

# MAINE STATE LEGISLATURE

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# Maine Historical Society Program Evaluation Report

Presented to the Joint Standing Committee on Education and Cultural Affairs  
127<sup>th</sup> Maine Legislature Second Regular Session

**in accordance with the provisions of the Government Evaluation Act**

November 1, 2015

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## A. Enabling Legislation

### Private Acts of the State of Maine Passed By The Legislature At Its Session, January, 1822

#### CHAPTER CXVIII.

An Act to incorporate the Maine Historical Society.

SECT. 1. *Be it enacted by the Senate and House of Representatives, In Legislature assembled,* That William Allen, Albion K. Parris, Prentiss Mellen, William P. Preble, Ichabod Nichols, Edward Payson, Joshua Wingate, Jun. Stephen Longfellow, Jun. George Bradbury, Ashur Ware, Edward Russell, Benjamin Orr, Benjamin Hasey, William King, Daniel Rose, Benjamin Ames, Isaac Lincoln, Benjamin Vaughan, Nathan Weston, Jun. Danile Cony, Robert H. Gardiner, Sandford Kingsberry, Eliphalet Gillet, Thomas Bond, John Merrick, Peleg Sprague, Jems Parker, Ariel Mann, Ebenezer T. Warren, Benjamin Tappan, Reuel Williams, James Bridge, Hezekiah Packard, Samuel E. Smith, William Abbott, Leonard Jarvis, John Wilson, William D. Williamson, Jacob M'Gaw, David Sewall, John Holmes, Johnathan Cogswell, Josiah W. Seaver, William A. Hayes, Joseph Dane, Ether Shepley, Enoch Lincoln, Horatio G. Balch, and Judah Dana, with their fellows or associates and successors, be, and they hereby are made a body politic and corporate, by the name of the Maine Historical Society; and by that name may sue and be sued, plead and be impleaded, and may have a common seal which they may alter at pleasure; and may hold real estate to an amount not exceeding the yearly value of five thousand dollars, and personal estate to an amount not exceeding, at any one time, fifty thousand dollars; and may choose a President, Librarian, Treasurer, and such other officers as they may think proper; and may make and ordain by-laws for the government of said Society: *Provided*; the same are not repugnant to the Constitution and Laws of this State.

SECT. 2. *Be it further enacted,* That the annual meeting of said Society shall be held at Brunswick, on the Tuesday next preceding the annual commencement at Bowdoin College, for the choice of officers and the admission of fellows, and a general examination into the state of the funds and concerns of the Society.

SECT. 3. *Be it further enacted,* That it shall be the duty of said Society to collect and preserve, as far as the state of their funds will admit, whatever in their opinion may tend to explain and illustrate any department of civil, ecclesiastical and natural History, especially of this State, and of the United States: And the Legislature of this State shall ever have the right to examine into, and ascertain the condition of said Society, and to alter, limit, restrain, enlarge or repeal any of the powers conferred by this charter of incorporation.

SECT. 4 *Be it further enacted,* That Prentiss Mellen, Ichabod Nichols and Edward Payson, or any two of them, are authorized to call the first meeting of said society, for the purpose of organizing the same, to be held at such time and place, as they may designate, by publishing a notification of such intended meeting, two weeks successively in such of the public newspapers, printed in Portland and Hallowell, as they may think proper.

[This Act passed February 5, 1822]

## B. Program Description

Incorporated by the State of Maine in 1822, the Maine Historical Society is a charitable, educational, non-profit corporation. It devotes its resources to the discovery, identification, collection, preservation and interpretation of materials that document the history of Maine and its people. Located in Portland since the late 19<sup>th</sup> Century, the Society is now housed in three buildings on Congress St., which together comprise the Center for Maine History. The Society's program is organized in four major service areas: Research Library, Museum, Education Outreach, and Publications. A fifth area, Internet Services, is under development.

### RESEARCH LIBRARY SERVICES.

The Maine Historical Society's research library is the state's most comprehensive resource for the study and investigation of Maine history. Its collections include 150,000 books, 575 newspapers in series, 3,500 maps, 75,000 photographs, over 100,000 architectural drawings (the largest single collection in the state) and 2 million additional archival items spanning the 15<sup>th</sup> to 20<sup>th</sup> centuries. All aspects of Maine's social, economic, political, and cultural history are documented, and all corners of the state are represented. Of particular note are the personal papers of Maine's civic and business leaders, early proprietary and town records, shipping and maritime records, account books and business records, and genealogical research collections, cartographic and land surveys, engineering drawings, photographs, prints and broadsides. The Library is open six days per week and serves over 25,000 researchers from Maine and the U.S. (in person and by remote contact) annually.

### MUSEUM SERVICES.

The Society's museum operation has three components.

- 1) **A Permanent Heritage Site:** The National Historic Landmark Wadsworth-Longfellow House, built by Revolutionary War hero Peleg Wadsworth in 1785-86. Eventually the childhood home of Henry Wadsworth Longfellow, America's most famous 19<sup>th</sup>-century poet, the Wadsworth-Longfellow House is one of Maine's most important heritage attractions. Open 7 days a week from May to October, and throughout the year for special tours, the House is visited each year by more than 3000 Maine school children and more than 20,000 adult visitors from Maine and around the world.
- 2) **The Museum Collections:** In addition to 1,000 artifacts original to the three generations who lived in the Wadsworth-Longfellow House from 1786 to 1901, the Museum collections also include over 28,000 additional artifacts and works of art documenting Maine's material culture from colonial to modern times: special concentrations include costume, militaria, decorative arts, political ephemera, and much more.
- 3) **The Maine History Gallery:** Begun in 1994, the Maine History Gallery is a venue that allows the Society to mount a series of changing high-quality interpretive exhibitions of interest to Maine people. The most recent exhibitions were *This Rebellion: Maine in the Civil War*, *Home: The Longfellow House and the Emergence of Portland*, *Early Maine Photography: 1840-1870*, and *Baskets from the Dawnland: Weaving the past and future together*. The Maine History Gallery is open year-round.

**Museum Visitation:** The Maine Historical Society Museum (historic house and gallery) is visited by approximately 15,000 adults and 3,000 school children each year.

#### EDUCATION OUTREACH SERVICES

The Society's education department conducts numerous on-site programs and workshops for school children, teachers, and the adult public in connection with the Wadsworth-Longfellow House and all changing museum exhibitions. In addition, middle and high school use of the Research Library is promoted through specially designed classroom projects. The Society also goes beyond its geographic boundaries through a number of outreach activities. 1) Programs in the Schools: Our "Local History/Local Schools" program serves third, fourth, and fifth grade students throughout southern Maine, providing an intensive, interactive museum experience. MHS educators develop lesson plans based on our current exhibition which are centered on primary source materials. Over the course of eight to ten weeks, students have at least four focused contacts with MHS staff, and work on related projects in their classroom. The program culminates with an evening Open House held in the MHS Gallery where students showcase their work—ranging from exhibits, to films, to magazines—for teachers, family, friends, and community members; 2) Education Materials: primary document curriculum on important themes in Maine history are available free of charge for use by teachers throughout the state through our "Maine History Online" as part of our Maine Memory Network ([www.MaineMemory.net](http://www.MaineMemory.net));

#### PUBLICATION SERVICES

Since its founding, The Maine Historical Society has been responsible for publishing the documents, essays and books that form the backbone of our understanding of Maine's past. Since 1969, in cooperation with the History Department of the University of Maine, Orono, the Society has published *Maine History*, the only state journal devoted to publishing new and ongoing scholarship about Maine's history, culture, and people. It has, in addition, published (or co-published) bibliographies (*Maine in the Civil War*), atlases, genealogical research guides, reprints of important Maine titles, and groundbreaking works such as *Maine in the Early Republic*, and *Revolution Down East*. With the advent of its museum exhibition program, the Society has also begun to publish and distribute a series of catalogs that are permanent additions to our knowledge of the state.

#### INTERNET SERVICES

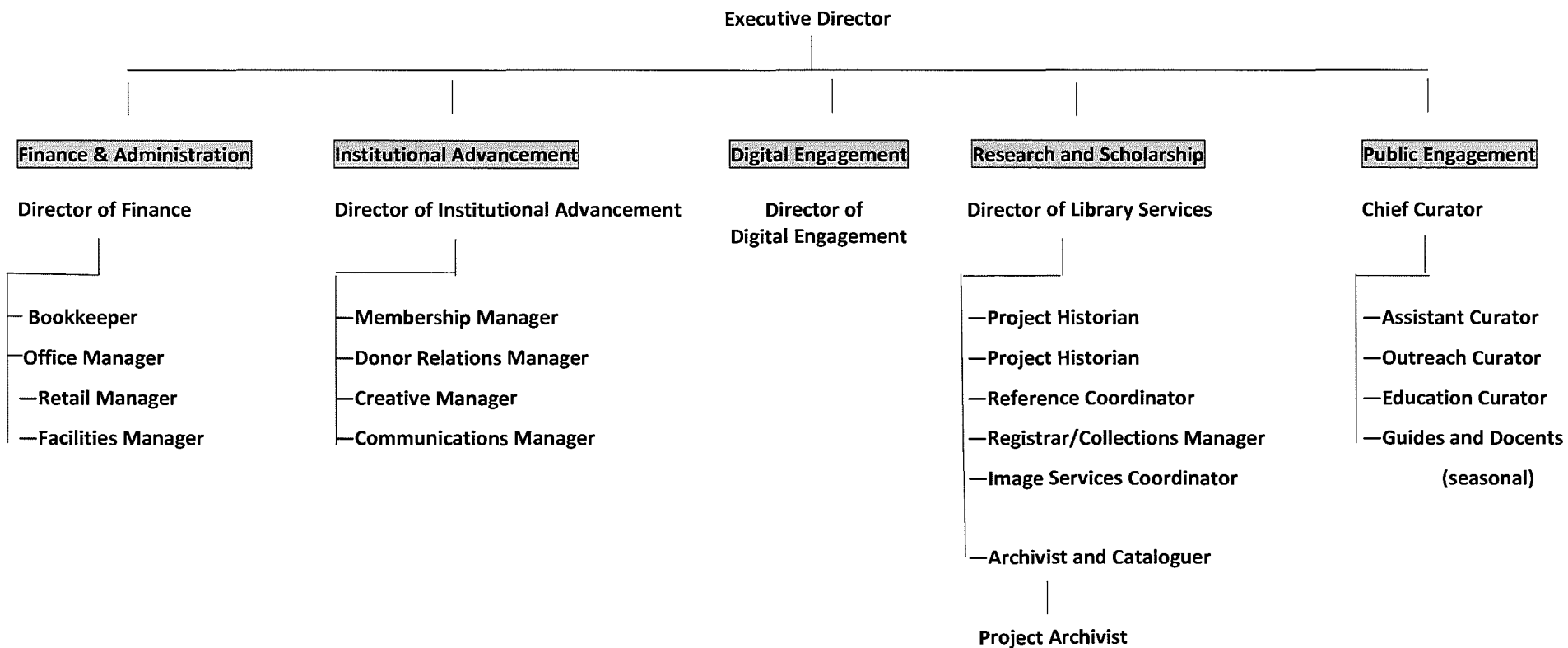
Launched in 2001, with the help of a special appropriation of the State Legislature made to the Society and six other state cultural agencies through the Maine Communities in the New Century Program, Maine Memory Network began as an online digital archive whose primary goal was to expand access to historical collections held by organizations across the state. Online at [www.MaineMemory.net](http://www.MaineMemory.net), this Web-based, virtual museum and educational resource serves Maine libraries, schools, museums, and every Internet-ready home. Through major grants from the Institute of Museum & Library Services and the National Endowment for the Humanities, MHS, in partnership with the Maine State Library and Maine Humanities Council, respectively, works with more than 270 organizations and communities throughout the state to support local history digitization

projects. MHS provides extensive training, support, and the technological infrastructure. Our “Contributing Partners” choose what material to share and then all work is done locally. Maine Memory now offers access to more than 45,300 historical items, hundreds of online exhibits, websites built by community teams, educational resources, and much more. The site receives 23,000 visitors per month on average and is recognized as a key piece of the state’s cultural, educational, and technological infrastructure.

## C. Organizational Structure

Position Count: 25 (12 FT, 13 PT)

Organizational Flow Chart:



## E. Financial Summary

<u>Fiscal Year</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
<b>Resource Allocation</b>										
Brown Library	400,000	427,000	357,000	414,000	628,000	570,000	565,000	563,000	425,000	609,000
House and Museum	286,000	243,000	280,000	231,000	298,000	393,000	339,000	303,000	225,000	250,000
Programs and Education	197,000	179,000	239,000	371,000	447,000	424,000	475,000	352,000	358,000	277,000
Digital Museum & Library	311,000	259,000	235,000	448,000	216,000	172,000	144,000	170,000	154,000	193,000
Auxiliary Services	177,000	164,000	179,000	216,000	230,000	208,000	224,000	222,000	165,000	243,000
<b>Total Resources Allocated to Program Delivery</b>	<b>1,371,000</b>	<b>1,272,000</b>	<b>1,290,000</b>	<b>1,680,000</b>	<b>1,819,000</b>	<b>1,767,000</b>	<b>1,747,000</b>	<b>1,610,000</b>	<b>1,327,000</b>	<b>1,572,000</b>
Administration and Program Infrastructure Support	188,000	243,000	227,000	187,000	129,000	235,000	279,000	299,000	529,000	412,000
Fundraising	219,000	187,000	187,000	181,000	171,000	159,000	190,000	283,000	166,000	171,000
<b>Total Resources Allocation to Support of Program</b>	<b>407,000</b>	<b>430,000</b>	<b>414,000</b>	<b>368,000</b>	<b>300,000</b>	<b>394,000</b>	<b>469,000</b>	<b>582,000</b>	<b>695,000</b>	<b>583,000</b>
<b>Total Resources Allocated</b>	<b>1,778,000</b>	<b>1,702,000</b>	<b>1,704,000</b>	<b>2,048,000</b>	<b>2,119,000</b>	<b>2,161,000</b>	<b>2,216,000</b>	<b>2,192,000</b>	<b>2,022,000</b>	<b>2,155,000</b>
<b>% of Resources Invested in Program</b>	<b>77%</b>	<b>75%</b>	<b>76%</b>	<b>82%</b>	<b>86%</b>	<b>82%</b>	<b>79%</b>	<b>73%</b>	<b>66%</b>	<b>73%</b>
<b>% of Resources Invested to Raise Funds from Program</b>	<b>12%</b>	<b>11%</b>	<b>11%</b>	<b>9%</b>	<b>8%</b>	<b>7%</b>	<b>9%</b>	<b>13%</b>	<b>8%</b>	<b>8%</b>
<b>% of Resources Invested in Other Support</b>	<b>11%</b>	<b>14%</b>	<b>13%</b>	<b>9%</b>	<b>6%</b>	<b>11%</b>	<b>13%</b>	<b>14%</b>	<b>26%</b>	<b>19%</b>
<b>Fiscal Year</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Resources Raised to Support Programs</b>										
State Appropriations	152,000	240,000	54,000	69,000	359,000	46,000	88,000	76,000	43,000	61,000
Federal Grants	233,000	238,000	182,000	294,000	460,000	414,000	394,000	271,000	275,000	177,000
House and Museum Admission Fees	58,000	51,000	48,000	55,000	56,000	58,000	73,000	80,000	88,000	92,000
Patron Support	485,000	698,000	625,000	425,000	413,000	453,000	655,000	837,000	760,000	679,000
Gifts in Kind and Contributed Services	-	-	-	11,000	4,000	18,000	3,000	3,000	3,000	53,000
Other Support	210,000	29,000	67,000	162,000	117,000	273,000	105,000	20,000	9,000	3,000
Investment Income & Gains / Losses	430,000	379,000	937,000	(805,000)	5,000	436,000	61,000	967,000	816,000	471,000
Auxiliary Services	219,000	230,000	243,000	237,000	236,000	235,000	221,000	220,000	198,000	222,000
<b>Total Resources Raised to Support Program</b>	<b>1,787,000</b>	<b>1,865,000</b>	<b>2,156,000</b>	<b>448,000</b>	<b>1,650,000</b>	<b>1,933,000</b>	<b>1,600,000</b>	<b>2,474,000</b>	<b>2,192,000</b>	<b>1,758,000</b>
<b>% of Resources provided by State</b>	<b>9%</b>	<b>13%</b>	<b>3%</b>	<b>15%</b>	<b>22%</b>	<b>2%</b>	<b>6%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>
<b>% of Resources provided by Federal Grants</b>	<b>13%</b>	<b>13%</b>	<b>8%</b>	<b>66%</b>	<b>28%</b>	<b>21%</b>	<b>25%</b>	<b>11%</b>	<b>13%</b>	<b>10%</b>
<b>% of Resources provided by Patrons</b>	<b>27%</b>	<b>37%</b>	<b>29%</b>	<b>95%</b>	<b>25%</b>	<b>23%</b>	<b>41%</b>	<b>34%</b>	<b>35%</b>	<b>39%</b>
<b>% of Resources provided by Admission Fees</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>12%</b>	<b>3%</b>	<b>3%</b>	<b>5%</b>	<b>3%</b>	<b>4%</b>	<b>5%</b>
<b>% of Other Support</b>	<b>48%</b>	<b>34%</b>	<b>58%</b>	<b>-88%</b>	<b>22%</b>	<b>50%</b>	<b>24%</b>	<b>49%</b>	<b>47%</b>	<b>43%</b>
Capital Campaign Giving	27,000	1,465,000	3,873,000	737,000	1,407,000	945,000	87,000	58,000	53,000	167,000
Less: Campaign Fundraising Expenses	-	320,000	473,000	205,000	430,000	111,000	45,000	10,000	-	25,000
<b>Net Resources for Capital Support of Programs</b>	<b>27,000</b>	<b>1,145,000</b>	<b>3,400,000</b>	<b>532,000</b>	<b>977,000</b>	<b>834,000</b>	<b>42,000</b>	<b>48,000</b>	<b>53,000</b>	<b>142,000</b>



## **G. Coordination With Other Agencies**

The Maine Historical Society has always cooperated with other private and state agencies in the pursuit of its mission. Its publishing service, as noted earlier in Section 8, is conducted, in part, with the University of Maine. By rule it also assists the Maine State Archives in chairing the Maine Historic Records Advisory Board, a statewide policy and grant-making body. In recent years, however, the degree of coordinated activity between the Society and the state's other cultural agencies has taken an extraordinary jump. Maine Historical Society works closely with the Maine State Library and Maine Humanities Council Maine Memory Network projects. Other coordination includes collaborating with the Maine Historic Preservation Commission on exhibitions, to engineering joint purchase and ownership agreements with the Maine State Museum, in order to prevent the loss (by out-of-state sale) of Maine's historical treasures.

## **H. Constituencies**

The programs of the Maine Historical Society serve a wide variety of constituents. The Society itself has 2,500 members throughout Maine and the United States. MHS serves over 300,000 people a year: in Portland, across the state, and online, including annual on-site visitation of approximately 25,000; outreach activity touches another 7,000, and our Maine Memory Network reaches approximately 275,000 per year. Many constituent groups make up the people we serve. Here is a listing.

1. General Public (adults and families).
2. Family History Researchers (MHS is the center for genealogical research in the state)
3. K-12 Students (especially the fourth and eighth grades)
4. K-12 Teachers
5. Local and Special Interest Historians
6. Scholars, College and Graduate Students
7. Media Producers
8. Home Owners and Architects
9. Museum Professionals
10. Collectors
11. Lawyers

## **I. Privatization**

The Maine Historical Society is a private, non-profit corporation, which does essential work for the State of Maine. This private/government partnership has been in effect since the early 19<sup>th</sup> century, when the State Legislature made the first of a number of appropriations to help the Society establish itself and advance its programs. Though a

small but regular state subsidy was established in the 1940s, the majority of Maine Historical Society support has always come from private sources.

In the last 20 years, in fact, private sources have accounted for an increasing share of the total MHS operating budget. This is accounted for by the fact that while the State subsidy has remained about the same, the Society's programs have grown tremendously, with an accompanying increase in costs. In 1979, for instance, state subsidy accounted for 24% of the MHS operating budget. In 1999 it accounted for 3.6%. In FY2014 the State's share of the total MHS operating budget remained consistent at 3.8%. This is still only a modest fraction of the whole, and, we think, a bargain for the State. The long-standing relationship between Maine Historical Society and the State of Maine is an excellent example of the way private/government partnerships can work.

## **J. Emerging Issues**

There are three emerging issues for the Maine Historical Society: 1) Developing the Maine Memory Network described in Section B, to increase the participation of individual contributors to the site through our "My Maine Stories" initiative; 2) improving the care of our museum and library collections by completing the collections move to our newly-developed offsite collections management facility and 3) reconfiguring use of the storage spaces freed from our Congress Street buildings to expand programming across the organization, including launching a renovation of the 489 Congress building to expand and enhance exhibition galleries and public programming space in time for the state's Bicentennial in 2020.

## **K. Other Information requested by the Committee**

No other information has been requested.

## **L. Comparison of Related Federal Laws and Regulations**

Not applicable.

## **M. Agency Policies for Collecting and Managing Personal Information**

Not applicable.

## **N. Reports Required to be Filed by the Agency**

Not applicable.

**O. List of Reports Required by the Legislature**

Maine Historical Society submits an entry each year to the Bureau of the Budget for inclusion the Maine State Government Annual Report.

**P. List of Organizational Units**

Not applicable.

**Q. Provisions that Require Legislative Review for Alignment with Federal and State Laws or Court Decisions**

None.