



NEWTON HISTORY MUSEUM

DEPARTMENT DESCRIPTION

The mission of the Newton History Museum is to encourage the inquiry and exploration of Newton within the broad context of American history. To accomplish this mission the museum maintains collections and historic properties that interpret Newton's past and present. The Museum collects, preserves, and exhibits historical artifacts of local significance and presents programs that involve the diverse population of Newton and the region.

The Newton History Museum is a visible and accessible cultural center that is the hub of a broad network of resources including streetscapes, buildings, burying grounds, collections, archives, organizations, and people. By anchoring, cultivating, and leading this network, the museum serves to preserve, document, exhibit, and explain Newton's history to people of all ages—and make that history a vibrant and living part of the present. Towards these ends we provide educational programs and preserve our collections. We also celebrate and promote outstanding examples of the built, natural and cultural environment that represent Newton's history. By providing leadership in these efforts and by keeping our past alive in our present, we are able to foster a richer sense of community in Newton based on the shared experiences and common ground among *all* Newton residents.

The Museum offers programs for students in grades K - twelve that provide the opportunity to explore the history of American people and culture using the city of Newton as a case study. In

addition, we also offer programs based on the Jackson Homestead's importance as a site on the Underground Railroad to school aged populations on a regional basis. The programs engage students in active learning through observation, discussion and participation in hands-on activities.

In 2003, the Museum was awarded continuing accreditation from the American Association of Museums.

In FY 08, the Newton History Museum revised its goals and vision as part of its strategic planning effort. It incorporated the 1732 Durant-Kenrick Homestead into its plans as a resource for teaching and learning. Last summer, the CPC and related aldermanic committees awarded the Historical Society \$2.7 million towards restoration, operations and interpretation of the Durant-Kenrick Homestead contingent on raising a match of \$900,000 from other sources.

At the same time, the Buildings and Grounds Committee of the Joint Board and the museum's staff conducted an analysis of the physical improvements needed to make the Jackson Homestead a better environment for teaching and for housing and displaying our collections. Recommendations include expansion of our archival storage area, build-out of a classroom on the porch, improved wheelchair access, expanded space for the three dimensional collections offsite, and improved office space for staff. These recommendations and the Durant-Kenrick project constitute the basis for a capital campaign.

ACCOMPLISHMENTS

These are our FY 08 accomplishments in the context of our FY08 Goals.

Goal 1 The Museum will expand access to its collections.

In FY08 the Museum established a new position: Curator of Exhibitions. The objective of this position is to develop exhibitions using our collections. In Fall 2007, we hired Jen Jovine for this task. *Timeless Toys*, an exhibition that explores what toys teach featuring the museum's extensive collection of playthings, opens in May 2008. Planning for future exhibitions is underway including a celebration of the 200th anniversary of the Jackson Homestead, an exploration of things "Made in Newton," and collaboration with the Stanley Museum in Maine to exhibit the works of the Newton-based Stanley brothers, inventors of the Stanley Steamer.

We are also expanding access to our collections by developing new internet exhibitions, presenting exhibitions off-site in the library and city hall, using collections in public programs (Map Night and Maynard Workshop Postcards) and loaning our collection items to other museums for display.

Goal 2 The Museum will determine whether to mount a capital campaign to support its exhibitions and programs at the Jackson Homestead, Durant-Kenrick, and in other Newton locations.

In Summer and Fall of 2008, the museum developed a case statement to test the Historical Society's ability to conduct a capital campaign to raise \$3 million in three years. The case statement had three main components for funding:

- a. Endowment of the salary of the public program manager and some of the program costs.
- b. Restoration and endowment of the operations and programming of the Durant-Kenrick Homestead.
- c. Improvement to the Jackson Homestead including improved housing for the archives, build-out of a classroom for school and group programs in the porch area, improvements to our orientation area, better housing for our three dimensional collections off-site, and improved office space for staff.

A consultant was hired to test these ideas on potential donors. The results showed that while there was support for all three areas, the most compelling areas for funding were b and c—the Durant-Kenrick Project and improvements to the Jackson Homestead. The staff and joint board are currently working to lay the groundwork for a campaign which will address these areas.

Goal 3 The Museum will continue to offer a wide variety of history based programs to diverse audiences.

Goal 4 The Museum will continue to build its base of donors.

In addition to the feasibility study, the Museum organized events to increase its visibility and engage new donors. One example was tours of the Newton home being featured on the This Old House television show. We also held a fund-raising event at the house with members of the on-air television crew.

In the Fall the museum invited major donors to a thank-you party at the private home of a board member.

Goal 5 The Museum will collaborate with a range of organizations and individuals to effectively reach a broad segment of the community.

The Museum worked with numerous partner organizations to design, promote and deliver this year's programs. Some examples of collaborations include the Newton History Lecture series with the Newton Free Library, Newton Public Schools, Newton's' preservation commissions, a Black history Month Program with NFL and the Foundation for Racial, Ethnic and Religious Harmony and workshops on insulating your historic home with the Green Decade Coalition.

Goal 6 The Museum will engage the Newton community by actively promoting its programs, exhibitions and resources through new and time honored marketing techniques.

The Museum continues to reach out to Newton residents through newsletters (1490 mailed), brochures, listings in the Tab, fliers sent home in school children's backpacks, advertisements and other media techniques. This year we added coupons in the water bill, historic photographs in the Tab, and monthly e-mail announcements of Museum events to 700 people to our roster of public relation techniques.

GOALS AND OBJECTIVES

Goal 1 Establish the Structure and find Resources for a Successful Capital Campaign

This includes establishing a campaign committee; applying for capacity building grants to help support extra staff; purchasing, converting data for and learning new development software;

conducting house parties to engage prospective donors; and developing an attractive case statement.

Goal 2 Celebrate the Anniversary of the Jackson Homestead

The main portion of the Jackson Homestead was built in 1809. In celebration of its bicentennial, the Museum would like to develop an array of programs, a fund-raising gala and a special exhibition which focuses on this anniversary.

Goal 3 Continue Offering Quality Programs and Exhibitions to the Public and School-aged Children.

Goal 4 Increase the Visibility of the History Museum through Programs and Public Relations

The Museum is interested in sponsoring awards in Historic Preservation to promote the values of preservation in Newton and to provide a platform for preservationists to interact.

Goal 5 Have Sufficient Resources to Meet Our Goals

The Museum needs to continue to build its base of support. The Museum will be creating a special adjunct group called the Museum Council which will invite the participation of individuals who will support the institution. Council members will not hold legal authority like the board but they will contribute to their energy, wisdom and resources to help make the institution successful.

DEPARTMENT:

603 - NEWTON HISTORY MUSEUM

**CITY OF NEWTON BUDGET
DEPARTMENT SUMMARY**

OBJECT SUMMARY	ACTUAL 2007	ACTUAL 2008	ORIGINAL	2009		TOTAL	RECOMMENDED 2010	APPROPRIATION CHANGE	
				ADJUSTMENTS				2009 To 2010	
51 - PERSONAL SERVICES	178,295	192,087	185,610	3,654		189,264	194,163	4,899	3%
52 - EXPENSES	14,769	14,232	20,847	0		20,847	19,721	-1,126	-5%
SUB-TOTALS:	193,064	206,319	206,457	3,654		210,111	213,884	3,773	2%
57 - FRINGE BENEFITS	35,844	36,663	35,199	-8,306		26,893	34,936	8,043	30%
SUB-TOTALS:	35,844	36,663	35,199	-8,306		26,893	34,936	8,043	30%
DEPARTMENT TOTALS:	228,908	242,982	241,656	-4,652		237,004	248,820	11,816	5%

FUNCTIONAL ELEMENT SUMMARY	ACTUAL 2007	ACTUAL 2008	ORIGINAL	2009		TOTAL	RECOMMENDED 2010	APPROPRIATION CHANGE	
				ADJUSTMENTS				2009 To 2010	
0160301 MUSEUM SERVICES	228,908	242,982	241,656	-4,652		237,004	248,820	11,816	5%
DEPARTMENT TOTALS:	228,908	242,982	241,656	-4,652		237,004	248,820	11,816	5%

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**CITY OF NEWTON BUDGET
PERSONAL SERVICES SUMMARY**

ACCOUNT	POSITION TITLE	RANGE	2009 BUDGET		2010 RECOMMENDED	
			FTE	SALARY	FTE	SALARY
511001	Dir.Jackson Homestead	H10	1	80,485	1	82,104
	Education Manager	H04	1	45,126	1	45,787
Account Totals:			2	125,611	2	127,891
511101	Weekend Clerk	QQQ	0.2	3,655	0.2	3,655
Account Totals:			0.2	3,655	0.2	3,655
511102	Museum Clerk	S05	0.5	18,627	0.5	19,335
	Sr Curator-Manuscript	H07	0.64	41,277	0.64	42,107
Account Totals:			1.14	59,903	1.14	61,442
Report Totals:			3.34	189,169	3.34	192,988