



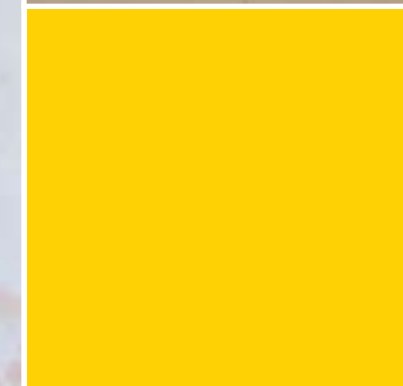
Smithsonian Institution
Traveling Exhibition Service

PO Box 37012, MRC 941
Washington, DC 20013-7012

www.sites.si.edu

SITES

The Smithsonian Institution Traveling Exhibition Service shares with millions of people beyond the Nation's Capitol, exhibitions that capture the wealth of collections and research from "America's museum."



Smithsonian Institution
Traveling Exhibition Service

STRATEGIC PLAN 2007- 2009



African American folk art treasures will begin touring the U.S. in February 2008 thanks to the generous support of MetLife Foundation.

WHOM DOES SITES SERVE?

Anyone interested in experiencing the Smithsonian beyond Washington, D.C. SITES brings the Smithsonian to people through all the places they go to learn and discover: museums, science centers, historical societies, libraries, zoos, aquariums, community centers, schools, and even cruise ships.

SITES exhibitions vary widely in scale to meet the needs of the broadest possible range of public audiences and exhibition venues. Many are large, complex and/or high-security exhibits, such as *First Ladies: Political Role and Public Image*, *Spiders!*, and *Magic, Myths, and Minerals: Chinese Jades from the Arthur M. Sackler Gallery*, which are best suited to large museums with substantial technical and staff resources. Exhibitions of more moderate size, cost, and security, like *In Search of Giant Squid* and *Booming Out: Mohawk Ironworkers Build New York*, are available to many more museums, university galleries, and science centers. SITES also brings low-cost, lightweight, limited-security exhibitions to even smaller museums, schools, libraries, and community centers in underserved areas of the country. Two popular exhibitions in this program are *Covered Bridges: Spanning the American Landscape* and *Earth from Space*.

SITES' program includes exhibitions designed to reach diverse audiences, among these: *Native Words*, *Native Warriors*, *Our Journeys/Our Stories: Portraits of Latino Achievement*, *Women and Flight*, and *381 Days: The Montgomery Bus Boycott Story*. SITES' highly acclaimed Museum on Main Street initiative, a partnership with state humanities councils, brings small exhibitions to rural museums that rarely, if ever, have access to major, national programs.

HOW ARE SITES EXHIBITIONS FUNDED?

Through a combination of federal government appropriations and financial and in-kind support from foundations, corporations, and individuals. A small percentage of the cost of each exhibition is defrayed by the participation fee that host museums pay when they book a SITES exhibition. SITES actively pursues private support, and a combination of sources is always required to realize an exhibition.

HOW DO MUSEUMS AND OTHER ORGANIZATIONS HOST SITES EXHIBITIONS?



Fifty-four years has given SITES the benefit of an exceptionally large, diverse, and growing client base. Potential venues are encouraged to take advantage of the many exhibitions SITES offers at any given time. Exhibitors learn about SITES program opportunities from contact with the staff; from our annual program catalogue, *Update*;

our newsletter, *Siteline*; exhibit-specific announcements; and online at www.sites.si.edu. Individual exhibitions carry security ratings, installation and handling requirements, and participation fees. Schedules for new tours are announced as soon as exhibitions are added to the program. The SITES Scheduling & Exhibitor Relations staff is active in exhibit marketplaces throughout the country.



SITES Milestones

September 19, 1951

SITES is established with funds from the Alice Pike Barney Memorial Fund and a grant from the U.S. Department of State

May 1, 1952

First exhibition tour launched

The Pew Charitable Trusts
Pratt & Whitney
Quark Expeditions
Qwest Communications
Thomas K. and Katherine Reed Charitable Fund
The Rockefeller Foundation
The Arthur Ross Foundation

The Judith Rothschild Foundation
Elizabeth Hunter Solomon Guenther and Siewchin Yong Sommer
The Sparrow Foundation
Stroud Foundation
Surdna Foundation
Tamiya, Inc.

Time Warner
Jamie and Steve Tisch Foundation
Turner Classic Movies
U.S. Geological Survey
United Technologies
US West
Mary Mhoon Walker
The Wallace Foundation

Andy Warhol Foundation for the Visual Arts

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EVERY SITES

EXHIBITION INCLUDES:

- All exhibition components, including artifacts and images, casework, vitrines, pedestals, mounts, platforms, text panels, signage, and/or labels, as applicable
- Complete installation instructions
- Complete curatorial references including checklist and script
- Registrarial information for condition reporting; shipping and handling; crate lists and weights
- Wall-to-wall fine arts insurance coverage under the Smithsonian's policy
- Public relations support in the form of press releases, media information, visuals, graphic templates, and guidance
- Guidelines for local fundraising and working with Smithsonian national sponsors (as applicable)
- Educational enrichment materials such as curriculum or family guides, docent training information, films, video programs, and suggestions for lecture series
- A variety of publications that may include catalogues, posters, and brochures
- Internet links to SITES' website
- For certain exhibitions, SITES offers special preparatory workshops. These sessions bring together representatives of host museums with SITES staff members, curators, and educators to share ideas, discuss themes and content, and devise unique strategies for presenting and publicizing SITES exhibitions at the community level
- The opportunity to participate in the Voices of Discovery program offered by The Smithsonian Associates

From the Director

Out across the country, every day, SITES reaffirms and energizes the Smithsonian's singular role as keeper of America's shared national heritage. Each year, more than fifty exhibitions travel to hundreds of cities and towns where millions of people encounter discoveries and collections that give the Smithsonian its special place in American life. What an honor it is to engage the interest and involvement of people and places from coast to coast!

From an elite selection of international art exhibitions in the 1950s to bicentennial offerings in the 70s, and forward to current offerings including America's sports icons, planet Earth as seen from space, the Muppets, Chinese jades, and Latino music, SITES exhibitions are created to promote access. The SITES "package" starts with an engaging exhibit, and includes every manner of technical support from insurance, crating, shipping, and PR, to interpretive enhancements ranging from curriculum and family guides to catalogues, interactive components, web links, and public programs.

SITES can't do this alone. Smithsonian curatorial expertise enriches content beyond measure. Congressional support and the generosity of individuals, foundations, and corporations provide the wherewithal central to maintaining a vital exhibition program. Add to the mix the thousands of museums, science centers, historical societies, and other venues that devise imaginative activities and events, partnering with schools, local businesses, and community organizations to maximize the full impact of Smithsonian outreach. Each factor drives our organizational mission.

Maintaining and growing a vibrant national traveling exhibition program is at the core of our commitment to exemplify the best of the Smithsonian beyond the confines of the National Mall. Our strategic plan embraces that challenge.



Anna R. Cohn
Director, SITES

Jackson & Tull
W. Alton Jones Foundation
The Fannie and Stephen Kahn
Charitable Foundation
J. M. Kaplan Fund
John S. and James L. Knight
Foundation
The John D. and Catherine T.
MacArthur Foundation

Lockheed Martin Corporation
Marsh
Marvel Entertainment
Group, Inc.
MetLife Foundation
National Aeronautics and Space
Administration, Offices of Space
Science and Education

National Endowment for
the Humanities
National Fish and Wildlife
Foundation
National Ocean Industries
Association
National Oceanic and
Atmospheric Administration
National Park Foundation

National Park Service
National Science Foundation
Nissan North America
Norwegian Ministry of
Foreign Affairs
The David and Lucile Packard
Foundation
PaineWebber Group Inc.
PepsiCo, Inc.

November 1952

French Drawings of Five Centuries
opens at the National Gallery of
Art with loans from the Louvre and
museums throughout Europe

“I want to thank the Smithsonian for bringing
September 11: Bearing Witness to History to Kansas City. Although the lines were long and the crowd huge, it was worth the wait. I came away from it feeling we must never, ever forget that tragic day.”

—PEGGY FRY, Overland Park, KS



Puppets based on Cambrian life come alive 500 million years later; satellite imagery finds beauty in Earth’s geography; and patchwork quilts capture memories and artistry.

WHAT DOES SITES DO?

SITES organizes and circulates exhibitions of all shapes and sizes on the arts, sciences, and humanities. Since our first exhibition went on the road in 1952, SITES has traveled thousands of exhibitions for the education and enjoyment of museum-goers in every state and in several foreign countries.

Exhibitions from SITES are complete packages. They include the three-dimensional presentation of topics, artifacts, photographic images, and interpretive information developed in collaboration with curators and scholars from the Smithsonian and other leading American museums and research centers. We provide all exhibition components: casework, vitrines, pedestals, mounts, platforms, panels, labels. The exhibition is, however, only one part of a much larger product. The SITES exhibition “package” also includes educational program resources, an online presence, publications, technical guidelines, and insurance. SITES fosters relationships with national sponsors that benefit local venues and provide guidelines for mounting PR campaigns and hosting a variety of events. These features and many others facilitate the ease with which host organizations can present high-quality programs in their communities.

“What a great day to be with you as we announce the six Mississippi communities that have the good fortune to host the Smithsonian exhibit, **Produce for Victory.**”

—SENATOR THAD COCHRAN, Mississippi

1962

SITES concludes its first 10 years with record of 135 exhibitions that visited 316 museums in the U.S. and abroad

1966

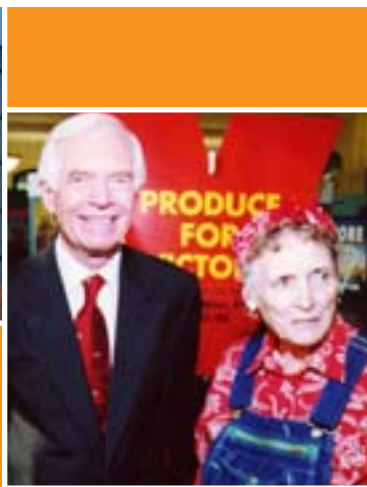
SITES management transferred to the U.S. National Museum (now the National Museum of Natural History) and its program expands to include science, history, photography, and crafts

Apple Computer, Inc.
 AT&T
 Audi of America, Inc.
 Banco Popular de Puerto Rico
 The Behring Family Gift
 The Boeing Company
 Max Berry
 BET Jazz
 The Blakemore Foundation

BP America
 BP Solar
 Canon Inc.
 The British Council
 Willard W. Brown
 W. Atlee Burpee & Co.
 Clear Channel Worldwide
 Condé Nast Publications
 Crystal Cruises

The Nathan Cummings Foundation
 Discovery Channel
 Geraldine R. Dodge Foundation
 eBay Inc.
 Environmental Protection Agency
 Farmers Insurance
 Federal Highway Administration
 FedEx
 Ford Motor Company Fund

Galyan's
 Global Imagination
 Ruth and Robert Halperin
 The William Randolph Hearst
 Foundation
 The History Channel
 Jane Henson
 Cheryl Henson
 Ilford Corporation



The Smithsonian Institution Traveling Exhibition Service (SITES) is the largest traveling exhibition service in the world.



Members of Congress, First Ladies, performers, corporate sponsors, and visitors young and old celebrate SITES exhibitions in cities and town across America.

Aligning SITES Goals with Smithsonian Directives

1 PUBLIC IMPACT

SITES GOAL: Expand nationwide Smithsonian outreach through a major traveling exhibition program that reaffirms the Institution's central place in American life.

2 MANAGEMENT EXCELLENCE

SITES GOAL: Invest in tightly orchestrated teamwork and advanced technology to promote efficient and energetic operations.

3 FINANCIAL STRENGTH

SITES GOAL: Embrace integrated marketing, fundraising, and public relations functions to promote financial sustainability and growth.

SITES Benefactors

SITES exhibitions would not be possible without financial support from corporations, foundations, and individuals. In addition, we are especially grateful to the United States Congress, the Smithsonian National Board, the Smithsonian Institution Special Exhibition Fund, the Educational Outreach Fund, the Smithsonian Women's Committee, the Smithsonian Latino Center, and all of our colleagues at the Smithsonian Institution, too numerous to list here.

AARP
Academy of Model Aeronautics
Academy of Motion Picture Arts & Sciences (AMPAS)
A&E Network
AMB Foundation
American Express Company
Anonymous
AOL Time Warner

1966 – 1976
Managerial changes result in shift of SITES mission to encompass exhibit collaborations with Smithsonian museums

1976
With special Congressional appropriation to celebrate America's Bicentennial, SITES develops and circulates 76 exhibitions nationwide

1977
SITES opens its 1,000th exhibition

1 PUBLIC IMPACT



“The Smithsonian name gave **Picturing the Century** instant credibility and everyone in our community took note. During the 8 weeks that the exhibition was here, we increased our attendance by 135%!”

—SUE HARTWICH,
Hoard Historical Museum, Fort Atkinson, WI

Concerts and cheese heads alike find captive audiences across the nation. SITES’ exhibition “packages” feature complete program outreach plans.

GOAL 3

Embrace integrated marketing, fundraising, and public relations functions to promote financial sustainability and growth.

1. Provide effective and responsible financial management to meet mission obligations and priorities by managing budget, financial transactions, procurement, and travel in accordance with Smithsonian guidelines and schedules
2. Identify and secure financial and in-kind support for exhibitions
3. Maintain level of staffing, organizational resources, and financial support as necessary to meet sponsor expectations associated with exhibit-related media attention, special event functions, reports, and new opportunities
4. Present SITES exhibition showings across the country more aggressively as opportunities for Smithsonian fundraising and member cultivation events
5. Place exhibitions in key sponsor market locations and ensure that host venues meet the obligations negotiated as “benefits of sponsorship”
6. Expand Smithsonian outreach exponentially by creating sponsorship packages that support a vast array of community involvement and education programs in addition to the core traveling exhibition
7. Encourage staff to identify opportunities for earned revenues from new sources, such as co-publishing, consulting, and partnerships

“In this day and age, some people might find an exhibition on the **First Ladies** somewhat anachronistic. But each object is a window into the life of a pivotal American woman. A&E is very proud to be the national sponsor of this remarkable project.”

—VICTORIA SHELTON, A&E Network

1979 – 1986

SITES modifies mission to encompass large-scale international exhibitions involving significant corporate funding

1986

Following the signing of U.S.-Soviet cultural accord, SITES is tasked with producing high-profile exhibition exchanges with both nations

1987

SITES assigned to develop large-scale inaugural exhibitions for the S. Dillon Ripley Center International Gallery, including MacArthur Foundation-funded science exhibit for 15 natural history museums in North America and 13 countries in South and Central America

2006

SITES reaffirms its commitment to feature exhibitions from Smithsonian museums and accelerates its development of shows highlighting the Smithsonian Latino Center, and the Institution’s Asian Pacific

American Program, National Museum of the American Indian, and National Museum of African American History and Culture

FINANCIAL STRENGTH



“Thank you for all you did to bring **In the Spirit of Martin: The Living Legacy of Dr. Martin Luther King Jr.** to Washington. It is a privilege to work with you and your team.”

—JACQUELINE R. MILLAN,
Director, Corporate Contributions, PepsiCo, Inc.

Are these young scientists future curators? Or will a visit to iconic aviation cockpits inspire careers in aerospace? Corporate and foundation sponsors alike resonate to the immense variety of educational opportunities that SITES exhibits offer through national tours.

2001

SITES adapts National Museum of American History exhibition about the American presidency for national circulation, partners with Artrain to take Smithsonian exhibition to 112 communities

across the nation on rail cars, and develops a mobile version of major African American history exhibit for an 18-wheeler that visits 284 communities in 14 months

2003

In the aftermath of September 11, 2001, SITES meets Congressional obligation to adapt American History's national exhibition of mourning and legacy for travel to communities across the nation

GOAL 1

Expand nationwide Smithsonian outreach through a major traveling exhibition program that reaffirms the Institution's central place in American life.

1. Collaborate with Smithsonian units to showcase exhibitions that share with the nation the full range and vitality of the Institution's resources
2. Offer a wide range of traveling exhibitions about art, history, culture, and science that reflects Smithsonian collections and research
3. Provide a Smithsonian presence in Congressional districts and states
4. Maintain an unrivalled program of exhibitions that honor and celebrate the cultural heritages of Latinos, African Americans, Asian Pacific Americans, Native Americans, and the many other peoples who comprise the American experience
5. Maximize the Smithsonian's unparalleled cultural presence in rural America by maintaining a robust Museum on Main Street program
6. Continue to reach museums of varying size and scale as well as non-traditional venues by developing and offering exhibits for locations where people live, work, and spend their leisure time
7. Utilize evaluative techniques to ensure that potential new exhibitions meet solid scholarship, market, and financial criteria
8. Provide full-scale exhibition "packages" to host venues that include all exhibition components, installation instructions, insurance, public relations support, registrarial information, shipping and handling assistance, educational enrichment materials, and sponsorship guidelines
9. Through publication and distribution of print materials as well as through websites and other digital technology, expand the SITES audience beyond exhibitions alone
10. Promote SITES exhibitions to the media to reinforce the Smithsonian's identity as America's museum
11. Reinforce leadership role in the museum field for expertise in traveling exhibitions, including registrarial transactions (i.e., loans, freight forwarding, insurance, and crating) as well as exhibition design and fabrication, tour planning, scheduling, logistics, contracts, and publications

“I have lived in Fort Wayne for almost 10 years – yet had never seen the museum. Our Journeys/Our Stories: Portraits of Latino Achievement prompted my first visit. It is wonderful to see the diversity of community celebrated with so much depth and sensitivity.”

—EMILY GUERRERO, Fort Wayne, IN

MANAGEMENT EXCELLENCE



Curatorial content and exhibition expertise combine to deliver targeted experiences to visitors.



“Museum on Main Street provides an outreach opportunity to places in America that otherwise get very little attention.”

—SENATOR ROBERT F. BENNETT, Utah

GOAL 2

Invest in tightly orchestrated teamwork and advanced technology to promote efficient and energetic operations.

1. Maintain a strong operational infrastructure
2. Facilitate administrative consolidation among SITES, Affiliations, and other Smithsonian National Programs
3. Foster and sustain a productive work environment that supports the recruitment, retention, training, and recognition of highly qualified professional staff
4. Ensure that open communication and tight collaboration result in greater efficiency and streamlined decision-making
5. Pursue innovative, wide-ranging, alternative recruitment opportunities to maintain high level of staff diversity
6. Manage human resources activities professionally, with sensitivity, and in a timely manner, including recruiting, training, implementing disciplinary actions, tracking time and attendance, and performance plans and appraisals
7. Manage technology and information systems that support the unique requirements of a large traveling exhibition program, including customized web-based database with tour schedules, object loans, financial transactions, inventory, public relations, reports, administrative support, and website design and maintenance
8. Support professional training opportunities for staff to improve skills and efficiency, and acquire knowledge and proficiency

“I was in line at a grocery store, chatting with the woman ahead of me. She mentioned something about planes and her grandson. I couldn’t help but tell her that our museum was featuring **At the Controls: The National Air and Space Museum Looks at Cockpits**. ‘You mean the Smithsonian exhibits here?’ she said with wide eyes. I was pleased to tell her it did.”

—RICHARD SAUDERS, Director, University Museum, Paul Meek Library, University of Tennessee

1989

SITES emerges in leadership role in exhibitions that address America’s changing demographics and devotes increasing resources to exhibitions such as *From Field to Factory: African American Migration from 1915 to 1940*, *Climbing Jacob’s Ladder: The Rise of Black*

Churches in Eastern American Cities, *Contrasts/ Contrastes: Fotografias de Jack Delano*, *Strength and Diversity: Japanese American Women*, *An Ocean Apart: Contemporary Vietnamese Paintings*, *Women of Taste*, *The Flag in American Indian Art*

1991

SITES establishes Museum on Main Street – a partnership with state humanities councils dedicated to reaching underserved audiences in rural America

1992 – 2002

SITES creates America’s Jazz Heritage, A Partnership of the Lila Wallace-Reader’s Digest Fund, securing what was then the Institution’s largest foundation gift – a \$7 million grant to support jazz exhibitions, oral histories,

performances, publications, education, and collections. Among the traveling exhibitions: *Beyond Category: The Musical Genius of Duke Ellington*, *Louis Armstrong: A Cultural Legacy*, *Seeing Jazz*, *Latin Jazz*, and *Jazz Age in Paris, 1914 - 1940*.