



INSTITUTE OF MUSEUM AND LIBRARY SERVICES (IMLS): **FUNDING**

Request:

We urge Congress to support \$50 million for the Institute of Museum and Library Services' Office of Museum Services for FY10 – a \$19 million increase over FY08 – as Congress considers the FY 2010 Labor-HHS-Education appropriations bill.

Introduction:

The Institute of Museum and Library Services (IMLS) is the primary federal agency responsible for supporting the nation's 17,500+ museums. Its Office of Museum Services (OMS) awards grants to museums to support museums as institutions of learning and exploration, and keepers of our cultural, historical, and scientific heritages. OMS supports all types of museums – including aquariums, arboretums, art museums, botanical gardens, children's museums, historic sites, history museums, military museums, natural history museums, nature centers, planetariums, presidential libraries, science & technology centers, zoological parks, and other specialty museums. IMLS funding – which is determined annually by Congress – provides grants to museums in a number of areas including educational programming, professional development, and collections management.

Talking Points:

- Americans view museums as one of the most important resources for educating our children and as one of the most trustworthy sources of objective information. This credibility stems, in part, from the solid foundation research and collections provide for exhibitions and educational programs.
- Museums are not only valuable educational resources for our children, but for individuals of all ages and backgrounds. Museums stimulate and promote lifelong learning.
- There are 850 million visits per year to American museums. There are an estimated 542 million visits via the Internet.
- More than one-third (35%) of museums are free to the public, and of those museums that do charge, 98 percent offer special discounts and nearly 62 percent have free admission days.
- Teachers, students, and researchers are benefiting from access to trustworthy information through online collections and exhibits, although most museums need more help in developing their digital collections to meet this need. This is especially important when geographical distances prevent travel to a wide range of museums.
- Museums spend more than \$1 billion annually on educational programming, and receive approximately 90 million visits each year from school students.

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- The 2005 *Heritage Health Index* concluded that immediate action is needed to prevent the loss of 190 million artifacts that are in need of conservation treatment.
 - 59% have collections damaged by light
 - 56% have insufficient security to protect their collections
 - 80% do not have an emergency plan that includes collections
 - 71% need additional training and expertise for staff caring for collections
 - only 13% have access to endowment funds for preservation
- Collections – including artifacts and specimens – play a vital role in the preservation and interpretation of cultural and natural heritage.

Status:

The FY09 Labor-HHS-Education bill passed the House, but is awaiting final action by the 110th Congress. In the interim, all programs are level funded through March 6, 2009.

Funding History:

Office of Museum Services

	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009	FY2010 Administration Request
Appropriation <i>(in millions)</i>	\$25.1	\$27.3	\$30.3	\$31.8	\$31.8	\$31.7	??	??



INSTITUTE OF MUSEUM AND LIBRARY SERVICES (IMLS): REAUTHORIZATION

Request:

- **Reauthorize the Office of Museum Services (OMS) within IMLS at \$95 million** incrementally over the 5-year reauthorization period by strengthening existing national programs, initiating state needs assessments; devoting new funding to conservation endowment grants, traveling exhibitions and a new program to help smaller museums compete more effectively for federal grants; and establishing a federal-state partnership that dedicates funding to a state grant program for museums.

Introduction:

The Institute of Museum and Library Services is scheduled to be reauthorized by September 2009. Funding for museum grants within IMLS' Office of Museum Services (OMS) – which is the primary source of federal support for the nation's 17,500 museums – has been essentially flat for the past three fiscal years. Despite this funding shortfall, museum attendance has increased, collections are subject to increasing risk, and museum staff members need professional development in conservation, education, and technology. The educational services museums provide to schools and communities are in greater demand than ever.

As a result, museums need and deserve more federal support – both to strengthen existing national programs at IMLS and to pursue a new strategy to support museums directly at the state level. Representatives from across the museum field united to develop a consensus reauthorization package that would accommodate the needs of the entire museum field. The package request would provide grant money to the states without detracting from existing national programs at IMLS.

Talking Points:

The IMLS package request supported by the museum community links newly authorized mechanisms with increases through the annual appropriations process. The following elements will be essential to an effective reauthorization:

- **Increased Funding:** Reauthorize the Office of Museum Services (OMS) within IMLS at \$95 million (increase from current appropriations level of approximately \$31 million). This large increase would happen incrementally over the 5 years, with the goal of reaching a \$95 million annual appropriation by the end of the 5-year authorization.
- **Strengthen Existing National Programs:** This provides a significant increase for current national programs that have repeatedly been insufficiently funded. This large increase would

allow for enhanced investments in areas such as technology upgrades, lifelong community learning, capacity building, collection management, community engagement, and developing the next generation of museum professionals, among others important efforts.

- **State Needs Assessments:** Once the appropriations level exceeds \$45 million, up to \$2 million would be appropriated for states to conduct needs assessments. The needs assessments are an important step toward establishing a program to provide grants directly to each state.
- **Conservation, Traveling Exhibits, and Helping Smaller Museums:** As the appropriations level rises from \$45 million to \$72 million, IMLS would establish new grants for conservation and traveling exhibitions, as well as a program to help small museums more effectively compete for federal grants.
- **Grants to States:** Once the appropriations level exceeds \$72 million, the IMLS Director would have discretion to provide up to \$20 million of any annual appropriation in excess of \$72 million toward a states grant program. Such a program would include states that have both completed their needs assessments and have an approved five-year plan on how the funds would be used. Once the appropriations level exceeds \$92 million, the IMLS Director would have discretion to provide up to 50% of the excess toward the state grant program, with at least 50% going toward enhancing national programs.
- **Evaluation:** After the state grant program has been in existence for two years (not including the state needs assessments), a study would be conducted to evaluate the progress and viability of the program.



EDUCATION and NO CHILD LEFT BEHIND

Requests:

No Child Left Behind (NCLB)/ Elementary and Secondary Education Act (ESEA)

- Ensure that No Child Left Behind values experiential education by encouraging school districts to facilitate museum visits to help teach the curriculum.
- Retain the arts in the definition of core academic subjects of learning.
- Expand connections between museums, educators, and students, and remove barriers that prevent schools from taking full advantage of museums' unique human and material resources.
- Continue to expressly include museums in applicable sections of ESEA/NCLB – including Arts in Education, Teaching American History, Technology, 21st Century Community Learning Centers and Professional Development.
- Expand the explicit inclusion of museums in other ESEA/NCLB programs, including Title I, when and where appropriate and justified.
- Support a stand-alone program for creating positions within school districts responsible for ensuring that museum resources are well utilized.
- Recognize holders of advanced degrees in museum education as qualified to work directly with students.

Arts in Education

- Include the arts in all Department of Education research and data collection regarding "core academic subjects."
- Reauthorize the Arts in Education programs of the U.S. Department of Education.

Environmental Education

- Support the No Child Left Inside Act (H.R. 3036 in the 110th Congress)

Introduction:

The No Child Left Behind Act of 2001 (NCLB) was the name given to the new law that reauthorized the Elementary and Secondary Education Act of 1965 (ESEA), the principal federal education policy for kindergarten through high school. It was signed into law (Public Law 107-110) on January 8, 2002. NCLB was designed to re-focus federal policy on reading, with strong accountability provisions, including annual standardized testing (developed by each state) for all students in certain grades. Schools that do not achieve test scores showing "Adequate Yearly Progress" in tests focused on reading and math are subject to a host of recriminations.

Almost immediately after NCLB took effect in 2002, school districts began devoting more time to reading and math at the expense of other subjects.

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Talking Points:

No Child Left Behind Has Affected Museums

- NCLB has had unintended consequences relating to art, science and history education instruction, and museum visits have decreased as a result.
- More than one third (36 percent) of all school districts have cut elementary social studies instruction – by an average of 76 minutes a week – while arts education is down at 16 percent of the schools and science at 28 percent of the schools.

Museums are Critical Partners in Education

- Museums spend more than \$1 billion annually on educational programming.
- Each year, museums provide more than 18 million instructional hours to students and educators, including the following:
 - Educational programming for students
 - Museum staff visits to schools
 - Traveling exhibits in schools
 - Professional development for teachers
 - More than 90 million visits each year from school students
- In some states, museums write part of the educational curriculum for the entire state school system.
- Museums often design educational programs in math, science, art, literacy, language arts, history, civics and government, economics and financial literacy, geography, and social studies in coordination with state and local curriculum standards.
- Educational museum visits reach students in ways that textbooks and classroom instruction cannot. Experiential learning in museums activates students' curiosity and imagination.
- In recognition of the strong role museums play in the education of children, museums are expressly included in several sections of ESEA/NCLB – including Arts in Education, Teaching American History, Technology, and Professional Development.

The Partnership between Museums and Schools Must Be Strengthened

- The partnership between museums and schools has served and benefited students, teachers and communities immensely.
- Many museums already participate in 21st Century Community Learning Centers and magnet and charter school programs (under the rubric of “community-based organizations”). However, museums must be included as eligible entities in these programs for clear association and recognition to be drawn by state and local education agencies and other key stakeholders in education.
- Positions that have been established within school districts with the responsibility of ensuring that museum resources are well utilized have proven extremely successful.
- Educators report a desire to continue educational visits to museums, but are under increased pressure to show improvement on standardized tests.
- Budgetary constraints, fuel costs and other factors are leading school officials to approve fewer educational visits to museums, to the detriment of both students and educators.



MUSEUM FACTS

Museums Serve the Public:

- Museums are working every day in the public interest, educating and engaging our communities, preserving our cultural, artistic, historic, natural, and scientific heritage.
- Museums of all kinds – including aquariums, arboretums, archaeological museums, art museums, botanical gardens, children’s museums, culturally specific museums, historic sites, history museums, maritime museums, military museums, natural history museums, nature centers, planetariums, science and technology centers, zoological parks, and other specialty museums – are important institutions that are struggling to maintain essential services.
- Only a small percentage of America’s 17,500+ museums receive federal funding of any kind.

Museums are Trustworthy:

- Americans view museums as one of the most important resources for educating our children and as one of the most trustworthy sources of objective information.
- A public opinion survey commissioned by AAM in 2001 found that 38% of Americans believe museums to be among the most trustworthy sources of information while 87% believe they are trustworthy overall.
- According to a study by Indiana University, museums are considered a more reliable source of historical information than books, teachers, or even personal accounts by grandparents or other relatives.
- Museums preserve and protect more than a billion objects (Heritage Health Index).

Museums are Popular

- Americans from all income and education ranges visit museums.
- According to IMLS, two-thirds (66.4%) of American adults visited a museum in 2006 (including virtual visits via the Internet).
- There are 850 million visits per year to American museums, more than the attendance for all professional sporting events and theme parks combined (478 million in 2006).
- And there are an equally impressive number of virtual visits to museums. A 2008 IMLS study estimates the number of virtual museum visits via the Internet at 542 million.

Museums Serve Every Community:

- At least 22% of museums are located in rural areas and other museums frequently reach rural communities by incorporating traveling vans or portable exhibits.
- More than one-third (35%) of U.S. museums are always free to the public, and more than 97% of the rest offer discounts, special fee schedules, or free admission days, according to AAM’s 2005 Museum Financial Information Survey.
- Teachers, students, and researchers are benefiting from access to trustworthy information through online collections and exhibits, although most museums need more help in developing their digital collections to meet this need. This is especially important when geographical distance prevents travel to a wide range of museums.
- Museum websites serve a diverse and growing online community.

- Museums are reaching a whole new tech-savvy audience by engaging the online public in creative ways such as adding museum exhibits to their Facebook page or opening a virtual museum on *Second Life*.

Museums Partner with Schools:

- According to a 2006 IMLS Study, *True Needs True Partners: Museums Serving Schools*, museums spend more than \$1 billion annually on educational programming.
- Museums receive more than 90 million visits each year from students in school groups (IMLS study).
- Museums tailor educational programs in math, science, art, literacy, language arts, history, civics and government, economics and financial literacy, geography, and social studies, often in coordination with state and local curriculum standards (IMLS study).
- Each year, museums provide more than 18 million instructional hours for educational programs such as guided tours for students, staff visits to schools, school outreach through science vans and other traveling exhibits, and professional development for teachers (IMLS study).

Museums Educate our Communities:

- The educational role of museums is at the core of their service to the public.
- People of all ages and backgrounds come to learn about the past and present, the natural and cultural world, and human creativity through unique museum experiences.
- Children find the spark that inspires them to become scientists, artists, political leaders, historians, and entrepreneurs.
- Museums tell these stories by collecting, preserving, researching, and interpreting objects, living specimens, and information.
- Museums are reaching increasingly diverse audiences, helping communities better understand and appreciate cultural diversity.
- Through museums, visitors make tangible connections to their heritage, art, or the natural world regardless of their ages, the size of their communities, or their economic and ethnic backgrounds.

Museums are Economic Engines

- Museums employ more than a half-million Americans, according to AAM's analysis of the 2007 American Community Survey conducted by the US Census.
- U.S. museums spend more than \$14.5 billion a year, encouraging economic growth in their communities (AAM estimate).
- Museums rank among the top three family vacation destinations.
- Trips including cultural and heritage activities comprise one of the most popular and significant segments of the travel industry, accounting for over 23% of all domestic trips, according to the U.S. Travel Association.
- Visitors to historic sites and cultural attractions, including museums, stay 53% longer and spend 36% more money than other kinds of tourists (U.S. Travel Association).
- Quality of life issues contribute significantly to decisions businesses make in choosing to relocate, including access to cultural resources that includes a dynamic museum community.
- The National Governors Association has found, "...civic leaders are beginning to take stock of artistic and cultural assets, recognizing that they are essential to quality of life."
- The U.S. Conference of Mayors has found, "The arts, humanities, and museums are critical to the quality of life and livability of America's cities. It has been shown that the nonprofit arts and culture industry generates over \$166 billion in economic activity annually, supports over 5.7 million full time jobs, and returns over \$12 billion in federal income taxes annually. Governments which support the arts on average see a return on investment of over \$7 in taxes for every \$1 that the government appropriates."



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