

## 2017-19 Biennium Budget Decision Package

**Agency:** 390 Washington State Historical Society

**Decision Package Code/Title:** AC Exhibit – Stories from Vietnam

**Budget Period:** 2017-19

**Budget Level:** PL – Performance Level

**Agency Recommendation Summary Text:**

Funding is proposed to commemorate the 50th anniversary of the Vietnam War, in association with the federal commemoration authorized by Congress and Presidential proclamation. Coordinated by the Washington State Historical Society, in collaboration with the Washington Department of Veteran’s Affairs and the Vietnam Veteran’s Memorial Fund, the commemoration will focus on the experiences of Washingtonians during the Vietnam War era through an oral history project; year-long public programming; a special exhibition at the Washington State History Museum; traveling exhibit materials accessible to museums, schools and libraries; and special outreach to current and retired military and their families.

**Fiscal Summary:** Decision package total dollar and FTE cost/savings by year, by fund, for 4 years. Additional fiscal details are required below.

Operating Expenditures	FY 2018	FY 2019	FY 2020	FY 2021
Fund 001	220,044	74,322		
<b>Total Cost</b>	<b>220,044</b>	<b>74,322</b>	<b>-</b>	<b>-</b>
Staffing	FY 2018	FY 2019	FY 2020	FY 2021
FTEs	0.6	0.6		
<b>Revenue</b>	<b>FY 2018</b>	<b>FY 2019</b>	<b>FY 2020</b>	<b>FY 2021</b>
Fund 001	220,044	74,322		
<b>Object of Expenditure</b>	<b>FY 2018</b>	<b>FY 2019</b>	<b>FY 2020</b>	<b>FY 2021</b>
Obj. A	\$ 23,124	\$ 9,635		
Obj. B	\$ 15,252	\$ 6,355		
Obj. C	\$ 171,668	\$ 38,332		
Obj. E	\$ 10,000	\$ 20,000		

**Package Description**

In association with 50<sup>th</sup> commemoration of the Vietnam War, and the veterans who served, the WSHS seeks to create a suite of experiences to honor those that served and mark this important time in history through a special focus on Washington State. We propose a four-fold approach to

connecting with a broad and diverse audience. This includes 1) a 5,000 square foot exhibit titled **In Service: Stories from Vietnam** that will be 100% driven in content by oral histories of Vietnam Era veterans from Washington State or with service ties to the state. The exhibit will open in 2018, the 50<sup>th</sup> anniversary of an incredibly pivotal year of the war. Opening date will be the weekend prior to the 4<sup>th</sup> of July and extend through Veteran's Day that same year. We anticipate the exhibit to be visited not only by adults and families over the summer months, but also our K-12 audience during the fall through traditional field trips. In conjunction with the exhibit, we also 2) plan to initiate an oral project history project, working to provide a forum for Vietnam Era veterans to tell their stories that will begin immediately and continue through the run of the exhibit. These stories will be used (with permission) to guide the exhibit as well as be archived to ensure these voices are not lost. Further, 3) we seek to increase the understanding of this complex time in military history through programming developed for diverse audiences that starts well before the exhibit opening. Some will be programs aimed at educating the general public with potential topics such as women in service, the important role of Native veterans during this time, military strategy such as the use of service dogs, and a specialized speakers' bureau. We also will be working with trained specialty groups to explore programming specifically to serve veterans in a more social service capacity such as opportunities for art therapy and partnering veterans with current active duty members for conversation about shared issues and experiences. Finally we 4) plan to support other institutions in commemoration efforts by making available a digital traveling exhibit that can be easily produced and displayed in smaller cultural institutions, schools, libraries and any other institution interested in participating in this initiative. We find these smaller, easy to mount mini-exhibits are a wonderful way to increase outreach of message that any organization can install and utilize to serve their audience and community stakeholders.

Because access is of critical importance to us, we will be incorporating new models of engagement focused in this area. Two examples of this will be to use our traditionally closed to the public Mondays to provide a private viewing experience for veterans in search of a quieter, and more reflective opportunity to engage with the exhibit without admission charge. Information from our partners such as VVMF and DVA have indicated that this would likely be a welcome respite for veterans who want to experience the exhibit but in a more private fashion. We further plan to work with Department of Veteran's Affairs to provide access to vulnerable populations such as homeless veterans or those currently in assisted and/or transitional living situations. Further, we'd like to establish a bus fund that would provide groups who would like to make a trip to the exhibition or the Vietnam Veteran's Memorial in Olympia to make this journey which without this funding would not otherwise be possible. At times we may also incorporate our own staff or speakers to enhance this experience.

As stated above, we are currently working with both the Washington Department of Veteran's Affairs and the Vietnam Veteran's Memorial Fund as we make plans for this commemoration to enrich what we do and reach new audiences. Additional partners will likely include Joint Base Lewis McChord, Kitsap Naval Base, Rally Point 6, and individual organizations associated with branches of the armed forces.

**Base Budget: If the proposal is an expansion or alteration of a current program or service, provide information on the resources now devoted to the program or service.** Please include annual expenditures and FTEs by fund and activity (or provide working models or backup materials containing this information).

As the Washington State Historical Society it is our mission to present exhibits and programs. We have a long history in engaging diverse audiences and commemorating important times in

Washington's history, however, this will be our first foray into commemoration of the Vietnam War era. In the past, commemorations such as these have been funded as stand-alone packages augmenting existing exhibit and program budgets.

**Decision Package expenditure, FTE and revenue assumptions, calculations and details:** Agencies must clearly articulate the workload or policy assumptions used in calculating expenditure and revenue changes proposed.

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## **Decision Package Justification and Impacts**

### **What specific performance outcomes does the agency expect?**

Describe and quantify the specific performance outcomes the agency expects as a result of this funding change.

**Performance Measure detail:** Performance Measures will include:

1. Total numbers served through exhibit and public programming
2. Total number of veterans served through exhibit and public programming (as a subset of #1)
3. Total number of K-12 learners served through exhibit and public programming (as a subset of #1)
4. Archive 100+ veteran oral histories at the Washington State History Museum regarding their Vietnam era service.

### **Fully describe and quantify expected impacts on state residents and specific populations served.**

We have elected to align our commemoration focus with the federal initiative as laid out in the 2008 National Defense Authorization Act. By presidential proclamation on May 25, 2012. The 50<sup>th</sup> Anniversary Commemoration extends from Memorial Day 2012 through Veterans Day 2025. Congress has articulated five objectives for this Commemoration. In line with our mission, our efforts will focus primarily on the first three areas of focus of this initiative which read:

1. To thank and honor veterans of the Vietnam War, including personnel who were held as prisoners of war or listed as missing in action, for their service and sacrifice on behalf of the United States and to thank and honor the families of these veterans.
2. To highlight the service of the Armed Forces during the Vietnam War and the contributions of Federal agencies and governmental and non-governmental organizations that served with, or in support of, the Armed Forces.
3. To pay tribute to the contributions made on the home front by the people of the United States during the Vietnam War.

Our key audiences are the general public, with special emphasis on serving K-12 learners, Vietnam era veterans, veterans of other wars together with active duty service members.

Annually, the State History Museum serves 27,500 children under the age of 18 through on site programs. As part of this commemoration, K-12 learners will access interpretive content through on site field trips, general exhibit attendance, online educational materials, and an interpretive hands-on discovery cart.

Vietnam era veterans will be served through targeted programming, private exhibit viewing periods, opportunities to participate in the oral history project, and facilitated trips to Vietnam era memorials and programs. Targeted programs could include:

- Symposium focused on the impacts of war on family and friends of veterans
- Public programs focused on the challenges faced by veterans (i.e. homelessness, PTSD, drug use, disability)
- Programs highlighting the strong tradition of service by Native peoples in the armed forces and in foreign wars
- Cross generational experiences with active duty service members
- Subsidized transportation to the exhibit itself and to memorial sites
- Art therapy opportunities

Veterans of other wars and active duty service members will be served by all of the above programming including several programs targeted at connecting service members across generations.

Historically, Vietnam era veterans and their experiences have been marginalized and many feel they have not had a voice nor has their service been properly understood and honored. This initiative not only provides a voice, through both the oral history initiative and in turn an exhibit based almost entirely on veterans stories to share their experiences with the people of Washington, but an opportunity to honor these individuals and this historical time period when it is recent enough to be vividly remembered and deserving of a thoughtful revisit. Further, we are giving the people of Washington the opportunity to better understand this significant period of our history and the individuals forever affected by it. Lastly, we recognize those still in service and those that have served in others wars and provide an opportunity to connect their personal experiences through our exploration of the Vietnam story. All done with an eye to the unique ways that Washington state and its people were impacted.

Based on prior rates of attendance, we anticipate welcoming in excess of 30,000 attendees to offsite and on site exhibit and programs at the Washington State History Museum. Through social media, online content, and editorial coverage in the media, we anticipate this commemoration extending statewide with no limit to participation.

It is important to note that the Washington State History Museum offers discounted admission to active duty and military members year round. Additionally, the Museum participates in the national Blue Star Museums program which provides free admission to the museum from Memorial Day to Labor Day for active duty military and their families. The exhibition proposed as part of this initiative will overlap this free attendance period making the exhibition particularly accessible for our military families, serving as a thank you for their service.

**What are other important connections or impacts related to this proposal?** Please complete the following table and provide detailed explanations or information below:

Impact(s) To:		Identify / Explanation
Regional/County impacts?	Select Y/N	Identify: A traveling exhibit will be made available for institutions statewide to support their local commemoration efforts.
Other local gov't impacts?	Select Y/N	Identify:

Tribal gov't impacts?	Select Y/N	Identify: We plan to collaborate with Tribal governments to acquire oral histories from Native service members. Additionally, we will conduct outreach to Tribal communities as part of research for the exhibition focused on Native American military service.
Other state agency impacts?	Select Y/N	Identify: We are currently collaborating with the Department of Veterans Affairs on this commemoration.
Responds to specific task force, report, mandate or exec order?	Select Y/N	Identify: Responds to the Presidential proclamation of May 25, 2012 establishing the Vietnam War Commemoration.
Does request contain a compensation change?	Select Y/N	Identify:
Does request require a change to a collective bargaining agreement?	Select Y/N	Identify:
Facility/workplace needs or impacts?	Select Y/N	Identify:
Capital Budget Impacts?	Select Y/N	Identify:
Is change required to existing statutes, rules or contracts?	Select Y/N	Identify:
Is the request related to or a result of litigation?	Select Y/N	Identify lawsuit (please consult with Attorney General's Office):
Is the request related to Puget Sound recovery?	Select Y/N	If yes, see budget instructions Section 14.4 for additional instructions
Identify other important connections		

Please provide a detailed discussion of connections/impacts identified above.

What alternatives were explored by the agency and why was this option chosen?

The governing RCW for the Society, 27.34.070 states in part that our duty is to: "(d) To plan for and conduct celebrations of significant events in the history of the state of Washington and to give

assistance to and coordinate with state agencies, local governments, and local historical organizations in planning and conducting celebrations;” This initiative reflects this organizational duty at the state level, as well as connecting to a Federal presidential proclamation to thank and honor veterans of the Vietnam War era. Alternatives include addressing this topic on a smaller scale, or not observing this commemoration. We feel that the impact of the Vietnam War on Washingtonians was profound and deserving of an in-depth and multi-faceted recognition. The identified avenues of providing this recognition, such as exhibits, oral histories, and public programming are areas in which we have a proven track record of success and are uniquely poised to provide.

**What are the consequences of not funding this request?**

The proposed commemoration will be significantly scaled back to include a simple exhibit and a small selection of programs.

**How has or can the agency address the issue or need in its current appropriation level?**

Exhibits and public programs at the State History Museum are not typically funded by the State, but rather through earned and contributed income. In order to undertake commemorations of this magnitude, State funding has historically been required.

**Other supporting materials:** Please attach or reference any other supporting materials or information that will help analysts and policymakers understand and prioritize your request.

**Information technology:** Does this Decision Package include funding for any IT-related costs, including hardware, software, services (including cloud-based services), contracts or IT staff?

No 

Yes Continue to IT Addendum below and follow the directions on the bottom of the addendum to meet requirements for OCIO review.)