



Archaeology Southwest

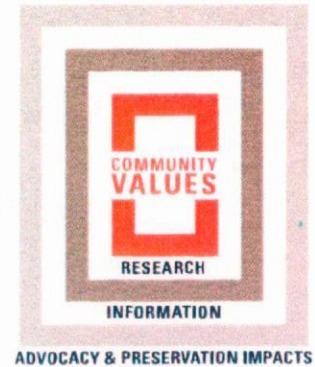
STRATEGIC PLAN | 2019–2021

MISSION

Exploring and protecting the places of our past.

VISION

A society where the places of the past are valued as the foundations for a vibrant future.



OBJECTIVES & KEY RESULTS

OBJECTIVE A

Research

Collaborate on big-picture topics related to fluid social/cultural identities.

- Each researcher will participate in a multi-authored publication annually
- Each resulting publication will be adapted for submission to high-impact mainstream media outlets
- All researchers will share aspects of their current research through regular blog posts
- The Fluid Identities initiative will produce at least two *Archaeology Southwest Magazine* editions
- We will train a diverse group of students through the Preservation Archaeology field school
- The field school will produce publishable research and increase engagement with descendant communities

OBJECTIVE B

Protect

Protect cultural landscapes and sites and advocate for heritage protection.

- Continue acquiring or placing easements on important sites
- Achieve designation of a new national monument or conservation area
- Facilitate landscape protection through transfer of large acreage parcels into federal ownership
- Restore the original boundaries of the Bears Ears National Monument
- Expand efforts to protect the Greater Chacoan Landscape
- Establish an Advocacy Response Network
- Increase advocacy-related partnerships
- Create and implement an effective program to address cultural heritage crimes on BIA land in the Southwest

OBJECTIVE C

Collaborate

Practice values-based collaboration with Native American and descendant communities.

- Complete four tribal mapping projects
- Create a written statement on our general principles regarding tribal engagement, receive feedback from tribal entities
- Invite all tribes affected by our research to review and provide feedback on the impacts of that research

OBJECTIVE D

cyberSW

Implement the cyberSW database in pursuit of our mission.

- Add a full-time Database & Data Synthesis Team Leader to permanent staff
- Launch the cyberSW database, with a creative public interface, by the end of 2020
- Train and use a team of volunteer citizen scientists to assist in nondigital data collection
- Insure the cyberSW database has the capacity for multi-artifact class ingestion to allow for the inclusion of CRM and other digital excavation data
- Use the database to produce a multi-authored publication on migration dynamics and impact

OBJECTIVE E

Inspire

Inspire a broad audience of people engaged with the mission of Archaeology Southwest.

- Expand the impact of the Hands-On experiential archaeology program
- Add an Outreach and Volunteer Coordinator to the permanent staff
- Create and expand opportunities for constituents through online and social media programs, as well as existing programs such as *Archaeology Southwest Magazine* and the Archaeology Café.
- Increase revenue necessary to meet annual operating objectives
- Grow the endowment
- Build an effective, engaged, diverse Board of Directors that will enhance the organization's stature, build its network, and increase its fundraising capacity