

***American Association for State and Local History
General Operating Budget
For
Fiscal Year 2009***

(July 1, 2008 – June 30, 2009)

General Comments

The AASLH General Operating Budget is prepared using an accrual accounting method. The fiscal year 2009 budget is shown on the attached spreadsheet. There are comparative figures from the fiscal year 2008 budget throughout the budget narrative. Where applicable, the budget was based on actual numbers from the first ten months of the 2008 fiscal year.

The budget was prepared in accordance with the proposed operating plan, which went into effect on July 1, 2007. Historically, AASLH budgets have been prepared calculating percentage increases on prior year budgets. That method works in some cases, but not in all. In some areas, budgets needed to be adjusted to reflect realistic goals, such as increases over actual amounts rather than over unmet budgeted goals. Each line item indicates whether the proposed budget was based on prior year actual or budget. This makes the budget tighter, but also more realistic and attainable.

There were some global changes made throughout the budget:

1. Postage was increased across the board to account for the postage increase effective May 2008.
2. Staff travel expense was increased to reflect higher prices in gas and air travel.
3. Printing expense was increased across the board. Vendors are beginning to pass higher materials cost on to customers and it is reflected in printing invoices.
4. AASLH has been and continues to make every effort to conserve energy (i.e. turning off any unnecessary office lights, shutting off heat/air unit at night and on weekends, turning off computers, printers, and copiers at night and on weekends),

but utility bills continue to climb. The monthly utility expense was increased accordingly.

New to the 2009 general operating budget are five new programs, a recurring monthly expense for a self-storage facility rental fee for records and archives materials, and changes in program staff. The new programs include the Bookshelf project (an IMLS funded project), the Mentor program, the Visitor's Voice affinity group, Succession Planning, and the State Capitol affinity group.

The fiscal year 2009 budget calls for the following:

- **Cash – an increase of \$6,052 in unrestricted net cash**
- **Accrual – to close fiscal year 2009 with an increase in unrestricted net assets of \$10,133**

Revenue

History News Advertising \$14,000 (FY 2008 - \$13,505)

Sales of advertisements in *History News* are generated through media kits, web site interest, contacts made at conferences, joint promotions with annual meeting advertising, and a newly designed marketing brochure that is available in hard copy or as a .PDF file that can be downloaded from the AASLH web site. *As of 04/30/2008, History News ad sales are over budget by 10.28%. Revenue for the fiscal year 2009 budget has been increased by 2% over fiscal year 2008 actual revenue as per current operating plan.*

DISPATCH Advertising \$28,992 (FY 2008 - \$22,619)

Advertising in *DISPATCH* includes both job advertisements and classifieds. Products and services advertisements are solicited through the media kit and marketing brochure. Job advertisements are printed in *DISPATCH* and are placed on the AASLH web site in a 24/7 Career Center. *As of 04/30/2008, DISPATCH advertising revenue is over budget by 25.65%. Revenue for the 2009 budget has been increased by 2% over fiscal year 2008 actual revenue as per current operating plan.*

Membership Mailing List Rental \$13,536 (FY 2008 - \$9,311)

Membership mailing list rental is marketed through media kits, the web site, the marketing brochure, and InFocus, a mailing list management service that markets membership list rentals to associations and corporations. *As of 04/30/2008, revenue from mailing list rentals is over budget by 42.48%. Revenue for the 2009 budget has been increased by 2% over fiscal year 2008 actual as per current operating plan.*

Membership Dues \$617,203 (FY 2008 - \$567,045)

Membership dues for fiscal year 2009 are based on a 7% across the board increase using actual membership revenue received through April 30, 2008, as per the current operating plan. As part of the operating plan, membership also calls for a 7% annual increase in number of members, and an 85% annual average retention rate (50% for new members). *As of 04/30/2008 membership revenue is over budget by \$4,600.*

Annual Meeting \$253,506 (FY 2008 - \$229,400)

The 2008 AASLH Annual Meeting is scheduled for September 9 – 12, 2008, in Rochester, New York. *The 2008 annual meeting is budgeted for a net profit of \$68,706, which is a 2% increase over the 2007 annual meeting as directed in the operating plan.*

2008 Budgeted Revenue	\$253,506
2008 Budgeted Expense	<u>(\$184,700)</u>
2008 Net Profit	\$68,706

- Exhibit Booth Sales - \$30,304
- Program Advertisements - \$2,387
- Registration Fees - \$115,500 (Registration fees were increased by \$10 across the board for the 2008 annual meeting. Revenue is based on 525 registrants at an average of \$200 per registration and 100 registrants at \$105.
- Pre-meeting Workshops - \$3,500
- Affinity Luncheons/Breakfasts - \$7,500
- Tours - \$14,900
- Labs - \$2,600
- Auction Proceeds - \$6,500
- Sponsorships - \$24,315
- Evening Events - \$46,000

Interpretation at Historic Sites \$30,366 (FY 2008 - \$181,243)

Interpretation at Historic Sites is a grant funded by the Institute for Museum and Library Services and administered by AASLH. The grant period runs from November 1, 2005 through October 31, 2008. The amount budgeted in the fiscal year 2009 budget represents the final four months of the grant.

Norton Royalties \$2,600 (FY 2008 - \$2,600)

AASLH receives royalties from W. W. Norton & Co. twice annually for the sale of its State of the Nation Series. Royalties are on budget for fiscal year 2008 and remain unchanged for fiscal year 2009.

AltaMira Royalties \$20,850 (FY 2008 - \$20,442)

AltaMira royalties are earned from the sale of AASLH publications through our partnership with AltaMira Press. Royalties are on budget for fiscal year 2008. The fiscal year 2009 budget has been increased by 2% over fiscal year 2008 actual.

Pastime Software Royalties \$26,000 (FY 2008 - \$25,200)

Royalties from the sale of PastPerfect Museum Software are received on a quarterly basis. PastPerfect royalties have been coming in over budget for fiscal year 2008 and have been increased by 2% fiscal year 2008 actual.

Performance Management \$128,400 (FY 2008 - \$128,400)

Performance Management revenue are the fees due from client sites for participation in the Performance Management program. The cost to participate in the Performance Management program is \$3,500 and earns AASLH a net profit of \$1,000 per client. The balance of the fee is paid to the Center for Nonprofit Management in Nashville, Tennessee, AASLH's partner in the program. Per the current operating plan, the goal is 50 museums/sites per fiscal year. Also in fiscal year 2009 clients will be offered a menu of program options for an additional fee which will increase revenue.

Resource Sales \$9,144 (FY 2008 - \$9,144)

AASLH resource sales include revenue earned from the sale of technical leaflets, board orientation organizer kits, videotapes, the Basics of Archives CD and/or Instructors Manual, old issues of *History News*, etc. Sales have increased with the introduction of technical leaflet "bundles," where leaflets are grouped according to topic and sold as a set at a discount. Sales also continue to increase as members become more familiar with the AASLH "self-service" web site and the ability to order on-line and download their purchase immediately. Budgeted revenue has been increased by 2% over actual sales from fiscal year 2008.

- Technical Leaflets - \$7,200
- Board Orientation Organizer Kits - \$744
- Videotapes - \$288
- Other Sales - \$912

History Standards \$155,562 (FY 2008 - \$94,909)

The Incremental Standards program is designed to plan for and develop incremental standards specifically for history institutions and is funded through a grant from the Institute of Museum and Library Services. The grant was received in August 2005 and runs from October 1, 2005 – June 30, 2009. Revenue covers anticipated expenses, including the project director salary and fringes.

AASLH Endowment \$22,000 (FY 2008 - \$200,000)

Fiscal year 2009 represents the second year of the Leadership For The New Century AASLH Endowment Campaign. Included in the cash budget are payments of \$22,000 for endowment pledges received during fiscal year 2008. *These payments do not affect the accrual budget.*

Annual Fund Contributions \$24,200 (FY 2008 - \$22,000)

Annual fund solicitations are mailed twice annually; one in September and another in February. Solicitations are sent to the AASLH membership, as well as other selected groups within the ACGI database. The fiscal year 2009 budget reflects a 10% increase over fiscal year 2008 budget as per the operating plan.

Save Our History Sponsorship \$7,500 (FY 2008 - \$7,500)

Save Our History is a grant program designed to help history organizations partner with schools. This will be the fourth year of the program. AASLH receives a management fee for Save Our History from The History Channel.

Formula Grant Initiative \$47,532 (FY 2008 - \$45,500)

The Formula Grant Initiative is a project designed to secure federal formula grants for museums. To cover expenses, AASLH is receiving contributions from coalition members, its own budgeted contribution, vendor/member contributions, museums, and through a fundraising campaign.

Seminar for Historical Administration \$85,499 (FY 2008 - \$75,225)

AASLH has taken over administrative responsibility for planning and implementing the Seminar for Historical Administration. AASLH will collect sponsorship fees from the American Association of Museums, Colonial Williamsburg, The National Trust for Historic Preservation, and the National Museum of African American History and Culture, as well as continue its own sponsorship of the seminar. Funds will also be raised via an annual fund drive mailed to SHA alumni during the spring of 2009. Also included in SHA revenue are seminar registration fees and lodging costs.

- Escrow From 2007 Seminar \$6,869
- Partner Sponsorships \$33,000
- Annual Appeal \$300
- Registration Fees \$20,400
- Lodging \$24,930

Outdoor History Museum Forum \$6,750 (FY 2008 - \$6,250)

AASLH partners with the Outdoor History Museum Forum and receives annual maintenance fees from each site for administering the forum. There are 27 sites budgeted at \$250 per site.

Small Museum Sponsorship \$1,500 (FY 2008 - \$1,500)

This line item is for contributions received for scholarships designed to help employees of small museums attend AASLH professional development opportunities.

Alderson/Evelyn/Corey/Herold Transfers \$4,750 (FY 2008 - \$2,000)

The following are internal funds transfers from interest earned on investment accounts for specific awards as outlined below.

- Alderson Internship Fund - \$3,000 for Alderson Internship Winner
- Evelyn Scholarship Fund - \$500 for Evelyn Scholarship Winner
- Herold Fund - \$750 for workshop scholarship winners
- Corey Fund - \$500 for Corey Award

CEO Forum \$2,750 (FY 2008 - \$2,500)

The CEO Forum is held in conjunction with the AASLH annual meeting. It is budgeted for 25 participants at \$110 each. The Forum is budgeted to earn a net profit of \$694.

PATHWAYS \$5,220 (FY 2008 - \$4,200)

Revenue from the sale of *PATHWAYS* is budgeted at a 2% increase over actual sales from fiscal year 2008. Increased marketing efforts during fiscal year 2008 boosted sales and earned increased revenue. The revenue budgeted for fiscal year 2009 is more realistic than has been budgeted in previous years and is attainable with continued marketing efforts.

Workshop Series \$28,640 (FY 2008 - \$35,110)

Revenue earned from workshop series registration fees is budgeted as follows:

Digitization	\$12,000	three (3) workshops
Interpretive Planning	\$2,600	one (1) workshop
Historic House Museum Issues	\$4,680	one (1) workshop
Collections Management	\$4,680	one (1) workshop
Exhibit Makeovers	\$4,680	one (1) workshop

The workshop series is budgeted to make an overall net profit of \$2,302

On-Line Workshops \$27,150 (FY 2008 - \$27,625)

Revenue earned through on-line workshop registration fees is budgeted as follows:

Basics of Archives	\$13,800	two (2) workshops
Board Development	\$7,000	two (2) workshops
Volunteer Workshops	\$4,200	two (2) workshops
Pathways	\$2,150	one (1) workshop

On-line workshops are budgeted to make an overall net profit of \$8,628.

Indirect Cost \$21,081 (FY 2008 - \$50,533)

This line item represents the amount of revenue received through federal grants. This is the first year the revenue has been a separate line item in the budget. In prior fiscal years it has been included as part of each grant revenue line item. The indirect cost for fiscal year 2009 includes \$17,715 in indirect cost from the Bookshelf Project and \$3,336 from the Interpretation at Historic Sites grant (ILI).

Unrestricted Investment Income \$12,000 (FY 2008 - \$25,600)

Unrestricted Investment Income represents the interest earned during fiscal year 2008 on the AASLH unrestricted investment account. The fiscal year 2009 budget has been adjusted down according to market trends during fiscal year 2008.

Restricted Investment Income \$74,876 (FY 2008 - \$79,619)

Restricted Investment Income is budgeted based on the balance in the restricted investment account at the end of each prior fiscal year, i.e. fiscal year 2008 restricted investment income was based on the balance in the restricted investment account at June 30, 2007. As per the directives outlined in the AASLH Investment policy, 5% of total market value is available for AASLH operating activities. *The fiscal year 2009 budget figure is based on the balance in the restricted investment account at March 31, 2008. Due to market trends, the budget for fiscal year 2009 was decreased, even though deposits were made into the endowment fund during the fiscal year.*

Expenses

Leadership and Governance \$32,987 (FY 2008 - \$31,202)

- Office Supplies - \$70 per month
- Postage - \$40 per month, with an additional \$1,600 in May for 2009 council ballot mailing
- Duplicating - \$15 per month
- Telephone - \$200 per month
- Staff Travel - \$11,000 for the following travel budgeted at \$1,000 per trip:
 - four (4) open trips for CEO
 - three (3) open trips for director of programs
 - council meeting in January and June for CEO and director of programs
- Council Meeting Expenses - \$1,000 per meeting, with an additional \$800 in August for council plaques
- Professional Development - \$1,000
- Professional Dues - \$1,847 for the following professional memberships for staff:
 - Heritage Preservation (\$150)
 - National Council on Public History (\$500)
 - Tennessee Association of Museums (\$200)
 - American Society of Association Executives (\$245)
 - Center for Nonprofit Management (\$180)
 - National Humanities Alliance (\$572)
- Bulk Mail Service Fees - \$600 for council ballot mailing
- Shipping - \$40 per month
- Miscellaneous - \$200 per month
- Printing - \$2,500 for council ballot mailing
- Sponsorships - \$5,100 for the following sponsorships:
 - National History Day (July) - \$1,000
 - National Coalition for History (July) - \$3,500
 - National Humanities Alliance (January) - \$600

General Operating \$200,569 (FY 2008 - \$206,458)

- Office Supplies - \$1,000 per month
- Postage - \$00 per month
- Duplicating - \$5 per month
- Telephone & Internet Service - \$650 for local and long-distance (1,500 minutes per month) telephone service, e-mail host account and 10 e-mail addresses, internet connection, conference call service, etc.
- Rent - \$3,520 per month
- Trash Removal - \$80 per month
- Cleaning Service - \$220 per month
- Utilities - \$500 per month
- Building Maintenance - \$250 per month for pest control service, tenant portion of general office maintenance, HVAC maintenance contract, alarm permit, security system monitoring, etc.

- Business Insurance - \$12,000 for D& O Insurance, Workers Compensation, General Office Liability, etc.
- Professional Training - \$2,500 for professional development opportunities for staff (additional professional training may be budgeted under specific program areas)
- Audit Fees - \$15,000 for audit and tax return preparation (including one-half the cost for an A133 audit, the other half will be covered by grant funds)
- Equipment Leases - \$612 per month for copier lease and \$1,041 per quarter for postage meter lease
- Technology - \$47,000 for the following:
 - \$195 per quarter for computer hardware maintenance contract
 - \$42 per month for VeriSign secure on-line credit card processing
 - \$2,735 per month for ACGI software maintenance fee
 - \$950 per year for VeriSign secure server license & e-commerce capability
 - \$200 per year for Peachtree software support
 - \$70 per year for Network Solutions domain name renewal
 - \$20 per year for internet service on AASLH laptops
 - \$500 per year for virus software renewals
 - \$5,000 for hardware purchases, web site maintenance, software upgrades
 - \$5,000 for web site updates
 - \$1,200 for ACGI Users Conference
 - \$1,000 miscellaneous
- Depreciation - \$1,814 (accrual only)
- Bulk Mail Service Fees - \$320 per year; \$160 in January and April for bulk mail permit renewals
- Miscellaneous - \$700 per month
- Credit Card Processing Fees - \$1,600 per month
- Printing - \$500 per month for letterhead and second sheets, letterhead envelopes, accounts payable checks, direct deposit forms, mailing labels, business cards, etc.
- Bank Service Charges - \$75 per month

Awards Program – Committee \$6,256 (FY 2008 - \$5,658)

The budget for awards program – committee work reflects expenses for the committee meeting, preparation of the awards certificates and gifts, printing nomination forms, marketing the program, and press releases on award winners. *It does not include expenses associated with the annual awards banquet. Those expenses are included in the annual meeting budget.*

- Office Supplies - \$13 per month
- Postage - \$44 per month
- Duplicating - \$7 per month
- Telephone - \$20 per month
- Committee Meeting - \$2,500 for meeting room rental, A/V, refreshment, etc.
- Calligrapher - \$600
- Shipping - \$2 per month
- Miscellaneous - \$2 per month
- Special Awards - \$1,500 for the Corey Award, Award of Distinction, and WOW Awards

- Printing - \$600 for award certificates, press releases, and promotional rack cards

Annual Meeting \$184,700 (FY 2008 - \$152,805)

- Office Supplies - \$2,000
- Postage - \$5,000
- Duplicating - \$400
- Telephone - \$500
- Staff Travel - \$10,000
- Speaker Fees (including honorariums and travel) - \$10,000
- Shipping - \$1,200
- Affinity Luncheons/Breakfasts - \$6,800
- Coffee Breaks/Receptions - \$35,000
- Session Expense (including A/V equipment) - \$25,000
- Pre-Meeting Workshops - \$3,000
- Exhibit Hall Expenses - \$12,000
- Bulk Mail Fees - \$500
- Tours - \$12,000
- Book Discussions - \$1,800
- Miscellaneous - \$5,000 for event cancellation insurance, deaf interpreting services (if applicable), ASCAP fees, etc.
- Evening Events - \$40,000
- Tote Bags - \$2,500
- Printing - \$12,000

Unrestricted Fundraising \$8,711 (FY 2008 - \$7,407)

Unrestricted fundraising includes expenses related to the AASLH annual fund drive mailing. There are two mailings budgeted each fiscal year; one in September and another in March. The mailings are sent to approximately 8,000 members/customers from our ACGI database.

- Postage - \$1,500 in September and March
- Duplicating - \$2 per month
- Telephone - \$1 per month
- Bulk Mail Service Fees - \$600 in September and March
- Miscellaneous - \$375 for the annual charitable solicitation renewal fee
- Printing - \$1,500 in September and March

Restricted Fundraising \$5,594 (FY 2008 - \$21,050)

Restricted fundraising includes expenses for the Leadership For The New Century 2007 – 2010 AASLH Endowment Campaign. A mailing is scheduled for spring 2009 in conjunction with the annual appeal.

- Postage - \$22 per month, with an additional \$1,500 in March for endowment mailing to membership
- Duplicating - \$1 per month
- Telephone - \$20 per month
- Bulk Mail Fees - \$600 in March for endowment mailing to membership
- Printing - \$1,500 for endowment materials to membership

CEO Forum \$2,056 (FY 2008 - \$2,124)

The CEO Forum is held annually in conjunction with the AASLH annual meeting. It is budgeted for 25 participants and to make a net profit of \$694.

- Office Supplies - \$2 per month
- Postage - \$8 per month
- Duplicating - \$1 per month
- Telephone - \$1 per month
- Meeting Room - \$1,800 for lunch, AV, refreshments, etc.
- Printing - \$100 for invitations, agendas, etc.

Military History \$466 (FY 2008 - \$500)

- Office Supplies - \$1 per month
- Postage - \$1 per month
- Duplicating - \$1 per month
- Telephone - \$15 per month
- Committee Meeting Expenses - \$250 for committee meeting expenses during the AASLH annual meeting

Internet Digital Encyclopedia Alliance (IDEA) \$514 (FY 2008 - \$186)

- Postage - \$1 per month
- Duplicating - \$1 per month
- Telephone - \$20 per month
- Committee Meeting - \$250 for committee meeting expenses during the AASLH annual meeting

State Historical Administrator's Meeting (SHAM) - \$1,156 (FY 2008 - \$836)

- Office Supplies - \$5 per month
- Postage - \$2 per month
- Duplicating - \$1 per month
- Telephone - \$5 per month
- Staff Travel - \$1,000

PATHWAYS \$2,784 (FY 2008 - \$3,184)

Due to new marketing efforts, sales of *PATHWAYS* have increased, in turn increasing printing and postage expense. The three components are each budgeted to make an average of \$10 net profit, whether sold individually or as a set.

- Office Supplies - \$5 per month
- Postage - \$20 per month to fulfill orders via USPS Priority Mail
- Duplicating - \$1 per month
- Telephone - \$1 per month
- Shipping - \$5 per month
- Printing - \$200 per month to re-print *PATHWAYS* components

Performance Measures Program \$65,817 (FY 2008 - \$65,817)

- Office Supplies - \$594 for general office supplies, binders and dividers, and office resource publications
- Postage - \$2,080 for monthly postage expense, with an additional \$1,960 for promotional mailing in April
- Duplicating - \$1 per month
- Telephone/Internet Access - \$871 for monthly telephone and internet service, virus software renewal, and five conference calls
- Staff Travel - \$4,350 for three meetings in Nashville, two managed group meetings, and 2009 AAM meeting
- Consultant Travel - \$1,300 for consultant to attend AASLH annual meeting, and the managed group meetings
- Technology - \$800 to add benchmark and other materials to AASLH web site, to add e-commerce feature to AASLH web site and update design
- Shipping - \$275 to ship handbooks
- Bulk Mail Service Fees - \$300 in April for promotional mailing
- Meeting Room Expense - \$1,800 for two client meetings and final meeting with education pilot sites
- Miscellaneous - \$500 to translate education survey into Spanish and \$2,000 for speaker fees and reception at the 2009 AASLH annual meeting
- Survey Fees - \$50,000 for CNM portion of fees that will fall into fiscal year 2009
- Printing - \$935 for general printing, handbook materials, and a new promotional piece

Historic House Initiative \$1,270 (FY 2008 – \$628)

- Office Supplies - \$8 per month
- Postage - \$1 per month
- Duplicating - \$1 per month
- Telephone - \$25 per month
- Staff Travel - \$600 for travel to local conferences related to initiative
- Committee Meeting Expenses - \$250 for committee meeting expenses at the AASLH annual meeting

Corporate History Program \$586 (FY 2008 - \$614)

- Postage - \$12 per month
- Duplicating - \$1 per month
- Telephone - \$15 per month
- Committee Meeting Expenses - \$250 for committee meeting expenses at the AASLH annual meeting

Presidential Sites and Libraries Program \$956 (FY 2008 - \$296)

- Office Supplies - \$5 per month
- Postage - \$20 per month
- Duplicating - \$1 per month
- Telephone - \$5 per month

- Staff Travel - \$334 for director of programs travel to Washington, DC for committee meeting regarding 2010 PS&L conference (travel to coincide with June 2009 SHA meeting and expensed at 33% of \$1,000)
- Committee Meeting Expenses - \$250 for committee meeting expenses at the AASLH annual meeting

Formula Grant Initiative \$47,224 (FY 2008 - \$49,404)

The Formula Grant Initiative is a project designed to work on securing federal formula grants for museums; work AASLH will conduct on behalf of any special bill or agency to secure federal and/or state funding.

- Postage - \$1 per month
- Duplicating - \$1 per month
- Telephone - \$100 per month
- Lobbyist - \$3,500 per month
- Travel - \$4,000 for four (4) trips for CEO at \$1,000 each

History Standards \$121,062 (FY 2008 - \$121,062)

The Incremental Standards program is designed to plan for and develop incremental standards specifically for history institutions and is funded through a grant from the Institute of Museum and Library Services received in August 2005. The grant period runs from October 2005 through June 2009.

Small Museums Initiative \$1,328 (FY 2008 - \$1,258)

This initiative includes expenses to cover basic administrative costs of targeting services necessary to small museums.

- Office Supplies - \$5 per month
- Postage - \$1 per month
- Duplicating - \$1 per month
- Telephone - \$12 per month
- Committee Meeting Expenses - \$250 for committee meeting expenses at the AASLH annual meeting
- Travel Stipends - \$850 for small museum employees to attend AASLH professional development opportunities

Career Center/Graduate School Liaison \$1,096 (FY 2008 - \$372)

- Office Supplies - \$5 per month
- Postage - \$1 per month
- Duplicating - \$1 per month
- Telephone - \$1 per month
- Intern Stipends - \$1,000 (two interns @ \$500 each)

Educators & Interpreters Committee \$550 (FY 2008 - \$285)

- Office Supplies - \$3 per month
- Postage - \$1 per month
- Duplicating - \$1 per month
- Telephone - \$20 per month

- Committee Meeting Expenses - \$250 for committee meeting expenses at the AASLH annual meeting

Outdoor History Museum Forum \$4,704 (FY 2008 - \$1,646)

This program includes administrative expenses for the 2009 Outdoor History Museum Forum. AASLH received maintenance fees from each site to help cover expenses.

- Postage - \$1 per month
- Duplicating - \$1 per month
- Telephone - \$15 per month
- Staff Travel - \$1,000 for the CEO to attend the 2008 Forum
- Technology - \$3,500 to set the Outdoor History Museum Forum web site and archives up with AASLH

The Value of History \$2,096 (FY 2008 - \$5,884)

Per the operating plan, every three years, AASLH will take a different topic under the *What's the Big Idea* program component, and spend 3 years working on the topic within the field. This is the first, and AASLH will develop a multi-year approach to stimulating conversation, sharing ideas, and strengthening commitment to the goal of creating public value through our varied institutions.

- Postage - \$2 per month
- Duplicating - \$1 per month
- Telephone - \$5 per month
- Staff Travel - \$2,000 (\$1,000 each for two (2) trips for CEO

Bookshelf Project \$84,361 (FY 2008 - \$0)

The Bookshelf Project is a new IMLS contract awarded to AASLH in June 2007 after the 2008 operating budget was approved by Council and will be added as part of the mid-year budget revision. It is three-year grant running through June 2010. This program is designed to place essential conservation/preservation publications in the hands of U.S. institutions that care for our nation's collections.

- Consultant Fees - \$1,500
- Travel - \$2,400
- Supplies - \$68,386
- Services - \$12,075

Mentor Program \$484 (FY 2008 - \$0)

The Mentor Program is not new to AASLH but expenses have been included in the annual meeting budget in prior fiscal years.

- Postage - \$3 per month
- Duplicating - \$1 per month
- Telephone - \$3 per month
- Committee Meeting - \$250 for committee meeting expenses at the AASLH annual meeting
- Printing - \$150 for committee meeting materials, rack cards, etc.

Visitor's Voice Affinity Group \$334 (FY 2008 - \$0)

The Visitor's Voice Affinity Group is a new affinity group and is in the development stage. It is new to the fiscal year 2009 budget.

- Postage - \$1 per month
- Duplicating - \$1 per month
- Telephone - \$5 per month
- Committee Meeting - \$250 for committee meeting expenses at the AASLH annual meeting

Succession Planning \$2,096 (FY2008 - \$0)

Succession Planning is a new program to the fiscal year 2009 budget and is the planning stages.

- Postage - \$2 per month
- Duplicating - \$1 per month
- Telephone - \$5 per month
- Staff Travel - \$2,000 (\$1,000 each for two (2) trips for CEO)

State Capitols \$608 (FY 2008 - \$0)

The State Capitol affinity group is new to the fiscal year 2009 budget.

- Postage - \$3 per month
- Duplicating - \$1 per month
- Telephone \$40 per quarter for committee meeting conference calls
- Committee Meeting - \$250 for committee meeting expenses at the AASLH annual meeting
- Printing - \$150 for committee meeting materials, rack cards, etc.

Professional Development Committee \$466 (FY 2008 - \$460)

The Professional Development Committee is responsible for new program development and new affinity group development.

- Postage - \$2 per month
- Duplicating - \$1 per month
- Telephone - \$15 per month
- Committee Meeting Expense - \$250 for committee meeting expenses at the AASLH annual meeting

Professional Development Brochure \$7,070 (FY2008 - \$5,024)

- Postage - \$4,000 for brochure mailing in September with follow-up postcard in January, plus \$1 per month for miscellaneous postage expense
- Duplicating - \$1 per month
- Telephone - \$8 per month
- Bulk Mail Fees - \$900 for brochure mailing in September with follow-up postcard in January
- Printing - \$2,050 for brochure mailing in September with follow-up postcard in January

On-Site Workshop Series \$26,338 (FY 2008 - \$30,334)

The fiscal year 2009 workshop series budget is based on seven (7) workshops:

- three (3) Digitization
- one (1) Interpretive Planning (with the NTHP)
- one (1) Exhibit Makeovers
- one (1) Historic House Museum Issues and Operations
- one (1) Collections Management and Practices

The workshop series is budgeted to make an overall net profit of \$2,302.

- Office Supplies - \$300
- Postage - \$204
- Duplicating - \$240
- Telephone - \$144
- Staff Travel - \$5,650
- Faculty Travel - \$9,000
- Faculty Honorarium - \$3,400
- Shipping - \$750
- Workshop Expenses - \$2,500
- Partnership Split - \$4,150 for partner share of net profit on Digitization workshop (partner: Colorado Digitization Project 70/30 split) and Designing Interpretive Objectives (partner: National Trust for Historic Preservation 50/50 split)

On-Line Workshop Series \$18,522 (FY 2008 - \$23,878)

The 2008 On-Line Workshop budget is based on seven (7) on-line workshops:

- two (2) Basics of Archives
- two (2) Board Development
- one (1) Are You Really Ready for Volunteers?
- one (1) Seven Steps to a Successful Volunteer Recruitment Program
- one (1) Pathways

On-line workshops are budgeted to make an overall net profit of \$8,628.

- Office Supplies - \$1,400 for CD-ROM duplication and mailers
- Postage - \$300 to mail online archives CDs to registrants
- Duplicating - \$3 per month
- Telephone - \$3 per month
- Faculty Honorariums - \$3,350
- E-Learning Consultant - \$7,000 for development of Pathways and Volunteer Management workshops
- Technology - \$2,500 to interface new workshop with AASLH web site
- Software Rental Fee - \$2,400 (or \$600 per quarter)
- Partnership Split - \$1,500 (17% per registration to University of Texas for Board Development, Pathways, and Volunteer Management workshops)

Seminar for Historical Administration \$85,860 (FY 2008 - \$83,238)

The Seminar for Historical Administration (SHA) has been co-sponsored by AASLH for over 40 years. Other co-sponsors include the American Association of Museums, the National Trust for Historic Preservation, Colonial Williamsburg, the Indiana Historical Society, and the National Museum of African American History and Culture. The

AASLH CEO is a member of the SHA faculty. AASLH is acting as administrator for the Seminar and receives sponsorship fees from the above listed organizations to help defray the cost of the Seminar. With the exception of staff travel and the Association's sponsorship fee, expenses are covered through tuition, annual appeal contributions, and sponsorship fees. *The impact on the AASLH budget is \$11,000.*

- Office Supplies - \$800 for binders and class materials
- Postage - \$1,000 for general postage and to mail brochure and postcards, marketing letters, class materials, and annual appeal
- Duplicating - \$100
- Telephone - \$180
- Staff Travel - \$4,000 for CEO/director of programs to attend Seminar and two partnership meetings; and for director of programs to make two trips to Seminar
- Coordinator Travel - \$5,250 for Coordinator to attend two partnership meeting; attend AASLH and AAM annual meetings, and lodging, transportation, food and miscellaneous expenses during the Seminar
- Seminar Expenses - \$3,500
- Coordinator Stipend - \$20,000
- Technology - \$450 for web site updates
- Faculty Travel - \$12,000
- Participant Lodging - \$24,930
- Shipping - \$150
- Bulk Mail Service Fees - \$650
- Printing - \$3,350 for brochures, stationery, class materials, annual appeal materials, and postcards
- Sponsorship/Scholarship - \$7,000 AASLH sponsorship and \$2,500 NHAHC Diversity Fellowship

Leadership Teams \$336 (FY 2008 - \$240)

- Postage - \$2 per month
- Duplicating - \$1 per month
- Telephone - \$25 per month

Membership – Acquisitions \$16,344 (FY 2008 - \$14,784)

Membership acquisition expenses cover the costs associated with mailings sent in an effort to increase AASLH membership. The 2009 budget reflects expenses for two acquisition mailings per month.

- Postage - \$700 per month
- Duplicating - \$1 per month
- Telephone - \$1 per month
- Bulk Mail Fees - \$60 per month
- Printing - \$600 per month

Membership – General \$23,708 (FY 2008 - \$17,484)

General membership expenses include the costs associated with retaining AASLH members, i.e. monthly renewals, membership cards, surveys, new member packets, membership coupons, claims processing, committee mailings, etc.

- Postage - \$700 per month
- Duplicating - \$8 per month
- Telephone - \$1 per month
- Shipping - \$10 per month
- Printing - \$1,100 per month
- Membership Coupons - \$2,000 for coupons mailed to institutional members who pay membership dues at or over \$250. The coupons may be applied to registration fees for any AASLH professional development opportunity.

Marketing \$21,824 (FY 2008 - \$14,570)

- Office Supplies - \$10 per month
- Postage - \$85 per month, plus \$450 in April for Volunteer Week mailing
- Duplicating - \$1 per month
- Telephone - \$1 per month
- Promotional Materials - \$2,800 for AASLH promotional items to distribute at national, regional, and state meetings, and two (2) table-top display cases to be utilized by staff and/or volunteers, and “thank-you” item for Volunteer week
- Printing - \$4,500 for printing a marketing brochure, media kit materials, Christmas cards, and other miscellaneous marketing materials
- Regional Meeting Representation - \$2,600 for one (1) staff member to attend two regional museum association meetings. Meetings are budgeted at \$1,300 and include air and ground travel, lodging, meals, pre-meeting shipping, booth furnishings, and reception expense, if applicable.
- AAM Representation - \$3,210 for three (3) staff members to attend the 2008 AAM Annual Meeting. Expenses include air and ground travel, lodging, meals, AASLH hosted breakfast/lunch, booth furnishings, and pre-meeting shipping.
- Field Services Meeting Representation - \$1,000 for one (1) staff member. Expenses include air and ground travel, lodging, and meals.
- Miscellaneous Conference Representation - \$1,000 to attend miscellaneous conference of choice; \$1,300 for director of programs to attend two (2) local conferences; and \$1,500 for director of programs to attend NCPH conference in April 2009.
- State Meeting Representation - \$2,500 to attend two (2) state meetings. Meetings are budgeted at \$925 each ground travel, lodging, meals, reception/sponsorship expense, and pre-meeting shipping. Also budgeted is \$650 for director of programs to attend Tennessee Association of Museums (TAM) meeting.

History News \$73,464 (FY 2008 - \$57,236)

History News is a 32-page, quarterly magazine, with a four-color cover and inserted technical leaflet. The magazine is budgeted at \$18,366 per issue. *Unless otherwise indicated, amounts listed below reflect per issue cost.*

- Postage - \$4,000
- Duplicating - \$1 per month
- Telephone - \$1 per month
- Editorial Services - \$250
- Design Services - \$4,250

- Shipping - \$60
- Bulk Mail Service - \$925
- Printing - \$8,750
- Photography - \$375

DISPATCH \$48,024 (FY 2008 - \$44,424)

DISPATCH, a 12-page monthly newsletter, is budgeted at \$4,002 per issue that is mailed standard class to AASLH members. Members are given the option of receiving *DISPATCH* electronically, which has kept postage and printing costs in line with fiscal year 2007. *Unless otherwise indicated, amounts listed below reflect per issue cost.*

- Postage - \$1,400
- Duplicating - \$1 per month
- Telephone - \$1 per month
- Bulk Mail Service - \$500
- Printing - \$2,100

Publishing \$4,838 (FY 2008 - \$.6300)

Publishing expense reflects costs associated with the AASLH partnership with AltaMira Press and Pastime Software, Inc., the sale of AASLH resources and the video-lending library.

- Office Supplies - \$35 per month
- Postage - \$100 per month
- Duplicating - \$3 per month
- Telephone - \$30 per month
- Shipping - \$6 per month
- Committee Meeting Expenses - \$250 for committee meeting expenses at the AASLJ annual meeting
- Printing - \$2,500 to reprint the Board Orientation Organizer Kit
- Nomenclature Project - \$500 is included in the cash budget as final payment to the project director for editorial services on Nomenclature revisions

Alderson Internship Program \$3,036 (FY 2008 - \$1,536)

- Postage - \$1 per month
- Duplicating - \$1 per month
- Telephone - \$1 per month
- Stipend - \$1,500 (amount requested by 2007 Alderson Internship winner)

Evelyn Scholarship Program \$536 (FY 2008 - \$536)

- Postage - \$1 per month
- Duplicating - \$1 per month
- Telephone - \$1 per month
- Scholarship - \$500

Interpretation at Historic Sites \$30,366 (FY 2008 - \$179,788)

AASLH is acting as administrator for a grant received from the Institute of Museum and Library Services for the Institute of Learning Innovation. The grant period runs from November 1, 2005 through October 31, 2008. The amount budgeted for fiscal year 2009 represents the final four months of the grant.

Salaries and Fringes \$627,480 (FY 2008 - \$550,076)

Included in salaries and fringes for fiscal year 2009 is the addition of one new full-time employee which brings the AASLH staff to nine (9) salaried positions, three (3) part-time hourly employees, and one contract employee. Included are salaries, CEO deferred compensation, CEO travel expenses allowance, employer's share of FICA, state unemployment insurance, medical/dental/life insurance premiums, long-term disability insurance premiums, and employer's share of retirement contribution.

Salaries - \$471,752

President and CEO	14 years	\$102,279
Director of Programs	1 year	\$81,932
PM/HS Project Director	3 years	\$59,740
Bookshelf Project Mgr	1 year (60% covered by grant)	\$23,340
Program Officer (2)	New (beginning 09/01/2008)	\$55,000
Program Officer	3 years	\$40,431
Director of Finance	17 years	\$48,019
Membership Manager	9 years	\$40,422
Reception/Data Entry	2 years	\$19,096
Marketing Manager	1 year (half-time position)	\$23,793
Marketing Assistant	10 hours per week @ \$10.00 per hour	\$5,200

- Travel Expense Allowance - \$6,000 (\$500 per month) for CEO
- Deferred Compensation - \$10,000 for CEO
- FICA - \$36,089 or 7.65% of gross salaries
- Tennessee State Unemployment Insurance (TSUI) - \$33,02 or 0.70% of gross salaries
- Health/Dental/Life Insurance - \$55,944 (\$4,440 per month until the policy renewal date of March 1, 2007, with an expected increase of 15% for the remainder of the fiscal year, increasing the premium to \$5,106 per month.)
- Long-Term Disability Insurance - \$6,720
- Retirement - \$20,776 for eligible employees. The AASLH retirement plan, through TIAA-CREF, is a matching plan, whereby any employee with a minimum of two years employment contributes 5% through a salary decrease, and AASLH matches at 7.5%, for a total contribution of 12.5% of gross salary.
- Annual Meeting Contractor - \$16,900

Statement of Functional Expenses

<u>Program</u>	<u>Cash Revenue</u>	<u>Cash Expense</u>	<u>Net</u>
<i>History News</i>	\$14,000	\$73,464	(\$59,464)
<i>DISPATCH</i>	\$28,992	\$48,024	(\$19,032)
Membership	\$647,203	\$196,408	\$450,795
Annual Meeting	\$253,506	\$184,700	\$68,806
Publishing	\$58,594	\$5,338	\$53,256
Education (excluding SHA)	\$55,790	\$52,396	\$3,394
Performance Management	\$128,400	\$98,525	\$29,875
Incremental Standards	\$155,562	\$155,562	\$0
Institute for Learning Innovation	<u>\$30,366</u>	<u>\$27,000</u>	<u>\$3,366</u>
Total	\$1,372,413	\$841,417	\$530,996

Fringe Benefits as a Percentage of Salary

Retirement	7.50%
FICA	7.65%
State Unemployment Insurance	0.70%
Medical/Dental/Life Insurance	11.00%
Long-Term Disability Insurance	1.32%
Total	28.17%