

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

Andrew Johnson National Historic Site

August 2007

CENTENNIAL INITIATIVE



Site: ANJO

Year: 2007

Vision Statement

Andrew Johnson National Historic Site is a Presidential site and an active National Cemetery that preserves and educates visitors about the life and influence of Andrew Johnson, the 17th President. The park preserves, maintains and interprets two Andrew Johnson Presidential homes, his Tailor Shop, Visitor Center, the National Cemetery, and his Presidential burial site. The National Cemetery is one of only two open and active national cemeteries preserved, operated and maintained by the National Park Service. The park is the centerpiece for the historic district of Greeneville which is the second oldest town in Tennessee. Greeneville has a rich and nationally significant heritage that draws thousands of visitors annually. One challenge we face is keeping the historic downtown preserved and protected to ensure a safe place for our visitors to come and experience our national heritage .

The Centennial vision for the park is to educate children, youth, adults and under represented populations. To educate visitors of all ages and backgrounds about the political decisions made by our 17th President Andrew Johnson and how these decisions affected the rebuilding of the United States after the most tragic time in our countries history and still affect us today. These include Civil War, Constitution, slavery, civil rights, Reconstruction, and women's rights. Provide recreational opportunities, expand our volunteer opportunities, create educational programs, and develop public relation strategies through expanded partnerships throughout our region with the school systems, local media, regional museums and area colleges, and the Greene County Partnership that will encourage on-site visits to the park. Encourage stewardship of the resource through understanding. Our vision is to continue to focus on maintaining our high priority assets to acceptable condition as measured by the FCI.

A part of the Centennial vision is to request funds to repair and rehabilitate the historic wall surrounding the cemetery and assess its condition and repair the monument at the President's gravesite, and to maintain the cultural landscape as a high priority setting the standard for urban parks.

The park will seek new partnerships and nurture existing partnerships including the Greene County Partnership, Tusculum College, Niswonger Foundation, Margaret Bartlett Patterson Foundation, and Veterans of Foreign Wars.

Park/ Superintendent/ Program Manager

Nancy E. "Lizzie" Watts/Anita H. Clark

Site: ANJO

STEWARDSHIP

Provide inspiring, safe, and accessible places for people to enjoy - the standard to which all other park systems aspire.

Other Park/ Program performance goal(s)

Develop better educated visitors through continued use of interpretive media and new technology raising awareness of opportunities. Hold regularly scheduled safety meetings and coach employees to change the safety culture of the park.

The work described currently is supported by OFS and/ or PMIS

Site: ANJO

STEWARDSHIP

Improve the condition of park resources and assets.

Rehabilitate high-priority historic buildings to good condition, and help communities to preserve their history through programs like Preserve America.

Continue developing partnerships to provide downtown tours educating our visitors on issues the park faces and bringing visitors and dollars to keep the downtown alive. We are in an historic downtown that has the potential to deteriorate without joint efforts to draw visitors.

The work described currently is supported by OFS and/ or PMIS

Improve high-priority assets to acceptable condition, as measured by the Facility Condition Index.

Current structures are in good condition with API's from 100 to 88. Continue to maintain at these levels. Repair and Rehabilitate the historic boundary walls surrounding the cemetery. Assess the condition of monuments and develop a scope of work for rehabilitation.

The work described currently is supported by OFS and/ or PMIS

Complete all cultural resource inventories for designated priority resources.

Review and finalize the Homestead Cultural Landscape Plan.

The work described currently is supported by OFS and/ or PMIS

Other Park/ Program performance goal(s)

Improve interpretive media including wayside exhibits and and developing new waysides to interpret the condition of resources and proper use.

The work described currently is supported by OFS and/ or PMIS

Site: ANJO

STEWARDSHIP

Set the standard of excellence in urban park landscape design and maintenance.

Other Park/ Program performance goal(s)

Maintain the dignity of a National Cemetery landscape that currently serves the needs of regional veterans and their families. Managing using Landscape Maintenance Plan that sets standards for maintaining historic monuments, historic assets, mowing and weedeating.

The work described currently is supported by OFS and/ or PMIS

Site: ANJO

STEWARDSHIP

Assure that no compelling chapter in the American heritage experience remains untold and that strategically important landscapes are acquired, as authorized by Congress.

Other Park/ Program performance goal(s)

Provide new recreational opportunities, expand our volunteer opportunities, create new educational programs, and develop new public relations strategies through new and expanded partnerships throughout our region with the school systems, local media, regional museums and area colleges that will encourage on site visits to the park. Develop new strategies for interpreting through use of advanced technology.

The work described currently is supported by OFS and/ or PMIS

Site: ANJO

STEWARDSHIP

Encourage children to be future conservationists.

Other Park/ Program performance goal(s)

The park will partner with the local school systems to develop and print a curriculum guide and Junior Ranger Booklet for Elementary and Middle school children identifying slavery issues and a woman's role during the historic period of 1830 - 1870. This guide will center on the Andrew Johnson era, his time in the Whitehouse serving as the 17th US President and his return to Greeneville. The focus is to ensure every child in both the county and city school systems has the opportunity to visit the park and experience hands-on learning through use of interpretive media to interpret the resource.

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Site: ANJO

ENVIRONMENT

Reduce environmental impacts of park operations.

Other Park/ Program performance goal(s)

Continue active participation in the Environmental Management System. Review and update goals annually.

The work described currently is supported by OFS and/ or PMIS

Site: ANJO

ENVIRONMENT

Inspire an environmental conscience in Americans.

Other Park/ Program performance goal(s)

Continue to reduce energy use by installing tankless water heaters. Monitoring monthly energy consumption. Limiting tonage to the landfill and raising awareness with employees and visitors.

The work described currently is supported by OFS and/ or PMIS

Site: ANJO

RECREATION

Encourage collaboration among and assist park and recreation systems at every level—federal, regional, state, local—to help build an outdoor recreation network accessible to all Americans.

Rehabilitate over 2,000 miles of trails within or connected to national parks, including trails accessible to those with disabilities.

Continue to participate in community wide greenways program to connect community recreational and cultural areas.

The work described currently is supported by OFS and/ or PMIS

Site: ANJO

RECREATION

Establish "volun-tourism" excursions to national parks for volunteers to help achieve natural and cultural resource protection goals.

Increase annual volunteer hours by 100 percent, from 5.2 million hours to 10.4 million hours.

Enhance the park's volunteers-in-parks program by recruiting volunteers for living history programs. Recruiting diverse candidates to participate with local organizations to develop planning strategies for organizing joint events.

The work described currently is supported by OFS and/ or PMIS

Other Park/ Program performance goal(s)

Partner with the local Greene County Partnership to reach a more diverse group of visitors and enhance current programs to attract various use groups.

The work described currently is supported by OFS and/ or PMIS

Site: ANJO

RECREATION

Expand partnerships with schools and boys and girls associations to show how national park experiences can improve children's lives.

Other Park/ Program performance goal(s)

The park will partner with the local school systems, Boys and Girls Clubs and after school programs to develop and print a curriculum guide and Junior Ranger Booklet for Elementary, Middle school children identifying slavery issues and a woman's role during the historic period of 1830 - 1870. This guide will center on the Andrew Johnson era, his time in the Whitehouse serving as the 17th US President and his return to Greeneville. The focus is to ensure every child in both the county and city school systems has the opportunity to visit the park and experience hands-on learning through use of interpretive media to interpret the resource.

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Site: ANJO

RECREATION

Focus national, regional, and local tourism efforts to reach diverse audiences and young people and to attract visitors to lesser-known parks.

Increase visitation by 25 percent at lesser-known parks through a national tourism effort aimed at helping people to discover the breadth of parks and experiences.

Bring national attention to the park and region by providing controversial issues such as Slavery and Reconstruction in a public forum with national known scholars.

The work described currently is supported by OFS and/ or PMIS

Increase the number of visitors that attend ranger-facilitated programs such as campfire talks, hikes, and school programs.

Providing enhanced opportunities during the Bicentennial (2008) of Andrew Johnson's birthdate. Provide outreach through development of a curriculum guide for school age children.

The work described currently is supported by OFS and/ or PMIS

Other Park/ Program performance goal(s)

Participate in the annual August 8th Celebration that focuses on underrepresented populations and seek ways to reach out to more diverse groups with distribution of printed matter.

The work described currently is supported by OFS and/ or PMIS

Site: ANJO

EDUCATION

Cooperate with educators to provide curriculum materials, high-quality programs, and park-based and online learning.

Other Park/ Program performance goal(s)

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Site: ANJO

EDUCATION

Introduce young people and their families to national parks by using exciting media and technology.

Increase the number of web hits through the introduction of advanced, interactive features that attract young people to national parks.

Partner with the local newspaper to develop a website with interactive features that will provide history items and information to children and adults.

The work described currently is supported by OFS and/ or PMIS

Other Park/ Program performance goal(s)

New technologies will be used to enhance the visitor experience by developing a tour of downtown by pod cast about Andrew Johnson and his role in the Reconstruction Era. This will target our physically challenged visitors as well as those younger visitors moving forward in the fast paced world of technology advancement.

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Site: ANJO

EDUCATION

Promote life-long learning to connect generations through park experiences.

Enroll an additional two million children in the Junior Ranger program.

The park will partner with the local school systems to develop and print a curriculum guide and Junior Ranger Booklet for Elementary and Middle school children identifying slavery issues and a woman's role during the historic period of 1830 - 1870. This guide will center on the Andrew Johnson era, his time in the Whitehouse serving as the 17th US President and his return to Greeneville. The focus is to ensure every child in both the county and city school systems has the opportunity to visit the park and experience hands-on learning through use of interpretive media to interpret the resource.

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Other Park/ Program performance goal(s)

Recruit volunteers to provide living history programs to provide understanding for the younger generations about the impacts of political decisions and government leaders and the affect on society today.

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Site: ANJO

EDUCATION

Impart to every American a sense of their citizen ownership of their national parks.

Increase visitors' satisfaction, understanding, and appreciation of the parks they visit.

Continuing the development interpretive media to convey the message of stewardship and to connect all ages in hands-on learning. Provide all visitors with a positive park experience laced with learning through orientation films and park guides to greet them.

The work described currently is supported by OFS and/ or PMIS

Other Park/ Program performance goal(s)

Partner with the local community in developing curriculum for interpretive programs and soliciting input from various groups in managing the park resources.

The work described currently is supported by OFS and/ or PMIS

Site: ANJO

PROFESSIONALISM

Be one of the top 10 places to work in America.

Meet 100 percent of diversity recruitment goals by employing people who reflect the face of America.

Recruit from local colleges and universities to employ those individuals who reflect the face of this community. Seek out qualified individuals

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Site: ANJO

PROFESSIONALISM

Model what it means to work in partnership.

Other Park/ Program performance goal(s)

The park has only one formal partner, but many informal partners. Partners range from volunteers giving time to enhance our interpretive programs and visitor services to those providing funds for various projects and procurements. Others include the local VFW and military organizations that participate in commital services for veterans in the cemetery.

The park's formal partner provides guided walking tours of the downtown and tours of the home of one of Johnson's political adversaries educating our visitors about the home of Andrew Johnson. Local hotels, county offices, and merchants are also partners for the tours.

Residing within the city limits, the park maintains partnerships with local law enforcement and fire departments who protect our structures and provide security also.

The model for partnerships is yet to be created because the opportunities are vast. All partners are important regardless of the amount or extent of their provision. They are important because they are making a statement that they support and believe in what we do and how we manage their park site.

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Site: ANJO

PROFESSIONALISM

- Make national parks the first choice in philanthropic giving among those concerned about environmental, cultural, and recreational values.**
- Improve communications and marketing capacity to increase public understanding of our mission, opportunities, and benefits.**

Park staff will attend and actively participate in local clubs and civic organizations as well as the Greene County Partnership that serves as the county's Chamber. Every effort will be made to include our partners locally, regionally and nationally in events lending opportunity for philanthropists and others to be informed of the park's needs and ways they may be able to assist. The park must be responsible in its management of the site and garner the trust of those who have large sums of money to donate. As with all parks and functions thereof there has to be an accountability along with the ability to justify our needs and share them with the public.

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