

# FY 2020-2021 ANNUAL REPORT

**LA STATE PENITENTIARY MUSEUM FOUNDATION**  
Post Office Box 1    Angola, LA 70712

## **OUR VISION**

The Foundation's vision is for the Angola Museum to become widely recognized among museum enthusiasts and the public in general as an accessible and informative archive of documents, records, and artifacts of the history of corrections in Louisiana

## **OUR VALUES**

INTEGRITY  
OPENNESS &  
INCLUSIVENESS  
EXCELLENCE  
LEARNING  
INNOVATION

**Our mission is to support the Angola Museum in its promotion of historical, educational, and cultural activities and experiences that are designed to document and preserve the history and development of corrections and justice in Louisiana and the historical and cultural legacy of the site of the Louisiana State Penitentiary at Angola.**



**ANGOLA**  
**MUSEUM**

AT THE LOUISIANA STATE PENITENTIARY

## INTRODUCTION

As have many organizations, **THE ANGOLA MUSEUM** has had to manage the many challenges realized as a result of the Covid-19 pandemic. Throughout it all, the museum continues to improve its day-to-day operations through the execution of its strategic plan.

In May of 2020, the Foundation's Board of Directors adopted a new Strategic Plan.

The plan sets goals to help us be more collaborative and efficient in our work and to engage new and more diverse audiences in meaningful ways. The strategic plan will help guide the future development of **THE ANGOLA MUSEUM** and enhance its operations. We continue to seek new strategic partnerships to expand our reach. However, because of the COVID-19 pandemic, many of our performance goals are incomplete and/or were significantly impacted by the pandemic.

The Board of Directors and committees continued to meet remotely throughout the fiscal year using Zoom technology.

## FINANCIAL POSITION

The Foundation's financial statements are compiled with Data from the museum's accounting records. The financial data is periodically reviewed and/or audited by an Independent accounting firm.

The outbreak of the coronavirus (Covid-19) has disrupted the museum's regularly scheduled tours, events, and café sales during the fiscal year ended June 30, 2021. These events are where the museum generates a majority of its cash inflow; therefore, there has been a significant decrease in activity due to the pandemic.

The Foundation's management and internal control systems provide reasonable

assurance that the Foundation and museum resources are protected from fraud, waste, and misuse. Previous independent audits have found no material weaknesses in the Foundation's internal controls.

A link to the Foundation's tax filings are available on the museum website, [www.angolamuseum.org](http://www.angolamuseum.org).

The Board of Directors and the Marketing Committee will work in the coming fiscal year to actively implement its fundraising plan and activities that will support upcoming projects and events and sustain the mission of the Foundation and the Angola museum.

# THE ANGOLA MUSEUM

As a public health precaution and in response to Governor John Bel Edwards' proclamation relative to Covid-19, the museum closed in March 2020 and remained closed to visitors until late May 2020. The re-opening plan included new health and safety measures due to the pandemic, such as the requirement to wear masks and socially distance while on site. Although the museum was closed to the public for a while, staff continued to report per their normal schedule and were, on occasion, allowed to telework.

The pandemic presented all of us with uncertainty and anxiety. Despite this, the difficult circumstances reinforced the amazing staff we have working at The Angola Museum. The work continued throughout the year. Staff continued to facilitate the Board

and Committee workplans, serving as liaison to the committees. Some of the year's highlights are detailed below and throughout this report.

In August 2020 we launched a new social media campaign in hopes of building a larger and more diverse following on Facebook and Instagram. Our hope is that this diversified following will lead to a supportive small donation pool and several large donors. We began by posting every weekday for three months which we gradually scaled down to three posts per week. Our major goal was to reach 4,000 Facebook followers within the year. By the end of June 2021 we had exceeded that goal and continue to expand our reach through social media.

	<b>August 5, 2020</b>	<b>July 21, 2021</b>	<b>Increase</b>
<b><i>Instagram</i></b>	<b>190</b>	<b>475</b>	<b>285</b>
<b><i>Facebook likes</i></b>	<b>2116</b>	<b>3943</b>	<b>1827</b>
<b><i>Facebook followers</i></b>	<b>2161</b>	<b>4050</b>	<b>1889</b>

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*A new marketing plan was launched that included redesigned paper materials. These included a modernized trifold brochure, social media cards, a museum flyer, and a personally signed "we are reopened" tour mailer. These materials were distributed throughout the community, either in person or by U.S. Mail*

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# Angola Today

The Marketing and Development Coordinator designed and installed a new display entitled "Angola Today". This display highlights some of the programs that are happening at the Angola penitentiary today. The dive into these programs includes a look at the many philanthropic clubs that gather behind the prison gates, the New Orleans Baptist Theological Seminary, and the hobby crafts by the inmates. The goal was to offer a more modern design and perspective for museum visitors.

## ANGOLA: THE BEGINNING

The design for a new exhibit, "Angola: The Beginning", was undertaken this year. The exhibit will be launched in FY 2022 and will dive into Angola's past as a plantation and its transition into a prison. This exhibit will be highly visual and designed to immerse visitors into Angola's history.

### VIRTUAL TOURS AND MORE

A virtual tour was produced in partnership with the television station at Louisiana State Penitentiary (LSP-TV), which is operated by inmates. The 30-minute tour of the museum is narrated by a board member and can be uploaded digitally. This virtual tour had the goal of being a virtual tool for schools during the pandemic as well as allowing people from near and far an opportunity to see the museum digitally.

Additionally, a virtual tour of some of the museum's more unique archival material was created for an archivist association's annual meeting. The video will be cut into smaller sections and uploaded to the museum's YouTube channel.

We also launched a project in which the main floor and flow of the museum has begun to be re-thought. This revised floor plan will help build an accessible story for visitors to follow as they go through the museum, as well as create more interactive and graphically designed areas.



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## MUSEUM REDESIGN

We also launched a project in which the main floor of the museum is being re-thought. This revised floor plan will help build an accessible story for visitors to follow as they go through the museum, as well as create more interactive and graphically designed areas.

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## COMMUNITY OUTREACH

Beginning in November 2020, we began to create an outreach plan for the local West Feliciana Parish community. This included thank you baskets for the areas in the town of St. Francisville that referred visitors to the museum throughout the year. Paper marketing materials were also handed out at local community hotspots to display and distribute. Likewise, the museum gathered paper marketing materials from these areas to display at the museum to strengthen our partnership with community centers.

## BOARD OF DIRECTORS

### OFFICERS:

**SHERYL RANATZA, PRESIDENT**

Chairman, LA Pardon & Parole Board

**DR. HUEY PERRY, 1<sup>ST</sup> VICE PRESIDENT**

Professor Emeritus, Southern University, Baton Rouge

**MICHAEL WYNNE, 2<sup>ND</sup> VICE PRESIDENT**

Retired District Manager, LA Probation & Parole, Alexandria

**PERRY STAGG, SECRETARY**

Deputy Assistant Secretary, LA Office of Juvenile Justice

**BRIAN GREMILLION, TREASURER**

Administrative Director, LA State Penitentiary

### DIRECTORS:

**ANNE MARIE EASLEY**, Assistant Warden, LA State Penitentiary

**DAVID FLOYD**, Tourism Director, W. Feliciana Parish

**CATHY FONTENOT**, Major, E Baton Rouge Parish Prison

**DR. MARIANNE FISHER-GIORLANDO**, Prof. Emerita, Grambling State

**NORRIS HENDERSON**, Executive Director, Vote-NOLA

**TODD HERNANDEZ**, Attorney, Zachary, LA

**TIM HOOPER**, Warden, La State Penitentiary

**RONNIE JETT**, Retired Assistant Warden, LA State Penitentiary

**C. B. OWEN**, Retired, VP & Chief Technology Officer, USG Corp

**JESSE PERKINS**, Retired, W. Feliciana Parish School Board

**STEPHANIE PERRAULT**, Cultural Resources Lead, ELOS  
Environmental

**ROBERT TOBUREN**, Professor Emeritus, Louisiana Tech University

**GARY YOUNG**, Deputy Commissioner, Mississippi DOC

## OUR TEN MISSION GOALS

- Goal 1: *Increase funding to sustain an efficient level of operations and improve future growth and quality of programs.*
- Goal 2: *Seek accreditation by the American Alliance of Museums.*
- Goal 3: *Recruit members for an inclusive and contributory board.*
- Goal 4: *Enhance visitors' on-site and online education experience*
- Goal 5: *Develop and retain a skilled, inclusive staff.*
- Goal 6: *Attract and recruit dedicated trained volunteers for meaningful involvement.*
- Goal 7: *Increase awareness and enhance the image of the museum; promote the museum among our target audiences, the community, and the general public; enhance the museum's digital presence.*
- Goal 8: *Review all policies and procedures every three years.*
- Goal 9: *Allocate space to meet the needs of the museum's collections, visitors, and staff and provide a secure environment for everyone; periodically review the space allocation to determine if a facility upgrade is needed.*
- Goal 10: *Develop guidelines for accessioning and deaccessioning artifacts based on professional standards established by the American Alliance of Museums.*

# Index to Strategic Goals by Focus Area

FOCUS AREAS	STRATEGIC GOALS
<b>INTEGRITY</b>	Goal 1: Sustainability, development, and funding Goal 2: Accreditation Goal 3: Recruitment and retention of an inclusive and Trained board Goal 4: Increase educational opportunities
<b>OPEN &amp; INCLUSIVE</b>	Goal 3: Recruitment and retention of an inclusive and trained board Goal 6: Enhance volunteer opportunities Goal 9: Facility upgrade
<b>EXCELLENCE</b>	Goal 1: Sustainability, development, and funding Goal 2: Accreditation Goal 3: Recruitment and retention of an inclusive and trained board Goal 5: Plan for appropriate staff development Goal 8: Policies and procedures Goal 10: Accession/Deaccession
<b>LEARNING</b>	Goal 4: Increase educational opportunities Goal 3: Recruitment and retention of an inclusive and trained board Goal 5: Plan for appropriate staff development
<b>INNOVATION</b>	Goal 4: Increase educational opportunities Goal 7: Marketing and awareness Goal 9: Facility upgrade



# The Angola Museum

## Strategic Priorities

(Note: FY 2021 Performance was impacted by pandemic)

### **Goal 1: SUSTAINABILITY, DEVELOPMENT AND FUNDING**

*Increase funding to sustain an efficient level of operations and improve future growth and quality of programs.*

#### **FY 21 Performance Indicators:**

- The accounting firm, Posthlewaite & Netterville was engaged to perform a financial review of the museum financial records for the fiscal year ending June 30, 2020. The report of the review and the financial statements are available for review by any interested party. There were no significant findings.
- The museum applied for and was awarded a Culture Cares grant through the Louisiana Endowment for the Humanities (\$10,000).
- The museum applied for loan forgiveness with the Small Business Administration for the first round of payroll protection loan received and fully expensed in FY 20. That application was approved, and the loan was fully forgiven (\$24,097).
- The museum applied for an Economic Injury Disaster Loan through the Small Business Administration and was awarded a \$5,000.00 advance on that loan in FY 20. The museum applied for forgiveness of that advance and interest paid, which was fully forgiven during FY 21.
- The museum applied for the second round of payroll protection loan through the Small Business Administration. That loan was used exclusively for payroll in the amount of \$24,097. Forgiveness of the entire loan amount is anticipated during FY 22.
- The museum applied for and received a grant from the Louisiana Office of Historic Preservation in the amount of \$34,305 to digitize archived images held by the museum that date from the 1940's-1970's.
- Management began to develop a plan for re-opening of the Big House Café in early FY 2022.
- The board of directors previously mapped a plan for succession of board leadership beginning in July 2021; however, due to the pandemic that plan was delayed until July 2022.

### **Goal 2: ACCREDITATION**

*Pursue accreditation by the American Alliance of Museums.*

#### **FY 21 Performance Indicators:**

- Due to lack of resources, the Board has voted to postpone the work toward this goal.

### **Goal 3: RECRUITMENT AND RETENTION OF AN INCLUSIVE AND TRAINED BOARD**

*Recruit members for an inclusive and contributory board.*

#### **FY 21 Performance Indicators:**

- Elected a new board member who will bring a new perspective and skill set to the board
- New board member onboarding and orientation was conducted electronically
- Initiated review of all board charters to determine if charters remain current and relevant
- Developed and adopted a work plan for the board of directors and each committee for calendar year 2021.
- The board of directors previously mapped a plan for succession of board leadership beginning in July 2021; however, but due to the pandemic that plan was delayed until July 2022.

### **Goal 4: INCREASE EDUCATIONAL OPPORTUNITIES**

*Enhance visitors' on-site and online education experience*

#### **FY 21 Performance Indicators:**

- The museum partnered with the University of Lafayette on a project entitled "*Cultural and Structural Mid-Twentieth Century Penal Reforms: An Online Database of Images from Louisiana State Penitentiary, Angola*". to provide the archived images from the 1940's-1970's at Angola to the broadest audience as possible by including it in the University of Louisiana at Lafayette Dupré Libraries' Special Collections.
- Over a two-week period, the museum hosted the traveling exhibit, "Determined to Rise: The Woman's Suffrage Movement in Louisiana" which celebrates the challenges and triumphs of the women's suffrage movement in Louisiana.
- In July 2020, the Marketing and Development Coordinator worked with the inmate operated television station at Louisiana State Penitentiary to produce a virtual tour of the museum, narrated by a member of the board of directors.
- In January 2021, the Marketing & Development Coordinator completed her recommendation to reorganize the layout of the museum galleries and the Angola story.
- An article, "*Angola: Fact and Fiction*", was submitted for publication in *64 Parishes*, a magazine which is a project of the Louisiana Endowment for the Humanities
- Specialized tours resumed for the guests of the American Queen Steamboat Company on a limited capacity basis.
- Virtual presentations were produced and made available:
  - "*Fonville Winans, Angola, 1938*", for the Louisiana State Museum
  - "*Who and Where Were the Women? Louisiana Convict Lease 1868-1901*", for the Louisiana Historical Association meeting
  - Virtual Repository Tour of Angola Museum exhibits and archival items for the Society of Southwest Archivists annual meeting

## **Goal 5: PLAN FOR APPROPRIATE STAFF DEVELOPMENT**

*Develop and retain a skilled, inclusive staff.*

### **FY 21 Performance Indicators:**

- Staff were able to participate in virtual training opportunities:
  - Provided by the Louisiana Association of Nonprofit Organizations, “Creating and Managing a High Functioning Board Team” and “Building a Powerful Board for Fundraising”.
  - Provided by the Texas Historical Commission – “How to Plan for a Year of Virtual Fundraising for Your Small Non-Profit” and “Succeeding as a Young Museum Leader”;
  - Sponsored by the International Council of Museums in Canada, “Decolonizing Museology: Museum, Mixing, and Myths of Origin.”
  - Educational sessions presented at the annual meeting and expo of the American Alliance of Museums.

## **Goal 6: VOLUNTEER OPPORTUNITIES**

*Attract and recruit dedicated trained volunteers for meaningful involvement.*

### **FY 21 Performance Indicators:**

- There was no progress achieved toward this goal during the fiscal year due to the pandemic.

## **Goal 7: MARKETING AND AWARENESS**

*Increase awareness and enhance the image of the museum; promote the museum among its targeted audiences, the community, and the general public; develop and enhance the museum’s brand identity and communications; and enhance the museum’s digital presence.*

### **FY 21 Performance Indicators:**

- The museum applied through the state’s historical marker program to sponsor an historical marker to be placed near the penitentiary’s front gate to commemorate the history of the Louisiana State Penitentiary property. The Office of the Lieutenant Governor, Office of Culture, Recreation and Tourism accepted and approved the application, but printing of the marker has been delayed until such time as funds can be made available for this purpose.
- The annual Hall of Fame event was postponed to FY 22 due to the pandemic; however, the Law Enforcement Officer of the Year award was conveyed on August 21, 2020 at the museum facility.
- The museum has sent letters to its congressional delegation to visit the museum.
- The Marketing Committee has launched a plan for the development of a quarterly newsletter.
- A social media campaign was launched in August, posting daily for 90 days. This increased the museum’s digital presence significantly.

- An outreach program was launched to develop and improve the museum’s relationship with local community partners.

## **Goal 8: POLICIES AND PROCEDURES**

*Review all policies and procedures every three years.*

### **FY 21 Performance Indicators:**

- The Administrative Assistant for Operations developed a schedule for policy reviews. This schedule was implemented in April 2021 with the first set of policy reviews and revisions and will continue with reviews at each board meeting.

## **Goal 9: FACILITY UPGRADE**

*Allocate space to meet the needs of the museum’s collection, visitors, and staff and provide a secure environment for everyone. Periodically review the space allocation to determine if a facility upgrade is needed.*

### **FY 21 Performance Indicators:**

- The Marketing & Development Coordinator completed her recommendation to reorganize the layout of the museum galleries that provides for rotation of exhibits
- During the time the museum was closed to outside visitors due to the pandemic, staff worked to refresh the museum with newly painted areas and steam cleaning of carpets.

## **Goal 10: ACCESSION/DEACCESSION**

*Develop guidelines for accessioning and deaccessioning artifacts based on professional standards established by the American Alliance of Museums.*

### **FY 21 Performance Indicators:**

- Museum staff worked together to create a listing of items in the museum collections. This listing will require further investigative work and documentation.

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For additional information, visit our website [www.angolamuseum.org](http://www.angolamuseum.org)