



# Idaho Museum of Natural History

## FY2018-2022 Strategic Plan

### MISSION STATEMENT

The Idaho Museum of Natural History actively nurtures 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.

### VISION STATEMENT

Building Idaho's future, informed by our past.

### GOAL 1: INCREASE VISITATION AND PUBLIC ENGAGEMENT

**Objective A: Participation** – Increase museum participation over the next five years.

#### Performance Measures:

##### I. Number of people visiting exhibits at museum

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
9,147	6,448	7,958	8,000*	>16,000

Benchmark: 60% increase (>16,000) by FY2022

##### II. Number of people attending museum events and programs

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
No data	No data	No data	2,860*	>3,600

Benchmark: 20% increase (>3,600) by FY2022

##### III. Digital media reach(social media and websites)

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
No data	179,058	674,482	607,787*	>1 million

Benchmark: 60% increase (>1 million) by FY2022

##### IV. Number e-newsletter subscribers

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
No data	No data	390	499*	>1,000

Benchmark: 100% increase (>1,000) by FY2022

##### V. Attendance at museums renting IMNH exhibits

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
No data	500,000	137,000	105,000	>100,000

Benchmark: Maintain or exceed an annual audience of 100,000 by an external venue

\*As of May 18, 2017

Red text indicates SBOE aligned measures.

**VI. Number of memberships**

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
24	19	16	18*	>100

**Benchmark:** Change by 555% (>100) in FY2018, reevaluate at end of FY2018

**Objective B: Community Sponsorships and Giving** – Increase investment by community through corporate sponsorship and public donations.

**Performance Measures:**

**I. Corporate sponsorships**

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
\$15,000	\$0	\$3,750	\$15,400	>\$30,800

**Benchmark:** Change by 100% (>\$30,800) in FY2018, reevaluate at end of FY2018

**II. Public giving**

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
n/a	n/a	\$5,200	\$13,422	>\$26,000

**Benchmark:** Change by 100% (>\$26,000) in FY2018, reevaluate at end of FY2018

**GOAL 2: RESEARCH CAPACITY AND TRAINING**

The Museum increases basic and applied knowledge through study of its collections, and increases research capacity by making these collections available to others.

**Objective A: Student Opportunity** – Increase the number of opportunities for students to gain career skills in marketing, graphic design, business operations, teaching, and research.

**Performance Measures:**

**I. Number of student internships**

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
n/a	41	58	48*	>40

**Benchmark:** Maintain or exceed 40

**II. Number of students conducting research**

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
n/a	n/a	n/a	9	30

**Benchmark:** 300% increase (>30) by FY2022

**Objective B: Synergy and Collaboration** – Increase productivity of research through partnerships with ISU faculty expertise.

**Performance Measures:**

**I. Number and percent of ISU faculty with collaborations at museum**

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
11 (2%)	10 (2%)	10 (2%)	12 (2%)	>18 (3%)

**Benchmark:** 50% increase (>18) by FY2022

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Red text indicates SBOE aligned measures.

**II. Number of new digital collections in partnership with Idaho institutions**

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
8,755	4,978	5,457	2,547*	>2,500

Benchmark: Maintain or exceed 2,500

**III. Total amount of research expenditures**

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
(\$121,580,993)	17.4% (\$142,771,851)	2.8% (\$146,699,825)		>20% increase

Benchmark: 20%<sup>7</sup> increase (by 2023)

**IV. Percentage of students participating in internships**

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
3.5%	3.4%			>30%

Benchmark: 30%<sup>7</sup> (by 2023)

**V. Percentage of undergraduate students participating in undergraduate research (ISU)**

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
	41%	45%		>30%

Benchmark: 30%<sup>7</sup> (by 2023)

**GOAL 3: SUPPORT K-12 EDUCATION**

The Museum will provide leadership and expertise to communities at local, state and national levels through partnership, collaboration.

**Objective A: Accessibility** – Increase the quantity of student interaction through the museum’s unique informal education program.

**Performance Measures:**

**I. Amount of sponsored travel funding for K-12 student visitation to museum**

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
		\$500	\$2,000	>\$6,100

Benchmark: 300% increase (>\$6,100) by FY2022

**II. Number of students attending museum for School Group programming**

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
		1,998	869*	>3,300

Benchmark: 400% increase (>3,300) by FY2019

**III. Number of K-12 age public (“Child” from 4-17 years old) visiting exhibits at museum**

FY14 (2013-2014)	FY15 (2014-2015)	FY16 (2015-2016)	FY17 (2016-2017)	Benchmark
		2,913	2,048*	>4,000

Benchmark: 60% increase (>4,000) by FY2022

\*As of May 18, 2017

Red text indicates SBOE aligned measures.

#### **GOAL 4: CREATE NEW MUSEUM BUILDING**

The Museum maintains facilities and policies to preserve, expand, and make accessible collections for future generations.

Objectives for this goal are currently under development.

#### **Key External Factors**

##### *Funding*

Many of IMNH strategic goals and objectives assume on going and sometimes substantive, additional levels of State legislative appropriations. Availability of state revenues, upon which appropriation levels depend, can be uncertain from year to year. Similarly, while gubernatorial and legislative support for IMNH efforts are significant, priorities set by those bodies vary from year to year, affecting planning for institutional initiatives and priorities. When we experience several successive years of deep reductions in state-appropriated funding, as has occurred in the recent past, it makes it increasingly difficult to plan for and implement strategic growth.

#### **Evaluation Process**

In May of each year, museum staff will evaluate benchmarks and current numbers for fiscal year. Success and issues will be evaluated and benchmarks will be updated if needed. An advisory board composed of community members will be created in FY2018 and strategic planning will become one of their tasks in future years.

State Board of Education Goals				
	<i>Goal 1: A WELL EDUCATED CITIZENRY</i>	<i>Goal 2: INNOVATION AND ECONOMIC DEVELOPMENT</i>	<i>Goal 3: DATA-INFORMED DECISION MAKING</i>	<i>Goal 4: EFFECTIVE AND EFFICIENT EDUCATIONAL SYSTEM</i>
<b>Idaho Museum of Natural History</b>				
<b>GOAL 1: INCREASE VISITATION AND PUBLIC ENGAGEMENT</b>				
<i>Objective: Participation</i>	✓		✓	
<i>Objective: Community Sponsorships and Giving</i>				✓
<b>GOAL 2: RESEARCH CAPACITY AND TRAINING</b>				
<i>Objective: Student Opportunity</i>	✓	✓	✓	✓
<i>Objective: Synergy and Collaboration</i>	✓	✓		✓
<b>GOAL 3: SUPPORT K-12 EDUCATION</b>				
<i>Objective: Accessibility</i>	✓		✓	✓
<b>GOAL 4: CREATE NEW MUSEUM BUILDING</b>				
<i>Objective: currently under development</i>	✓	✓	✓	✓

\*As of May 18, 2017

Red text indicates SBOE aligned measures.

Idaho State University  
Cyber Security Compliance

This appendix provides an update to Idaho State University’s cyber security compliance with Idaho Executive Order 2017-02. Each area of concentration addresses ISU’s level of completion as outlined in accordance with the executive order’s standards. Please see the 2017 Cybersecurity Inventory Report recently submitted to the SBOE’s Audit Committee for additional details regarding the reporting of each the categories.

*Adopt and to implement by June 30, 2017, the National Institute of Standards and Technology (NIST) Cybersecurity Framework*

Complete	In Progress	Under Review
✓		

*CSC 1: Inventory of Authorized and Unauthorized Devices.*

Complete	In Progress	Under Review
	✓	

*CSC 2: Inventory of Authorized and Unauthorized Software.*

Complete	In Progress	Under Review
	✓	

*CSC 3: Secure Configurations for Hardware and Software on Mobile Devices, Laptops, Workstations and Servers.*

Complete	In Progress	Under Review
	✓	

*CSC 4: Continuous Vulnerability Assessment and Remediation*

Complete	In Progress	Under Review
✓		

*CSC 5: Controlled Use of Administrative Privileges.*

Complete	In Progress	Under Review
	✓	

*Develop employee education and training plans and submit such plans within 90 days*

Complete	In Progress	Under Review
		✓

*All state employees complete the state’s annual cybersecurity training commensurate with their highest level of information access and core work responsibilities.*

\*As of May 18, 2017

Red text indicates SBOE aligned measures.

Complete	In Progress	Under Review
✓		

*All public-facing state agency websites to include a link to the statewide cybersecurity website—[www.cybersecurity.idaho.gov](http://www.cybersecurity.idaho.gov).*

Complete	In Progress	Under Review
✓		