



STATE OF INDIANA

Pamela J. Bennett, Director

Mitch Daniels, Governor

INDIANA HISTORICAL BUREAU
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September 21, 2012

Adam M. Horst
Director, State Budget Agency
Statehouse Rm. 212
Indianapolis, Indiana 46204

Dear Mr. Horst:

The budget request for the Indiana Historical Bureau (“the Bureau”) for the FY2014-2015 biennium consists of four separate budget statements:

Two requests are for appropriated general fund monies:

- **14160** Historical Bureau Operating
- **18208** Historical Marker Program

Two budgets are for dedicated funds that support Bureau programs and services:

- **44640** Publications/Education
- **45490** Historical Marker Program

Since the creation of this agency in 1915 as the Indiana Historical Commission to lead the celebration of the centennial of statehood in 1916, the basic mandate has been the same: to publish materials about Indiana history and to encourage the study of Indiana history. The implementation of that mandate has differed over the years, as the historical environment and technology have changed. Our mission remains, however, to preserve and present Indiana history, to promote the study of Indiana history, and to commemorate significant events and people in Indiana history—all for many different audiences in a variety of ways. A major goal for all that we do is to assure that our products reflect the best standards for research, using primary sources so that audiences of all kinds can be exposed to the value and excitement of using primary sources and to the challenges of studying and presenting accurate local and state history and its relationship to national and global history.

These functions and programs are carried out under the mandates of our legislation and an Indiana Library and Historical Board policy:

The Bureau Director, with the concurrence of the Indiana Library and Historical Board, will plan

and obtain funding for all operations and programs, seeking to establish partnerships that will enhance content, use of existing resources, and funding of programs and operations through combinations of services and appropriated, earned, and donated funds.

As the Organization Chart indicates, the employees of the Historical Bureau are organized as one department. The director and all employees are involved to some degree in all functions of the agency; only major responsibilities are indicated.

The State Historical Marker Program continues to be the highest priority program; its implementation encompasses our mandate, mission, and goals. State funds to support this program have proved to be crucial in carrying this program forward. Our research products are available on our website as part of a presentation that encompasses all elements of the program: images of the markers, dedications, our Adopt-a-Marker initiative to have volunteers (including young people) repaint markers, results of physical condition examinations of standing markers by volunteers, and reviews of texts of standing markers that go back to 1946. Through this program, we are working with local and academic historians, teachers, students, and others on how to carry out primary source research in local history—also promoting the valuable primary resources of other state entities, including the State Library and the State Archives. Markers again will be visible legacies related to several major commemorations and events in the coming years—including Indiana’s bicentennial in 2016.

Although elements of the Marker Program also constitute outreach and publication, our other major program is Outreach (including publications). The Outreach Program encompasses a variety of activities and initiatives.

The Governors’ Portraits Program was transferred to the Indiana State Museum in July 2009 as a result of legislation; our website continues to present historical information about the collection, our governors, and our lieutenant governors.

Administrative Functions

The several items that follow are grouped as administrative functions because they affect, enable, or govern all programs and responsibilities:

Book Shop—Although the Book Shop is an important part of our Outreach Program, the revenue generated has supported or replaced the non-personnel funding for the agency as appropriated funds have decreased; it will continue to do so in the coming biennium. We have added credit card capability, and we should achieve an online shop in FY2012-2013 to increase sales and revenue.

Human Resources—As staffing has decreased, we have received valuable help in some functions from several talented and dedicated volunteers who assist with elements of administrative and program needs in support of staff. We also have had IUPUI Public History interns—each equaling a half-time position—for several years at a low cost; our interns have worked primarily on historical marker research and have been valued assets.

Standards—As indicated previously, our goal is to reflect the highest standards for research and presentation of Indiana’s history for all of our citizens.

Collaborations—Collaboration has been the model at the Historical Bureau for decades. We will continue participating in ongoing—and seek new— collaborative opportunities that allow for more cost-effective use of available resources in the delivery of programs and services. We provide staff support for the Collaborative History Group—representatives of state agencies and private organizations—which meets monthly for discussion of common needs and opportunities for collaboration. Jim Corridan, director of the Commission on Public Records, convenes the group.

Website (www.IN.gov/history) and Social Media—It is clear throughout this Overview that the Bureau website is a crucial asset in disseminating every program and activity, especially the delivery of resources. The addition of GovDelivery, Facebook, and other online resources over the past year has brought wider recognition and use of our resources.

Program Measures

The program measures, reported by function below, have been approved by the Government Efficiency and Financial Planning (GEFP) division of the Office of Management and Budget (OMB).

Key Performance Indicator (KPI)

The KPI links to the agency’s mission and is reported to the GEFP. The KPI is available on the Indiana Transparency Portal, <http://www.in.gov/itp>.

The IHB KPI reflects the number of contacts reached by all Indiana Historical Bureau programs and services, as indicated in the IHB Outreach Objective.

Outreach Objective: Provide resources, research, and assistance to individuals, libraries, educational institutions/organizations at all levels, and historical societies in order to increase knowledge about and study of Indiana. IHB provides free resources via websites, social media, public programs, collaborations with historical groups, work with schools and institutions of higher education, commemorative activities, the IHB State Historical Marker program, etc. IHB also sells materials—in its Book Shop and online—that extend learning opportunities and also provide a moderate revenue stream to help us carry out these efforts.

Outreach Measure: This number is achieved using the “contacts” figures submitted quarterly to the IHB Director on an Excel spreadsheet set up for this purpose.

Outreach Targets: Green Target: increase contacts by 20,000 annually; Yellow Target: increase contacts by 10,000 annually.

Related to All Funds: 14160 (General Operating Appropriation), 18208 (Historical Markers Appropriation), 45490 (Historical Markers Donations), and 44640 (Dedicated Publications/Education)

Historical Marker Program Measure

Marker Program Objective: Maintain the physical condition of the over 500 State Format Historical Markers (provided throughout the state by the Indiana Historical Bureau starting in December 1946), working with volunteers to photograph and survey the condition of markers throughout the state, and to repair markers through the Adopt-a-Marker program.

Marker Program Measure: The physical condition of historical markers in the field will be good to excellent.

Marker Program Targets: Green Target: 85-100% of markers in good to excellent condition; Yellow Target: 70-84% of markers in good to excellent condition.

Related to Funds: 18208 (Historical Markers Appropriation), 45490 (Historical Markers Donations).

Indiana Historical Bureau Book Shop Program Measure

Book Shop Objective: The IHB sells materials that introduce people to the Indiana Historical Bureau mission, extend learning opportunities, and also provide a revenue stream to support other outreach and administrative activities.

Book Shop Measure: The revenue from sales by the IHB Book Shop will increase annually as a result of increased traffic and sales generated by outreach, marketing, credit card use, and a broader product selection.

Book Shop Targets: Green Target: \$5,000 minimum increase over the prior year's income from sales; Yellow Target: \$3,500 to \$4,999 increase over the prior year's income from sales.

Related to Funds: 44640 (Publications/Education Dedicated).

Historical Marker Program

The Indiana Historical Commission started marking Indiana's history in 1916; a marker program under the Bureau was mandated in 1981. The state format is the familiar large dark blue and gold marker with the state of Indiana outline in a crest at the top, used since December 1946. It is a highly successful program, and it is important as an element of local pride and interest in Hoosier history, as well as an important part of tourism efforts throughout the state.

The materials that we are now producing from research on markers are based on primary source documentation. Often, they correct inaccurate or incomplete information in secondary sources or provide additional evidence of state or national significance of a local topic. Dedications of markers demonstrate the local pride in markers that are received and provide welcome and expressed appreciation for this state service. The stamp of approval by state government and the quality of the research that is carried out make these markers respected and sought after. We participate in dedication

ceremonies—as possible from a cost standpoint—to help emphasize that State Historical Markers are a partnership with state government.

Historical Marker Program Accomplishments and Challenges in FY2012-2013 and Objectives for the Next Biennium

Our major challenge has been, and will continue to be, decreased funding and staff. The Marker Program has three facets carried out by the same staff persons and interns:

- Primary source research for new and replacement markers,
- Marker repair and maintenance, and
- Implementation of our accuracy of marker texts policy.

Our goal is to maintain steady progress in all three program facets. Our website is continually updated with more information about our process and timing for the convenience of interested persons. When we get our SQL database (a specific type of data management system) from the Indiana State Library, we will be able to enhance the presentation of more information about the markers and have better physical control of the markers. The addition of another research person from October 2012 through June 2013 will help us reach our goals for the IHB Centennial in 2015 and the State's Bicentennial in 2016.

We are implementing a deadline in 2012 for applications for new markers to determine what our capacity is with the reduced number of research staff. We are establishing an annual deadline for new markers, although we will limit the number of new marker topics accepted based on staffing capacity and other responsibilities. With regard to topics, we have been implementing a revised marker program, which will achieve over time a more balanced history of Indiana reflected in the complete body of State Historical Markers, working with topics of local importance, which also have state and often national significance. In FY13, we are continuing to evaluate results, progress, and needs.

There are approximately 500 standing State Historical Markers. State markers by law are state property, and maintenance of them is part of our statutory responsibility. The first round of annual inspections of markers in all four regions of the state was completed in late 2011. We are adding to the repair/maintenance component of our integrated marker database with images so that we can track the condition of every state marker. The completion of the SQL marker database, in conjunction with our crowd sourcing of images via Flickr (an online photo management website), should allow us to carry out more effectively our survey, repair, and maintenance program with concurrent reports from throughout the state, rather than via regions.

We are in the process of evaluating the information in our maintenance database to determine and prioritize the most serious repairs needed. We can then estimate costs of repairs needed throughout the state, and budget most efficiently available appropriated and dedicated funding; we will also seek matching funds from local sources.

New reports of damaged and destroyed markers are a continuing challenge. We try to address maintenance needs in a timely manner as funding allows, working with local organizations, schools and individuals via our popular Adopt-A-Marker program. We have been aggressive in seeking out people to work on repairs that we know about. We have also been aggressive in addressing the new incidents that are received from the field on a regular basis. The Dedicated Marker Fund (45490) was established to help address repairs and maintenance; it is generally used to supplement local efforts in these situations. We will also continue to seek partners statewide in this activity, which will continue into the future, crossing many fiscal years.

In FY09, we began to implement the Indiana Library and Historical Board policy to assure that State Historical Markers—previously placed in the state or installed in the future—will be supported with reliable primary sources, and accurate information will be presented in the texts of the markers and in any supporting documentation, according to the goals and guidelines for the marker program. This effort reflects changes in the field of public history and is enabled by the growth in availability of primary resources, especially via digitization. The preliminary staff overview, completed in 2010, estimated that approximately half of the existing marker texts might not be in compliance with the policy. Staff continue to research individual and groups of markers; the resulting reviews will be available on our website. We are exploring the use of QR codes (square barcodes that can be scanned with smart phones to link to informational websites) for all markers so that visitors viewing the physical marker can access research and updated information on our website.

Outreach Program

Outreach is clearly at the heart of the Bureau's mandate and mission to the state and citizens of Indiana. The implementation of the broad mandate has focused on making resources for the study of Indiana's history available to students and adults through publication and programming.

Historical Bureau publications since 1916 have provided important documentary resources for the study of Indiana history. Our publishing now is mainly through our website (www.IN.gov/history). In addition, digital versions of many of our publications are widely available on the Web. Our Historical Marker Program research now is a major source of information on topics in Indiana history and provides major opportunities also for working with university teachers/students in history and education.

Outreach Program Accomplishments and Challenges in FY2012-13 and Objectives for the Next Biennium

The growth of our overall outreach program is reflected in our KPI results and the increase in our targets.

Book Shop

The Book Shop is an outreach component and also our major revenue source. We continue showcasing inexpensive displays in the State Library Building lobby to heighten awareness of program emphases of the Bureau. State Library staff promote the shop at their many workshops, bringing in new customers.

Our sales continue to increase to Indiana libraries, a target audience. We stopped holding regular book signing events—which produce revenue for and knowledge of the Bureau—primarily because of staffing concerns. We are now planning an author/book promotion during regular hours as a test in October. We began taking credit cards in April 2012, which has increased sales. We expect to launch an online store in FY13, which should increase revenue.

The Program Measure for Book Shop revenue has reflected the sales growth; an online store should enable us to aim even higher.

Black History Exhibit, House Enrolled Act 1818 (2007)

This Act mandated that the Historical Bureau work with the Indiana Department of Administration (IDOA) to implement the directive to place a permanent exhibit in the State House “commemorating the contributions of black citizens of Indiana.”

Moving forward from a document prepared for Legislative Services in 2008, IDOA and the Bureau formed a small coordinating committee to formulate and carry out a research plan. The Historical Bureau has led this committee and carried out extensive research. A detailed timeline of Indiana’s African American history will be the basis for a project website; there will also be a county by county listing of resources.

The State House exhibit will consist of two bronze busts: the first African American legislator—James Sidney Hinton (elected 1878), and Julia Carson, representing the 20th and 21st centuries, respectively. IDOA, the Indiana Arts Commission, and the Historical Bureau in early 2012 issued a request for artists. A panel was convened to select one or more artists to complete the busts. In the fall of 2012, the finalist/s will be selected to complete the busts. They will be displayed in State House Rotunda niches with specially designed educational backdrops and reading rails. Funding is being provided by IDOA.

The Bureau will encourage, and assist in, commemorations of events and people in Indiana history, encouraging interest and pride, bringing a clearer understanding of the past, and enabling modern Hoosiers—young and old—to gain perspectives for today and the future.

For each of the three mandated commemorative days, we will continue to assure that there is an annual gubernatorial proclamation and co-sponsor appropriate events in the State House.

The annual December 11th Statehood Day ceremony has become a highly successful event, working with a collaboration led by the State House Tour Office. We will continue working with the multi-agency planning group in the future. We have continued to assure that proclamations are issued for Statehood Day, George Rogers Clark Day, and Northwest Ordinance Day. Working with the Supreme Court, we have had successful Continuing Legal Education (CLE) events for Northwest Ordinance Day in July; we will continue this activity in the future.

We will continue to work with the Collaborative History Group (CHG) to help in promoting appropriate commemorations of anniversaries of people and events important in Indiana’s history: Battle of

Tippecanoe (2011) and War of 1812 bicentennials, Civil War sesquicentennial (2011-2015), and the IDNR State Parks Centennial in 2016. The Bureau also is planning for its own centennial in 2015. The Bureau is providing staff support for the Civil War subcommittee and has developed the commemorative website that we are hosting; we will continue to work with the committees and subcommittees. The 2016 Bicentennial of Statehood Commission began meeting in 2012; we will attend meetings and provide information as requested. At the request of the 2016 Commission, the IHB, Indiana State Library, Indiana State Archives, and Indiana State Museum presented a coordinated program on agency planning for the 2016 Bicentennial at one of its meetings. We continue to maintain the valuable materials on the Indiana Abraham Lincoln Bicentennial Commission website.

Educational Programs and Presentations for a Variety of Audiences about the Rich History and Diversity of Indiana

Bureau staff members have presented at national and statewide meetings, as well as to students and small groups. We will continue, as possible, to take advantage of such opportunities to make Indiana history better known.

We have worked with the Indiana Council for History Education (ICHE), which seeks ways to improve history education in Indiana through collaborations among teachers, public historians, and academic historians, as well as its subsidiary, History Educators Network of Indiana (HENI), to provide more opportunities to enhance the place of history in Indiana school curricula. This, of course, is important to the Bureau given its educational/outreach goals. We will continue to work with both ICHE and HENI to provide resources and opportunities for teachers to use in teaching Indiana history and to improve historical research by teachers and students. We have also been invited to work with a group of educators to help provide resources—working with the Indiana Department of Education—that will address the needs of Common Core curriculum and testing.

Our primary source emphasis fits well with the Common Core. We have created programs for several classes on primary source research; these items are then available for other teachers and students to use. We have hosted several middle and high school classes for research days in the State Library.

The Bureau will work with college and university classes to enhance students' skills for local history research, working with the Historical Marker Program and other Bureau initiatives, and will create additional opportunities for collaborations to enhance Bureau outreach.

We will continue opportunities with IUPUI public history classes, but we have postponed pursuit of new opportunities with other colleges and universities to help students carry out historical research using primary sources. We have completed successful collaborations with the IUPUI Public History Program since 2008. These efforts have helped bring the instructors and the students to the State Library to recognize and use the resources there.

We have been and will continue to work with Ball State University professors and students to provide educational materials for our website and other uses.

County Cemetery Commission Reports

This mandated responsibility to receive annual reports requires only a small amount of staff time and no additional funding. County Cemetery Commissions are required to send the reports to the Bureau, which makes them available to the public via the Historical Bureau website.

As a result of this mandate, we are working with the IDNR Division of Historic Preservation and Archaeology to have an annual meeting for county cemetery commissions to help them understand and fulfill their responsibilities. We will continue this work, helping to assure that these historical cemeteries are preserved and to encourage counties throughout the state to form commissions and care for their historic cemeteries.

We will also continue to provide our Historic Cemetery signs that help promote the value of these cemeteries for all citizens of Indiana. This initiative requires only a moderate amount of staff time and produces revenue from each sign purchase. There are now 274 signs marking cemeteries in 55 counties.

The Bureau will continue co-sponsorship of the County Historian program with the Indiana Historical Society to ensure that County Historians become even more effective in helping to achieve better communication and partnerships throughout the state.

We continue to work with the Local History Office staff of the Indiana Historical Society regarding appointments and annual statewide meetings of the appointed County Historians. We seek to involve County Historians in dissemination and gathering of information within Indiana's 92 counties. We continue to receive valuable help from many of these individuals in a variety of ways related to our programming and are working on a 2016 marker inventory project. These successful relationships should continue. There is minimal staff time and cost for the Bureau.

Program Reductions and Reallocations

No Bureau program reductions or reallocations are foreseen.

In closing, I want once again to commend my colleagues at the Bureau for their dedication in carrying out our programs and services with skill, pride, and good humor, fulfilling our high standards for quality and customer satisfaction.

Sincerely,



Pamela J. Bennett
Director

Indiana Historical Bureau

Organization Chart

Governor

Indiana Library and Historical Department
Indiana Library and Historical Board
(Indiana Code 4-23-7)
Updated July 2012

Indiana Historical Bureau

(IC 4-23-7.2)

Indiana State Library

(IC 4-23-7.1)

DIRECTOR - Pamela J. Bennett

Secretary 3 –
Office and Book Shop Manager – Matt Allison

History Education Specialist 4 –
Research & Marker Program Manager; Marker Research Team lead – Dani Pfaff

History Education Specialist 4 –
Marker Repair Program Manager; Marker Research Team – Paula Bongen

History Education Specialist 4 –
Website and Social Media Manager; Marker Research Team – Aimee Formo

History Education Specialist 4 –
Graphic Arts and Design Manager; Marker Research Team – Jill Weiss

History Education Specialist 4 – starting October 2012
Marker Research Team – Casey Schuster

NOTE: All Historical Bureau employees carry out elements of the financial processes.

Staff from other agencies, who carry out major parts of IHB financials and payroll:

J. Michael Degner, IDOA, Chief Financial Officer

Martha Jane Ringel, Indiana State Library

Monica Lang, Indiana State Library

Jim Corridan, Indiana Commission on Public Records, Procurement Approver