Mission / Purpose

UA Museums Mission is to broaden the knowledge of natural sciences and cultural heritage through collections and quality programs of research, instruction and service; the University Museums will operate and preserve Moundville Archaeological Park and Gorgas House and provide interpretive programs to the public and students respectively on cultural history as well as university history and heritage; we will deliver natural history field science and museums' programs through the Alabama Museum of Natural History, Discovering Alabama and Moundville Park to enhance knowledge, understanding and stewardship of Alabama's cultural and natural resources in support of science education objectives; the museums will provide cost effective cultural resource management services to public agencies and the private sector; and we will maintain and make accessible natural history, archaeological and cultural collections for research, exhibit and interpretation.

Goals without Outcome/Objective Relationships Specified

G 2: Increase accessibility to collections

Improve and increase accessibility to collections for research, teaching and exhibition

Goals and Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

G 1: Increase educational program options and delivery

1. Increase revenue to support expanded quality educational programs

2. Increase audience for delivery of educational and interpretive programs

OthOtcm 1: Increase Outreach to Black Belt Communities

Utilize our two Americorps VISTAs stationed at Alabama Museum of Natural History and Moundville Archaeological Park for capacity building and outreach to Black Belt Communities.

Connected Document
Timetable-UA Museum

Related Measures

M 1: Develop relationships with at least one school in each of the seven surrounding Black Belt counties.

Develop relationships with at least one school in each of the seven surrounding Black Belt counties.

Source of Evidence: Administrative measure - other

Target: No Target Established

OthOtcm 2: Increase Visitation by 3% annually

Increase visitation at UA Museums overall by 3% annually

Connected Document
Timetable-UA Museum

Related Measures

M 3: 3% increase in visitation

Visitation will show a 3% increase over 2012-13 visitation

Source of Evidence: Administrative measure - other

Target: Visitation across UA Museums in FY 2012-13 was 45,515. An increase of 3% in FY 2013-14 will require an increase of 1,365 visitors.

M 4: Visitor's Survey-overall experience

Visitors will be surveyed to determine satisfaction with overall experience

Source of Evidence: Evaluations

Target: No target established.

M 5: Visitor's Survey-information source

Visitors will be surveyed to determine where they learned about UA Museums to refine and focus marketing efforts

Source of Evidence: Evaluations

Target: No target established.
OthOtcms: Increase educational program offerings by 10%

Increase educational program offerings by 10%

Related Measures

M 6: 10% increase in educational program offerings

Educational program offerings will show a 10% increase over FY 2010-2011 programs

Source of Evidence: Administrative measure - other

Target:
In 2011-12, twenty-six distinct educational programs were offered across UA Museums. An increase of 10% in program offerings for 2012-13 will require development and implementation of at least three new programs.

M 7: Visitor's Survey-satisfaction

Visitors will be surveyed to determine satisfaction with and degree of learning from educational programs

Source of Evidence: Client satisfaction survey (student, faculty)

Target:
No target established.

OthOtcms: Increase accessibility to Gorgas House

Increase accessibility to Gorgas House

Related Measures

M 7: Visitor's Survey-satisfaction

Visitors will be surveyed to determine satisfaction with and degree of learning from educational programs

Source of Evidence: Client satisfaction survey (student, faculty)

M 10: Use of Gorgas House

Gorgas House will use facility to display at least 1 new exhibit related to either the Civil War sesquicentennial and/or Gorgas family history. The use of the house for exhibits is a new undertaking that should help increase visitation and expand interpretive potential.

Source of Evidence: Administrative measure - other

Target:
One new exhibit will be planned, prepared, and executed.

M 11: Gorgas House—increase facility use

Gorgas House will increase facility use to a minimum of 10 rentals/special programming events. This represents a 200% increase over previous year activity in this area.

Source of Evidence: Academic indirect indicator of learning - other

Target:
Gorgas house will hold at least 10 rentals or special programming events representing a 200% increase over 2011-12 in this area.

OthOtcms: Complete facility improvements at MAP

Complete improvements to Nelson Jones Conference Building including new furniture and lighting to facilitate its use by academic departments and other organizations for meetings, lectures, conferences, and symposia. Complete phase 2 of park wayfinding signage project.

G 3: Meet or exceed museums' patrons expectations

Survey museum patrons, visitors, program recipient to evaluate whether we are meeting their needs and expectations

OthOtcms: Increase accessibility to Gorgas House

Increase accessibility to Gorgas House

Related Measures

M 7: Visitor's Survey-satisfaction

Visitors will be surveyed to determine satisfaction with and degree of learning from educational programs

Source of Evidence: Client satisfaction survey (student, faculty)

M 10: Use of Gorgas House

Gorgas House will use facility to display at least 1 new exhibit related to either the Civil War sesquicentennial and/or Gorgas family history. The use of the house for exhibits is a new undertaking that should help increase visitation and expand interpretive potential.

Source of Evidence: Administrative measure - other

Target:
One new exhibit will be planned, prepared, and executed.
M 11: Gorgas House - increase facility use
Gorgas House will increase facility use to a minimum of 10 rentals/special programming events. This represents a 200% increase over previous year activity in this area.

Source of Evidence: Academic indirect indicator of learning - other

Target:
Gorgas house will hold at least 10 rentals or special programming events representing a 200% increase over 2011-12 in this area.

OthOtcm 7: Complete facility improvements at MAP
Complete improvements to Nelson Jones Conference Building including new furniture and lighting to facilitate its use by academic departments and other organizations for meetings, lectures, conferences, and symposia.
Complete phase 2 of park wayfinding signage project.

G 4: Disseminate Scientific Research
Publish significant research in AMNH Bulletin
Publish significant archaeological research in OAR Reports of Investigations

OthOtcm 6: Publish AMNH Bulletin
Publish two issues of AMNH Bulletin

Related Measures

M 8: Publish archaeological research
Publish 2 new OAR monographs on recent archaeological research

Source of Evidence: Activity volume

Target:
The Museums’ Office of Archaeological Research will publish two new monographs on recent archaeological research.

M 9: Publish in paleontological research
Publish new AMNH Bulletin on recent paleontological research

Source of Evidence: Activity volume

Target:
Two new issues of the AMNH Bulletin, a peer-reviewed scientific journal, will be published.

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Complete archaeological publication
Office of Archaeological Research personnel will complete publication of Little Canoe Creek Report of Investigation.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High
Projected Completion Date: 01/2014
Responsible Person/Group: Director, Office of Archaeological Research

Develop challenging but realistic visitation goals
Museum directors will work with the UA Museums Executive Director to develop challenging, but realistic and sustainable goals for increasing visitation.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High
Projected Completion Date: 02/2014
Responsible Person/Group: Directors of Moundville Archaeological Park, Alabama Museum of Natural History, Gorgas House Museum, and the Executive Director of UA Museums.

Survey Visitors
Surveys will be developed and issued to Visitors.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High
Mission / Purpose

UA Museums Mission is to broaden the knowledge of natural sciences and cultural heritage through collections and quality programs of research, instruction and service; the University Museums will operate and preserve Moundville Archaeological Park and Gorgas House and provide interpretive programs to the public and students respectively on cultural history as well as university history and heritage; we will deliver natural history field science and museums' programs through the Alabama Museum of Natural History, Discovering Alabama and Moundville Park to enhance knowledge, understanding and stewardship of Alabama's cultural and natural resources in support of science education objectives; the museums will provide cost effective cultural resource management services to public agencies and the private sector; and we will maintain and make accessible natural history, archaeological and cultural collections for research, exhibit and interpretation.

Goals

**G 1: Increase educational program options and delivery**
1. Increase revenue to support expanded quality educational programs
2. Increase audience for delivery of educational and interpretive programs

**G 2: Increase accessibility to collections**
Improve and increase accessibility to collections for research, teaching and exhibition

**G 3: Meet or exceed museums' patrons expectations**
Survey museum patrons, visitors, program recipient to evaluate whether we are meeting their needs and expectations

**G 4: Disseminate Scientific Research**
Publish significant research in AMNH Bulletin
Publish significant archaeological research in OAR Reports of Investigations

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

**OthOtcm 1: Increase Revenue by 10%**
Generate an increase in revenue at UA Museums overall by 10%.

**Connected Document**
Timetable-UA Museum

**Related Measures**

**M 1: 10% increase in revenue**
Revenue will show a 10% increase over FY 2010-2011 revenue
Source of Evidence: Administrative measure - other

**Target:**
Total revenues for UA Museums for FY 2011-2012 were $1,423,554 including all earned income, contracts, grants, and gifts. An increase of 10% will require an additional $142,355 in FY 2012-2013.

**Finding (2012-2013) - Target: Met**
Total revenues for UA Museums in FY 2012-2013 were $2,213,766 including all earned income, contracts, grants, and gifts. This is an increase of $790,212 (55%) over FY 2011-2012. It should be noted that most of this increase is attributable to an increase in grant funding for the Museums’ Office of Archaeological Research in the amount of $737,525.

**OthOtcm 2: Increase Visitation by 10%**
Increase visitation at UA Museums overall by 10%.

**Connected Document**
Timetable-UA Museum

**Related Measures**

**M 3: 10% increase in visitation**
Visitation will show a 10% increase over FY 2011-2012 visitation
Source of Evidence: Administrative measure - other

**Target:**
Visitation across UA Museums in FY 2011-12 was 44,078. An increase of 10% in FY 2012-13 will require an increase of 4,408 visitors.

**Finding (2012-2013) - Target: Partially Met**
Visitation across UA Museums totaled 45,515 people in FY 2012-13, an increase of 1,437 visitors over FY 2011-12. This is a 3.2% increase. While this is a healthy increase in the current economic climate, increased financial investment in marketing will be necessary to achieve a greater rate of visitation growth.

**Related Action Plans (by Established cycle, then alpha):**
Develop challenging but realistic visitation goals
Museum directors will work with the UA Museums Executive Director to develop challenging, but realistic and sustainable goals for increasing visitation.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
| Measure: 10% increase in visitation | Outcome/Objective: Increase Visitation by 10%

Projected Completion Date: 03/2014
Responsible Person/Group: Directors of Moundville Archaeological Park, Alabama Museum of Natural History, Gorgas House Museum, and the Executive Director of UA Museums.

M 4: Visitor's Survey-overall experience
Visitors will be surveyed to determine satisfaction with overall experience
Source of Evidence: Evaluations
Target:
No target established.

Finding (2012-2013) - Target: Partially Met
Qualtrics survey and analysis software was purchased by UA Museums but visitor surveys have not yet been developed. Surveys will be developed and conducted in 2013-14.

Related Action Plans (by Established cycle, then alpha):
Survey Visitors
Surveys will be developed and issued to Visitors.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
| Measure: Visitor's Survey- Satisfaction Level | Outcome/Objective: Increase Visitation by 10%
| Measure: Visitor's Survey-information source | Outcome/Objective: Increase Visitation by 10%
| Measure: Visitor's Survey-overall experience | Outcome/Objective: Increase Visitation by 10%

Implementation Description: Surveys will be developed for Moundville Archaeological Park, Alabama Museum of Natural History, and the Gorgas House Museum using Qualtrics Software.

Projected Completion Date: 08/2014
Responsible Person/Group: Director, Moundville Archaeological Park; Director, Alabama Museum of Natural History; Director, Gorgas House Museum.

M 5: Visitor's Survey-information source
Visitors will be surveyed to determine where they learned about UA Museums to refine and focus marketing efforts
Source of Evidence: Evaluations
Target:
No target established.

Finding (2012-2013) - Target: Partially Met
Qualtrics survey and analysis software was purchased by UA Museums but visitor surveys have not yet been developed. Surveys will be developed and conducted in 2013-14.

Related Action Plans (by Established cycle, then alpha):
Survey Visitors
Surveys will be developed and issued to Visitors.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
| Measure: Visitor's Survey- Satisfaction Level | Outcome/Objective: Increase Visitation by 10%
| Measure: Visitor's Survey-information source | Outcome/Objective: Increase Visitation by 10%
| Measure: Visitor's Survey-overall experience | Outcome/Objective: Increase Visitation by 10%

Implementation Description: Surveys will be developed for Moundville Archaeological Park, Alabama Museum of Natural History, and the Gorgas House Museum using Qualtrics Software.

Projected Completion Date: 08/2014
Responsible Person/Group: Director, Moundville Archaeological Park; Director, Alabama Museum of Natural History; Director, Gorgas House Museum.

M 7: Visitor's Survey- Satisfaction Level
Visitors will be surveyed to determine satisfaction with and degree of learning from educational programs
Source of Evidence: Client satisfaction survey (student, faculty)
Target:
No target has been established.

Finding (2012-2013) - Target: Partially Met
Qualtrics survey and analysis software was purchased by UA Museums but visitor surveys have not yet been
developed. Surveys will be developed and conducted in 2013-14.

**Related Action Plans (by Established cycle, then alpha):**

**Survey Visitors**
- **Established in Cycle:** 2012-2013
- **Implementation Status:** Planned
- **Priority:** High

**Relationships (Measure | Outcome/Objective):**
- **Measure:** Visitor’s Survey- Satisfaction Level
- **Outcome/Objective:** Increase Visitation by 10%
- **Measure:** Visitor’s Survey-information source
- **Outcome/Objective:** Increase Visitation by 10%
- **Measure:** Visitor’s Survey-overall experience
- **Outcome/Objective:** Increase Visitation by 10%

**Implementation Description:** Surveys will be developed for Moundville Archaeological Park, Alabama Museum of Natural History, and the Gorgas House Museum using Qualtrics Software.

**Projected Completion Date:** 08/2014

**Responsible Person/Group:** Director, Moundville Archaeological Park; Director, Alabama Museum of Natural History; Director, Gorgas House Museum.

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**OthOtcm 3: Increase educational program offerings by 10%**
Increase museum educational program offerings by 10%

**Connected Document**
- Timetable-UA Museum

**Related Measures**

**M 6: 10% increase in educational program offerings**
Educational program offerings will show a 10% increase over FY 2010-2011 programs

**Source of Evidence:** Administrative measure - other

**Target:**
In 2011-12, thirty distinct educational programs were offered across UA Museums. An increase of 10% in program offerings for 2012-13 will require development and implementation of at least three new programs.

**Finding (2012-2013) - Target: Met**
In 2012-13, the Alabama Museum of Natural History added six new educational programs: Growing Up Wild (Pre-K), Museum Mondays (Elementary), Art in Nature (Middle School), GeoTech Lab (High School), Science Sundays (Family), Science Day Camp (Middle School).

In 2012-13, Moundville Archaeological Park added one new educational program: Southeastern Indian Tools and Weapons Class (Family).

In 2012-13, there were a total of seven new educational programs developed and implemented across UA Museums, an increase of 23.3%

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**OthOtcm 5: Increase accessibility to Gorgas House**
Increase Gorgas House opening hours and tours
Increase interpretive offerings through special programming
Install temporary exhibits and
Increase use of facility for special programming/rentals

**Connected Document**
- Timetable-UA Museum

**Related Measures**

**M 10: Use of Gorgas House**
Gorgas House will use facility to display at least 1 new exhibit related to either the Civil War sesquicentennial and/or Gorgas family history. The use of the house for exhibits is a new undertaking that should help increase visitation and expand interpretive potential.

**Source of Evidence:** Administrative measure - other

**Target:**
One new exhibit will be planned, prepared, and executed.

**Finding (2012-2013) - Target: Met**
From April through May 2013, the Gorgas House Museum displayed a temporary, student-directed exhibition entitled, Jefferson Hall and the Burning of the University of Alabama related to the Civil War and UA. The exhibition was a collaboration that showcased UA Museums artifacts from an OAR (Office of Archaeological Research) excavation at the previous Jefferson Hall (dormitory) site, images and information from the Hoole Special Collections, and an article abstract by Jun Ebersole, Collections Manager at McWane Science Center, that was featured in the UA Museum's Bulletin publication. (This exhibition is available in PDF slideshow format on the Museum's website.)

In addition, during the summer of 2013, in conjunction with an Alabama Historical Commission grant award, an exhibition about preventive preservation was designed; with final implementation November 2013.

**M 11: Gorgas House-increase facility use**
Gorgas House will increase facility use to a minimum of 10 rentals/special programming events. This represents a 200% increase over previous year activity in this area.

**Source of Evidence:** Academic indirect indicator of learning - other

**Target:**
Gorgas house will hold at least 10 rentals or special programming events representing a 200% increase over 2011-12 in this area.

**Finding (2012-2013) - Target: Met**

Gorgas House very successfully increased facility use by holding 42 rentals or special programming events in 2012-13. Following is a listing of these events by month:

October: tour by Dr. Wilson’s class in the Department of Education, visit from Our Lady Fatima school, fraternity pledge class tour regarding UA history, presentation to the Daughter’s of the American Revolution- Tuscaloosa chapter, UA Honor’s College reception, Phi Kappa Alpha reception, Gorgas House-AMNH partnered Halloween open house/event.

November: UA HES (Human Environmental Sciences) Compass Class tour (two times), Dr. Fosters interior design class tour/project, Memorial reception for Mrs. Richard Diehl, corporate game day reception, UA Faculty Senate reception.

December: tour for the UA Professional Staff Assembly, reception for the Buongiono wedding held at AMNH, UA Arts & Sciences reception, Victorian Christmas historic house tour-partnered with the Tuscaloosa Preservation Society.

March: UA History Department reception, Easter event- developed and coordinated as a project through the UA HES Department, tour by Lisa Marie Malischke’s archaeological curation class.

April: tour for Creative Writing class, tour for Graduate Student Services, tour/project for Dr. Pappas music history class, tour for Guin Housing tenants, tour for reunion of retired Navy personnel & family, inauguration and reception for the Student Government Association, reception for student organization (2), tour, induction, & reception for English Honor Society (Sigma Tau Delta), reception and tour for International Business Advisory Board, open house and exhibition opening for A-Day game, UA A&S Department retirement reception, outreach at the Druid City Arts Festival.

June: English class tour, tour for church missionary group.

August: tour/reception for Week of Welcome event, reception for the Black Faculty Staff Association.

**OthOtcm 6: Publish scholarly research**

Publish two issues of AMNH Bulletin. Publish two new OAR monographs on recent archaeological research.

**Related Measures**

**M 8: Publish archaeological research**

Publish 2 new OAR monographs on recent archaeological research

Source of Evidence: Activity volume

**Target:**

The Museums’ Office of Archaeological Research will publish two new monographs on recent archaeological research.

**Finding (2012-2013) - Target: Partially Met**

OAR has published one Report of Investigation (Whitesburg Bridge) with another (Little Canoe Creek) in development. In addition, OAR personnel have authored several articles for public dissemination (Journal of Alabama Archaeology, Museum Chronicle, and local magazines).

**Related Action Plans (by Established cycle, then alpha):**

**Complete archaeological publication**

Office of Archaeological Research personnel will complete publication of Little Canoe Creek Report of Investigation.

Established in Cycle: 2012-2013

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Publish archaeological research | Outcome/Objective: Publish scholarly research

Projected Completion Date: 01/2014

Responsible Person/Group: Director, Office of Archaeological Research

**M 9: Publish in paleontological research**

Publish new AMNH Bulletin on recent paleontological research

Source of Evidence: Activity volume

**Target:**

Two new issues of the AMNH Bulletin, a peer-reviewed scientific journal, will be published.

**Finding (2012-2013) - Target: Met**

Bulletin 30 on newly discovered fish species was published November 1, 2012. Bulletin 31 on recent paleontological research (two volumes) was published April 1, 2013.

**OthOtcm 7: Undertake Widows Creek Collections rehabilitation**

Upgrade and curate archaeological collections from 1.Ja305 and 1.Ja306

**Related Measures**

**M 12: Processing Widow’s Creek collection.**
Processing of "Widow's Creek" archaeological collection.

Source of Evidence: Activity volume

**Target:**

The processing of the Widow's Creek archaeological collection will be completed including complete rehabilitation (inventory, cataloging, documentation, and proper storage).

**Finding (2012-2013) - Target: Met**

Processing and total rehabilitation of the Widow's Creek Collections has been completed. All archaeological specimens (1,688 lots contained in 337 boxes), documents (fifteen folders worth, including photographic prints for which there are no corresponding negatives) and images (235 photographic negatives and 331 transparencies/slides) have been inventoried and rehoused in appropriate materials.

The collection has been accessioned as "Collection 2011.047, Excavations at site 1JA306, Jackson County, Alabama."

### Details of Action Plans for This Cycle (by Established cycle, then alpha)

#### Complete archaeological publication

Office of Archaeological Research personnel will complete publication of Little Canoe Creek Report of Investigation.

<table>
<thead>
<tr>
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<tbody>
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<td>Priority:</td>
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</table>

**Relationships (Measure | Outcome/Objective):**

- **Measure:** Publish archaeological research
- **Outcome/Objective:** Publish scholarly research

**Projected Completion Date:** 01/2014

**Responsible Person/Group:** Director, Office of Archaeological Research

#### Develop challenging but realistic visitation goals

Museum directors will work with the UA Museums Executive Director to develop challenging, but realistic and sustainable goals for increasing visitation.

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**Relationships (Measure | Outcome/Objective):**

- **Measure:** 10% increase in visitation
- **Outcome/Objective:** Increase Visitation by 10%

**Projected Completion Date:** 03/2014

**Responsible Person/Group:** Directors of Moundville Archaeological Park, Alabama Museum of Natural History, Gorgas House Museum, and the Executive Director of UA Museums.

#### Survey Visitors

Surveys will be developed and issued to Visitors.

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**Relationships (Measure | Outcome/Objective):**

- **Measure:** Visitor’s Survey- Satisfaction Level
- **Outcome/Objective:** Increase Visitation by 10%

**Projected Completion Date:** 08/2014

**Responsible Person/Group:** Director, Moundville Archaeological Park; Director, Alabama Museum of Natural History; Director, Gorgas House Museum.
Mission / Purpose

UA Museums Mission is to broaden the knowledge of natural sciences and cultural heritage through collections and quality programs of research, instruction and service; the University Museums will operate and preserve Moundville Archaeological Park and Gorgas House and provide interpretive programs to the public and students respectively on cultural history as well as university history and heritage; we will deliver natural history field science and museums programs through the Alabama Museum of Natural History, Discovering Alabama and Moundville Park to enhance knowledge, understanding and stewardship of Alabama's cultural and natural resources in support of science education objectives; the museums will provide cost effective cultural resource management services to public agencies and the private sector; and we will maintain and make accessible natural history, archaeological and cultural collections for research, exhibit and interpretation.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 1: Increase Revenue
Generate an increase in revenue at UA Museums overall by 10%.

Connected Document
Timetable-UA Museum

Related Measures

M 1: 10% increase in revenue
Revenue will show a 10% increase over FY 2010-2011 revenue
Source of Evidence: Administrative measure - other

OthOtcm 2: Increase Visitaton
Increase visitation at UA Museums overall by 10%.

Connected Document
Timetable-UA Museum

Related Measures

M 3: 10% increase in visitation
Visitiation will show a 10% increase over FY 2010-2011 visitation
Source of Evidence: Administrative measure - other

M 4: Visitor's Survey-overall experience
Visitors will be surveyed to determine satisfaction with overall experience
Source of Evidence: Evaluations

M 5: Visitor's Survey-information source
Visitors will be surveyed to determine where they learned about UA Museums to refine and focus marketing efforts
Source of Evidence: Evaluations

OthOtcm 3: Increase Educational Program
Increase museum educational program offerings by 10%

Connected Document
Timetable-UA Museum

Related Measures

M 6: 10% increase in educational program offerings
Educational program offerings will show a 10% increase over FY 2010-2011 programs
Source of Evidence: Administrative measure - other

M 7: Visitor's Survey-satisfaction
Visitors will be surveyed to determine satisfaction with and degree of learning from educational programs
Source of Evidence: Client satisfaction survey (student, faculty)

OthOtcm 4: Increase Availability to Research
Increase availability to museums research in paleontology and archaeology

Connected Document
Timetable-UA Museum

OthOtcm 5: Increase Gorgas House interpretive activities
Increase Gorgas House interpretive activities through restructured tours, new exhibit and doubling use of facility for special programming/rentals.

Connected Document
Timetable-UA Museum

Related Measures
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<td>Academic indirect indicator of learning - other</td>
</tr>
<tr>
<td>M 12: Artifact rehabilitation completed</td>
<td>Artifact rehabilitation completed</td>
<td>Administrative measure - other</td>
</tr>
<tr>
<td>M 13: Photographic data rehabilitation completed</td>
<td>Photographic data rehabilitation completed</td>
<td>Administrative measure - other</td>
</tr>
<tr>
<td>M 14: Records/documentation rehabilitation completed</td>
<td>Records/documentation rehabilitation completed</td>
<td>Administrative measure - other</td>
</tr>
</tbody>
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### Timetable: What Assessment Measures will be Administered When for Each Expected Outcome

<table>
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<tr>
<th>Month</th>
<th>Outcome #1: Increase Museum's revenue by 10%</th>
<th>Outcome #2: Increase Museums visitation by 10%</th>
<th>Outcome #3: Increase educational programs by 10%</th>
<th>Outcome #4: Increase availability of museums research</th>
<th>Outcome #5: Increase Gorgas House interpretive activities</th>
<th>Outcome #6: Collections rehabilitation of Widows Creek Site</th>
</tr>
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<tbody>
<tr>
<td>September</td>
<td>Implement marketing plans</td>
<td>Initiate after school prog. AMNH</td>
<td></td>
<td>Complete landscaping work</td>
<td>Initiate rehabilitation work</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>Increase attendance NA Festival</td>
<td>Broaden program offerings</td>
<td>Offer ceramic prog. MAP</td>
<td>OAR monograph published</td>
<td>Expand Rental opportunities</td>
<td>Rehabilitation work continues</td>
</tr>
<tr>
<td>November</td>
<td>Increase use as academic resource</td>
<td>Install new archaeology exhibit. AMNH</td>
<td>After school prog. MAP</td>
<td>Decorate for 1860s Xmas</td>
<td>Xmas tours</td>
<td>Rehabilitation work continues</td>
</tr>
<tr>
<td>December</td>
<td>Increase gift shop sales for holidays</td>
<td></td>
<td>Bulletin 1 Paleontology published</td>
<td>Install Civil War exhibit</td>
<td></td>
<td>Rehabilitation work continues</td>
</tr>
<tr>
<td>January</td>
<td>Increase use as academic resource</td>
<td>Complete mineralogy exhibit. AMNH</td>
<td>Sunday programs at AMNH</td>
<td>Install Civil War exhibit</td>
<td></td>
<td>Rehabilitation work continues</td>
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<td>February</td>
<td>Increase use as academic resource</td>
<td>Install new zoology exhibit. AMNH</td>
<td>Sunday programs at AMNH</td>
<td>OAR monograph published</td>
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<td>March</td>
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<td>Initiate new weekend prog. MAP</td>
<td>Initiate new weekend prog. MAP</td>
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<tr>
<td>April</td>
<td>Increase use as academic</td>
<td>Knap-In event at MAP</td>
<td>New nature programs AMNH&amp;M</td>
<td>Expand Rental opportunities</td>
<td></td>
<td>Rehabilitation work completed</td>
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<td>Month</td>
<td>Resource Description</td>
<td>AP Description</td>
<td>Additional Info</td>
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<tr>
<td>May</td>
<td>Increase use as academic resource</td>
<td>School exhibit at MAP</td>
<td>Bulletin 2 Paleontology published</td>
<td>Expand Rental opportunities</td>
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<td>June</td>
<td>New summer program at MAP</td>
<td>New nature programs at MAP</td>
<td>Expand Rental opportunities</td>
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<td>July</td>
<td>New kids programs at AMNH</td>
<td>New kids programs at AMNH</td>
<td>Increase tour visitation</td>
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<td>August</td>
<td>Meet new academic needs</td>
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<td>Increase tour visitation</td>
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