



Alamo Education Outreach

March 2, 2022 | Education Outreach Programs and Public Tours



Our Mission

- Explain the important role the Battle of 1836 played in shaping US history
- Inform and Invigorate 4th and 7th Grade students' cognition of Alamo History through:
 - Investigative approaches to primary sources
 - Inquiry-based instruction
 - Educational experiences

Virtual and Offsite Outreach Programs

- Virtual Field Trip, Q&A
 - Reached 2,474 students (2020-2021 SY)
- Distance Learning Lessons and Virtual Activities
 - 2021 tickets for students: 391
- Alamo History Trunk Program
 - Reached up to 100 classrooms in 2020-2021 SY

Alamo Discovery Field Trip

This experience is uniquely designed for 4th and 7th grade classrooms and emphasizes the importance of the physical site as well as the heroes who paid the ultimate price for freedom.

- Since the start of the 2021 SY this field trip experience has served 856 students/197 educators and chaperones.





The ALAMO™

P R E S E N T S



Road
to the **ALAMO**

E D U C A T O R W O R K S H O P S E R I E S 2 0 2 1 - 2 0 2 2

Professional Development and Advisory Initiatives

- Professional Development
 - Each workshop includes content lectures, applied strategies, and a digital resource folder
 - 2021 and 2022 PD activities have served over 100 educators
- Alamo Educators Advisory Council
 - The Council includes district instructional coaches, active 4th and 7th grade teachers and Social Studies department heads.
 - This program offers mutual benefit to the effective design and delivery of Alamo educational programming, as well as the expansion of professional development opportunities for Texas History educators.

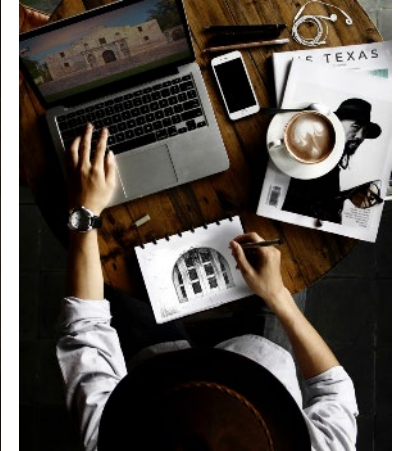
Tours and Public Outreach Programs

- Guided Walking Tours
 - 2021 sales, A Story Bigger Than Texas - 2021 tickets sold: 19,529
 - 2021 sales, Young Texans Tour - 2021 tickets sold: 2,089
- Audio Tours
 - Total tickets sold 2021: 124,823
- Free Timed Entry
 - 2021 stats: 952,279 general visitation
- Contact us about Tour info: tours@thealamo.org

Alamo Marketing Outreach

Social Media Engagement:

- Facebook – 703,698
 - Alamo Educators FB - 264 post reach
- Instagram – 120,070
- Twitter – 77,270



FEBRUARY 23 - MARCH 6

BATTLE OF THE ALAMO COMMEMORATION

SPONSORED BY



LA GRAN MARCHA DEL EJERCITO MEXICANO

WEDNESDAY, FEBRUARY 23

BATTLE OF THE ALAMO
COMMEMORATION

SPONSORED BY

GRUNT STYLE®
US 1776
GS
THIS WE'LL DEFEND

On this day in 1836, Mexican troops arrived in San Antonio en masse. While it took several days for the entirety of the Army to arrive, February 23 is the moment the Texians and Tejanos realized they were outnumbered. Witness a recreation of this arrival and learn more through special onsite programming and living history demonstrations.



NEVER SURRENDER OR RETREAT

THURSDAY, FEBRUARY 24

BATTLE OF THE ALAMO
C O M M E M O R A T I O N

SPONSORED BY



Shortly after the arrival of the first Mexican troops, Colonel William Travis made an impassioned plea for reinforcements in a now famous letter that was delivered by courier Albert Martin to Sam Houston. Watch a live reading of this important moment in Texas history.

**THE IMMORTAL
32 ARRIVE**
TUESDAY, MARCH 1

**BATTLE OF THE ALAMO
COMMEMORATION**

SPONSORED BY

GRUNT STYLE®
US 1776
GS
THIS WE'LL DEFEND

A week after Travis' plea for reinforcements, the call is answered by 32 men from Gonzales who rode through enemy lines to join the woefully undermanned Texas garrison. This living history event recreates their arrival.



TEXAS INDEPENDENCE DAY

WEDNESDAY, MARCH 2

BATTLE OF THE ALAMO
C O M M E M O R A T I O N

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Onsite Programming and Activities

Celebrate Texas with living history demonstrations throughout the Alamo Grounds.

Phil Collins Collection Preview

Catch a sneak peek of some of the artifacts from the Phil Collins Collection. Admission is free in honor of Texas Independence Day!

Texas Independence Day Ceremony

12:30 – 2 pm | Alamo Plaza

Presented in partnership with the Alamo Mission Chapter of the Daughters of the Republic of Texas

Students from Alamo Heights High School will present JROTC demonstrations and musical performances in celebration of Texas Independence.



What would it have been like to be present at the Alamo during the siege leading up to the battle?

This special after-hours theatrical event will take guests through the Alamo Grounds by candlelight to witness the actions and conversations that took place the evening before the final attack.



It was just before dawn on March 6, 1836 when the Mexican Army launched their final assault. By sunrise, the Alamo had fallen and all Defenders had perished. On this day, we honor their sacrifice...

Dawn at the Alamo

Presented in partnership with the San Antonio Living History Association

Masonic Last Rites

Presented in partnership with the Grand Lodge of Texas

After the Fall

Presented in partnership with the Alamo Chapter of the Sons of the Republic of Texas

Heroes of the Alamo Memorial Service

Presented in partnership with the Alamo Mission Chapter of the Daughters of the Republic of Texas

Remember the Defenders

Presented in partnership with the Alamo Defenders' Descendants Association

Other Upcoming Events

- March 31 to April 10 – Fiesta including Military Days at the Alamo
- Saturday, May 7 – Texas Trades
- May – Preservation Month Programming
- Monday, July 4 – Independence Day at the Alamo
- Saturday, August 20 – Celebration for David Crockett’s Birthday
- September 15 to October 15 – Hispanic Heritage Month
- Saturday, October 8 – Timeline of the Texas Revolution
- October – Archaeology Month Programming
- Friday, November 11 – Veteran’s Day/Military Appreciation Day
- Saturday, December 3 – Homemade Christmas
- December – Exhibition Hall & Collections Building Opening

Contact Us

education@thealamo.org

210-225-1391x4101



Visit our Website: <https://www.thealamo.org/educators>



Thank You

www.theAlamo.org

