

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 2018	FY 2019	FY 2020	FY 2021
General Fund	\$625,400	\$616,200	\$642,135	\$593,500
Total	\$625,400	\$616,200	\$642,135	\$593,500
Expenditures	FY 2018	FY 2019	FY 2020	FY 2021
Personnel Costs	\$596,600	\$599,400	\$567,200	\$589,300
Operating Expenditures	\$16,800	\$16,800	\$61,803	\$4,200
Capital Outlay	\$12,000	\$0	\$13,132	\$0
Total	\$625,400	\$616,200	\$642,135	\$593,500

Profile of Cases Managed and/or Key Services Provided

Cases Managed and/or Key Services Provided	FY 2018	FY 2019	FY 2020	FY 2021
Number of educational programs for public audiences*	114	100	49	10
Number of students attending museum for school group programming**	1,449	2,296	1,262	775
Number of K-12 (Child 4-17 years old) visiting exhibits at museum	2,852	5,174	1,887	2,194
Number of people reached digitally	104,795	66,385	73,307	259,160
Number of physical collections (by catalog #)	394,131	322,476	331,592	334,391
Number of traveling exhibit visitors (shows)	39,000 (2)	130,000 (2)	~100,000 (1)	~97,000 (2)
Number of Volunteer Hours	1,220.5	1,374	362	232

*Education Coordinator position in transition FY21. Permanent hire made 8/2/2021.

**Citizen science goal stalled by COVID year and turnover in education position. Will address in FY22.

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

FY 2021 Performance Highlights

- 1) Bounceback year for attendance at the Museum, returning close to pre-pandemic levels.
- 2) IMNH collections gain international attention through 2 new studies examining DNA recovered from Idaho fossils including dire wolf and mammoth from Power County.
- 3) *The Nature of Idaho* radio broadcast and podcast, cohosted by IMNH Director Leif Tapanila, completed its third season of nature-focused episodes, receives 2nd Place award for general excellence from Idaho Press Club.

Part II – Performance Measures

Performance Measure		FY 2018	FY 2019	FY 2020	FY 2021	FY 2022
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	7,080	7,088	5,191†	6,575	-----
	target	8667	8889	9111	9333	8000
2. By 2025, Increase number of K-12 student interactions by 50% (7,500 total) <i>Performance Measure 1.2</i>	actual	4,301	7,470	7,359†	4,275*	-----
	target	5250	5472	5694	5917	7500
3. By 2025, Establish 500 members <i>Performance Measure 1.3</i>	actual	33	85	86	76	-----
	target	--	--	100	200	200
4. By 2025, 20% members are donors <i>Performance Measure 1.4</i>	actual	--	--	17 (20%)	33 (43%)	-----
	target	--	--	20%	20%	40%
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	\$29,203	\$29,304	\$34,785	\$11,467	-----
	target	\$21,119	\$28,816	\$36,514	\$44,211	\$44,211
2. By 2025, Increase annual sponsorship to \$300,000 <i>Performance Measure 2.2</i>	actual	\$103,185	\$74,150	\$54,995	\$31,670	-----
	target	\$50,975	\$86,550	\$122,125	\$157,700	\$157,700
3. By 2025, Grow staffing FTE in Education and Collections <i>Performance Measure 2.3</i>	actual	12.1	10.1	10.1	10.1	-----
	target	--	--	--	10.2	10.1
4. By 2025, Grow Leadership Board to 15 <i>Performance Measure 2.4</i>	actual	--	4	4	6	-----
	target	--	--	5	15	10
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	10*	-----
	target	--	--	--	30	20
2. By 2025, Increase total Idaho audience by 100% <i>Performance Measure 3.2</i>	actual	58,200	297,076	314,628	364,695	-----
	target	176,738	212,085	247,433	282,780	375,000

Performance Measure Explanatory Notes

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

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