Review, or both?	Report or Review Name	Name of Entity Requesting the Report or Conducting Review	Type of Entity	Reporting Frequency	Current Fiscal Year: Submission Date or Review Timeline (MM/DD/YYYY)	Summary of Information Requested in the Report or Reviewed	Method to Access the Report or Information from the Review
1	Internal Review and Report	Accountability Report	Executive Budget Office	State	Annually	September 15, 2019	Results and responsibilities of agency	Museum WEB Site
2	Internal Review and Report	Budget Request	Executive Budget Office	State	Annually	September 15, 2019	Financial needs for next fiscal year	Paper Copy
3	Internal Review and Report	Info Tech Inventory and Plan	DTO	State	Annually	August 3, 2019	Listing of all hardware and software	Paper Copy
4	Internal Review and Report	Info Tech Security Plan	DTO	State	Annually	August 3, 2019	IT needs and issues for upcoming year	Paper Copy
5	Internal Review and Report	Minority Utilization Plan	Dept. of Admin	State	Annually	December 15, 2019	Data on minority business use	Paper Copy
6	Internal Review and Report	Year End GAAP reports	Comptroller	State	Annually	September 15, 2019	Specific Year-End Financial Data	Paper Copy
7	Internal Review and Report	Bank Account Transparency	Comptroller	State	Annually	July 1, 2019	Use and balance of acquisitions checking account	Paper Copy
8	Internal Review and Report	Affirmative Action Plan	Human Affairs	State	Annually	January 15, 2019	Plan on Diversity of workforce	Paper Copy
9	Internal Review and Report	Debt Collection Report	Dept. of Admin	State	Annually	August 15, 2019	Outstanding monies due museum	Paper Copy
10	Internal Review and Report	Employment Wage	Dept. Employment & Workforce	State	Quarterly	Last day of Quarter	Data on wages paid	Paper Copy
11	Internal Review and Report	Sales Tax Returns	Dept. of Revenue	State	Monthly	21st of following month	Data on sales taxes collected	Paper Copy
12	Internal Review and Report	State Fleet Mileage	Dept. of Admin	State	Monthly	3rd of following month	Data on Vehicle mileage used	Paper Copy
13	Internal Review and Report	Salary Supplements	OHR	State	Annually	August 15, 2019	Any supplements paid to museum staff from non-state sources	Paper Copy
14	Internal Review and Report	Agency Head Review	Agency Head Commission	State	Annually	August 15, 2019	Performance appraisal of Agency Head	Paper Copy
15	External Review and Report	Audit	State Auditor	State	Annually	07/01/2017 - 06/30/2018	Audit of financial transactions and procedures	Auditor Web Site
16	Internal Review and Report	Migratory Birds	US Fish and Wildlife	Federal	Annually	September 15, 2019	Any Migratory Bird Salvages	Paper Copy
17	Internal Review and Report	Laser Light Show Annual Report	FDA	Federal	Annually	September 15, 2019	Verify safety and use of public laser show equipment	Paper Copy
18	External Review and Report	Museum Reaccreditation	American Alliance of Museums	Outside Organization	Other	February 2004 - February 2019	Adherence and documentation of national museum's best practices and excellence	Paper Copy

This chart includes laws the agency stated specified a product or service the agency must or may provide in its Legal Standards template. This may assist the agency in updating the Customer Template. Please review the "Deliverables to consider adding" chart and, if necessary, add any that are not currently in the Customer Template to the list in that tab of the agency accountability report.

Item #	Service/Product Type	Service/Product Description	Customer in Law	Service/Product in Law	Statutory Requirement and/or Authority Granted	Law Number	Jurisdiction	Type of Law
6			Yes	No - But relates to manner in which one or more agency deliverables is provided	(MUSM: Removal From Collections) The commission may remove accessioned objects from its museum collections by gift to another public or non-profit institution, by trade with another public or non-profit institution, by public sale, by transfer to the commission's education, exhibit, or study collections or to its operating property inventory; or as a last resort, by intentional destruction on the condition that the objects so removed meet with one or more of the following criteria: (1) they fall outside the scope of the South Carolina Museum Commission's collections as defined in the Collection Policy ; (2) they are unsuitable for exhibition or research; (3) they are inferior duplicates of other objects in the collection; or (4) they are forgeries or were acquired on the basis of false information; funds from the sale of such objects will be placed in a special revolving account for the commission to use solely for the purpose of purchasing objects for the collections of the State Museum.	29.1	State	FY 2017-18 Proviso
9			Yes	No - But relates to manner in which one or more agency deliverables is provided	(MUSM: School Tour Fee Prohibition) The commission may not charge admission fees to groups of children from South Carolina who have made reservations that are touring the museum as part of a school function.	29.4	State	FY 2017-18 Proviso
10			Yes	No - But relates to manner in which one or more agency deliverables is provided	(MUSM: Dining Area Rent) Of the space currently vacant in the Columbia Mills Building, space large enough for the museum to have dining space for school-aged children shall be provided to the State Museum at no cost.	29.5	State	FY 2017-18 Proviso
3	Other service or product our agency must/may provide	The operation of a multi-discipline museum	Yes	Yes	The primary function of the Commission shall be the creation and operation of a State Museum reflecting the history, fine arts and natural history and the scientific and industrial resources of the State, mobilizing expert professional advice and guidance and utilizing all available resources in the performance of this function.	60-13-30	State	Statute
4	Report our agency must/may provide		Yes	Yes	Powers of Commission. To carry out its assigned functions, the Commission is authorized to: (1) Establish a plan for, create and operate a State Museum; (2) Elect an executive officer for the Commission, to be known as the Director; (3) Make rules and regulations for its own government and the administration of its museum; (4) Appoint, on the recommendation of the Director, all other members of the staff; (5) Adopt a seal for use in official Commission business; (6) Control the expenditure in accordance with law of such public funds as may be appropriated to the commission; (7) Accept gifts, bequests and endowments for purposes consistent with the objectives of the Commission; (8) Make annual reports to the General Assembly of the receipts, disbursements, work and needs of the Commission; and (9) Adopt policies designed to fulfill the duties and attain the objectives of the Commission as established by law.	60-13-40	State	Statute
7	Other service or product our agency must/may provide	Retail product in the museum store	Yes	Yes	(MUSM: Museum Store) The Museum Commission shall establish and administer a museum store in the State Museum. This store may produce, acquire, and sell merchandise relating to historical, scientific, and cultural sources. All profits received from the sale of such merchandise shall be retained by the Museum Commission in a restricted fund to be carried forward into the following fiscal year. These funds may be used for store operations, publications, acquisitions, educational programs, exhibit production and general operating expenses provided that the expenditures for such expenses are approved by the General Assembly in the annual Appropriation Act	29.2	State	FY 2017-18 Proviso
8	Other service or product our agency must/may provide	Rental services, food service, shows exhibits and programs delivered to museum Guests	Yes	Yes	(MUSM: Retention of Revenue) The Museum Commission may retain revenue received from admissions, program fees, facility rentals, professional services, donations, food service, exhibits and exhibit components, and other miscellaneous operating income generated by or for the museum and may expend such revenue for general operating expenses provided that such expenditures are approved by the General Assembly in the annual Appropriation Act. Any unexpended revenue from these sources may be carried forward into the current fiscal year to be expended for the same purposes.	29.3	State	FY 2017-18 Proviso