

## Institutional Effectiveness Plan

### University of Florida

#### Academic Affairs

#### Florida Museum of Natural History

##### Florida Museum of Natural History Mission

**Florida Museum of Natural History (FLMNH), Mission:** Understanding, preserving and interpreting biological diversity and cultural heritage to ensure their survival for future generations.

**FLMNH Impact:** The Florida Museum of Natural History inspires people to value the biological richness and cultural heritage of our diverse world and make a positive difference in its future.

**FLMNH Tagline:** Inspiring people to care about life on Earth.

**FLMNH Vision:** *The Florida Museum of Natural History at the University of Florida is a leading authority in biodiversity and cultural heritage, using its expertise to advance knowledge, solve real world problems, and impact public policy and perception. An engaging and impactful hub for teaching and learning science, the museum has been particularly successful at utilizing research collections and making them accessible to diverse audiences, demonstrating relevance in their daily lives. In so doing, the Florida Museum of Natural History inspires people to value the biological richness and cultural heritage of our diverse world and make a positive difference in its future.*

The Florida Museum of Natural History's mission supports the university's mission by:

- Recruiting and training the next generation of scientists and educators;
- Assembling and curating natural history and archaeological/anthropological collections which support student and faculty research and teaching across the UF campus and internationally;
- Conducting cutting-edge scientific research disseminated in peer-reviewed publications;
- Securing competitive, extramural funding to support research programs;
- Creating and conducting high quality educational programs and exhibits for university students and outreach to the general public of all ages.

**Start:** 7/1/2016

**End:** 6/30/2017

**Progress:** Ongoing

**Unit/College:** Florida Museum of Natural History

**Responsible Roles:** Director (Jones, Douglas S)

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#### 2016-17 Goal 1: Teaching

Teaching: Museum curators and staff teach at least 35 courses for University of Florida colleges and units.

**Start:** 7/1/2016

**End:** 6/30/2017

**Progress:** Ongoing

**Division/College:** Florida Museum of Natural History

**Responsible Roles:** Curator and Chair (Reed, David)

##### Action Items

Museum curators and staff teach through related departments in the colleges of Agriculture and Life Sciences, Fine Arts and Liberal Arts & Sciences, including Anthropology, Botany, Entomology & Nematology, Environmental Science, Geography, Geological Sciences, Honors, Latin American Studies, Museum Studies, Wildlife Ecology and Conservation and Zoology.

##### Measures of Action Items

Documentation of courses taught provided by Office of the Registrar and allied departments; documentation via individual activity reports submitted to Department of Natural History.

##### Time Period of Action Items

Academic/fiscal year 2016-17 (July 1, 2016 - June 30, 2017).

##### Resources of Action Items

Funding: salaries, computers, utilities, overhead, supplies, administrative support  
Facilities: offices, laboratories, classrooms, collection storage

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#### 2016-17 Goal 2: Graduate Training

Graduate Training: Museum curators and staff chair at least 100 graduate committees and serve on at least 150 graduate committees.

**Start:** 7/1/2016

**End:** 6/30/2017

**Progress:** Ongoing

**Division/College:** Florida Museum of Natural History

**Responsible Roles:** Curator and Chair (Reed, David)

**Action Items**

Museum curators and staff chair at least 100 graduate committees and serve on at least 150 graduate committees for students in related departments in the colleges of Agriculture and Life Sciences, Fine Arts and Liberal Arts & Sciences, including but not limited to Anthropology, Botany, Entomology & Nematology, Environmental Science, Geography, Geological Sciences, Honors, Latin American Studies, Museum Studies, Wildlife Ecology and Conservation and Zoology.

**Measures of Action Items**

Documentation provided by Office of the Registrar and allied departments; documentation via individual activity reports submitted to Department of Natural History.

**Time Period of Action Items**

Academic/fiscal year 2016-17 (July 1, 2016-June 30, 2017).

**Resources of Action Items**

Funding: salaries, computers, utilities, overhead, supplies, graduate assistantships, administrative support

Facilities: offices, laboratories, classrooms, collection storage

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**2016-17 Goal 3: Grants**

Grants: Museum curators and staff secure at least \$4 million in competitive, extramural research and/or collection support grants.

**Start:** 7/1/2016

**End:** 6/30/2017

**Progress:** Ongoing

**Division/College:** Florida Museum of Natural History

**Responsible Roles:** Director (Jones, Douglas S)

**Action Items**

Museum curators and staff complete and submit timely, competitive and successful grant proposals to appropriate funding sources.

**Measures of Action Items**

Number of proposals successfully funded, numbers of dollars secured. Documentation provided externally via UF's Office of Sponsored Research, University of Florida Foundation, Inc.; internally via museum's Office of Budget and Human Resources and individual activity reports to Department of Natural History.

**Time Period of Action Items**

Academic/fiscal year 2016-17 (July 1, 2016-June 30, 2017).

**Resources of Action Items**

Funding: salaries, computers, utilities, overhead, supplies, travel, graduate assistantships, administrative support, public relations support

Facilities: offices, laboratories, classrooms, collection storage

Volunteers

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**2016-17 Goal 4: Collections**

Collections: Museum makes at least 250 collection loans (thousands of specimens) to other institutions for scientific research.

**Start:** 7/1/2016

**End:** 6/30/2017

**Progress:** Ongoing

**Division/College:** Florida Museum of Natural History

**Responsible Roles:** Curator and Chair (Reed, David)

**Action Items**

Museum collection managers and staff receive and process at least 250 specimen and artifact loan requests from national and international colleges, universities, museums and other research

institutions.

**Measures of Action Items**

Loan and specimen data maintained via database entries within each range and submitted to Department of Natural History.

**Time Period of Action Items**

Academic/fiscal year 2016-17 (July 1, 2016-June 30, 2017).

**Resources of Action Items**

Funding: salaries, computers, utilities, overhead, supplies, travel, graduate assistantships, administrative support

Facilities: offices, laboratories, classrooms, collection storage

Volunteers

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**2016-17 Goal 5: Publications**

Publications: Museum curators and staff publish at least 175 books and/or peer-reviewed articles in scientific journals.

**Start:** 7/1/2016

**End:** 6/30/2017

**Progress:** Ongoing

**Division/College:** Florida Museum of Natural History

**Responsible Roles:** Director (Jones, Douglas S)

**Action Items**

Museum curators and staff author and submit manuscripts to peer-reviewed online and print journals or publishers resulting in publication of at least 175 scientific journal articles or books.

**Measures of Action Items**

Documentation provided by curators and staff via activity reports submitted to Department of Natural History; via tenure and promotion packets; via press releases by the museum of UF.

**Time Period of Action Items**

Academic/fiscal year 2016-17 (July 1, 2016-June 30, 2017).

**Resources of Action Items**

Funding: salaries, computers, utilities, overhead, supplies, travel, graduate assistantships, administrative support

Facilities: offices, laboratories, classrooms, collection storage

Volunteers

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**2016-17 Goal 6: Public Education and Outreach**

Public Education and Outreach: Museum maintains visitation to exhibits, public programs and other educational activities at or above 190,000. Of that total, the Museum maintains visitation by UF students to ticketed exhibits at 10,000 or above.

**Start:** 7/1/2016

**End:** 6/30/2017

**Progress:** Ongoing

**Division/College:** Florida Museum of Natural History

**Responsible Roles:** Assistant Director (MacMahon, Darcie)

**Action Items**

1. Museum maintains an Associates Board made up of no more than 30 community volunteers.
2. Museum hosts 1 -2 temporary exhibits per year.
3. Museum hosts a variety of school and public programs attended collectively by at least 20,000 participants.
4. Museum maintains active volunteer corps of approximately 500 members who collectively donate approximately 30,000 hours.
5. Museum maintains at least 8 million web page views.
6. Museum maintains active presence in social media with Facebook, Instagram, Twitter, Teacher Tube and Pinterest accounts.

**Measures of Action Items**

1. Regularly scheduled meetings of Associates Board, attendance documented via meeting minutes. Annual roster of museum board members published in museum's annual report.
2. Monthly attendance statistics and summary in museum's annual report.

3. Data recorded by program and submitted monthly, compiled annually for museum's annual report.
4. Volunteer Coordinator maintains database of volunteer hours, reported annually by Director and via museum's annual report.
5. Google analytics.
6. Google analytics.

#### **Time Period of Action Items**

Academic/fiscal year 2016-17 (July 1, 2016-June 30, 2017).

#### **Resources of Action Items**

1. Funding to support Museum Associates Board and activities: salaries, computers, utilities, overhead, supplies, travel, administrative support, marketing and public relations support, educational and public program development, exhibit development, fabrication and storage. Facilities to support Museum Associates Board and activities: offices, laboratories, classrooms, collection storage, exhibit space, public programs spaces.
2. Funding to support temporary exhibits: salaries, computers, utilities, overhead, supplies, travel, graduate assistantships, administrative support, marketing and public relations support, educational and public program development, exhibit development, fabrication and storage. Facilities to support temporary exhibits: offices, laboratories, classrooms, collection storage, exhibit space, public programs spaces. Volunteers.
3. Funding to support school and public programs: salaries, computers, utilities, overhead, supplies, travel, graduate assistantships, administrative support, marketing and public relations support, educational and public program development, exhibit development, fabrication and storage. Facilities to support school and public programs: offices, laboratories, classrooms, collection storage, exhibit space, public programs spaces. Volunteers.
4. Funding to support volunteer corps: salaries, computers, utilities, overhead, supplies, travel, graduate assistantships, administrative support, marketing and public relations support, educational and public program development, exhibit development, fabrication and storage. Facilities to support volunteer corps: offices, laboratories, classrooms, collection storage, exhibit space, public programs spaces.
5. Funding to support website development and maintenance: salaries, computers, utilities, overhead, supplies, travel, administrative support, marketing and public relations support, exhibit development, fabrication and storage, educational and public program development. Facilities to support website development and maintenance: offices, classrooms, collection storage, exhibit space, public programs spaces. Volunteers.
6. Funding to support active presence in multiple social media platforms: salaries, computers, utilities, overhead, supplies, travel, administrative support, marketing and public relations support, educational and public program development, exhibit development and storage. Facilities to support active presence in multiple social media platforms: offices, laboratories, classrooms, collection storage, exhibit space, public programs spaces.

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#### **Florida Museum of Natural History IE Detail**

**Start:** 7/1/2016

**End:** 6/30/2017

**Progress:** Ongoing

**Providing Department:** Florida Museum of Natural History

**Responsible Roles:** Associate Director (Sensbach, Beverly)

#### **Administrative Support Services**

Effectiveness of the Office of Budget and Human Resources is monitored by the monthly Scorecard prepared by Office of the University Comptroller in addition to monthly auxiliary reports and periodic reviews of human resource and facility needs. Processes and procedures are redesigned as needed based on results of monthly scorecard review in addition to monthly budget reviews and annual assessment of the Office of Budget and Human Resources by the Director and Associate Director of Museum Operations.

Development/Membership support services are monitored via quarterly and annual UFF reports on fundraising. Goals are modified based on analysis of quarterly performance and annual assessment by the Director and Assistant Vice President, UFF.

#### **Academic and Student Support Services**

Academic and student support service effectiveness is monitored by both the museum and the academic departments in which its faculty teaches. The museum's monitoring actions are noted within each goal. In addition, museum faculty are provided with both peer evaluations and student evaluations from the allied departments.

#### **Research**

The Florida Museum of Natural History provides faculty curators with salaries, offices, special funding, laboratories, collection managers and other staff, and collections housing to enable research, in addition to administrative and budget support via the Director's Office and Office of Budget and Human Resources; computer and network support via the Office of Museum Technology; and public relations

support via the museum's Marketing/PR department.

Faculty research and productivity is monitored through review of Annual Activity Reports submitted to the Department of Natural History, through annual evaluation meetings with the department chair, and via periodic reviews with the department chair and/or faculty mentoring committee.

### **Community and Public Service**

Public service is a required component of most faculty curator and staff positions. Outreach and public service activities are monitored via annual faculty and staff evaluations; this information is used to support documentation for select university-related awards nominations.

### **Effectiveness Oversight**

<b>Name</b>	<b>Department affiliation</b>	<b>Email</b>	<b>Phone</b>
Douglas S. Jones, Ph.D.	Director	dsjones@flmnh.ufl.edu	352-273-1902
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Darcie MacMahon	Assistant Director, Exhibits and Public Programs	dmacmahon@flmnh.ufl.edu	352-273-2052
Beverly S. Sensbach	Associate Director, Museum Operations	Sensbach@flmnh.ufl.edu	352-273-1900

**Institutional Effectiveness Report Complete:**