Community/Public Service Worksheet

Service Category: Educational Outreach Programs

Title: Moundville Archeological Park & Museum

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(name) (Organization)
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Program Description: Moundville Archaeological Park (MAP) is widely regarded as one of the most significant archaeological sites in the United States. In the 13th century, around 3,000 Native Americans lived in this powerful capital town where they constructed 28 earthen mounds that served as platforms for buildings. The University of Alabama now preserves and presents this National Landmark site as a 326 acre educational park and state-of-the-art museum. The site and collections are actively researched by faculty and students and the

Objectives/Outcomes: The primary mission of MAP is to maintain, preserve, and interpret the Moundville site to a broad and diverse audience while fostering research that expands our understanding of the ancient Moundville people.

Assessment Measures: One measure of success is the quantity of educational experiences achieved. Another measure is the quality of the educational experiences based on the information learned by the visitor.

Results: The park was visited by 28,127 people in 2013. This includes 10,427 who attended the largest event, the Moundville Native American Festival, and 1,908 who participated in educational programs such as guided tours, summer day camp, or special hands-on programs such as "Native Tools and Weapons" or "Mother Earth and the Three Sisters"

Conclusions: Participation in Moundville's educational programs is healthy when compared to previous years. Attendance by K-12 school groups has leveled off, not declining, but not increasing measurably.

Improvement Actions: Increased marketing would attract a larger and more diverse audience. Summative evaluation of the equality of educational experiences should be implemented.