

# Integrating the Past: Public Programming and CRM Contracts

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## The Reason: People Are Intrigued

The word “archaeology” conjures up visions of exotic finds and far-off places. The reality is that the people who are intrigued by the past are the same ones subsidizing archaeological research—the public.

## The Justification: Laws

Education components within cultural resource management projects are mandated by the Historic Sites Act of 1935, the National Historic Preservation Act of 1966 (as amended), and the Archaeological Resources Protection Act of 1988. But the key is looking at education as something other than an add-on to a scientific project. We invite you to look beyond the law to the bigger picture.

- Do we want continued support for preservation?
- Do we want an informed public voting on preservation issues?
- Do we want to stem the problems of vandalism caused by ignorance?

## Workshop Goal

To provide professional archaeologists with the background to develop and administer effective archaeological outreach efforts within the confines of the CRM environment.

## Who Should Take This Workshop?

The content of this workshop has been developed for federal, state, and local agency archaeologists; cultural resource managers; and cultural resource consultants.

## Topics Covered in This Workshop

- How to develop a public outreach component of a contract or grant
- How to set up program assessment strategies
- How to match an outreach program to client needs
- How to develop a budget
- What to look for in a public outreach coordinator
- How to tailor a program to an audience
- How to sell public outreach
- Guidelines for archaeological education

Topics will be covered in an on-site, one-day training session that includes lectures, group discussion, and hands-on activities. Participants will design an outreach or educational program, including development of hiring criteria, an assessment plan, and a budget.

This workshop is taught by Carol J. Ellick, M.A., RPA, program manager, SRI Foundation. For further information, contact Carol Ellick at (505) 892-5587 or [cjellick@srifoundation.org](mailto:cjellick@srifoundation.org).