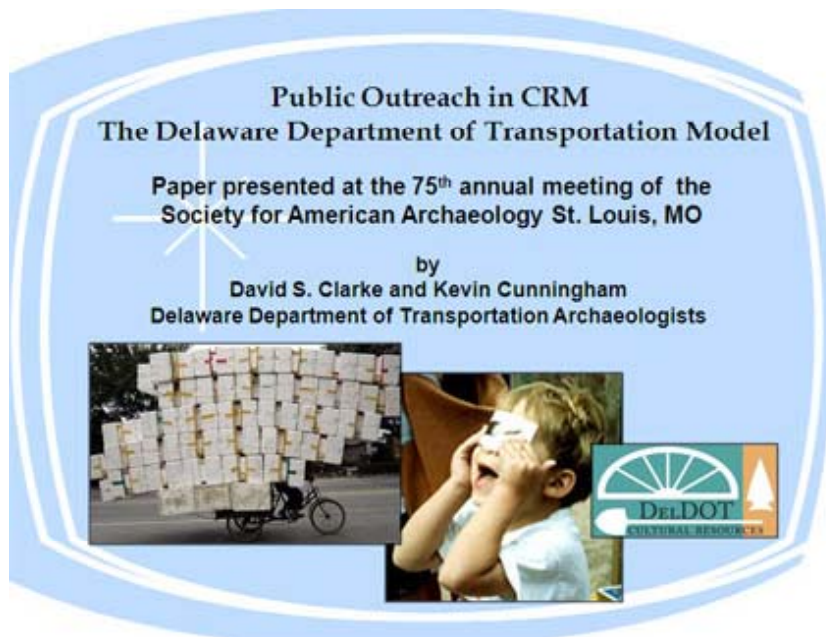


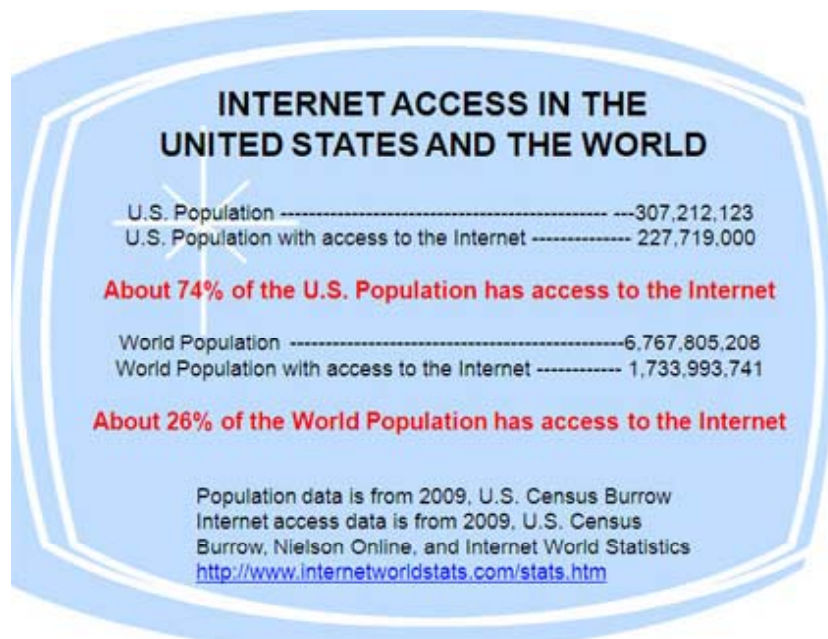
# Public Outreach in CRM the Delaware Department of Transportation Model

David S. Clarke and Kevin Cunningham

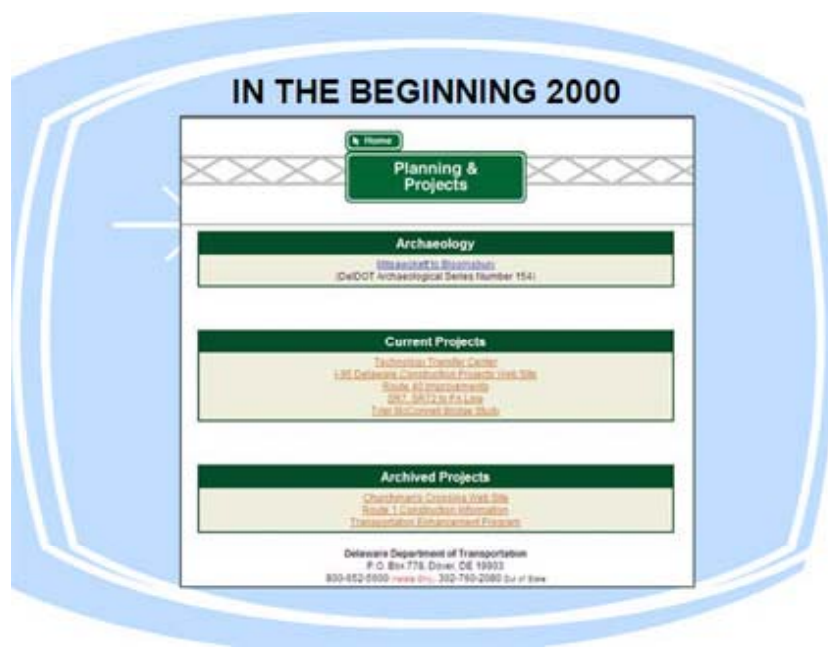
Good day to you all! The authors appreciate and thank Hope for reading our paper. When asked to present a paper on public outreach we jumped at the chance to highlight our website, which has become the flagship of our cultural resources program. DelDOT's website can serve as a model for other state and federal agencies, academic institutions, and CRM firms. Our dream is that all archeology and anthropology websites allow easy and unlimited access to their reports, data, research, site information and the like.

In the spirit of section 106, and under guidance from the Advisory Council on Historic Preservation, and the Federal Highway Administration, the Delaware Department of Transportation is incorporating public outreach and education into every CRM project. Moving into the 21<sup>st</sup> century we are striving toward a more inclusive, imaginative, and reflexive public oriented program. In concert with tried and true outreach methods such as brochures, we are using our website as the primary tool to promote and enhance our multi-dimensional cultural resources program. We feel the internet is the perfect tool to reach as many people as quickly as possible, in a cost effective manner, to educate, and engage them about archaeology and historic preservation.





Before we begin to discuss our website as a public outreach tool, we want to show you two statistics. There are about 307 million people in the United States and about 228 million of them have access to the internet. That's about 74% of the United States population that can be reached and engaged via a website. What is even more amazing is that the world population is about 6.8 billion people and about 1.7 billion of them have access to the internet. That's about 26% of the world population that you can reach thru a website. With this in mind, we want to paraphrase the term "think globally act locally" when it comes to public outreach in CRM. Our website allows us to reach, engage, and educate a global audience, about our cultural resource projects. While, at the same time we continue to act locally with brochures, presentations, journal articles, and other public outreach tools.



Thirteen years ago Kevin Cunningham, challenged Charlie LeeDecker from Louis Berger and Associates to plan, create and design the initial Delaware Department of Transportation Archaeology website. To quote from the proposal of work dated June 4<sup>th</sup> 1997, from Mr. LeeDecker, which sums up the exact spirit of the initial website. “The Web page will be designed to serve as a modern, comprehensive, and interest-grabbing form of public outreach for the DeDOT archaeology program.” There it is no need to say anymore about this, the intent of the website in 1997 still holds true to this day. All we have done since its’ inception is populate the website with more information, and add more web pages to it. The results have been amazing in that each year we have more and more people viewing and utilizing our website, to the point now where it has a life of its’ own and is the most important thing about our Archaeology program. In most instances our website is the first way people see and learn about our archaeology program, it’s kind of like a digital business card, or how we are introduced to the world. Since the beginning of our website, we have been constantly tinkering with the format and content to make sure we put our best foot forward when introducing Delaware’s cultural heritage to the world.



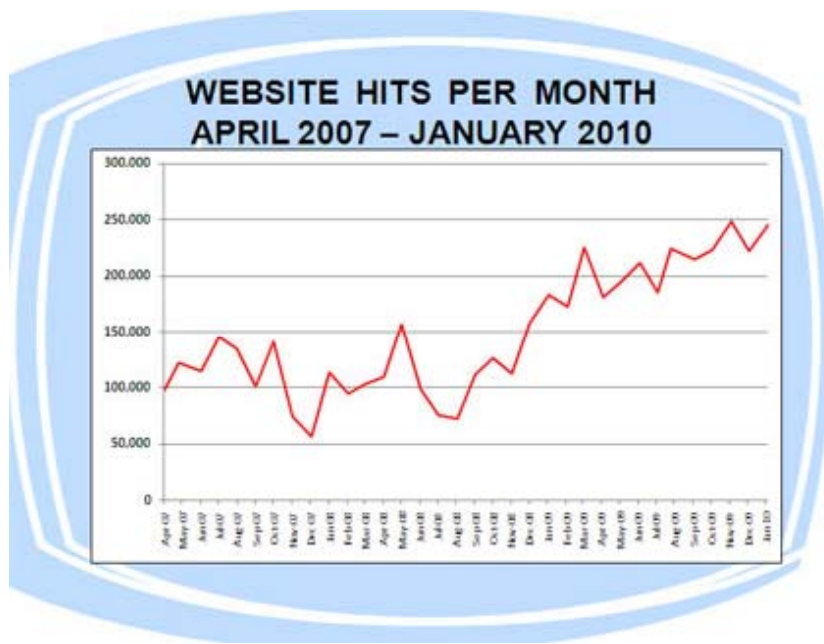
## WEBSITE HOMEPAGE 2010

Every DeDOT CRM report is now online in a searchable database. To date that is over 450 documents. Every document has been edited to protect the location of archaeological sites, and any culturally sensitive material.

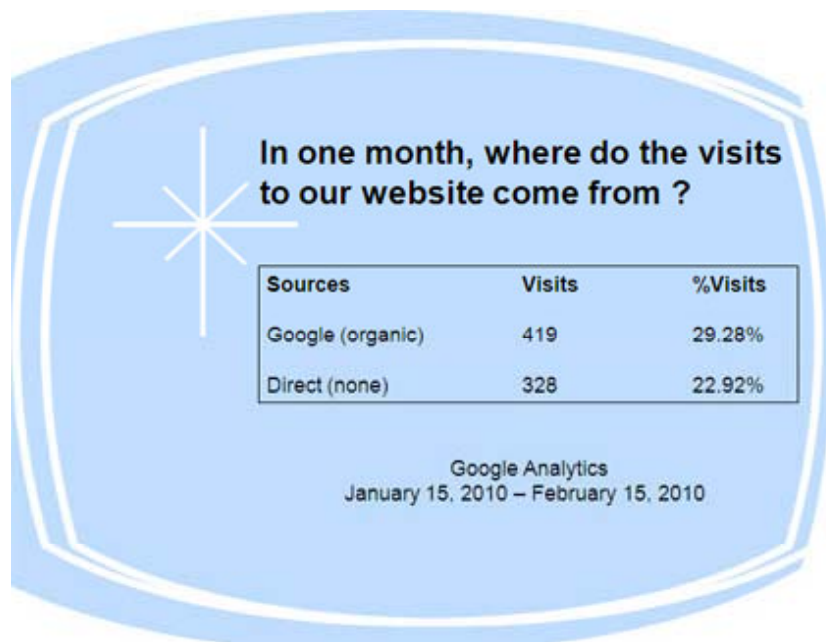
Once we got our first report online, over the next few years we made minor changes to the website and uploaded more documents. It was not until the winter of 2007-2008 that we had the ability to go full tilt on our website and format and populate it as the flagship to our Cultural Resources program. This has entailed a number of additions to our website to provide a higher level of service to the public. We now have a kid's page, historic photo gallery, and most importantly a searchable database of EVERY cultural resource management document the department or its consultants have ever done. The searchable database has thrust our website into the forefront of public outreach by also being an electronic archive for our agency. All of the, over 450 CRM reports online have been edited to meet a very strict policy under federal guidelines to protect the location of archaeology sites and other culturally sensitive material. Now, one would think this monumental task has taken an army of consultants and hundreds of thousands of dollars, but alas it has been as simple as one person and her magic scanner!



The point we are trying to make here, is that it does not take too much effort to launch a website, and scan and upload documents. The returns or cost benefit analysis will shock you. Once you realize the utility of having a website and the potential for public outreach your agency, company, or academic department will want to jump head first into the internet. Yes folks, that's all it takes, 1 person, 1 scanner, and few hours here and there when you have time. It's amazing, we know, but what really encourages us is the positive feedback we receive all the time about the usefulness of our website, especially the searchable database of all our CRM reports. The current trend is to submit reports on a CD in PDF format, so scanning is even less of an issue, and it really is just uploading reports and editing them. There may even come a day when Donna's scanner can retire and all she has to do is upload CD's with reports on them to the website. Now what would a good SAA paper be without some real hard data? So we want to walk you thru some hard numbers about our website, which will show how it is growing in terms of its public outreach potential.



Using Google Analytics freeware, they actively track data about our website. Google analytics is a great freeware tool to use, because it automatically generates the results each month and emails them to you. This slide is showing the overall hits to our website each month from April 2007 when we started tracking this data to January 2010. You can see a definitive increasing trend throughout time, starting with about 100,000 hits a month and as of January 2010 we had almost 250,000 hits, a month or about 8,000 a day! The trend is about a 50,000 hit increase a month each year. And trust us; it's not the authors hitting the website all day from their cubicles!



Here we see the number of visits to the website for one month. A visit is when people use the Google search engine to find our website, and Direct is when people directly type in our website address. It is important to track this data because, if your website name is too complicated to remember, you'll see a trend of more people "Googling" it versus a direct search. For our website, for 1 month we see a similar trend in how people are finding our website. This does not include other search engines people may be using to visit our website. So the conclusion is more people cannot remember our website name and have to "Google" it to find us. The point here is to show how vital it is to have a website name that is simple, and easy to remember. We can all agree that too many times we have sat in front of the computer searching away for that website we saw once that had that gold nugget of information but we can't remember the address. Now that I know this trend about the website, I need to get its' address out to more people more often so they can remember [www.archaeology.deldot.gov](http://www.archaeology.deldot.gov)

Pause for 5 to 10 seconds on this slide.





**In one month, where do all the visitors to our website come from?**



Country / Territory	Visits
United States	1,289
United Kingdom	23
Canada	22
Philippines	12
Germany	8
India	7
Italy	7
Australia	5
Norway	4
Poland	4

Google Analytics  
January 15, 2010 – February 15, 2010

I hope you all memorized the URL and will give it a whirl! Using Google analytics we are able to track from where people are visiting our website. For a one month period visits came from 10 different countries. Some of them may be accidental, but even if we account for a large margin of error, there are still a lot of people using our website outside the country.



Here we see the visits to our website for the same one month period. As you can see there are 10 states visiting our website. What is great about this is that at first one would expect to see all the Mid-Atlantic States at the top of the list. You may be asking why California has so many visits being on the other side of the country. This is the amazing part about public outreach and our website, in that not too long after the New Year; I got an email from a graduate student in California whom was doing research on early 19<sup>th</sup> century economics and archaeological sites. He had stumbled onto our website and was amazed at the number of CRM reports there that pertained to his research topic. Suffice to say he was able to access all the data and spread the word to his institution that they too should be putting more information on their website. Remember again this slide and the one before it were for a 1 month period. Imagine the number of visits each year from different states and countries.

A LOT OF PEOPLE IN ACADEMIC ARCHAEOLOGY  
THINK IT'S PUBLISH OR PERISH. WE LIKE TO  
THINK IT'S **PUBLIC OR PERISH**, AND TRY TO MAKE  
PUBLIC OUTREACH A MAIN COMPONENT TO  
EVERY HISTORIC PRESERVATION PROJECT WE DO!  
IT'S ALL ABOUT THE PUBLIC !



In terms of public outreach, we take that very seriously and have found that, in the early 21<sup>st</sup> century the internet is our best opportunity to fulfill our mission as Archaeologists. As stated in the SAA Ethics code principle number 4, *“Archaeologists should reach out to, and participate in cooperative efforts with others interested in the archaeological record with the aim of improving the preservation, protection, and interpretation of the record. In particular, archaeologists should undertake to: 1) enlist public support for the stewardship of the archaeological record; 2) explain and promote the use of archaeological methods and techniques in understanding human behavior and culture; and 3) communicate archaeological interpretations of the past. Many publics exist for archaeology including students and teachers; Native Americans and other ethnic, religious, and cultural groups who find in the archaeological record important aspects of their cultural heritage; lawmakers and government officials; reporters, journalists, and others involved in the media; and the general public. Archaeologists who are unable to undertake public education and outreach directly should encourage and support the efforts of others in these activities.”*

**MISSING YOU  
FROM DELAWARE!**



[WWW.ARCHAEOLOGY.DELDOT.GOV](http://WWW.ARCHAEOLOGY.DELDOT.GOV)

In conclusion, we would like to thank Hope Luman for inviting us to present this paper. Please contact us if you want to find out more about our website, and we hope we have emboldened you to go back to your academic institution, CRM company, or government agency and attempt to go Beyond the Brochure.