



**HUMANITIES  
KANSAS**



## **Crossroads: After the Exhibition**

When the *Crossroads* exhibition leaves your community, you will need to submit to HK the following, **within three weeks**:

1. **Final Expenditure Report.** This shows HK how your program funds were actually used. You'll need to use exact dollar amounts and note any major changes from the original budget. **(See sample expenditure report.)** Email to Abigail Kaup, Program Officer, at [abigail@humanitieskansas.org](mailto:abigail@humanitieskansas.org).
2. A copy of the **Closeout Report** with audience figures. This closeout report is provided for you in the Exhibition Support Manual. One copy of this report goes to the Smithsonian Institution and one copy is sent to HK. *A copy of the **Closeout Report** is at the end of this document.* Email to Abigail Kaup, Program Officer, at [abigail@humanitieskansas.org](mailto:abigail@humanitieskansas.org) and Terri Cobb, Registrar for Museum on Main Street, at [Cobbt@si.edu](mailto:Cobbt@si.edu).
3. A summary of the information you collected from your **Visitor Survey**. A copy of this survey is available online. *Note: Please do not alter the questions in the visitor survey. You may add your own questions to the survey.* Email copies of the survey to Abigail Kaup, Program Officer, at [abigail@humanitieskansas.org](mailto:abigail@humanitieskansas.org).
4. **Postcards or copies of the postcards** from the mailbox activity. Email copies of the postcards to Abigail Kaup, Program Officer, at [abigail@humanitieskansas.org](mailto:abigail@humanitieskansas.org).
5. **A local contributions report. (See sample contribution report)** This is an estimate of the value of your community's investment in the *Crossroads* project, both cash and in-kind. You'll want to provide the following:
  - a. Total donation of paid staff hours (hours multiplied by hourly wages)
  - b. Total donation of volunteers (volunteer hours multiplied by \$15/hr)
  - c. Value of facilities (including exhibition site and program activity sites)
  - d. Value of advertising, both purchased and donated
  - e. Cash gifts received from local groups in support of the project (civic clubs, businesses, etc.)
  - f. Other (program expenses not covered by HK; administrative expenses such as telephone, copying, refreshments, etc.)

Email Abigail Kaup, Program Officer, at [abigail@humanitieskansas.org](mailto:abigail@humanitieskansas.org).

6. Copies of **publicity and evaluations**. Include photos, program brochures, press clippings, and so forth. Please include some feedback as to the success of the local exhibition and programs funded through the \$2,000 from HK. Email copies of the postcards to Abigail Kaup, Program Officer, at [abigail@humanitieskansas.org](mailto:abigail@humanitieskansas.org).

### **MAINTAINING THESE RECORDS**

The organizations managing the program funds at each site should maintain the records of all project expenditures for three years or forward the records to HK. This is a standard practice with all HK projects.



**HUMANITIES  
KANSAS**



## Sample Final Expenditure Report

ORGANIZATION  
PROJECT DIRECTOR  
CONTACT INFORMATION  
DUNS # 123456789

CATEGORY	BUDGETED	ACTUAL
Companion Exhibition		
• Hire p/t researcher to find photos & write labels \$15/hr x 40 hours	\$600	\$300
• Duplicating and mounting photos	\$300	\$400
• Label printing and mounting	\$200	\$300
• Graphic Design**	\$200	\$300
• Artifact mounts	\$200	\$200
<b>Total:</b>	<b>\$1,500</b>	<b>\$1,500</b>
Exhibition Advertising		
• 2 downtown banners @ \$100	\$200	\$200
• 2 local newspaper ads	\$200	\$200
• Facebook ads	\$100	\$100
<b>Total:</b>	<b>\$500</b>	<b>\$500</b>
<b>TOTAL</b>	<b>\$2,000</b>	<b>\$2,000</b>
<b>TOTAL HK FUNDS EXPENDED</b>		<b>\$2,000</b>



# HUMANITIES KANSAS



## Sample Local Contribution Report

ORGANIZATION  
PROJECT DIRECTOR

CATEGORY	IN-KIND*	CASH DONATION**
Donations of paid staff hours (hours X hourly wages) <ul style="list-style-type: none"> <li>Project Director, 300 hours X \$11</li> <li>Librarian, public library, 65 hours X \$10</li> <li>Chamber of Commerce rep, 35 hours X \$9</li> </ul> <b>TOTAL:</b>	\$3,300 \$650 \$315	
		<b>\$4,265</b>
Donation of volunteer time (hours X \$15/hour) <ul style="list-style-type: none"> <li>250 hours X \$15/hr (16 volunteers: Rotary, historical society, Methodist church group)</li> </ul> <b>TOTAL:</b>	\$3,750	
		<b>\$3,750</b>
Value of facilities (including exhibition site) <ul style="list-style-type: none"> <li>Exhibition space at XYZ MUSEUM, 6 weeks X \$200/week</li> <li>Library meeting rooms for book discussion program, 2 X \$50</li> <li>Extension office meeting room</li> </ul> <b>TOTAL:</b>	\$1,200 \$100 \$50	
		<b>\$1,350</b>
Advertising purchased or donated <ul style="list-style-type: none"> <li>Billboard purchased near highway</li> <li>16 donated PSAs on KQAW X \$25/each</li> <li>Ads in the Daily Deliverer</li> </ul> <b>TOTAL:</b>	\$400 \$650	\$350
		<b>\$1,400</b>
Cash received from local groups in support of the project <ul style="list-style-type: none"> <li>Convention and Visitors grant</li> <li>Rotary Club</li> <li>Sacred Heart Church</li> </ul> <b>TOTAL:</b>		\$500 \$250 \$200
		<b>\$950</b>
Program expenses (not covered by HK funds) <ul style="list-style-type: none"> <li>Ceremonial ribbon cutting supplies</li> <li>Refreshments for Speakers Bureau program</li> <li>Photocopies</li> <li>Program expenses not covered by HK</li> <li>Long distance phone call</li> </ul> <b>TOTAL:</b>		\$60 \$65 \$100 \$1200 \$100
		<b>\$1,525</b>
<b>TOTAL LOCAL CONTRIBUTIONS:</b>		<b>\$13,240</b>

\*In-kind match includes the value of services or space donated/contributed to make the event possible.

\*\*Cash Donation includes direct costs contributed by the host organization, community partners, local businesses, or other funders.

Please take a few minutes and answer the following questions at the conclusion of your hosting of the exhibition. SITES and state humanities councils use this information to analyze the impact of the Smithsonian traveling exhibition and related humanities programs and build financial support.

The long-term success of this project is dependent on you to provide examples of the vast array of programs, locally produced exhibitions, and other activities that happen in each of the host communities. Please email newspaper clippings, photographs of memorable moments and other printed material that are associated with your organization's hosting of this exhibition. We especially seek examples (photos especially) of visitors active in humanities programs and viewing the exhibition or your own locally produced exhibition.

Please return the completed form and the enclosures per email or postal mail to Terri Cobb within three weeks of the exhibition's closing (addresses listed on the end).

## ORGANIZATIONAL PROFILE

MoMS Exhibition: \_\_\_\_\_

Opening Date: \_\_\_\_\_ Closing Date: \_\_\_\_\_

Name of Host Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

### Type of host organization:

Museum  Library  Historical Organization / Society  Community Center

School / College  Other: \_\_\_\_\_

Sq. Ft. of available exhibition space (temporary or permanent): \_\_\_\_\_

Total population of your town: \_\_\_\_\_

Number of paid staff: \_\_\_\_\_, equal to \_\_\_\_\_ full time equivalent (fte)

Number of volunteer staff: \_\_\_\_\_, equal to \_\_\_\_\_ full time equivalent (fte)

## LOCAL STORY / PROJECT SCOPE

In one or two sentences describe your local story (as presented in your ancillary programs)?

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How does the local story compliment the national story as represented in the MoMS Exhibition?

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Will your companion exhibition be a permanent addition to the museum?

Yes  No

### Ancillary Programs

Please check what type of ancillary activities and programs that were developed to augment the Museum on Main Street exhibition. Indicate estimated attendance for each.

Activity	Attendance / Participation
<input type="checkbox"/> Local Exhibition (title: _____)	_____
<input type="checkbox"/> Speakers Bureau / Discussion program .....	_____
<input type="checkbox"/> Off site programs (e.g. in neighboring cultural organizations) .....	_____
<input type="checkbox"/> Reading discussion programs .....	_____
<input type="checkbox"/> Chautauqua .....	_____
<input type="checkbox"/> Photo contests .....	_____
<input type="checkbox"/> Student projects (contests, reading programs, etc.) .....	_____
<input type="checkbox"/> Festivals/openings .....	_____
<input type="checkbox"/> Radio/TV program .....	_____
<input type="checkbox"/> Musical performance .....	_____
<input type="checkbox"/> Craft demonstrations .....	_____
<input type="checkbox"/> Storytelling .....	_____
<input type="checkbox"/> Oral history workshops/projects .....	_____
<input type="checkbox"/> Preservation workshops .....	_____
<input type="checkbox"/> "How to . . ." workshops .....	_____
<input type="checkbox"/> Film festival / video discussion programs .....	_____
<input type="checkbox"/> Other (please describe: _____)	_____
<input type="checkbox"/> <b>Total ancillary attendance / Participation:</b> .....	<div style="border: 2px solid black; width: 100px; height: 20px;"></div>

## **ORGANIZATIONAL / PROFESSIONAL DEVELOPMENT**

Please indicate if the following workshops were helpful or not and explain why.

	<b>Yes</b>	<b>Did not Attend</b>	<b>No</b>	<b>(please explain:)</b>
Program Planning Workshop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____
MoMS Installation Workshop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ _____

Please check all that apply:

The participation in this project...

- ...improved professional practices among staff.
- ...increased knowledge of educational practices.
- ... provided ideas for new exhibition techniques within the organization
- ...Enabled research of local history in new ways.
- ...added new objects to the permanent collection.

### **Project Partners**

Did other local organizations collaborate with you in support of this project? If so, please list.

Yes    No

\_\_\_\_\_  
\_\_\_\_\_

## **COMMUNITY IMPACT**

In general, how would you characterize the audience's overall response to the project?

- |                      |                                    |                               |                               |                               |
|----------------------|------------------------------------|-------------------------------|-------------------------------|-------------------------------|
| Exhibit Structure:   | <input type="checkbox"/> excellent | <input type="checkbox"/> good | <input type="checkbox"/> fair | <input type="checkbox"/> poor |
| Content/Storyline:   | <input type="checkbox"/> excellent | <input type="checkbox"/> good | <input type="checkbox"/> fair | <input type="checkbox"/> poor |
| Programs/Activities: | <input type="checkbox"/> excellent | <input type="checkbox"/> good | <input type="checkbox"/> fair | <input type="checkbox"/> poor |

Did the participation in this project create long-term/lasting connections with the community? [Mark all that apply]

The participation in this project...

- ...forged new alliance(s) with community groups.
- ...strengthened relations with government officials.
- ...enlarged our community membership base.
- ...created new fundraising partnerships
- Other? Please Describe: \_\_\_\_\_

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### **Attendance Profile**

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What was the total (estimated) attendance for the duration of the exhibition booking?

For Exhibit: \_\_\_\_\_

For Programs/Activities: \_\_\_\_\_

**Total Attendance:**

Is this a change in (estimated) attendance compared to the same time period last year?

- Decrease
- No Change
- 1-20% increase
- 21-40% increase
- 41-60% increase
- More than 60% increase! It was a \_\_\_\_\_% increase!
- No comparable data (because: \_\_\_\_\_)

Visitor Origin: (approximate percentage)                      Local \_\_\_\_\_%  
Out of town \_\_\_\_\_%

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### **Broadening access**

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Did you notice a change in visitor demographics during the project?    Yes    No

If so, in what way? (Please choose as many as apply)

- More school groups                       People who had never been to the museum before
- More professionals                       People who drove long distances
- More retired people                       More families
- Other? Please describe: \_\_\_\_\_

Did this project raise the visibility of your organization in your region? How so? Please explain.

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### **Revitalizing Education**

\_\_\_\_\_ # of school groups visited, with a total of \_\_\_\_\_ # of children.

\_\_\_\_\_ % Elementary School \_\_\_\_\_ % Middle School \_\_\_\_\_ % High School

How were students involved with the subject? (Describe student projects/Activities/Research):

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Did you use the educational materials from the MoMS website?  Yes  No

If yes, were they:  Excellent  Good  Sufficient  Need Improvement

Did participation in this project create a positive collaboration with schools?

Yes  No Collaboration at all  No change from previous collaboration with schools

### **ECONOMIC IMPACT**

In addition to the support you received from your state humanities council, did you seek and find **local financial support**?  Yes  No

If so, amount raised through:

Grants: \_\_\_\_\_

Active fundraising: \_\_\_\_\_

Gift shop sales: \_\_\_\_\_

Passive donations: \_\_\_\_\_

Other: \_\_\_\_\_ (specify:)

**Total amount raised:**

Did the participation in this project allow your organization to make capital improvements to your facility?

No  Yes – Please describe and estimate the dollar value of improvements:

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**In-kind Support:**

Please check ways in which you received **in-kind support** and estimated value if known.

- Contributed space ..... \_\_\_\_\_
- Catering ..... \_\_\_\_\_
- Materials (for locally produced exhibition, etc) ..... \_\_\_\_\_
- Gift Shop/Merchandise ..... \_\_\_\_\_
- Web site development ..... \_\_\_\_\_
- Prizes for contests..... \_\_\_\_\_
- Printing for banners, posters, etc ..... \_\_\_\_\_
- Mailings ..... \_\_\_\_\_
- Lecturers, speakers, performers, etc ..... \_\_\_\_\_
- Contributed time/volunteers..... \_\_\_\_\_
- Other (Please describe: \_\_\_\_\_) \_\_\_\_\_

**Total in-kind support value (if known):**.....

**Volunteer Support:**

Number of volunteers that served your organization during the MoMS Exhibition \_\_\_\_\_

Number of **new** volunteers for this exhibition: \_\_\_\_\_

Total number of hours volunteered during the MoMs Exhibition \_\_\_\_\_

**Calculate!** *This is a great way for your organization to discover the equivalent financial value for work done by volunteers during the exhibit. Use the formula below to discover just how much community support your organization has received by hosting this Museum on Main Street exhibition!*

Total Volunteer Hours \_\_\_\_\_ x \_\_\_\_\_ \* = Total Volunteer Value \$ \_\_\_\_\_

\*Notes: The value of volunteer time is based on the average hourly earnings of all production and nonsupervisory workers on private nonfarm payrolls (as determined by the Bureau of Labor Statistics in 2012). Independent Sector takes this figure and increases it by 12 percent to estimate for fringe benefits (<http://www.independentsector.org>)

Will any of the new volunteers continue serving your organization after the MoMS Exhibition closed?

- No     Yes

# PUBLICITY

Please list which publicity streams you used. Indicate type of publicity and estimated number of people reached with the coverage for each.

## PRINT PRESS

Title of Press/ Magazine	Number of articles	Press Release	Reported News story	Estimated Reach
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

## BROADCAST MEDIA

Radio/TV Station & Program	Number of broadcasts	PSA	Reported News coverage	Estimated Reach
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

## DOOR TO DOOR DISTRIBUTION

	Approximate number distributed	Estimated coverage/reach
<input type="checkbox"/> Flyers	_____	_____
<input type="checkbox"/> Postcards	_____	_____
<input type="checkbox"/> Posters	_____	_____
<input type="checkbox"/> Other	_____	_____

## Digital Media

	# of posts/pins	# of likes (on the posts)	# of followers of your organization
<input type="checkbox"/> Facebook	_____	_____	_____
<input type="checkbox"/> Twitter	_____	_____	_____
<input type="checkbox"/> Pinterest	_____	_____	_____

Did you use a Website to promote the MoMS Exhibition?

No  Yes, namely: \_\_\_\_\_

Did you use hashtags?  No  Yes, namely: \_\_\_\_\_

Did you have any other forms of publicity? Please Describe: \_\_\_\_\_

Did you use the public relations material prepared on the MoMS website?  Yes  No Did

you use the disc of installation and press images prepared by MoMS? Yes  No Did  you

link to, or promote in any other way...

- Museum on Main Street website (<http://www.museumonmainstreet.org>)
- Museum on Main Street's Facebook page (<http://www.facebook.com/museumonmainstreet>)
- Museum on Main Street Twitter feed
- SITES exhibitions Facebook page (<https://www.facebook.com/sitesExhibitions>)
- Sites Exhibitions Twitter feed
- Other SITES social media accounts

## EXHIBITION SPECIFICATIONS

How do you feel about the size of the exhibition?  Too Big  Too Small  Just Right  
Please explain.

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How do you feel about the exhibition's installation/de-installation process? [Mark all that apply]  
It was...

- ... mostly straightforward and fun!
- ... lot of work, but worth it in the end!
- ... difficult and/or confusing. (Please explain why?)

What is your opinion about the number of **interactive components** in the exhibition (including video, audio, flipbooks, spinners, etc.)?

- Too Few  Just the right number  too many  No opinion

The advanced interactive components (audio, video, etc)...

- ...added to the overall exhibition experience
- ...helped to engage visitors with exhibit content
- ...was distracting for the rest of the exhibition

Do you believe that there were too many or too few **artifacts** incorporated into the exhibit?

- Too Few  Just the right number  too many  No opinion

The overall "crowd pleaser" or favorite interactive component was:

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In the future, would you rather work with batteries or extension cords and plugs when setting up the electric components (audio, video, etc.) of the exhibit?

- Batteries                       Extension cords and plugs                       No opinion/ difference

What is your opinion of the crates in which the exhibit was shipped? [Mark all that apply]

- There were too many crates  
 The crates were too heavy  
 The crates were well designed and easy to use.  
 The crates were difficult to manage, but not too bad considering the amount of content they contained

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## **OPTIONAL ANECDOTES**

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We truly value your input and want to take your feedback into account when planning for our next exhibit! Please use these “sentence-starters” to inspire your own response. We just *love* details and stories. Feel free to add more pages as needed.

**“The exhibition gave us insight into American history and culture by . . .”**

**“The MoMS exhibition spurred conversations between people of different ages, generations, and/or backgrounds, especially in the section that talks about . . .”**

**“This aspect of the experience was the most fun/rewarding for the community . . .”**

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## **OPTIONAL ANECDOTES**

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On the next page, please share an anecdote about your community’s experience with the exhibition. We may use your human-interest story in a future issue of SITES’ newsletter, *Siteline*, the exhibition catalog, *Update* or on the Museum on Main Street website.

# THANK YOU!

When completed, Please email this form to Terri Cobb, [Cobbt@si.edu](mailto:Cobbt@si.edu)  
or send it per postal mail to:

Terri Cobb  
Registrar, Museum on Main Street  
Smithsonian Institution Traveling Exhibition Service  
PO Box 37012, MRC 941  
Washington, DC 20013

When completed, Please email this form to Abigail Kaup,  
[abigail@humanitieskansas.org](mailto:abigail@humanitieskansas.org) or fax it to (785) 357-1723.