



STRATEGIC PLAN

GOALS

UWAR will accomplish its mission through the achievement of specific goals:

1. To promote the value of integrating curation, conservation, and collections management into archaeological practice and education
2. To advocate for collections-based research, especially in undergraduate and graduate curricula and encourage and facilitate the use of archaeological collections as a teaching tool
3. To expand public understanding of archaeology through the engagement of diverse audiences with archaeological collections
4. To build positive community-focused collaborations and relationships
5. To increase access to archaeological data
6. To develop a brand and marketing plan which will more efficiently inform the Wyoming public of the opportunities and programs offered by UWAR

STRATEGIES

1. To promote the value of integrating curation, conservation, and collections management into archaeological practice and education
 - Develop a comprehensive education plan for Wyoming for teachers and students
 - Communicate the value of integrating curation, conservation, and collections management through academic and non-academic venues, and during the narrative of public tours and talks
 - Be active in the Society for American Archaeology (SAA) Curation Interest Group
2. To advocate for collections-based research (CBR), especially in undergraduate and graduate curricula and encourage and facilitate the use of archaeological collections as a teaching tool
 - Inventory uncatalogued sites at UWAR and advertise common collections-based research topics which could be done using UWAR collections
 - Work with Anthropology and Museum Studies professors at UW and community colleges to integrate CBR into undergraduate and graduate programs
 - Continue seeking external funding to provide support for collections research



Office of the Wyoming State Archaeologist

Matthew H. Mead | *Governor*
Darin J. Westby, P.E. | *Director*
Sara Needles | *Administrator*



**ARTS. PARKS.
HISTORY.**
Wyoming State Parks & Cultural Resources

- Expand awareness of the UW Frison Institute grant for researching collections
 - Advocate for collections-based research and teaching during public tours and talks
 - Work with teachers to come up with activities that can be done by having them come to UWAR to work with artifacts, or by having us bring a selection of artifacts to them
3. To expand public understanding of archaeology through the engagement of diverse audiences with archaeological collections
 - Provide greater, and more accessible opportunities for interested individuals to participate in all aspects of Wyoming Archaeology
 - Archaeology fairs and public activities
 - Collaborate with existing arts and culture centers to organize events following existing models
 - Continue to participate in existing local and regional events
 - Free tours and regular Open Houses for the curation facilities
 - Public lectures and presentations
 - Internships, and summer camp weeks for students of all ages
 - Curation workshops for smaller museums and historic houses
 4. To build positive community-focused collaborations and relationships
 - Collaborate with existing arts and culture centers
 - Increase participation in community events
 - Shorten response time to public inquiries
 - Increase communication with community about our activities and how we operate
 - Regular Open Houses
 - Increase visibility in town and across state through curation-focused outreach activities
 5. To increase access to archaeological data
 - Develop a public web application to increase remote access to curation data
 - Increase advertisement that UWAR is open for visitation and research
 - Increase advertisement for grants for collections research
 - Continue collaborating with other repositories and database developers to create a centralized database of repositories and artifacts across USA
 6. Develop a brand and marketing plan which will more efficiently inform the Wyoming public of the opportunities and programs offered by UWAR
 - Develop new UWAR logo to increase visibility and recognition
 - Develop social media presence
 - Redesign OWSA website to make information about UWAR discoverable and to shift focus to outreach and public education
 - Increase public visibility through public activities and outreach events

