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## Program Effectiveness Report

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**Program/Unit:** Rosa Parks Museum

**Location:** Montgomery

**Date:** January 20, 2009

**Division:** Division of Academics (Provost)

**Person Completing Report:** [Dannie Tennimon](#) **Title:** Coordinator

The purpose of the Rosa Parks Museum and Children's Wing is to collect, preserve, exhibit, and interpret materials which illustrate the Montgomery Bus Boycott; to maintain an active and diverse exhibition program which acquaints the community with the global spectrum of human artistic and cultural expression; and to provide a center where the community and its visitors meet, create, and learn through participation in the Museum programs and activities. This supports the University's mission of providing support to the international scope of university programs and services, promotes discovery and exploration of knowledge, and ensures the development of creative partnerships, scholarship and research.

**Mission and Relation to University Mission:**



**Achieved:**

Edit	Worklog	(1) Expected Outcomes/ Student Learning Outcomes with Assessment Measures	(2) Actual Assessment of Expected Outcomes/ Student Learning Outcomes with Improvements Noted	(3) Outcome Achieved Yes/No	(4) If No, Plans for Improvement (PFI) Objectives (If outcomes were not met)	(5) Projected Cost to Implement PFI

<a href="#">Edit</a>		Develop a new program to serve as a collaborative effort to involve teachers and scholars, students, community leaders and the business community in reshaping how the past is studied.				
<a href="#">Delete</a>	<a href="#">Worklog</a>	Assess this outcome through tracking the number of presentations and workshops presented, the audience that participates, and audience evaluations of the programming.	The museum launched the "Using the Past to Reshape the Future Summit" meeting which involved 14 scholars in presenting workshops, and drew 99 teachers and others to participate. Participant evaluations were excellent.	Yes	<a href="#">Move to Plan for Improvement</a>	\$0.00
<a href="#">History</a>						
<a href="#">Edit</a>		Enhance outreach to the deaf community by captioning the Rosa Parks Exhibits. This will be assessed by feedback how quickly the project can be completed and feedback from the deaf community.	Funds are in the process of being raised to support this project. The Alabama Association of the Deaf, the Alabama Black Deaf Advocates, and the Alabama Chapter of the Gallaudet University Alumni Association have endorsed the project.	No	<a href="#">Move to Plan for Improvement</a>	\$60,000 is the goal for completing this expected outcome.
<a href="#">Delete</a>	<a href="#">Worklog</a>					
<a href="#">History</a>						

<a href="#">Edit</a>		Improve customer service by implementing guidelines for visiting the museum and by reducing the No Show rate by at least 50%.	Guidelines were developed and issued in 2007. This has improved the accuracy of count in that schools now send the number and names of teachers accompanying students. The No Show rate has been reduced by 90% from 2006-2007 to 2007 - 2008.	Yes		
<a href="#">Delete</a>	<a href="#">Worklog</a>				<a href="#">Move to Plan for Improvement</a>	\$0.00
<a href="#">History</a>		Assessment - meeting milestones for implementing the guidelines and measurement of the No Show rate.				

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