

Part I – Agency Profile

Agency Overview

Recognizing the importance of our natural heritage to the citizens of the State, the Idaho Museum of Natural History (IMNH) is charged with preserving and interpreting cultural and natural history for the citizens of Idaho. It is the mission of the Idaho Museum of Natural History to actively nurture an understanding of and delight in Idaho's natural and cultural heritage. As the official state museum of natural history, it acquires, preserves, studies, interprets, and displays natural and cultural objects for Idaho residents, visitors, and the world's community of students and scholars. The Museum also supports and encourages Idaho's other natural history museums through mentoring and training in sound museological practices and is building educational and research collaborations across the state.

The Idaho Museum of Natural History is home to collections in anthropology, archaeology, paleontology, earth science, and the life sciences. It holds an archive of collection related documentation, and field notes, historic and research documents, ethnographic photographs, and audio recordings. It also houses the eastern branch of the Archaeological Survey of Idaho. Researchers pursue scholarly study of the collections and publish their findings in peer reviewed and Museum-sponsored publications. Exhibitions emphasize the collections and mission of the Museum, and include permanent and special offerings. Educational classes for children, families, and adults provide more in-depth exploration of the natural history of Idaho.

Core Functions/Idaho Code

The Idaho Museum of Natural History has two core functions:

- 1) To collect, care for, preserve, research, interpret and present — through educational programs and exhibitions— Idaho's cultural and natural heritage.
- 2) To support and encourage local and municipal natural history museums throughout the state of Idaho.

Pursuant to **§33-3012**, Idaho Code, the State Board of Education establishes the Idaho State Museum of Natural History.

Revenue and Expenditures

Revenue	FY 2017	FY 2018	FY 2019	FY 2020
General Fund	\$532,700	\$625,400	\$616,200	\$642,135
Total	532,700	625,400	616,200	642,135
Expenditures	FY 2017	FY 2018	FY 2019	FY 2020
Personnel Costs	\$506,500	\$596,600	\$599,400	\$567,200
Operating Expenditures	\$13,800	\$16,800	\$16,800	\$61,803
Capital Outlay	\$12,400	\$12,000	\$0	\$13,132
Total	\$532,700	\$625,400	\$616,200	\$642,135

Profile of Cases Managed and/or Key Services Provided

Cases Managed and/or Key Services Provided	FY 2017	FY 2018	FY 2019	FY 2020***
Number of educational programs for public audiences	55	114	100	49
Number of students attending museum for school group programming	1,370*	1,449	2,296	1,262
Number of K-12 (Child 4-17 years old) visiting exhibits at museum	2,627	2,852	5,174	1,887
Number of people reached digitally	654,654	104,795**	66,385	73,307
Number of physical collections (by catalog #)	373,081	394,131	322,476	331,592
Number of traveling exhibit visitors (shows)	105,000 (3)	39,000 (2)	130,000 (2)	~100,000 (1)
Number of Volunteer Hours	1,364	1,220.5	1,374	362

*Education Specialist was position in transition. Permanent hire made 7/31/2017.

**IMNH’s website was integrated into ISU’s new content management system, Terminal Four, and now counts unique visitors, which accounts for number discrepancy in previous two years.

***COVID closures meant 216 open days in FY20, compared to 300 open days in FY19.

Red Tape Reduction Act

Each agency shall incorporate into its strategic plan a summary of how it will implement the Red Tape Reduction Act, including any associated goals, objectives, tasks, or performance targets. This information may be included as an addendum.

	As of July 1, 2020
Number of Chapters	N/A
Number of Words	N/A
Number of Restrictions	N/A

FY 2020 Performance Highlights (Optional)

- 1) Prior to COVID closure, admissions to gallery were on target to increase year-to-year by 1.5%.
- 2) During COVID closure in March-April, the Museum redeployed its 3D printing facility (normally used to make exhibits) to make personal protective equipment for first responders. The Museum produced 399 masks, 99 face shields, and 900 mask straps that were distributed to the Pocatello Police Department and Southeast Idaho Public Health.
- 3) *The Nature of Idaho* radio broadcast and podcast, cohosted by IMNH Director Leif Tapanila, completed its second season of nature-focused episodes.

Part II – Performance Measures

Performance Measure		FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
Goal 1						
<i>Demonstrate the IMNH’s essential value</i>						
1. By 2025, Increase number of visitors by 25% (10,000 total) <i>Performance Measure 1.1</i>	actual	6,666	7,080	7,088	5,191***	-----
	target	8222	8667	8889	9111	9333
2. By 2025, Increase number of K-12 student interactions by 50% (7,500 total) <i>Performance Measure 1.2</i>	actual	3,997	4,301	7,470	7,359***	-----
	target	5028	5250	5472	5694	5917
3. By 2025, Establish 500 members <i>Performance Measure 1.3</i>	actual	23	33	85	86	-----
	target	--	--	--	100	200
4. By 2025, 20% members are donors <i>Performance Measure 1.4</i>	actual	--	--	--	17 (20%)	-----
	target	--	--	--	20%	20%
Goal 2						
<i>Build capacity to support sustainable growth</i>						
1. By 2025, Increase annual donations to \$75,000 <i>Performance Measure 2.1</i>	actual	\$13,422	\$29,203	\$29,304	\$34,785	-----
	target	--	\$21,119	\$28,816	\$36,514	\$44,211
2. By 2025, Increase annual sponsorship to \$300,000 <i>Performance Measure 2.2</i>	actual	\$15,400	\$103,185	\$74,150	\$54,995	-----
	target	--	\$50,975	\$86,550	\$122,125	\$157,700
3. By 2025, Grow staffing FTE in Education and Collections <i>Performance Measure 2.3</i>	actual	11.1	12.1	10.1	10.1	-----
	target	--	--	--	--	10.2

Performance Measure		FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
4. By 2025, Grow Leadership Board to 15 <i>Performance Measure 2.4</i>	actual	--	--	4	4	-----
	target	--	--	--	5	15
Goal 3						
<i>Serve a statewide mission for education and research</i>						
1. By 2025, Increase statewide audience to all 44 counties <i>Performance Measure 3.1</i>	actual	20	20	20	20	-----
	target	--	--	--	--	30
2. By 2025, Increase total Idaho audience by 100% <i>Performance Measure 3.2</i>	actual	141,390	58,200	297,076	314,628	-----
	target	--	176,738	212,085	247,433	282,780
3. By 2025, Increase number of citizen scientists in Idaho <i>Performance Measure 3.3</i>	actual				tba	-----
	target					

Performance Measure Explanatory Notes (Optional)

This PMR reflects metrics under a new 5-year strategic plan that started in FY20 with the 3 Goals of (1) Demonstrate the Museums’ Essential Value; (2) Build Capacity to Support Sustainable Growth; and (3) Serve a Statewide Mission for Research and Education.

Definitions for Metric benchmarks

- 1.1 Benchmark: Museum growth FY2014-FY2016 was 20% per year and reached plateau after that. Modest growth (+25% of FY2016) is ambitious for the next five years without adding exhibit space.
- 1.2 Benchmark: Includes visits to museum exhibits and educational programs. Basis FY 2016.
- 1.3 Benchmark: Development goal of adding >100 new members per year and retaining 85% annually.
- 1.4 Benchmark: 20% is development standard.
- 2.1 Benchmark: Basis of FY 2017
- 2.2 Benchmark: Basis of 300% of FY 2018
- 2.3 Benchmark: To be decided after evaluation. This is a new metric.
- 2.4 Benchmark: Final Leadership Board size of 15
- 3.1 Benchmark: Audience includes all ways in which museum content impacts Idahoans (e.g., museum visitors + travelling exhibits + radio listeners + newsletter + social media followers).
- 3.2 Benchmark: Audience includes all ways in which museum content impacts Idahoan (museum visitors + travelling exhibits + radio listeners + newsletter + social media followers). Basis from FY2017
- 3.3 Benchmark: Measure is under development in FY20, to include action items and tracking method.

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