

IOWA DEPARTMENT OF  
CULTURAL AFFAIRS

# PERFORMANCE REPORT

Performance Results Achieved  
for Fiscal Year 2007

# TABLE OF CONTENTS

<i>SECTION</i>	<i>PAGE</i>
INTRODUCTION.....	1
AGENCY OVERVIEW.....	2
PERFORMANCE PLAN RESULTS.....	5
AGENCY CONTACTS .....	11

# INTRODUCTION

On behalf of the board and staff members of the Iowa Department of Cultural Affairs, I am pleased to present the agency performance report for Fiscal Year 2007.

In Fiscal Year 2007, constituents experienced outcomes as a result of our programs and grants that added to their quality of life. The Iowa Great Places initiative enabled Iowans to express their dreams and vision for their communities. This statewide program requests that state agencies partner with Iowans to identify strategies to make their neighborhoods, districts, cities or communities great places to live, work and raise a family.

The Iowa Arts Council provides support for individual artists, arts organizations, public art, Iowa's ethnic roots and the traditions that contribute to the diversity of Iowa. By providing grants and technical assistance, we are enriching the quality of life for many Iowans for generations to come.

The State Historical Society of Iowa (SHSI) serves constituents through the State Historical Museum; Library and Special Collections; State Archives and Records Program; State Historic Preservation Office; Iowa Preservation Center; a publications program; a grants program; and eight historic sites. SHSI offers programs, services and collections that connect generations – past, present and future.

Internet users can find useful information at [www.culturalaffairs.org](http://www.culturalaffairs.org), and from there link to the State Historical Society of Iowa, the Iowa Arts Council and the Great Places program.

Grant information, upcoming events and other department information are also available on these sites.

The complete Department of Cultural Affairs annual report for Fiscal Year 2007 may be accessed at:  
[http://www.culturalaffairs.org/assets/dca\\_annual\\_report\\_fy07.pdf](http://www.culturalaffairs.org/assets/dca_annual_report_fy07.pdf).

Sincerely,

Cyndi Pederson, Director

## AGENCY OVERVIEW

**Vision:** The vision of the Department of Cultural Affairs is that in 2010, Iowa will be distinguished as a national leader in culture with support for an environment that allows the arts and history to thrive.

**Mission:** The Iowa Department of Cultural Affairs provides leadership and direction to the Iowa Arts Council, the State Historical Society of Iowa and their constituents. The Department encourages collaborative partnerships between cultural organizations for the benefit of all Iowans.

The State Historical Society of Iowa has a dual mission of preservation and education. As a trustee of Iowa's historical legacy, the Historical Society identifies, records, collects, preserves, manages and provides access to Iowa's historical resources. As an advocate for understanding Iowa's past, the Historical Society educates Iowans of all ages, conducts and stimulates research, disseminates information and encourages and supports historical preservation and education efforts of others throughout the state.

The Iowa Arts Council enriches the quality of life and learning in Iowa communities by encouraging excellence in the arts through leadership, grants and technical assistance.

**Guiding Principles:** Iowa is a place where cultural diversity is recognized, understood and appreciated. The Department's initiatives will be managed according to the principles of accountability which include data-based decisions, results orientation, continuous improvement, constituent

participation, customer focus, long-range thinking and collaborative leadership.

**Major Services and Products:** The DCA Performance Plan for FY07 details DCA services in four core areas:

*Community Coordination and Development:* DCA strives to enhance the ability of Iowa's communities, cultural workers and cultural organizations to produce sustainable development and enrichment opportunities.

*Conservation, Preservation and Stewardship:* DCA acquires, maintains, preserves and protects valuable historic resources throughout the state. The Iowa Arts Council's folk and traditional arts programming documents, preserves, and promotes the traditional cultures of all our state's residents.

*Education:* DCA provides educational opportunities in numerous ways. The Historical Society strives to interpret its collections for the benefit of Iowans by publishing historical journals; providing on-line access to collections and information about collections; creating museum exhibitions and providing educational programs for Iowans of all ages. The Iowa Arts Council provides grants to support enhanced arts learning in schools and in community programs statewide.

*Resource Management:* Through administrative support to the State Records Commission, the Department develops and promulgates state government information policies, standards and guidelines for state

agencies to use in managing government records regardless of media; appraises records and develops records series retention and disposition schedules for all state government records and provides training and technical assistance.

**Organizational Structure:** DCA is a department within the Executive Branch of Iowa State Government. It was established in 1986 by Iowa Code Chapter 303. DCA includes the State Historical Society of Iowa, the Iowa Arts Council and an administrative division. DCA works closely with a nonprofit organization, the Iowa Historical Foundation. IHF's mission is to raise funds to support the work of the State Historical Society.

DCA has three advisory boards: The State Historical Society Board of Trustees, the Iowa Arts Council Board, and the Great Places Citizen Advisory Board; one policy board: the Iowa Cultural Trust Board; and one Commission: the State Records Commission. Board and Commission members in Fiscal Year 07 were as follows:

State Historical Society of Iowa Board of Trustees:

- Jason Follett (Chair), Ankeny
- Michael Vogt, (Vice-Chair) Des Moines
- Jacky Adams, Red Oak
- John Liepa, Indianola
- Janet McCannon, Burlington
- Lisa Ossian, Des Moines
- Roderick Scott, Iowa Falls
- Louise Thurn, Elkader
- Timothy Walch, Iowa City
- Theresa Weaver-Basye, Sioux City
- Peggy Whitworth, Cedar Rapids

- JoAnn Zimmerman, West Des Moines

Iowa Arts Council

- Brad Lang (Chair), Cedar Rapids
- Steve Hanson (Vice-Chair), Sioux City
- Romonda Belcher, Des Moines
- Willard L. Boyd III, Des Moines
- Michelle P. Fischer, Cedar Rapids
- Twila M. Glenn, Des Moines
- Roger Hatteberg, Burlington
- Linda Howard, Centerville
- John Hudson, Iowa City
- Mark Kresowik, Iowa City
- Susan Riedel, Dubuque
- Barbara Rogalski, Davenport
- Pramod Sarin, Waterloo
- Linda Von Bank, Fort Dodge

Great Places Citizen Advisory Board:

- Bill Menner (Chair), Grinnell
- Robin Anderson (Vice-Chair), Mason City
- David Bernstein, Sioux City
- Claire Celsi, Des Moines
- Sam Erickson, Pleasant Hill
- Mark Ginsberg, Iowa City
- Sara Greenwood, Boone
- Thomas Hanafan, Council Bluffs
- Quentin Hart, Waterloo
- Terry Lynch, Marion
- Gil Spence, Dubuque,
- Rita Vargas, Davenport

State Records Commission:

- Karen Austin, (Chair) Designee of Treasurer of State
- Gordon Hendrickson (Secretary), Designee of Director, Department of Cultural Affairs
- Gina Fontanini, Designee of Secretary of State
- Barbara Corson, Designee of State Librarian
- Rich Jacobs, Designee of Director, Department of Revenue
- Laura White, Designee of Director, Department of Management
- Thomas Shepherd, Designee of Director, Department of Administrative Services
- Bernardo, Granwehr, Designee of Auditor of State

DCA's executive director is appointed by the Governor and confirmed by the Iowa Senate. The agency has eighty full and part-time permanent employees in 10 facilities, including the State Historical

Building in Des Moines, the Centennial Building in Iowa City and eight historical sites:

- Western Historic Trails Center, Council Bluffs
- Montauk and Union Sunday School, Clermont
- Blood Run National Historic Landmark, Rock Rapids
- Abbie Gardner Cabin, Arnolds Park
- Matthew Edel Blacksmith Shop, Haverhill
- Plum Grove, Iowa City
- American Gothic House, Eldon
- Toolesboro Mounds, Toolesboro

The agency also engages numerous volunteers in carrying out its mission.

DCA customers access information about agency programs and activities at

[www.culturalaffairs.org](http://www.culturalaffairs.org)  
[www.iowahistory.org](http://www.iowahistory.org)  
[www.iowaartscouncil.org](http://www.iowaartscouncil.org)  
[www.iowagreatplaces.gov](http://www.iowagreatplaces.gov)

## **PERFORMANCE PLAN RESULTS**

The table that follows documents performance for each core function and service/product/activity listed in the DCA FY 07 performance plan.

## AGENCY PERFORMANCE PLAN RESULTS FY 2006

<b>Name of Agency:</b> Department of Cultural Affairs			
<b>Agency Mission:</b> The Iowa Department of Cultural Affairs provides leadership and direction to the Iowa Arts Council, the State Historical Society of Iowa and their constituents. The Department encourages collaborative partnerships between cultural organizations for the benefit of all Iowans.			
<b>Core Function:</b> Community Coordination and Development (13)			
Performance Measure (Outcome)	Performance Target	Performance Actual	Performance Comments & Analysis
<b>1. Access to Quality Arts and Cultural Experiences [259_13_001]</b> <ul style="list-style-type: none"> <li>• Number of in-depth site visits with Iowa's premiere arts organizations</li> <li>• Number of grant writing workshops</li> </ul> Number of Major and Mini Grants awarded	10 site visits  4 grant writing workshops  125 Major and Mini Grants	14 site visits  5 grant writing workshops  121 Major and Mini Grants	<b>What Occurred:</b> The Iowa Arts Council exceeded its targeted services to constituents by implementing fourteen in-depth site visits to Iowa's largest arts organizations and scheduling grant writing workshops in 5 Iowa communities: Council Bluffs, Sigourney, Fairfield, Davenport, and Ankeny. The number of Major and Mini Grants awarded is slightly fewer than projected, due to lack of funds.  <b>Data Source:</b> Records of the Iowa Arts Council, the Arts Division of the Department of Cultural Affairs.
<b>Service, Product or Activity:</b> Sustainable Community Development and Enrichment [259_13100]			
Performance Measure	Performance Target	Performance Actual	Performance Comments & Analysis
<b>1. Establishment of Iowa Great Places Program.</b> <ul style="list-style-type: none"> <li>• Number of Iowa Great Places Partnership Agreements in place by January 31, 2007</li> </ul>	6 agreements	9 signed agreements as of April 23, 2007	<b>What Occurred:</b> During Fiscal Year 2007, as the three pilot Iowa Great Places, Clinton, Coon Rapids and Sioux City, continued working toward the goals established in their Great Places Agreements (which were signed in FY06). In addition, six new Great Places were identified during FY07, with agreements signed by Governor Culver on April 23, 2007. These new Great Places are Adams County, Dubuque, Fairfield, Guttenberg, Jackson County and Mason City.  <b>Data Source:</b> Records of the Iowa Great Places office in the Department of Cultural Affairs.
<b>Core Function:</b> Conservation, Preservation and Stewardship (16)			
Performance Measure (Outcome)	Performance Target	Performance Actual	Performance Comments & Analysis
<b>1. Contact with the Public [259_16_001]</b> <ul style="list-style-type: none"> <li>• Number of direct staff contacts with members of the</li> </ul>	10,000 contacts	32,673	<b>What Occurred:</b> The staff of the State Historical Society provides direct technical assistance to members of the public. Activities include conducting workshops on a variety of topics including historic preservation standards, records management for municipal officers, museum operations and



<p>public through workshops, training, speaking, consultation (in-person, by mail, phone and email), artifact identifications and museum reference or other direct service.</p>			<p>standards and the like. Members of the public visit State Historical Society of Iowa facilities in all parts of the state seeking advice on how to preserve and protect historical resources in private citizen hands or in local historical organizations. Staff members respond regularly to these requests.</p> <p><b>Data Source:</b> Statistical reports to division administrators document the level of staff interaction with members of the public for technical assistance.</p>
---	--	--	--

**Service, Product or Activity:** Collections Preservation, Stewardship, and Management [259\_16100]

Performance Measure	Performance Target	Performance Actual	Performance Comments & Analysis
<p>1. Turnaround Time on Section 106 Reviews [259_16100_001]</p> <ul style="list-style-type: none"> <li>Days between receipt of all information and issuance of SHPO response letter</li> </ul>	<p>10 days</p>	<p>9.91</p>	<p><b>What Occurred:</b></p> <p>During the FY 2007, the State Historic Preservation Office staff prepared 2,727 individual Section 106 consultation letters with federal agencies regarding projects in Iowa. Federal law requires a maximum turn-around of 30 days. By working efficiently and utilizing improved technology, these staff members have been able to achieve remarkable improvements in Section 106 reviews and consultations.</p> <p><b>Data Source:</b> Databases in the State Historic Preservation Office on the 106 consultations including turnaround time.</p>

**Core Function:** Education (25)

Performance Measure (Outcome)	Performance Target	Performance Actual	Performance Comments & Analysis
<p>1. Service Provided through Exhibitions and Educational Outreach [259_25_001]</p> <ul style="list-style-type: none"> <li>Number of visitors and participants in exhibits and educational programs</li> </ul>	<p>60,000 visitors</p>	<p>65,294 visitors</p>	<p><b>What Occurred:</b> The expanded museum theater program has increased the types of unique educational opportunities we provide to children. To make the museum appealing and interesting to children we are constantly assessing new ways we can build workshops, training and other experiences around exhibits to bring them to life for children. An improved system is now in place for tracking attendance at the State Historical Building.</p> <p>As a result of an active and expanding museum exhibition program and through enhanced public relations and promotion activities, the citizens of Iowa have visited the State Museum and students participate in educational offerings at an increased rate.</p> <p>In addition to visitors attracted directly by the museum's exhibits, an increasing number of constituents are attracted to the museum, but not counted by voluntary registration, by public use of classrooms, gift shop and café in the State Historical Building.</p>

			<p>An additional 56,800 visitors participated in activities and events at the eight historic sties administered by the State Historical Society of Iowa.</p> <p><b>Data Source:</b> Visitors to the State Museum register on a voluntary basis and the statistics are maintained by the State Museum staff. Door counters have also been installed at each Museum entrance.</p>
<b>Service, Product or Activity:</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
<p>1. Educational Programming, Access, and outreach [259_25100] History Day Participation [259_25100_001]</p> <ul style="list-style-type: none"> <li>Number of students participating in History Day</li> </ul>	3,000 students	3,500 students and 200 teachers participated in National History Day in Iowa.	<p><b>What Occurred:</b> In fiscal year 2007 National History Day in Iowa staff members have supported Iowa's students and teachers with the following opportunities: 1) extensive summer teacher training; 2) fifteen workshops in Iowa's research institutions to provide assistance to History Day students; 3) provided personalized school visits to assist teachers and students; 4) developed and presented curriculum materials based on national standards; 5) with the assistance of federal funding, have administered a mini-grant program to support teacher training, research field trips, technology upgrades, classroom supplies, and much more of direct assistance to the History day program in individual classrooms; 6) provided teachers scholarships to National History Day's national events; and 7) conducted community showcase events to recognize National History student participants.</p> <p>As a result of these activities, National History Day in Iowa has a presence in all eleven of Iowa's Area Education Agencies. Nearly 200 teachers use the program as an innovative teaching tool in their classrooms affecting 3,500 students in grades 4 through 12 annually.</p> <p>In FY 2007, the National History Day in Iowa served students in approximately 160 schools in Iowa with over 140 schools registering students in local or regional National History Day competition events. The Iowa Department of Education reports 627 middle schools and high schools in the state.</p> <p><b>Data Source:</b> The program coordinator for National History Day in Iowa maintains records of student participation. The Iowa Department of Education maintains records of the number of high schools and middle schools in the state.</p>

<p>2. Educational Programming, Access, and outreach [259_25100] Public Contact in Department Reading Rooms [259_25100_002]</p> <ul style="list-style-type: none"> <li>Number of service contacts with individuals in Des Moines and Iowa City readings rooms. This number includes constituents who visited the reading rooms, as well as those who accessed the collections through phone, mail and email, to enhance their understanding of Iowa history.</li> </ul>	30,000 Contacts	67,945 contacts through visitorship and online catalog users	<p><b>What Occurred:</b> The State Historical Society of Iowa maintains public research facilities in Iowa City and Des Moines which are open for research 9:00 a.m. – 4:30 p.m. Tuesday through Saturday. Patrons of these facilities register their attendance on a daily basis. Staff members then assist these citizens with refinement of their research question, identification of resources to be used to resolve research questions and assist patrons in interpreting historical resources. In addition, staff members respond to inquiries placed by letter, phone and email. Newspaper holdings on microfilm are available for interlibrary loan for use in libraries across the nation.</p> <p>The State Historical Society of Iowa, in conjunction with the University of Iowa, has created an on-line catalog for access to its print and manuscript collections. This catalog includes access information alerting users of the on-line catalog to the holdings of the State Historical Society of Iowa so they then know of the value of visiting the Society's research facilities.</p> <p><b>Data Source:</b> Department staff regularly report usage statistics to the Administrator of the Public Trust Division.</p>
--	--------------------	---	--

**Core Function:** Resource Management (67)

Performance Measure (Outcome)	Performance Target	Performance Actual	Performance Comments & Analysis
<p>1. Storage Costs avoided by Efficient storage of records [259_67_001]</p> <ul style="list-style-type: none"> <li>Cost for office storage for the number of boxes of inactive records stored in the State Records Center.</li> </ul>	\$120,000 in cost savings to State	\$178,266	<p><b>What Occurred:</b> The State Archives and Records Program of the Department of Cultural Affairs operates the State Records Center for storage of non-current, inactive records of state agencies so those records are not maintained in file cabinets in expensive office space. The more efficient storage in boxes and on high capacity shelving avoids the use of approximately 57,505 square feet of office space and 8215 standard file cabinets.</p> <p><b>Data Source:</b> Records of the State Archives and Records Program of the Department of Cultural Affairs</p>
Service, Product or Activity:	Performance Target	Performance Actual	Performance Comments & Analysis
<p>1. Agency Resource Management [259_67200] Turnaround Time for Claims Processed through Department's Business Office [259_67200_001]</p> <ul style="list-style-type: none"> <li>Percentage of invoices and travel reimbursements submitted for payment to State</li> </ul>	90%	96.4%	<p><b>What Occurred:</b></p> <p><b>Data Source:</b> Records of the business office of the Department of Cultural Affairs.</p>

Accounting Enterprise within two weeks of receipt in the DCA business office.			
---	--	--	--

## **AGENCY CONTACTS**

Copies of the Iowa Department of Cultural Affairs Annual Performance Report are available on the DCA website at [www.culturalaffairs.org](http://www.culturalaffairs.org). Copies may also be requested through Mary Jane Olney, Deputy Director at 515/281-6320 or [MaryJane.Olney@iowa.gov](mailto:MaryJane.Olney@iowa.gov).

Iowa Department of Cultural Affairs  
State Historical Building  
600 East Locust Street  
Des Moines, IA 5039-0290

515/242-6498 (fax)