

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
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001. list	Invitation List for White House Lawn Ceremony (partial) (4 pages)	10/14/1994	b(6)
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COLLECTION:

Clinton Presidential Records
First Lady's Office
Melanne Verveer
OA/Box Number: 20037

FOLDER TITLE:

IMS [Institute for Museum and Library Services]

2013-0534-S

rv1579

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

file
IMS



INSTITUTE
of MUSEUM
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SERVICES

November 30, 1998

Ms. Melanne Verveer
Assistant to the President
and Chief of Staff to the First Lady
100 Old Executive Office Building
Washington, D.C. 20500

Dear Melanne:

Attached is the appeal for the Institute of Museum and Library Services. I'd appreciate anything you can do to help.

Sincerely,

Diane B. Frankel
Director

*A Federal agency
serving the public
by strengthening
museums & libraries*

Washington, D.C.

November 30, 1998

Ms. Barbara Chow
Program Associate Director
EEIML Division
Office of Management and Budget
Washington, D.C. 20503



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SERVICES

Dear Ms. Chow:

At this time I respectfully appeal the initial OMB passback for fiscal year 2000 for the Institute of Museum and Library Services as follows:

- an additional \$4,000,000 for the Office of Museum Services, for a total request of \$30,000,000
- an additional \$22,660,000 for the Office of Library Services, for a total request of \$169,000,000

If funded, this request promises to deliver improved services and educational activities for the nation's users of museums and libraries for comparatively few dollars from the federal government. Our appeal for the Office of Museum Services brings museum funding only to the level of the President's request in 1996, when the agency was cut by over 27%. Our appeal for the Office of Library Services is in line with the amount enacted in 1999.

Impact of Appeal, Office of Museum Services

\$4,000,000

After School Programs

amount requested: \$400,000

Museums are a largely untapped resource for after-school programs. One of the chief stumbling blocks for museums in developing after-school programs is lack of transportation. With the funds requested, IMLS will be able to provide funds to museums in urban inner city areas as well as in rural communities to provide programs including bus transportation for more children to get to museums after school. Museums will work with their local school districts to link with existing bus transportation or to rent buses/vans for this purpose.

21st Century Learner

amount requested: \$300,000

Through this initiative IMLS will help create a profile of the 21st century learner, emphasizing learning as a lifelong activity, and assessing the new learner's needs. Funds will enable IMLS to convene an initial roundtable in Washington bringing

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Washington, D.C.

together 18-20 leaders from many of the institutions that contribute to the "non-formal education sector," including resources such as museums, libraries, print and broadcast media, performing arts and educational publishers. They will examine the potential for 21st-century "learning communities", environments which use all educational resources to support both in-school and self-directed learning communities. A mediated on-line discussion open to participants from across the country will be used to help refine the project's goals and establish the agendas for the next phase of regional roundtables. Within the amount requested in this appeal, five regional roundtables will be convened, building on the national agenda, as well as an electronically managed discussion of the key issues facing museums and libraries as 21st-century educators. This initiative has major implications for learners of all ages well into the next century.

Millennium Preservation Initiative amount requested: \$1,300,000

In response to the White House Millennium initiative to highlight and provide support for our architectural heritage treasures, funds are requested to expand the Conservation Project Support program to serve historic preservation needs. For many museums, the building housing the collection is a vital part of the museum's value. These historic sites are in danger of being lost to future generations, as the buildings and interior environments deteriorate. Their deterioration endangers not only the physical structure itself, but places the collections held inside in jeopardy. Funds requested in this appeal will be used to fund approximately 40 historic preservation projects, assisting institutions to preserve these buildings that are such an important part of the history of their community and our nation.

New Funding Category: Museums Online amount requested: \$2,000,000

In 2000, *Museums Online*, a new technology initiative, will offer competitive grants to create community-wide networks of museums. *Museums Online* is designed to reach the greatest number of museums possible by creating cultural networks across the country. At the amount requested, eight lead museums in partnership with up to ten additional museums will receive grants, resulting in direct support to 88 museums for this effort. Each lead museum will be responsible for training, supporting and linking museums within its region. The lead museums will: 1) implement and upgrade Internet access at their sites; 2) serve as creative laboratories for educational use of museum resources online; 3) create a regional electronic network of museums; 4) support the networked museums through training and technical assistance. Grants will require a match of at least 2:1, leveraging a minimum of \$4,000,000 from the private sector toward this effort.

Impact of Appeal, Office of Library Services \$22,660,000

The amount recommended in our passback is \$146,340,000, which is \$19,835,000 less than the amount enacted in fiscal 1999. Funds requested in this appeal will bring appropriations in 2000 up to the 1999 level (rounded). The funds will be distributed to the program areas according to the formula set forth in our authorizing statute, with no additional funds allocated to administration.

Museums and libraries are major educational resources in every community. They provide tools that people use to solve problems and make the most of their lives. Museums use their cultural, scientific and artistic collections and exhibitions to educate and inspire. Libraries use their resources to help job seekers, to ease adjustment of new citizens, to encourage a love of reading and learning for people of all ages.

We hope you will agree that, with funds requested in this appeal, the institutions IMLS supports will be able to play an increasingly important educational role serving all members of the community.

I would welcome the opportunity to discuss the need and impact of these additional funds. Please contact me at 202-606-4649 to set up an appointment or, if you would like to speak with me directly, my direct line is 606-8545. I look forward to hearing from you.

Sincerely,

A handwritten signature in cursive script that reads "Diane Frankel".

Diane B. Frankel
Director

NEWS Release

File
IMLS

EMBARGOED
September 22, 1999

Press Contacts: 202-606-8339
Eileen Maxwell: Emaxwell@imls.gov
Mamie Bittner: Mbittner@imls.gov

Three Outstanding Museums to be Honored with Award at White House



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Washington, D.C.-Beverly Sheppard, Acting Director of the Institute of Museum and Library Services (IMLS), announced today that Lincoln Park Zoo, Chicago, Illinois, the Nevada Museum of Art, Reno, Nevada, and St. Simon's Island Lighthouse Museum, St. Simon's, Georgia, are winners of the sixth annual National Award for Museum Service. The award is the only national recognition of a museum's public service role. The achievements of the selected museums will be celebrated in a ceremony at the White House with First Lady Hillary Rodham Clinton on September 29, 1999.

"This national honor is a tribute to the power of museums to engage children, families and communities, in towns and in cities all across America," noted the First Lady.

Beverly Sheppard praised Lincoln Park Zoo, the Nevada Museum of Art, and St. Simon's Island Lighthouse for their exemplary spirit of community service. She said, "The Institute of Museum and Library Services is proud to honor these museums. They are serving their communities in innovative ways and bringing about positive change."

Established in 1868, Lincoln Park Zoo, the last free major cultural institution in Chicago, attracts nearly four million visitors a year. The zoo is a leader in making science education meaningful and relevant for Chicago's teachers and students. They serve the public through a series of outstanding programs:

- *Malott Family Zoo Intern* program has trained and employed more than 125 underserved city high school students as zoo interpreters.
- *Zootrition* after-school program enrolls approximately 1,100 eight- to twelve- year olds and 85 chaperones and teachers every year. The program is dedicated to nutrition education, particularly for inner-city children.
- *BioLINCS* (Biological Literacy Integrates Content and Strategies) is a three- year teacher development program providing interdisciplinary science literacy training for K-8 teachers in the Chicago Public Schools. Currently, enrollment is comprised of 50 classroom teachers (five teachers each from 10 schools representing all regions within the Chicago Public School system).

“We at Lincoln Park Zoo are extremely honored to accept this award from such a prestigious and dedicated organization,” said Lincoln Park Zoo Director Kevin Bell. “Through its unparalleled support of the nation’s libraries and cultural institutions, IMLS is able to foster a lifetime love of learning in millions of people across the country, and we’re proud to be part of that goal.”

Steven High, Executive Director of the Nevada Museum of Art, acknowledging his community said, “This award is particularly fulfilling since it recognizes the importance of our community and the success we have had in building relationships with the people we serve.”

Nevada Museum of Art’s commitment to become a cultural resource for every member of its community drives its programming. By creating innovative programs, the NMA makes the museum experience more accessible to Nevada’s growing community.

- *Youth ArtWorks*, an arts-based youth employment program, was developed by the NMA in partnership with the Reno Police Department and Sierra Arts Foundation in 1996 to redirect youth involved in graffiti vandalism. Since then, the program has expanded to embrace school-to-work objectives to educate, train, and mentor youth in the arts.
- The *Hands/ON* program creates free intergenerational learning experiences for families and the school services program offers tour and workshop opportunities for public school students presently without visual art educators in the elementary grades.
- Designed by museum education staff in partnership with elementary school teachers, *Art Odyssey* aims to make objects in the NMA’s permanent collection accessible to students and educators while integrating art into the curriculum.

Linda King, Executive Director of St. Simon’s Lighthouse Museum, crediting her staff and volunteers, exclaimed, “It is amazing what can be accomplished when a small staff and dedicated volunteers work toward common goals. This award encourages small museums to join in partnerships with other organizations to provide programs such as ours.”

St. Simon’s Island Lighthouse Museum developed an outstanding county-wide Heritage Education Program. Utilizing all the historic sites and museums in the area, the program assists students in their examination of their community’s history as it relates to them.

- A week-long workshop for 25 teachers is provided each summer in which they learn hands-on activities that engage and excite children about the history that surrounds them.
- A comprehensive Heritage Resource Guide developed by museum staff is provided to each teacher and placed in each school throughout the district. Now in its sixth year, the curriculum-based educational initiative is used in every school in Glynn County, Georgia, reaching over 11,000 students and serving a 38% ethnic minority constituency.

On September 28-29, the recipients will be honored in Washington, D.C. On the evening of September 28 the winners will attend a reception at the Kennedy Center. On September 29, First Lady Hillary Rodham Clinton will present the awards at a private White House Ceremony.

Established in 1994 by the Institute of Museum and Library Services, the national Award for Museum Service honors museums that demonstrate a core commitment to public service with innovative programs that enrich community life. So far, nineteen museum have been recognized (see attached list for past winners). The National Museum Services Board, the policy advisory body of the Institute of Museum and Library Services, reviews nominations and makes recommendations to the IMLS Director.

About the Institute of Museum and Library Services (IMLS) -- Created by the Museum and Library Services Act of 1996, P.L. 104-208. IMLS is an independent Federal grantmaking agency serving the public by strengthening museums and libraries. IMLS consists of an Office of the Director, Office of Museum Services, Office of Library Services, and Office of Research and Technology. For more information about IMLS contact: Institute of Museum and Library Services, 1100 Pennsylvania Avenue, N.W., Washington, DC 20506, (202) 606-8536, or <http://www.imls.gov>

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BACKGROUNDER
September 1999

Mamie Bittner (202) 606-8339
Eileen Maxwell

Background Fact Sheet
National Award for Museum Service

Background

The National Award for Museum Service provides national recognition to outstanding museums for their achievements in public service. The First Lady honors the museums at a White House event each fall.

Purpose

The Institute of Museum and Library Services established the award in 1994. The award places a national spotlight on the role of museums in our society. By telling the stories of these museums, the Institute is telling the story of how museums nationwide are using the power of their collections and exhibitions to address issues of central importance to community life.

Selection Criteria

Nominees describe specific programs that demonstrate:

- the effectiveness with which the museum has attracted new audiences;
- innovative programming which addresses educational, social, economic or environmental issues; and
- positive effects of the museum collaborations with other public institutions in the community.

Nominations for the award are widely solicited. Nominations are reviewed by the National Museum Services Board, the policy advisory body of the Institute of Museum and Library Services. With the advice of the Board, the IMS Director makes final selections.

Previous recipients of National Award for Museum Service:

- Belknap Mill Society, Laconia, New Hampshire
- Henry Ford Museum & Greenfield Village, Dearborn, Michigan
- New Jersey Historical Society, Newark, New Jersey
- The Children's Museum of Indianapolis, Indianapolis, Indiana
- The Museum of Fine Arts, Houston, Texas
- The National Aquarium in Baltimore, Baltimore, Maryland
- The Corcoran Gallery of Art, Washington, DC
- The Field Museum of Natural History, Chicago, Illinois
- The Natural Science Center of Greensboro, Greensboro, North Carolina
- The Brooklyn Children's Museum, Brooklyn, New York
- the Mexican Fine Arts Center, Chicago, Illinois
- The Montshire Museum of Science, Norwich, Vermont
- The Wing Luke Asian Museum, Seattle, Washington
- The Brukner Nature Center, Troy Ohio
- The Cummer Museum of Art and Gardens, Jacksonville, Florida
- Missouri Historical Society, St. Louis, Missouri



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Past Recipients of the Institute of Museum and Library Services National Award for Museum Service

1998

Belknap Mill Society, Laconia, New Hampshire

Mary Boswell (603) 524-8813

The Belknap Mill Society is credited with saving the oldest unaltered brick textile mill in the U.S. Equally impressive, the Belknap Mill Society has cultivated a network of partnerships to provide year-round community service, help rehabilitate downtown Laconia, and bring an appreciation of the arts and humanities to the townspeople. The Society is revitalizing its downtown by serving as a meeting place for businesses and families, coordinating publicity with local merchants, participating in city events, and drawing new audiences into the city. The Society led the way in creating a new park, which serves as a venue for concerts and walking tours. Using the park as a catalyst for further downtown revitalization, the Society has positioned itself as a leader in the business and cultural community and has changed Laconia. Citizens take pride in their heritage and work together to create a common vision for the future.

Henry Ford Museum & Greenfield Village, Dearborn, Michigan

Steven Hamp (313) 982-6111

The Henry Ford Museum & Greenfield Village has developed the Youth Mentorship Program, a small yet intense program targeting twelve at-risk students and families with a combination of job training, community service and mentoring. Through the program, students not only learn valuable job and communication skills, but also gain self-confidence and self-esteem and are ready to give something back to the community. The twelve students commit four hours each day, Monday through Thursday, to working in the Museum. On Friday, students learn from their service projects, which have included work with the local Head Start program, research into domestic abuse in the area, and an exploration of the needs of homeless shelters. Sixty museum staff members volunteer twelve hours a week to teach job skills and mentor the students. A local community resource center provides counseling, parenting classes and other assistance to the students and families. Results have been impressive--student attendance has drastically increased, and grade point averages have improved by 70%.

New Jersey Historical Society, Newark, New Jersey

Sally Yerkovich (973) 596-8500

The New Jersey Historical Society is undergoing a remarkable transformation from an "antiquarian" organization to an "open" institution, by targeting children and adults in Newark who have not visited the Society in the past. The Historical Society has developed a program that reaches children in their worlds—school, after school, family and peers. Its after school program provides a safe place for children to learn, and is based on partnerships with a number of social services agencies and groups. The Society's new building, which opened this year, was introduced to students as a community resource, a safe place to visit with family and friends. The Society also has a new series of family programs that attracts a new audience of families from the after school groups. In a city where the population faces many economic and social challenges, the students' willingness to return to the Society for free family programs is a testament to their understanding and commitment to their new "community friend."

1997

The Children's Museum of Indianapolis, Indianapolis, Indiana

Contact: Peter Sterling 317/924-5431

The Children's Museum of Indianapolis has a long tradition of going beyond traditional museum programs to help its inner city neighbors, both children and adults, be strong, healthy, and vital. Community service activities include free admission for inner city children, after-school activities and clubs for youth, family involvement programs, and construction of a Festival Park with open access to neighbors for gatherings. The Museum also recently allocated staff and funding to establish a community initiatives department, which is collaborating with social services agencies, corporations, and the city to develop a vision for serving the community—including child care, urban beautification, economic and housing development, and a master plan to create a "new village" in the museum neighborhood.

The Museum of Fine Arts, Houston, Texas

Contact: Peter Marzio 713/639-7300

The Museum of Fine Arts Houston was established in 1900 as an outreach program for the public schools, since developing into a major art museum. Education and public programming remain at the heart of the museum, and the museum draws upon the diversity of the community. One successful program is "Artists and Schools at Work", in which local artists, teachers, students at area schools, and community leaders work together to create new works of public art to be displayed at community centers.

The National Aquarium in Baltimore, Baltimore, Maryland

Contact: David Pittenger 410/576-3822

From its beginning, the National Aquarium in Baltimore has been committed to serving the diverse needs of the Baltimore community. Programs such as *AccessAquarium*, *Deaf Awareness Day*, and *First Saturdays and Sundays* offer exclusive access to (and activities for) physically and mentally challenged visitors. Unique educational opportunities--on-site tours, gallery and classroom activities--are available to 200,000 Maryland students and teachers. Other partnerships with local citizens include the *Henry Hall* program's scholarships; the training of teen-age "ocean ambassadors" in *YouthALIVE! - Aquarium on Wheels*; and free teacher training and classroom materials for participants in the *Adopt-a-School* program. Undergraduate and graduate internships and a high school employment/volunteer program are additional offerings for young residents.

1996

The Corcoran Gallery of Art, Washington, DC

Contact: David C. Levy 202/639-1700

Through community service and challenging curatorial projects, the Corcoran Gallery of Art has become a cultural resource for its diverse audience. Community outreach programs include free after-school art classes for children, taught in partnership with community service agencies; a mentoring program for talented teens; and a scholarship program at the Corcoran School. Family Days feature free education workshops, entertainment, and other activities. The museum also participates as a pilot site in the Museum as a Resource program, matching the Corcoran with the nationwide Head Start program and training parents to use the museum as a resource. Through its lively and creative programs, the Corcoran has been successful in attracting new audiences, serving the community, and collaborating with other public institutions to enhance arts awareness.

The Field Museum, Chicago, Illinois

Contact: John McCarter 312/922-9410

Chicago's Field Museum has placed the concept of "interconnectedness" at the heart of its mission, and made connecting with the people of Chicago a top priority. Recent initiatives to promote cross-cultural connections have earned the Museum honors from the City of Chicago Commission on Human Relations. Of particular significance is the Museum's Parental Involvement Project (PIP), an innovative program that gives parents and children from inner-city neighborhoods the chance to become actively involved together in museum learning. Through PIP and other on- and off-site public programs, The Field Museum is finding ever more meaningful and effective ways to serve its community as a center of environmental and cultural learning.

The Natural Science Center of Greensboro, North Carolina

Contact: Edward von der Lippe 910/288-3769

Challenging the perceptions that have limited many low-income African Americans' participation in museums, the Natural Science Center of Greensboro established the Neighborhood Nature Museum in June 1995. Located near an inner-city public housing community, this satellite museum has opened the doors to stimulating learning experiences in biology, geology, physics, and chemistry. Neighborhood parents, attracted by the "can-do" spirit of the Nature Museum, have responded with enthusiasm. Active participation has contributed to the Neighborhood Nature Museums' success as a community institution that provides a safe, exciting, and unique environment for scientific inquiry.

1995

The Brooklyn Children's Museum, Brooklyn, New York

Contact: Carol Enseki 718/735-4402

The first children's museum in the world, founded in 1899, the Brooklyn Children's Museum has a historic commitment to the local community's youth and their families. Located in Crown Heights, one of New York's largest minority neighborhoods, the Museum provides a unique cultural resource, a communal atmosphere of creativity and learning, and a safe haven for over 1,500 local youth, ages 7-18, who are members of the Museum Team. As a result of the open door policy in the hours after school, weekends and summer, youngsters flock to the Museum to gain lifelong skills of problem solving and intellectual curiosity which will help them succeed in the world around them.

The Mexican Fine Arts Center, Chicago, Illinois

Contact: Carlos Tortolero 312/738-1503

As a community-based arts organization with strong participation in national and international arenas, the Mexican Fine Arts Center has transformed itself into a national model in the Museum community for the 21st century. The museum serves the Mexican community and the City of Chicago in two very important ways. First, it presents and conserves the artistic expressions of the Mexican culture in all of its beautiful manifestations, and acts as a cultural ambassador to the City of Chicago so that everyone can enjoy the splendor of Mexican art and culture. Secondly, it breaks the traditional museum mold by speaking out on such issues as equity for Mexicans in all areas, championing the belief that arts and culture are an essential component of the human experience, and educating the public that cultural diversity is an asset, not a problem.

The Montshire Museum of Science, Norwich, Vermont

Contact: David Goudy 802/649-2200

The Montshire Museum of Science is a small science museum that makes a big impact on the community it serves. As a regional leader in environmental issues, Montshire developed a unique series of exhibits designed to educate the public on a variety of waste disposal issues, including concepts of "precycling" (making smart purchasing decisions that cut down on waste), recycling, and using natural substances as substitutes for hazardous household materials. The exhibits were housed in an educational center adjacent to the Hartford Community Center for Recycling and Waste Management, so that thousands of people coming to the center to recycle learned about wise consuming.

The Wing Luke Asian Museum, Seattle, Washington

Contact: Ron Chew 206/623-5124

The Wing Luke Asian Museum, located in Seattle's historic Chinatown-International District, has helped redefine the role of a community-based museum. Exhibits are created not by a single curator, but by many members of the community working collaboratively, across generational and ethnic lines, sharing pieces of their own lives. The museum is transformed from a quiet, hushed place into an active community center where history, culture, and art come alive. International District residents, business owners, and shoppers as well as visitors from throughout the Seattle-King county region support this institution as a symbol of cultural pride; a place they can come to discuss the issues of the day and to learn about the past.

The Brukner Nature Center, Troy, Ohio

Contact: Debra K. Brill 937/698-6493

Through a wide range of programs, the Brukner Nature Center serves all people—giving countless numbers of school children, families, and adults the opportunity to learn about and love the natural environment. Through partnerships with schools and community groups, the center provides environmental and art education, animal assisted therapy, and a summer day camp. Its service to the community does not stop in Ohio, as the center has been instrumental in the development of the North American Association for Environmental Education, has published the nationally acclaimed *Primer of Wildlife Care and Rehabilitation*, and has participated in an exchange program with Russia.

The Cummer Museum of Art and Gardens, Jacksonville, Florida

Contact: Kahren Jones Arbitman 904/356-6857

The Cummer Museum of Art & Gardens is doing extensive community work through numerous art education programs developed by *Art Connections*, its education center. The most comprehensive program is The Integrated Curriculum, a program for grades K through 12 that brings more than 40,000 students per year to the museum. Students have access to programs at the museum that are age-specific and intended to cultivate appropriate development. Other programs of *Art Connections* reach not only the general public, but also diverse audiences. In addition to classes and workshops for the practice of art for adult, teenage, and young populations, the center has developed special programs for challenged populations, including the mentally and physically challenged, the critically ill, and at-risk children. Visually impaired visitors have the opportunity to "see" paintings by feeling three-dimensional re-creations, and have access to a tactile image enhancer, a machine which develops incised-line drawings.

The Missouri Historical Society, St. Louis, Missouri

Contact: Robert Archibald 314/746-4599

As a public trust, the Missouri Historical Society believes that it is obligated to facilitate inclusive discussion of enduring historical issues in the St. Louis metropolitan area, the community it exists to serve. The Society is a model for creating programs that use history as a context for today's concerns. Exhibits engage the public in exploring the ethnic and racial history of the area; the relationship between people and their physical environment--religious, educational, business and neighborhood institutions; and the civic culture of St. Louis. The *Exploring the 'Hood* program, for example, is an initiative designed to stimulate a dialogue about neighborhood and community and enrich the existing curriculum in the schools, beginning with a fifth-grade social studies program that engages students in an examination of their neighborhood, implemented by classroom teachers and supported by field experiences and the resources of the Society.

NEWS R e l e a s e

BACKGROUNDER
September 1999

Mamie Bittner (202) 606-8339

Background Fact Sheet National Award for Museum Service

Background

The National Award for Museum Service provides national recognition to outstanding museums for their achievements in public service. The First Lady honors the museums at a White House event each fall.

Purpose

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- The Montshire Museum of Science, Norwich, Vermont
- The Wing Luke Asian Museum, Seattle, Washington
- The Brukner Nature Center, Troy Ohio
- The Cummer Museum of Art and Gardens, Jacksonville, Florida
- The Missouri Historical Society, St. Louis, Missouri

A Federal agency serving the public by strengthening museums & libraries
1100 Pennsylvania Avenue, NW • Washington, DC 20506 • Phone: 202-606-8536 • Fax: 202-606-8591



Summary: The Institute of Museum and Library Services' **National Award for Museum Service** spotlights the achievements of museums all over the country with programs and services that are central to the life of their communities. The winners have wonderful stories to tell. They are taking positive steps to- help children and families, and keep neighborhoods alive and interesting. They advance our understanding of the richness of our cultural diversity and its potential to make our country great.

The winners are:

The Nevada Museum of Art, Reno Nevada
Lincoln Park Zoo, Chicago, Ill
St. Simons Island Lighthouse Museum, St. Simons Georgia

Talking Points
First Lady
Hillary Rodham Clinton
National Award for Museum Service

- These museums care about so many things that are a priority for the Clinton Administration. They are working to keep children in school; keep business competitive with a creative workforce, appreciate the environment and understand technological advances, and advance international understanding and exchange.
- It is through museums and their outreach programs that most Americans have exposure to the Arts and Humanities.
- These three museums that have become central to the life of their communities.
- The way these museums use their collections and resources to enrich citizens from all backgrounds, particularly children, is exactly the kind of role museums will be playing more and more.
- These museums are working to reach people who historically have not been museum-goers.
- Museums help to forge a national identity out of our rich diversity.
- These museums help make sense of the bombardment of information, factoids, we receive. They help us synthesize, understand and make sense of the world.
- IMLS has done a good job and that is why it is wonderful to have this opportunity to give them the recognition that is needed.

Clinton Presidential Records Digital Records Marker

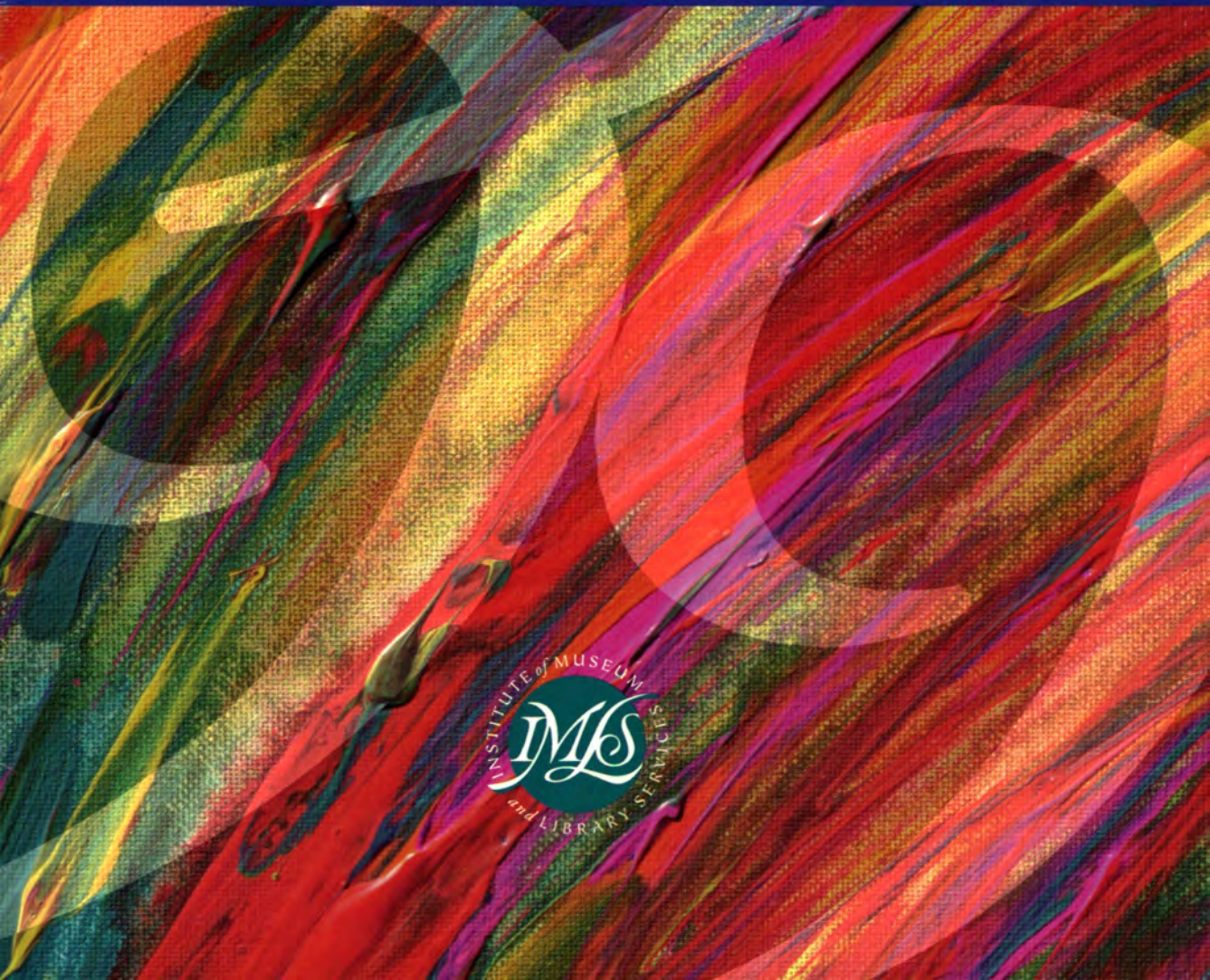
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National Award *for* Museum Service





Institute of Museum Services

A Federal agency serving the nation's museums

Office of the Director • 1100 Pennsylvania Avenue N.W. • Washington, D.C. 20506 • (202) 606-8536

February 9, 1995

Ms. Melanne Verveer
Office of the First Lady
100 OEOB
17th St. and Pennsylvania Ave., NW
Washington, DC 20500

Dear Melanne:

I have been asked by the executive committee of ArtTable to contact you about Mrs. Clinton coming to speak before them on April 28, 1995 in New York City.

ArtTable is a national organization for women involved in the visual arts as curators, artists, museum directors, corporate curators, and gallery owners. Chapters exist in New York, San Francisco, Los Angeles, and we are starting one in Washington, DC. The organization began in 1982 in order to provide women in the arts with a network and has grown to include 650 members. ArtTable not only hosts activities for members to share and exchange information but also provides mentoring programs for young women interested in careers in the visual arts.

Two years ago, ArtTable hosted their first event honoring a woman who had made a significant contribution to the visual arts, Kitty Carlisle Hart, and last year they honored Agnes Gund, President of the Museum of Modern Art. This year, they will be honoring Emily Rauh Pulitzer, and would very much like The First Lady to address the group. Over 350 people are expected to attend, and it would be a real honor for them to be addressed by The First Lady. It would also provide an excellent opportunity for Mrs. Clinton to spotlight the outstanding achievements of women in the arts by paying special tribute to Emily Rauh Pulitzer's important contribution as a former curator and active board member for numerous museums and arts organizations. Ms. Pulitzer is a former member of the National Museum Services Board and current trustee of the Museum of Modern Art.

I will give you a call next week to see if this is a possibility.

Sincerely,

Diane B. Frankel
Director

Call -
Gund
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Diane Frankel:
Speech to
American Association of Museums
Tuesday April 26, 1994
General Session
10:30 a.m.

This morning I'm going to talk about what very special places we have devoted our careers to -- museums are special because of the stories we have to tell and because of the people we have to tell them to. We attract young and old and all ages in-between, and we are increasingly reaching out to attract diverse communities through our exhibitions and programs.

I want to start out by applauding you, my colleagues, for all of the wonderful things you are doing at your institutions. As I travel around and talk to many of you, I continue to marvel at all of the different activities you are carrying out -- whether it is working in schools or creating schools in museums, whether it is bringing families in for workshops or reaching out with exhibitions in malls, whether it is working in inner city housing projects or employing inner city youth -- you are making meaningful contributions not only to your communities but to our society.

If I have any frustration when I hear about all of your activities it's that each of you don't know about the others' activities and therefore wheels are being reinvented. This conference is one important means to share ideas and activities we need to enter the 21st century. At IMS we are concerned about finding ways for museums to link up to the 21st century so this valuable information can be disseminated immediately and more widely.

RISING EXPECTATIONS

The old notion that museums are nice places but are not really central to the life of the community is being challenged by all of you. Your museums have become players in your communities, in the education of both child and adult, and in your local economies. Your ability to rise to the occasion has created a state of rising expectations about the museum's place in the community and a re-examination of museum missions. Excellence and Equity provides a fundamental/solid framework for this important discussion.

There is another element that contributes to increased pressure on museums to involve their communities and make the visitors' experience a top priority.

It is illustrated by an interesting article in the April 11 edition of The New Yorker titled "The Magic Box". Time Warner has very ambitious plans, as some of you may know, for a Full Service Network. The full service network would give you access to almost unlimited services from your television set. You could rent a movie, order a pizza, watch the news when you want to and decide whether you want to hear more about Tonya Harding or skip that and go straight to Roseanne and Tom. And if you indulge me for a moment - doesn't it seem like they've borrowed a lot from museums? At a museum you are free to move at your own pace, you can take a look at all the museum has to offer, then buy lunch, then go back and explore one theme for an extended period, and stop to buy a t-shirt on your way out.

But seriously, Time Warner plans to invest five billion dollars over five years to create the Full Service Network is based on three assumptions:

- 1) Customers want to program for themselves and not be merely passive viewers

- 2) Customers are willing to pay to be empowered
- 3) Customers are willing to pay more for the sake of convenience

As a museum person, I was fascinated by all three assumptions but especially the first one. Why was I so interested in the first assumption?

Well for those of you who know me, I have been convinced for a long time that museum visitors want to be able to participate actively in their experiences; they want to explore, discover and experiment on their own. Certainly this seems to be a model for the Full Service Network.

However, we will also be challenged by this new innovation. Competition to get visitors out of their houses and into museums is going to be significant if interactive activities are available through their televisions and computer link ups. We must therefore think carefully about how we want to engage our visitors and what is going to be effective and distinctive about their museum experience.

THE THREE E's

Being selected to direct the Institute of Museum Services has caused me to look at my attitudes about museums as institutions that are part of a larger society. At one time I felt that the value of museums was universally unquestioned and accepted. If there ever was such a time, those days are past, and they are past at a time when museums are becoming even more involved in their communities than before. We all know that museums are not frills, but we must become better at articulating our worth. The argument must be so clear and convincing that the value of supporting museums will not be easily questioned. I believe the case can be made using what I call the three E's: Education, Economy and the Ethos of the community. I believe this message is so important that I will be repeating it in various forms all week.

EDUCATION, ETHOS AND ECONOMY

First, EDUCATION. My entire career in museums has been about the educational role they can play in their communities -- how they can reach out and be inclusive institutions. Your collections and exhibitions allow you to teach in interesting and exciting ways that engage not just children but entire families. In many cities, museums have made a major educational impact on community groups. This educational impact not only relates to the various programs you are providing but in the new ways exhibitions are being created. The team approach to exhibitions ensures that a variety of points of view are discussed up front and incorporated throughout the planning stages.

Museum-school partnerships are developing into solid curriculum based partnerships. They are enriching educational curriculum for children with in-school and after-school activities as well as teacher training for professionals.

To emphasize our commitment to these issues, IMS Museum Leadership Initiatives awards this year will focus on museums' potential to be powerful partners in education reform. Planning grants will be available to build on museum-school partnerships that will further the National Education Goals.

I was recently asked to speak at a meeting of the Museum Education Roundtable, a group of museum educators from all types of institutions in the Washington, DC area.

As you may be aware, Disney is planning to develop "Disney America" near Washington in Virginia. Most of the discussion after my remarks focused on the impact of Disney on the area's cultural institutions and the ability of Disney to combine its dual missions of teaching history and ensuring that the Disney experience be fun with a capital F. Can museums collaborate with Disney -- should they?

As we are asked to justify ourselves in educational terms, it is important that we steer clear of setting up an artificial dichotomy that has the bad guy entertainment industry on one side and the good (but not as much fun) guy - educational institution - on the other. I believe that separating education from enjoyment and making education seem like work would be a big mistake. By setting up this dichotomy, we fail to recognize that early in a our lives, play is a child's work, and children learn through play. Museums are wrestling with the issue about how far along a continuum between education on the one end and entertainment on the other they can go without betraying their mission.

Museums are educational institutions and the most effective learning is enjoyable. One thing that will help museums to articulate their unique role in our society is to become better at describing the type of learning that goes on in a museum. It is one of my goals as Director of IMS to move this research agenda along.

Second, the **ECONOMY**. Museums, large and small, can be cornerstones to the economic health of their cities. As the report recently released by the Assembly of Local Arts Agencies so clearly lays out, arts organizations attract business investment, reverse urban decay, revitalize struggling neighborhoods, and draw tourists. Attendance at cultural events generates related income for hotels, restaurants, parking garages and more.

The same can be said for museums. There are over 600 million visitors to museum each year and that translates into big dollars. In many cities we are seeing new museums being built as part of revitalization of the inner city - once the museum becomes an "anchor" than other tenants become part of a new mix creating a lively and financially viable development. Museums are increasingly invited to open in shopping centers because they are known to attract lots of visitor, which benefits all of the related businesses.

And third, **ETHOS**. Of course, museums have tremendous power to educate and be strong partners in the economy of their communities, but they offer something beyond that. Our museums reflect the fundamental values of the citizens in their community. The disposition ... the personality ... of a city can be read in the museum. Museums are partners with their communities. Museums are often central in shaping a community's sense of itself. Your institutions reflect and help define the character of your communities.

According to **John Cotton Dana**: "The museum that is made to order, not being a natural product of the activities of the community in which it appears, is the child of a passing fashion, is built about a fixed idea of what a museum should be; does not represent or issue from the life of the people by whom it is brought into being."-- He said this in the early 1900's and it is equally true today.

Museums that issue from the life of the people must reflect the make up of their communities but also address the serious issues that confront that community each day.

This is going to take creativity -- something you all have in no short supply. Imaginative, ingenious partnerships and collaborations are the strength that will carry us through.

It was especially interesting to us at IMS to learn through our study on the needs of small museums that nearly 75% of the museums in this country identify themselves as small. Small museums have a special role in reflecting and serving their communities and I want to encourage their participation in our new Technical Assistance Grants program along with our Museum Assessment Program and the Conservation Assessment Program.

What does it look like at the federal level? Federal cultural agencies are fortunate that, during a time of incredible pressure, the Administration has held the line on our budgets when so many other programs have been slashed and even eliminated.

We have the support of the President who said last October, "I hope that in the years and struggles ahead we will work hard together to keep the arts and humanities alive and flourishing -- not just here in the nation's capital or in the cultural capitals of this great land, but in every community and in every neighborhood."

Controversy surrounding federal support for the arts has galvanized the community. As I make visits on the Hill, I hear from friends that the work you have done and continue to do makes a tremendous difference in Congress. And I must commend Ed and his staff for the great job they have done in this area.

But your commitment must remain strong and grow. Many members of Congress are not aware of the role that museums play in their communities. When I speak to some of our legislators, they are surprised and amazed to learn what you are doing. So our big challenge is to raise the visibility of the exciting programs that so many of you are providing in your communities.

One way that I plan to do that is to hold the first-ever national competition to honor outstanding American museums that have made a significant contribution in outreach to their community. The purpose of this award is to put a national spotlight on your great successes. Nominations for the award will be accepted through July 1, 1994. The award or awards will be made based on how the museum has reached out to and effected a major change on behalf of its community.

The award will be presented in October as part of Arts and Humanities Month. I ask that you work with the National Cultural Alliance and with AAM to make Arts and Humanities Month a great celebration.

I must tell you, this is a wonderful time to be involved with museums. Museums have so much to offer. They are magical places, essential to our history and to our future. I am so pleased to be working with you to further our goals.

Thank you.



Institute of Museum Services

A Federal agency serving the nation's museums

Office of the Director • 1100 Pennsylvania Avenue N.W. • Washington, D.C. 20506 • (202) 606-8536

INSTITUTE OF MUSEUM SERVICES Fact Sheet

Since 1976, the Institute of Museum Services has supported museums' education role by offering grant programs that encourage outstanding museum management and comprehensive collections care practices. The budget for 1994 is \$28,777,000. Grant funds make up 95% of this budget.

IMS is the only federal source of operating support for this diverse group of education institutions that provide learning opportunities to 600 million visitors each year. Eligible institutions include: aquariums, arboretums and botanical gardens, art museums, children's museums, general museums, historic houses and sites, history museums, nature centers, natural history and anthropology museums, planetariums, science and technology centers, specialized museums and zoos.

IMS makes a total of about 1000 grants each year through its six programs:

General Operating Support

--provides vital operating support to outstanding institutions

Conservation Project Support

-- provides matching funds for high priority conservation activities to help ensure the integrity of collections for future generations.

Museum Leadership Initiatives

--supports museums leadership projects. In 1993 funds were available to support mentoring projects between larger and smaller museums.

Professional Services Program

--supports professional museum service organization projects to serve their memberships.

Technical Assistance Grants

--provides grants to address the needs of small, emerging, minority and rural museums.

Museum Assessment Program

--provides assistance through professional technical assessments of museum operations, collections care, and public activities.

Conservation Assessment Program

-- provides access to basic care of collections through assessments of a museum's environment and collection.

Assessment grants are available on a first-come, first served basis. All other grants are made through a competitive national peer review process.

IMS General Operating Support (GOS) program remains the agency's top priority program with 82% of program funds, \$22,051,000, dedicated to this category. Operating support is continually cited as the most difficult type of funding for museums to raise. These grants are nationally recognized achievements of excellence that help recipients to leverage private funds and further their exceptional public service. 87% of GOS grantees report that they use their grants for educational activities.

The National Museum Services Board, a group of 15 individuals nominated by the President and confirmed by the Senate, make policy for the Institute. They meet three times a year.

For more information contact: Mamie Bittner (202) 606-8536

Withdrawal/Redaction Marker

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
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001. list	Invitation List for White House Lawn Ceremony (partial) (4 pages)	10/14/1994	b(6)
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COLLECTION:

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First Lady's Office
Melanne Verveer
OA/Box Number: 20037

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RESTRICTION CODES

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- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
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- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
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- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
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- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]



Institute of Museum Services

A Federal agency serving the nation's museums

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file

**INVITATION LIST FOR WHITE HOUSE LAWN CEREMONY
OCTOBER 14, 1994
2:00 PM**

5 National Museum Services Board Nominees

Ms. Kinshasha Holman Conwill

65 Central Park West #6F
New York, NY 10023
Phone: 212-496-7687

Mr. Arthur Rosenblatt

Museum & Cultural Facilities Consultants
1158 Fifth Ave.
New York, NY 10029
Phone: 212-348-6624
DOB: (b)(6)
SS#: (b)(6)

[001]

Ms. Ayse Kenmore

Equivest Partners Inc.
2020 Jackson Street
San Francisco, CA 94109
Phone: 415-563-6600
DOB: (b)(6)
SS#: (b)(6)

Mr. Phil Frost

8800 N.W. 36th
Miami, FL 33178
Phone: 305-590-2206
DOB: (b)(6)
SS#: (b)(6)

Mr. Townsend Wolfe

The Arkansas Arts Center
MacArthur Park
PO Box 2137
Little Rock, AR 72203
Phone: 501-372-4000
DOB: (b)(6)
SS#: (b)(6)

8 Current National Museum Service Board Members (NOTE: Robert Breunig is also a nominee)

The Honorable Robert Breunig

Santa Barbara Museum of Natural History
2559 Puesta del Sol Road
Santa Barbara, CA 93105
Phone: 805-682-4711
DOB: (b)(6)
SS#: (b)(6)

The Honorable Lisa Hembry

8201 N. Stemmonds Freeway
Dallas, TX 75247
Phone: 214-637-6660
DOB: (b)(6)
SS#: (b)(6)

The Honorable Roy Shafer

COSI
280 East Broad Street
Columbus, OH 43215
Phone: 614-228-2674 x 232
DOB: (b)(6)
SS#: (b)(6)

The Honorable and Mrs. Willard Boyd

Field Museum of Natural History
Roosevelt Road at Lake Shore Drive
Chicago, IL 60605
Phone: 312-322-8863
DOB: (b)(6)
SS#: (b)(6)

The Honorable Richard Schwartz

720 Fifth Avenue, Suite 1305
New York, NY 10019
Phone: 212-586-4225
DOB: (b)(6)
SS#: (b)(6)

The Honorable Arthur Beale

The Museum of Fine Arts, Boston
465 Huntington Avenue
Boston, MA 02115
Phone: 617-369-3466
DOB: (b)(6)
SS#: (b)(6)

The Honorable Marilyn Mennello

Villa Bianca, 1311 Via Tuscany

Winter Park, FL 32789

Phone: 407-644-4426

DOB:

(b)(6)

SS#:

The Honorable Fay Howell

2570 Arden Road

Atlanta, GA 30327

Phone: 404-355-1496

DOB:

(b)(6)

SS#:

6 National Award for Museum Service Recipients

Robert Archibald, Director

Missouri Historical Society

PO Box 11940

St. Louis, MO 63112-0040

Phone: 314-454-3146

DOB:

(b)(6)

SS#:

Donald Gallop, Chair of Board

Missouri Historical Society

PO Box 11940

St. Louis, MO 63112-0040

Phone: 314-454-3146

DOB:

(b)(6)

SS#:

Henry M. Adams, Director

Cummer Gallery of Art

829 Riverside Avenue

Jacksonville, FL 32204

Phone: 904-356-1516

DOB:

(b)(6)

SS#:

Elizabeth Lovett, Chair of Board

3945 Ortega Blvd.

Jacksonville, FL 32210

DOB:

(b)(6)

SS#:

Joan Heidelberg, Director

5995 Horseshoe Bend Road

Troy, OH 45373

Phone: 513-698-6493

DOB:

(b)(6)

SS#:

Darlene Duchene, Chair of Board
9680 State Route 55 West
Ludlow Falls, OH 45339
Phone: 513-698-4136

DOB: [REDACTED]
SS#: [REDACTED]

2 IMS Staff and 1 Spouse

Diane Frankel, Director

DOB: [REDACTED]
SS#: [REDACTED]

Charles Frankel

DOB:
SS#:

Linda Bell, Director of Policy, Planning and Budget

DOB: [REDACTED]
SS#: [REDACTED]

Additional IMS Staff

Mamie Bittner, Director of Legislative and Public Affairs

DOB: [REDACTED]
SS#: [REDACTED]

Rebecca Danvers, Program Director

DOB: [REDACTED]
SS#: [REDACTED]

Mary Estelle Kennelly, Asst. Program Director

DOB: [REDACTED]
SS#: [REDACTED]

Elsa Mezvinsky, Special Assistant to the Director

DOB: [REDACTED]
SS#: [REDACTED]

Address : Institute of Museum Services
1100 Pennsylvania Ave., NW
Room 510
Washington, DC 20506

Phone: 202-606-8536

THE WHITE HOUSE

WASHINGTON

**Institute of Museum Services Luncheon
Friday, October 14, 1994**

**Remarks by Melanne Vermeer, Deputy Assistant to the President and
Deputy Chief of Staff to the First Lady**

It is a special honor to join you today and to bring greetings from the President and First Lady, who applaud your commitment to service and the vital role you are playing in the life of your communities.

It was a real pleasure for Mrs. Clinton to receive many of you at the White House yesterday so she could personally congratulate the award recipients and through you recognize the important work that museums perform every day across our nation. I would also like to take a moment to say how proud the Administration is of Diane Frankel's leadership of the Institute of Museum Services. She is bringing creativity, dedication and a great can-do spirit to the job. With the continuing and new Board members, we are confident IMS will be able to be even more responsive to the needs of the museum community.

We are excited about the IMS Leadership Initiative Awards that focus on museum-school partnerships and make a real contribution to furthering the national education goals. We are also pleased that you are conducting field hearings across the country to hear directly from museum experts about the role of museums as centers for learning, community builders and assets to the local economy. But most of all today we are pleased to celebrate the awards to the recipients of the first-ever competition to honor outstanding American museums that have made significant contributions in outreach to their communities. You came from different places and you illustrate the diversity of museums -- a nature center, an historical society, a museum of art and gardens -- but you are all distinguished by your innovation and responsiveness to meeting the needs of your communities.

Museums are not a marginal part of society, not a luxury. Museums are centered in our personal and collective human experiences. Museums play a vital role in education, in the economy, in the well-being of communities, and in contributing generally to the quality of life. Cultural institutions have consistently polled an approval rating of about 90% from our fellow citizens for their fundamental contribution to "quality of life." I saw one study that reported that 600 million visits are

paid to museums each year. Our cultural institutions are not the preserve of the elites, as some opponents of public support might have us believe, but are popularly supported and should be as available to as many people as possible. Education is the link bringing people of all ages, races and income levels to museums. As Douglas Davis wrote in The Museum Transpired, "the museum and its activities are located at the heart, not the fringe, of post-industrial society." We can only conclude that museums will expand their role, not diminish, as "information processing" becomes our "main preoccupation."

This is an especially challenging time for museums, as it is for most every institution. Demographics are changing and bringing increasing diversity; we are witnessing restructuring in our economy; we are trying to implement education reforms; and technological advances are a part of life. Perhaps as a response to change and the anxiety it brings, we also seem to be suffering from a breakdown in community and social spirit, a deterioration of civility. We search for simple solutions to complex problems.

Museums can make a real difference in meeting these challenges. Museums are places where communities happen. When museums use their powerful resources to address relevant concerns of the community, the results are extraordinary. Museum collections and exhibits give context to discussions and encourage thinking that goes beyond the simplistic response. Museums can build solid communities where differences can be explored, where children can find a safe haven. As we become an increasingly diverse society, museums will help us deepen our understanding of one another and our differences and help us celebrate shared experiences and value as Americans.

The First Lady has often said, "we want to bring the arts and humanities -- the benefits of our cultural institutions -- to the literally millions of children who too often grow up without opportunities for creative expression, without opportunities for intellectual stimulation, without exposure to diverse cultural traditions that contribute to our identity as Americans." As you know through your own experiences and as Mrs. Clinton has underscored, "museums can transport the child beyond the bounds that circumstance has prescribed. Your institutions are vehicles for self-expression and building self-esteem. Where there is imagination, there is always hope and where there is potential for creative expression, there is always the possibility for human progress."

Do museums warrant our support? Absolutely. The museums we are honoring clearly illustrate why. As you know too well, budgetary pressures at federal, state, and local levels have denied our cultural institutions the public support they richly deserve. I can only reiterate what the President said in the Arts 21 Conference in Chicago earlier this year, "the good news is that even with the budgetary constraints -- at the federal level every agency feeling pinched and with some 100 programs

eliminated -- the Administration made a commitment to hold the line on IMS and the Endowments. Hopefully we will be able to do more in the future."

Again, congratulations to the Brukner Nature Center, the Cummer Museum of Art and Gardens and to the Missouri Historical Society. May you and your colleagues keep flourishing in every community and neighborhood. Let me close by echoing the President's words in this year's proclamation on arts and humanities month:

"But if the arts and humanities are essential to appreciating and preserving our culture, they are also essential to our growth and renewal as a people. For it is only by deepening our understanding, unleashing our imagination, and enlarging our capacities to see and to feel that we can envision a better future for ourselves, our communities, and our nation."

Thank you for all you have done. Thank you for all you will do. We hope this recognition will be a catalyst for more institutions to follow your lead and a validation for others who are already on the path.

INSTITUTE OF **M**USEUM **S**ERVICES

PHOTOCOPY
PRESERVATION



PHOTOCOPY
PRESERVATION



Institute of Museum Services

The Institute of Museum Services (IMS) is an independent Federal agency, part of the National Foundation for the Arts and Humanities. It was established by Congress in 1976 to recognize the vital public service museums provide as community centers of education and keepers of the collections that are our cultural patrimony. IMS provides assistance for operations and conservation activities through competitive and non-competitive programs for: natural history, art, history, and children's museums; zoos; nature centers; science and technology centers; botanical gardens; arboreta; and planetariums.

The Director of the Institute receives policy guidance from a 15 member National Museum Services Board. The Director and the Board are selected by the President and confirmed by the Senate.

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IMS 1994

Museums in partnership with their communities

provide a tapestry of experiences:

they educate, fascinate, inspire, and enrich

like no other institution can.

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

October 5, 1995

THE PRESIDENT AND FIRST LADY HONOR FOUR MUSEUMS FOR
THEIR PUBLIC SERVICE WORK

The President and First Lady today recognized four museums for their outstanding work in our nation's communities. In a ceremony at White House, the First Lady presented the National Award for Museum Service to the Brooklyn Children's Museum in Brooklyn, New York; the Mexican Fine Arts Center Museum, Chicago, Illinois; the Montshire Museum of Science in Norwich, Vermont and the Wing Luke Asian Museum in Seattle, Washington.

"This national honor is a tribute to the power of museums to engage children, families and communities, in towns and cities all across America, " said the President.

Added the First Lady, "These museums use the wealth of their collections and scholarly expertise to address real community concerns. We celebrate their impressive achievements and extend our deepest thanks for their success in using history, science, and art to effect positive change."

The National Award for Museum Service honors museums that demonstrate an institutional commitment to public services with innovative programs that address educational, social, economic or environmental issues. This award marks the second time that a national award will recognize museums that are central to the life of their communities.

Today's recipients were selected by the institute of Museum Service and the National Museum Services Board from over 90 nominations. The Institute of Museum Services is an independent agency established to increase and improve museum services. The institute makes grants to all types of museums, urban, and rural, throughout the United States.

###



Institute of Museum Services

News Release

A Federal agency serving the nation's museums

1100 Pennsylvania Avenue, N.W. • Washington, D.C. 20506

**STATEMENT OF
THE BROOKLYN CHILDREN'S MUSEUM:
A WINNER OF THE 1995 NATIONAL AWARD FOR MUSEUM SERVICE
BY MS. BOBYE LIST, DIRECTOR**

Washington, DC

Friday, October 6, 1995

Good Morning - - honored guests, colleagues and members of the press. It gives me great pleasure to stand here and represent the Brooklyn Children's Museum. I'm sure when the Institute of Museum Services was inaugurated at the Brooklyn Children's Museum 19 years ago - - they didn't expect to see us next in Washington! I'd like to share the following quote with you:

"A lot of the kids here are from the community, so it is like you can say this is one small little block, one whole big neighborhood..."

This was the response of a young lady named Katisha when asked what it meant to be part of the MUSEUM TEAM program. She is one of over 1,000 MUSEUM TEAM members served by the Brooklyn Children's Museum.

The Brooklyn Children's Museum is the world's oldest children's museum and will celebrate its centennial in 1999. One of the things that has contributed to our longevity is being able to change with the times - - to adjust to children's needs. The Museum is located in Crown Heights, in one of the most diverse and under-served neighborhoods in New York City.

Slide

First started in 1987, MUSEUM TEAM was truly a product of changing times. It was designed to address the city-wide lack of adequate, supervised, educational activities for school-age children during their non-school hours.

continued

MUSEUM TEAM was recently restructured to provide four distinct levels of involvement. Kids Crew, the first tier of the program, introduces kids (age 7-14) to the Museum through a variety of activities incorporating the Museum's galleries and library. The second tier, Volunteer-In-Training, offers volunteer positions to youngsters (age 10-14) interested in becoming more active in MUSEUM TEAM such as becoming an ambassador for new members of Kids Crew. The third tier, MUSEUM TEAM Volunteers, engages youth (age 12-13) in assignments in various areas throughout the Museum, even helping design exhibits. The fourth tier, Interns, provides job opportunities in the Museum and other work sites around the city. For example having an internship at a hospital if you are interested in biology or medicine, or an internship at a law firm if you are interested in public service. You should see the kids when they come to the Museum after school and on weekends and holidays. This is the only museum in New York City where children can visit unaccompanied by adults. They have their own sign-in desk, they wear ID badges daily - they have full use of the facilities and responsibilities commensurate with their MUSEUM TEAM title.

They can help the Museum through teaching and acting as explainers for visiting dignitaries and they have their own education program which includes studying with artists and scientists in residence. The Museum has become an interactive learning laboratory. The Museum is the only organization in the community that offers life skills training; opportunities to explore career choices; and volunteer and paid internship positions - - so essential for providing young people with a genuine level of responsibility and transferable job skills. We expect some of our MUSEUM TEAM graduates to become museum professionals one day. *grad stats*

(Show slide: children playing in front of museum doors.)

That's one of my favorite photos. Members of Kids Crew. The Kids are on the front steps of the Museum and they are doing a workshop on face painting. The workshops involve peer-to-peer interaction. As you can see they are having a great time! And the Museum has become their second home!

There's an African adage which says, it takes a village to raise a child - - we're doing that at Brooklyn Children's Museum - - from our trustees - to staff - to volunteers - to supporters. The children are our future - - they don't want to be labeled Baby Boomers or Generation X. They want to be labeled achievers - - and we believe they will succeed!



Institute of Museum Services

file from
News Release

A Federal agency serving the nation's museums

1100 Pennsylvania Avenue, N.W. • Washington, D.C. 20506

**STATEMENT OF THE
THE MEXICAN FINE ARTS CENTER MUSEUM:
A WINNER OF THE 1995 NATIONAL AWARD FOR MUSEUM SERVICE
BY MR. CARLOS TORTOLERO, EXECUTIVE DIRECTOR**

Washington, DC

Friday, October 6, 1995

Thirteen years ago, a group mostly made up of educators came together with a dream to create the Mexican Fine Arts Center Museum. The goals of the dream included:

- to create a home for Mexican culture "sin fronteras" (without borders) and be an ambassador of the Mexican culture to the society at large;
- to culturally enfranchise the Mexican community and, with their participation, offer nationally acclaimed programs in the visual and performing arts as well as educational programs;
- to break the traditional museum mold by advocating and speaking out on such issues as equity for Mexicans in all areas; supporting bilingual education; fighting against anti-immigration efforts; lobbying for significant school reform; presenting AIDS education events; speaking out against violence in our society; encouraging the democratization efforts in Mexico; being in solidarity with indigenous people in their struggles for justice; championing the belief that arts and culture are an essential component of the human experience and finally educating the public that cultural diversity is not a problem, but a wonderful asset for our Nation.

Last year, 90,000 people visited the Museum. Today with a budget of over \$2,000,000, it is the largest institution of its kind in the country. The Mexican Fine Arts Center Museum is truly a community institution addressing issues for the Mexican community in its own front yard and internationally.

continued

The Mexican Fine Arts Center Museum is located in the Pilsen/Little Village area of Chicago. One of the most important community efforts by the Museum is in the public schools. Schools are over crowded and over 90% of their students are below the poverty level. Academic achievement is far below national averages. The Museum's art education program which supplements the K-12 school's existing arts and education programs is designed to improve the educational outcomes of local schools.

The Museum offers a variety of educational programs for groups of all ages. Gallery 18, is one example of the museum's summer programs offered for at risk teens. The students research great Mexican artists and other cultural symbols and then design and assemble mosaic panels which are installed on the front facade of a local school. Raymundo Nava, 17 a participant in Gallery 18, had this to say about the Museum's arts education programming "The Mexican Fine Arts Center Museum has given me the opportunity to learn about the great tradition of Mexican muralism. I am very proud to be part of the new generation of artists that continues this tradition in our community."

The museums programs extend beyond the community and make an impact internationally. On the international scene, the Museum has developed an excellent working relationship with numerous cultural institutions in Mexico becoming a crucial link for the needed cultural understanding that has to accompany the Free Trade Agreement. For example, the Museum signed a "sister-museum" agreement in 1992 with the world renown El Museo del Templo Mayor located in Mexico City.

As a community-based arts organization with strong participation in national and international arenas, the Museum has transformed itself into a national model in the museum community for the 21st century.



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**STATEMENT OF THE
MONTSHIRE MUSEUM:
A WINNER OF THE 1995 NATIONAL AWARD FOR MUSEUM SERVICE
BY MR. DAVID GOUDY, DIRECTOR**

Washington, DC

Friday, October 6, 1995

Why is a rural science museum playing a lead role in establishing a solid-waste facility? The same question could be asked about the Montshire Museum's role in starting a new community computer network, or other local business, health care and environmental organizations.

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The simple answer is that the Montshire Museum, which celebrates its 20th anniversary next year, has never lost sight of its mission as a responsible servant to the interests of the communities it serves. Located in Norwich, a village in Vermont's Connecticut River Valley, Montshire has a very small endowment and receives no local or state subsidies. Nonetheless, the Museum has thrived due to a high level of local support since its founding.

The Hartford Recycling Project, which resulted in development of a modern solid waste recycling facility, represents one of the many public service initiatives Montshire has undertaken.

In 1986, the Board of Selectmen in the town of Hartford, Vermont, was faced with closing the town dump at a huge cost. In 1989, five neighboring towns passed mandatory recycling ordinances to convert the old dump into an environmental resources center. The Montshire proposed that persuading the public to reduce the amount of waste they acquired, and therefore disposed of, was both an environmental and economic solution.

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The town formed a partnership with the Museum, and the two organizations chose to give education equal priority with processing equipment. The center was to look like an attractive, friendly New England village shopping area that offered opportunity for hands-on educational exhibits and displays. The state of Vermont agreed to the proposal, awarding the project a \$1.4 million grant for construction.

Montshire developed an array of unique exhibits designed to educate visitors on a variety of solid waste disposal issues, including the concept of "precycling" (making smart purchasing decisions that cut down on waste), recycling, and using natural substances as substitutes for toxic cleansers.

During the three years since the opening of the center, thousands of people have come to the recycling center to drop trash or safely dispose of hazardous waste. While there, they learn about wise consuming; shop at the "Good Buy Store," a re-usable goods store; play games about making wise environmental choices; and have a good time at "the dump."

The Center now serves 60,000 residents in 11 Vermont and 7 New Hampshire towns. In December 1994, Hartford records show it brought in nearly \$7,600 from the sales of recycled materials, more than twice as much as the \$3,140 it paid to have those materials processed.



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**STATEMENT OF THE
WING LUKE ASIAN MUSEUM:
A WINNER OF THE 1995 NATIONAL AWARD FOR MUSEUM SERVICE
BY MR. RON CHEW, DIRECTOR**

Washington, DC

Friday, October 6, 1995

The Wing Luke Asian Museum is deeply honored to be selected as a recipient of the 1995 National Award for Museum Service.

Community service is at the heart of our mission and our deeds. Our museum is located in Seattle's multi-ethnic Chinatown-International District. Named in memory of the first Asian Pacific American elected official in the Pacific Northwest, the museum is the only Asian Pacific American museum in the nation that brings together the history, culture and art of Chinese, Japanese, Filipino, Korean, Vietnamese, South Asian and Pacific Islanders under one roof.

The Museum draws its inspiration and energies from these very diverse communities, from students, artists, ordinary working people and seniors who come together to create eloquent homegrown exhibits that depict the struggles and achievements of Asian Pacific Americans.

With each project the Museum undertakes, it becomes the magnet for the creative energies of hundreds of individuals. Non-museum professionals develop professional quality exhibits, oral history projects and video documentaries. Volunteers organize educational programs for the public, working skillfully across ethnic, racial and religious lines. Other volunteers, some as young as high school age, help lead school tours and create curriculum kits.

continued

The result is that the Wing Luke Asian Museum has served as a catalyst for documenting and preserving the rich legacy of Seattle's historic Chinatown-International District. It has served as a cultural and economic anchor for the neighborhood, drawing thousands of visitors to the area and fostering greater understanding of Asian Pacific Americans. It has been a vital bridge between young and old, bringing together the passion and idealism of the young people with the wisdom and experience of our seniors.



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1995 NATIONAL AWARD FOR MUSEUM SERVICE PHOTOGRAPHS

1. White House

1995 National Award for Museum Service winners:

Roosevelt Room, The White House. From left to right: Ms. Pamela Davis, President, The Brooklyn Children's Museum; Ms. Bobye List, Director, The Brooklyn Children's Museum; Mr. Ron Chew, Director, Wing Luke Asian Museum; Ms. Helen Kay, Board Co-President, Wing Luke Asian Museum; Ms. Gloria Lung Wakayama, Board Co-President, Wing Luke Asian Museum; First Lady Hillary Rodham Clinton; Ms. Kinshasha Holman Conwill, Chairman, National Museum Services Board, IMS; Ms. Diane B. Frankel, Director, IMS; Ms. Sylvia Ortiz-Revollo, Chairman, The Mexican Fine Arts Center Museum; Mr. Carlos Tortolero, Executive Director, The Mexican Fine Arts Center Museum; Mr. Bruce Pipes, Chairman, Montshire Museum of Science.; and Mr. David Goudy, Director, Montshire Museum of Science.

Contact: Mamie Bittner, Institute of Museum Services, (202) 606-8536

2. The Brooklyn Children's Museum

Future Scientists

Children from the award winning MUSEUM TEAM program at The Brooklyn Children's Museum during peer-to-peer interaction. Pictured from left to right: Stanley Gibbs, Lyle Walford, George Coleman, Kenton Skeeton and Wesley Blackman.

Contact: Keith Miller, The Brooklyn Children's Museum, (718) 488-6260

3. The Brooklyn Children's Museum

Let Me See!

Children from the award winning MUSEUM TEAM program at The Brooklyn Children's Museum during peer-to-peer interaction. Pictured from left to right: Dania Joseph, Iaesha Murphy and Christine Soto.

Contact: Keith Miller, The Brooklyn Children's Museum, (718) 488-6260

4. The Mexican Fine Arts Center Museum (three versions)

Summer Classes

Parading Papier Maché *Mohigangas*, Mexican puppetry.

Contact: Maria Pesqueira, Mexican Fine Arts Center Museum, (312) 738-1503

continued

5. The Mexican Fine Arts Center Museum (three versions)

Summer Art Classes
Designing interior spaces.

Contact: Maria Pesqueira, Mexican Fine Arts Center Museum, (312) 738-1503

6. Montshire Museum of Science

The Montshire Museum of Science produced exhibits at the Hartford Community Center for Recycling and Waste Management to educate consumers about recycling. Visitors learn that each American throws away 3 1/2 pounds of garbage each day, three times more than a typical French citizen.

Photo credit: Jon Gilbert Fox

Contact: Kevin Coburn, Montshire Museum of Science, (802) 649-2200

7. Montshire Museum of Science

Visitors to the Hartford Community center for Recycling and Waste Management come to recycle or safely dispose of hazardous waste; shop at the "Good-Buy Store," a re-usable goods store; play games about making wise environmental choices; and have a good time "at the dump."

Photo credit: Jon Gilbert Fox

Contact: Kevin Coburn, Montshire Museum of Science, (802) 649-2200

8. Montshire Museum of Science

This man is finding out just how much energy it takes to produce one pound of pure aluminum from raw bauxite ore (about 134,000 BTU's, or 5 1/2 hours of steady peddling). A cheaper and less wasteful alternative, the exhibit suggests, is to recycle existing aluminum cans.

Photo credit: Jon Gilbert Fox

Contact: Kevin Coburn, Montshire Museum of Science, (802) 649-2200

9. Wing Luke Asian Museum (three versions)

One Song, Many Voices: The Asian Pacific American Experience

The permanent centerpiece exhibit depicts the 200-year story of immigration and settlement of Asians and Pacific Islanders in Washington state, from the first Hawaiian settlers to the new refugees from Southeast Asia. The exhibit encompasses 10 major Asian Pacific American groups -- Chinese, Japanese, Filipinos, Koreans, Vietnamese, Cambodians, Laotians, Southeast Asian Hill Tribes, South Asians and Pacific Islanders.

Photo credit: John Pai

Contact: Ron Chew, Wing Luke Asian Museum, (206) 623-5124



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**Contact: Mamie Bittner (202) 606-8536
Tania Said (202) 606-8536**

**EMBARGOED UNTIL:
OCTOBER 6, 1995 AT 1:00 P.M.**

INSTITUTE OF MUSEUM SERVICES ANNOUNCES NATIONAL AWARDS FOR MUSEUM SERVICE

Washington, DC -- Today, Diane B. Frankel, Director of the Institute of Museum Services (IMS), awarded the second annual National Award for Museum Service to four museums. The winners are: The Brooklyn Children's Museum, Brooklyn, New York; The Mexican Fine Arts Center and Museum, Chicago, Illinois; Montshire Museum of Science, Norwich, Vermont; and Wing Luke Asian Museum, Seattle, Washington.

First Lady Hillary Rodham Clinton congratulated the recipients in a ceremony at the White House. Ms. Frankel noted, "This is a great day because it gives us the chance to tell a few of the wonderful stories museums have to tell. Museums are magical places for everyone and if you participate in one of the programs these institutions offer, you will feel that magic."

The recipients were honored in a luncheon on Capitol Hill. Bill Blair, Chairman of the National Cultural Alliance was the featured speaker.

In establishing the annual award Ms. Frankel said, "With this award we have the opportunity to spotlight the very special ways museums are reaching out and into their communities." To honor the achievements of each museum and its community, Ms. Frankel will attend special activities to be held at each of the museums.

The awards are made in Washington, DC in October to celebrate National Arts and Humanities Month.

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BACKGROUND FACT SHEET

NATIONAL AWARD FOR MUSEUM SERVICE

Background

Diane Frankel, Director of the Institute of Museum Services, established the National Award for Museum Service in 1994 to celebrate museums and their contributions to their communities. Last year the IMS received 70 nominations and made three awards; this year IMS received over 90 nominations and will make four awards.

Purpose

This award is an important way for IMS to use its federal role to recognize and encourage leadership in the museum community. The award honors museums that demonstrate institutional commitment to public service with innovative programs that address educational, social, economic or environmental issues.

Selection Criteria

Nominees describe specific programs that demonstrate:

- the effectiveness with which the museum has attracted new audiences;
- innovative programming which addresses educational, social, economic or environmental issues;
- positive effects of the museums collaborations with other public institutions in the community.

-MORE-

Nominations for the award are widely solicited. Nominations are reviewed by the National Museum Services Board, the policy making body for the Institute, which made recommendations to the Director. With the advice of the Board, the IMS Director made final selections.

Last year's National Award for Museum Service recipients were: the Brukner Nature Center, Troy, Ohio; the Cummer Museum of Art and Gardens, Jacksonville, Florida; and the Missouri Historical Society, St. Louis, Missouri.

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About The Brooklyn Children's Museum:

A Winner of the 1995 National Award for Museum Service

"A lot of the kids here are from the community, so it is like you can say this is one small little block, one whole big neighborhood, says Katisha, who has served as ambassador for the newer members of MUSEUM TEAM and as an intern in the education department. The first children's museum in the world, founded in 1899, The Brooklyn Children's Museum has a historic commitment to the local community's youth and their families. Located in Crown Heights, one of New York City's largest minority neighborhoods, the Museum provides a unique cultural resource, a communal atmosphere of creativity and learning, and a safe haven for over 1,000 local youth, ages 7-18, who are members of MUSEUM TEAM. In the typically unscheduled hours after school and on weekends, youngsters flock to the Museum to gain lifelong skills of problem solving and intellectual curiosity which will help them succeed in the world around them. Katisha comments, "This museum is not like other museums - it's better, it's like family, we all take care of each other. I noticed that the other day someone didn't have anything to eat for lunch and then somebody else shared his sandwich with him."



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About The Mexican Fine Arts Center Museum:

A Winner of the 1995 National Award for Museum Service

As a community-based arts organization with strong participation in national and international arenas, the Mexican Fine Arts Center has transformed itself into a national model in the Museum community for the 21st century. The museum serves the Mexican community and the City of Chicago in two very important ways: 1) By presenting and conserving the artistic expressions of the Mexican culture in all of its beautiful manifestations and being a cultural ambassador of the Mexican culture to the City of Chicago so that everyone can enjoy the splendor of Mexican art and culture, and 2) By breaking the traditional museum mold: speaking out on such issues as equity for Mexicans in all areas; championing the belief that arts and culture are an essential component of the human experience; and educating the public that cultural diversity is not a problem, but a wonderful asset of our Nation.



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About the Montshire Museum of Science:

A Winner of the 1995 National Award for Museum Service

The Montshire Museum in Norwich, Vermont, is a small science museum that makes a big impact on the communities it serves. As a regional leader in environmental issues, Montshire developed a unique series of exhibits designed to educate the public on a variety of waste disposal issues, including concepts of "precycling" (making smart purchasing decisions that cut down on waste), recycling, and using natural substances as substitutes for hazardous household materials. The exhibits were housed in an educational center adjacent to the Hartford Community Center for Recycling and Waste Management, a facility resembling an attractive New England village shopping area. Now serving residents in 11 Vermont and 7 New Hampshire towns, thousands of people have come to the center to recycle and safely dispose of hazardous waste. While there, they learn about wise consuming; shop at the "Good Buy Store," a re-usable goods store; and generally have fun at "the dump."



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About the Wing Luke Asian Museum:

A Winner of the 1995 National Award for Museum Service

The Wing Luke Asian Museum, located in Seattle's historic Chinatown-International District, has helped redefine the role of a community-based museum. Exhibits are created not by a single curator, but by many members of the community, working collaboratively -- across generational and ethnic lines, sharing pieces of their own lives. The museum is transformed from a quiet, hushed place into an active community center where history, culture and art come alive.

International District resident, business owners and shoppers as well as visitors from throughout the Seattle-King county region support this institution as a symbol of cultural pride, a place they can come to discuss issues of the day and learn about the past.



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FACT SHEET

INSTITUTE OF MUSEUM SERVICES

The Institute of Museum Services is an independent federal agency established in 1976. Its mission is to increase and improve museum services. It provides grants for general operating and care of collections activities to all types of museums, large and small throughout the country including aquariums, arboretums, and botanical gardens, art museums, youth museums, general museums, historic houses and sites, history museums, nature centers, natural history and anthropology museums, planetariums, science and technology centers, specialized museums and zoological parks.

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FIRST LADY HILLARY RODHAM CLINTON
INSTITUTE OF MUSEUM SERVICES AWARDS PRESENTATION
THE WHITE HOUSE
October 13, 1994

Talking Points

- Welcome to the White House. I'm so pleased that you could be here to help us celebrate Arts and Humanities Month at the White House.
- The President and I have long been museum lovers. Now that we are privileged to live in this living museum, I am particularly pleased to be here with all of you who have dedicated so much time and energy to strengthening museums around our nation.
- Museums play a critical role in reaching out to their communities and making art, documents and information accessible to a broad audience.
- Today we are here to salute the extraordinary work of three museums -- museums which have become central in the lives of their communities: The Brukner Nature Center in Troy, Ohio, the Cummer Museum of Art and Gardens in Jacksonville, Florida, and the Missouri Historical Society in St. Louis.
- Your museums utilize your collections and scholarly resources to empower the lives of citizens from all backgrounds, particularly children.
- By working in schools, engaging families, employing at-risk city and rural youth, your museums are making meaningful contributions not only to your communities but to our nation.
- The President and I are gratified to know that museums like yours are finding ways to keep kids in school, keep businesses competitive with a creative workforce, promote awareness about the environment, introduce technological advances to a wider audience, advance international understanding and help America learn from our rich diversity.
- I am proud that this Administration and the Institute of Museum Services have found a way -- through the National Museum Service Award -- to recognize the power that museums have to move communities forward as we enter a challenging new century. I know that your work will be an inspiration to others.
- With me is the Director of the Institute of Museum Services, Diane Frankel, who will help confer the awards. We are so proud of Diane's leadership.