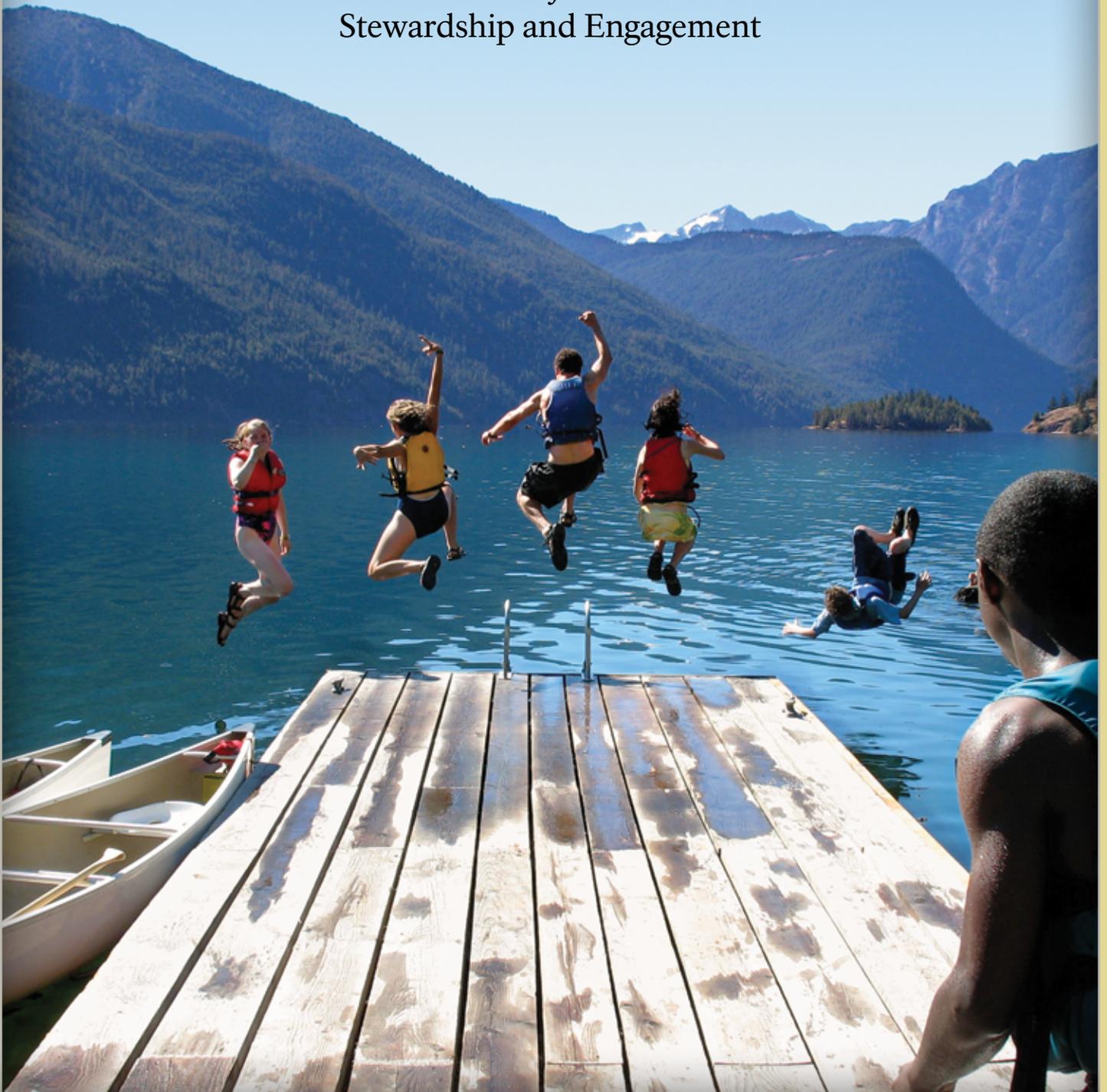


1916



A Call to Action

Preparing for a Second Century
of
Stewardship and Engagement



AUGUST 25, 2012

ACTIONS *at a glance*



revised



completed

CONNECTING PEOPLE TO PARKS

- | | | |
|--|--|--|
| 1 <input type="checkbox"/> Fill in the Blanks | 6 <input type="checkbox"/> Take a Hike, Call Me in the Morning | 10 <input type="checkbox"/> Arts Afire |
| 2 <input type="checkbox"/> Step by Step | 7 <input type="checkbox"/> Next Generation Stewards | 11 <input checked="" type="checkbox"/> Focus the Fund |
| 3 <input type="checkbox"/> History Lesson | 8 <input type="checkbox"/> Eat Well and Prosper | 12 <input checked="" type="checkbox"/> Follow the Flow |
| 4 <input checked="" type="checkbox"/> In My Back Yard | 9 <input type="checkbox"/> Keep the Dream Alive | 13 <input type="checkbox"/> Stop Talking and Listen |
| 5 <input checked="" type="checkbox"/> Parks for People | | 14 <input type="checkbox"/> Value Added |

ADVANCING THE NPS EDUCATION MISSION

- | | | |
|--|--|--|
| 15 <input type="checkbox"/> A Class Act | 17 <input type="checkbox"/> Go Digital | 19 <input type="checkbox"/> Out with the Old |
| 16 <input type="checkbox"/> Live and Learn | 18 <input type="checkbox"/> Ticket to Ride | 20 <input type="checkbox"/> Scholarly Pursuits |

PRESERVING AMERICA'S SPECIAL PLACES

- | | | |
|--|--|---|
| 21 <input checked="" type="checkbox"/> Revisit Leopold | 24 <input type="checkbox"/> Invest Wisely | 27 <input type="checkbox"/> Starry, Starry Night |
| 22 <input checked="" type="checkbox"/> Scaling Up | 25 <input type="checkbox"/> What's Old is New | 28 <input type="checkbox"/> Park Pulse |
| 23 <input checked="" type="checkbox"/> Go Green | 26 <input type="checkbox"/> Back Home on the Range | 29 <input checked="" type="checkbox"/> Posterity Partners |

ENHANCING PROFESSIONAL AND ORGANIZATIONAL EXCELLENCE

- | | | |
|--|---|---|
| 30 <input type="checkbox"/> Tools of the Trade | 33 <input type="checkbox"/> Home Grown | 36 <input type="checkbox"/> Value Diversity |
| 31 <input type="checkbox"/> Destination Innovation | 34 <input type="checkbox"/> Team Buyin | |
| 32 <input type="checkbox"/> Play it Safe | 35 <input checked="" type="checkbox"/> Welcome Aboard | |

New for 2012

- | | THEME |
|--|--|
| 37 <input type="checkbox"/> Crystal Clear | Preserving America's Special Places |
| 38 <input type="checkbox"/> Enjoy the View | Preserving America's Special Places |
| 39 <input type="checkbox"/> Lead the Way | Enhancing Professional and Organizational Excellence |

A Call to Action

Preparing for a Second Century *of* Stewardship and Engagement

A call to all National Park Service employees and partners
to commit to actions that advance the Service toward a
shared vision for 2016 and our second century.

WE THE PEOPLE OF THE UNITED STATES, IN ORDER TO FORM A MORE PERFECT UNION, ESTABLISH JUSTICE, INSURE DOMESTIC TRANQUILITY, PROVIDE FOR THE COMMON DEFENSE, PROMOTE THE GENERAL WELFARE, AND SECURE THE BLESSINGS OF LIBERTY TO OURSELVES AND OUR POSTERITY, DO ORDAIN AND ESTABLISH THIS CONSTITUTION FOR THE UNITED STATES OF AMERICA.

PREAMBLE TO THE CONSTITUTION, 1787



1819 JOHN TRUMBULL / ASSEMBLY ROOM INDEPENDENCE HALL

WE HOLD THESE TRUTHS TO BE SELF-EVIDENT, THAT ALL MEN ARE CREATED EQUAL, THAT THEY ARE ENDOWED BY THEIR CREATOR WITH CERTAIN UNALIENABLE RIGHTS, THAT AMONG THESE ARE LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS.

DECLARATION OF INDEPENDENCE, 1776



TM

100 YEARS *of* SERVICE

OUR ORIGINS ARE GROUNDED IN A BELIEF

The aspirations of the Declaration of Independence and the rights protected for all citizens in the Constitution are based upon our founders' belief that every individual has the right to life, liberty, and the pursuit of happiness. These ideas were formed from the lessons of history shaped by struggles with governments in former homelands. The founders and subsequent generations also knew that the grandeur of the American landscape compared equally to the cathedrals and castles of the Old World. So it was inevitable that an institution to preserve both the lessons of history and the best of the land be conceived and established. That institution, the National Park Service, will be 100 years old in 2016.



FIRST-CENTURY *legacy*



First NPS badge

In its first century, the National Park Service focused on stewardship and enjoyment of special places, reflecting the core mission articulated in the NPS Organic Act. The result is a National Park System that encompasses America's exceptional places, including those where civic engagements—often confrontational and sometimes violent—have shaped who we are as a people: Selma to Montgomery, *Brown v. Board of Education*, Manzanar, the Statue of Liberty, and Flight 93, to name a few. In these national parks we learn not only of people who left their marks on the present, but how individuals can offer the next generation a better future. From the solemn battlefields of Yorktown and Gettysburg to the silent waters that embrace the USS *Arizona*, national parks also include places where we learn about honor, bravery, patriotism, and sacrifice. In the cathedral forests of Redwood, in the call of the Denali wilderness, and in the quiet of Grand Canyon, we are reminded of the wonder of nature, of the breadth of park resources, and of our stewardship responsibilities.

The National Park System inspires conservation and historic preservation at all levels of American society, creating a collective expression of who we are as a people and where our values were forged. The national parks also deliver a message to future generations about the experiences that have made America a symbol of freedom and opportunity for the rest of the world. To visit our national parks is to witness American values on full display in extraordinary places that embody certain “unalienable rights” and inspire our nation to succeed. To actively ensure conservation of national parks, public lands, wilderness, and historic places for the enjoyment of future generations is a priceless gift to our children.

“THE HISTORICAL AND CULTURAL FOUNDATIONS OF THE NATION SHOULD BE PRESERVED AS A LIVING PART OF OUR COMMUNITY LIFE AND DEVELOPMENT IN ORDER TO GIVE A SENSE OF ORIENTATION TO THE AMERICAN PEOPLE.”

National Historic Preservation Act, 1966

AZTEC RUINS NATIONAL MONUMENT, 1940





Tara Morrison ROCK CREEK PARK

NPS / TONY DEYOUNG

SECOND-CENTURY *vision*



*NPS badge
1970–present*

America has changed dramatically since the birth of the National Park Service in 1916. The roots of the National Park Service lie in the parks’ majestic, often isolated natural wonders and in places that exemplify our cultural heritage, but their reach now extends to places difficult to imagine 100 years ago—into urban centers, across rural landscapes, deep within oceans, and across night skies.

In our second century, the *National Park Service must recommit to the exemplary stewardship and public enjoyment of these places*. We must promote the contributions that national parks and programs make to create jobs, strengthen local economies, and support ecosystem services. We must leverage and support a multi-sector workforce, parks community, and volunteer network to magnify all successes. We must use the collective power of the parks, our historic preservation programs, and community assistance programs to expand our contributions to society in the next century.

A SECOND-CENTURY NATIONAL PARK SERVICE

Connects People to Parks and helps communities protect what is special to them, highlight their history, and retain or rebuild their economic and environmental sustainability.

Advances the Education Mission by strengthening the NPS role as an educational force based on core American values, historical and scientific scholarship, and unbiased translation of the complexities of the American experience.

Preserves America’s Special Places and is a leader in extending the benefits of conservation across physical, social, political, and international boundaries in partnership with others.

Enhances Professional and Organizational Excellence by adapting to the changing needs of visitors, communities, and partners; encouraging organizational innovation; and giving employees the chance to reach their full potential.

IN OUR SECOND CENTURY, *we will* fully represent our nation’s ethnically and culturally diverse communities. To achieve the promise of democracy, *we will* create and deliver activities, programs, and services that honor, examine, and interpret America’s complex heritage. By investing in the preservation, interpretation, and restoration of the parks and by extending the benefits of conservation to communities, the *National Park Service will* inspire a “more perfect union,” offering renewed hope to each generation of Americans.

Our STRATEGY

2016 marks the 100th anniversary of the National Park Service—a defining moment that offers an opportunity to reflect on and celebrate our accomplishments as we prepare for a new century of stewardship and engagement. Several reports over the last 10 years have provided a vision for the Service’s second century. *A Call to Action* draws from three major initiatives—*America’s Great Outdoors: A Promise to Future Generations* (2011); the National Parks Second Century Commission Report, *Advancing the National Park Idea* (2009); and *The Future of America’s National Parks* (the Centennial Report, 2007).

A CALL TO ACTION *charts a path toward that second-century vision by asking our employees and partners to commit to concrete actions that advance the mission of the Service.*

These actions are not intended to cover the full breadth and scope of the work the NPS and its partners accomplish. Rather, we must continue the great work happening every day across the Service while transforming the organization to meet the changing needs of our country. We must integrate the work of the 397 national parks with all the National Park Service programs that support community-based conservation and historic preservation.

Through the support of the American people, partners, volunteers, and employees, the National Park Service is having a profound effect on the lives of our citizens. *A Call to Action* seeks to expand those impacts, even in these times of fiscal constraint, by strategically focusing our efforts and aligning our existing resources on powerful actions that advance our mission.

It is an exciting time for National Park Service employees and partners as we celebrate 100 years of service in the preservation and enjoyment of the national parks. As we look to our anniversary and beyond, let us renew our commitment to the fundamental stewardship of our nation’s stories and treasured places with energy, creativity, and passion.

Note: Throughout this document “parks” connotes not only the 397 units of the National Park System but national heritage areas, affiliated areas, wild and scenic rivers, and national trails as well. The term “national parks” refers only to units of the National Park System. The term “Service” refers not only to the employees but also to the wide range of programs the NPS administers.





GREAT BASIN NATIONAL PARK

© AURORA PHOTOS / BLAKE GORDON

Our Path **TO ACTION**

Themes

Goals

ACTIONS

The heart of the plan includes four broad themes supported by specific goals and measurable actions. Through these actions, we will work together to set a new direction for the National Park Service in its second century.

The *Call to Action* website at www.nps.gov/calltoaction provides in-depth background information for each action item and a forum for sharing ideas, strategies, and successes on these actions.

The implementation strategy emphasizes **CHOICE**. While some of the actions require the involvement of every park and program, most do not. Program managers and superintendents will select actions that best fit the purpose of their program or park, workforce capacity, and skills, and that generate excitement among employees. Managers must also evaluate and prioritize current functions to decide which may be altered or discontinued in order to implement this plan.

FLEXIBILITY and **CREATIVITY** are encouraged. The plan identifies what to accomplish, but allows employees and partners to determine how to achieve the objectives through innovative strategies and approaches. The actions create opportunities for employees to share successes and learn from each other. The plan will be a living, breathing document on the path toward 2016 that will evolve as we learn together about the effectiveness of these approaches.

The work of the National Park Service is too dynamic and extensive to be fully reflected in this set of actions. The day-to-day business of running parks and programs across the Service will continue. *A Call to Action* should not limit us but instead serve as a catalyst for further creative steps on the path toward the second century of stewardship and engagement.



DOI / TAMI HEILEMAN

YOSEMITE NATIONAL PARK



There is nothing more satisfying than helping community groups realize their dreams of having better recreation opportunities in their hometowns. Sharing the NPS expertise locally helps conservation everywhere.

Lisa Holzapfel
Alaska Region
Rivers, Trails, and Conservation Assistance Program

A SECOND-CENTURY NATIONAL PARK SERVICE *will be relevant and valued by citizens as a source of discovery, economic vitality, renewed spirit, and deepened understanding of our individual and national identity. We will harness the collective power of program and park staffs to better serve communities beyond parks in order to strengthen local conservation, cultural heritage preservation, and recreation efforts. We will invite new publics into the parks, from recent immigrants to those serving in our Armed Forces to young people.*

THEME

Connecting PEOPLE TO PARKS

GOALS: TO CONNECT PEOPLE TO PARKS IN THE NEXT CENTURY, THE NPS *must*

DEVELOP and nurture lifelong connections between the public and parks—especially for young people—through a continuum of engaging recreational, educational, volunteer, and work experiences.

CONNECT urban communities to parks, trails, waterways, and community green spaces that give people access to fun outdoor experiences close to home.

EXPAND the use of parks as places for healthy outdoor recreation that contributes to people’s physical, mental, and social well-being.

WELCOME and engage diverse communities through culturally relevant park stories and experiences that are accessible to all.

ACTIONS: TO ACHIEVE THESE GOALS BY 2016, THE NPS *will*

- Fill in the Blanks** 1 Identify a national system of parks and protected sites (rivers, heritage areas, trails, and landmarks) that fully represents our natural resources and the nation’s cultural experience. To achieve this we will work with communities and partners to submit to Congress a comprehensive National Park System plan that delineates the ecological regions, cultural themes, and stories of diverse communities that are not currently protected and interpreted.
- Step by Step** 2 Create deep connections between a younger generation and parks through a series of diverse park experiences. To accomplish this we will collaborate with education partners and youth organizations to create a pathway to employment with the NPS, with a focus on diversifying the workforce. We will involve at least 10,000 youth each year in a multi-year progression of experiences from education programs to internship/volunteer opportunities to employment.

- History Lesson** 3 Expand the meaning of parks to new audiences and provide an opportunity for communities to learn more about their heritage by conducting history discovery events, using oral histories and other methods, in at least 100 parks.
- * **In My Back Yard** 4 Improve urban residents' awareness of and access to outdoor and cultural experiences close to home by promoting national parks in urban areas and ensuring safe and enjoyable physical connections from parks to a variety of sustainable transportation options aligned with urban populations' needs.
- * **Parks for People** 5 Enhance the connection of densely populated, diverse communities to parks, greenways, trails, and waterways to improve close-to-home recreation and natural resources conservation. We will achieve this by proactive Rivers, Trails, and Conservation Assistance Programs and collaborative park-based programs that develop a deeper understanding of communities' needs and connect citizens to the outdoors in the 50 largest urban areas and those with the least access to parks.
- Take a Hike, Call Me in the Morning** 6 Expand the health community's use of parks as a healing tool and increase citizen recognition of the value of parks to improve health and well-being by establishing 50 formal partnerships with health and medical providers across the country.
- Next Generation Stewards** 7 Create a new generation of citizen scientists and future stewards of our parks by conducting fun, engaging, and educational biodiversity discovery activities in at least 100 national parks, including at least five urban parks.
- Eat Well and Prosper** 8 Encourage park visitors to make healthy lifestyle choices and position parks to support local economies by ensuring that all current and future concession contracts require multiple healthy, sustainably produced, and reasonably priced food options at national park food service concessions.
- Keep the Dream Alive** 9 Foster civic dialogue about the stories of the civil rights movement found within the parks. The NPS will conduct a coordinated series of special events to commemorate significant 50th anniversaries of the civil rights movement (Civil Rights Act passage, "I Have a Dream" speech, etc.).
- Arts Afire** 10 Showcase the meaning of parks to new audiences through dance, music, visual arts, writing, and social media. To do so we will launch 25 artist-led expeditions that involve youth in creating new expressions of the park experience through fresh perspectives and new technology.
- * **Focus the Fund** 11 Increase the benefits of NPS community assistance by strategically focusing on the difference Land and Water Conservation Fund projects make in meeting outdoor recreation needs, especially close to where people live, for under-served communities and protecting lands, trails, and waterways. To do so we will expand online information and tools with our state and local partners, and provide to Congress a comprehensive report on the benefits and impacts of the Land and Water Conservation Fund in its first half-century.

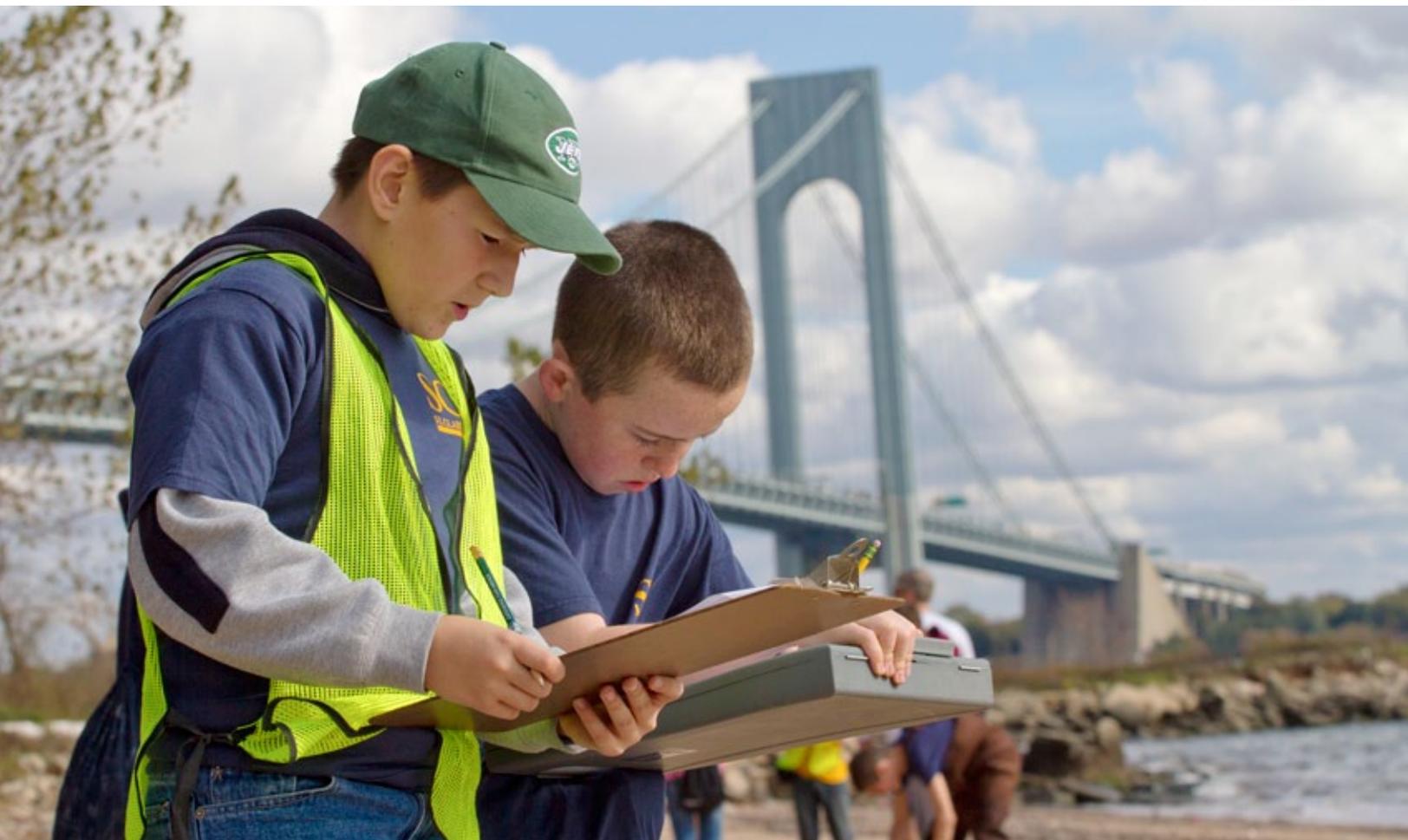
- ✓ **Follow the Flow** 12 Support communities' efforts to expand access to water-based recreation and to protect and restore waterways across the country by establishing a national system of water trails.

- Stop Talking and Listen** 13 Learn about the challenges and opportunities associated with connecting diverse communities to the great outdoors and our collective history. To accomplish this we will conduct in-depth, ongoing conversations with citizens in seven communities, one in each NPS Region, representing broadly varied cultures and locations. We will create and implement work plans at each location, which explore new approaches for building and sustaining mutually beneficial relationships with diverse communities.

- Value Added** 14 Develop awareness among the American public of the many ways national parks contribute to the economic vitality of our nation. To do so we will complete a study on the economic value of the full range of NPS activities and programs (visitor spending, ecosystem services, community assistance, tax benefits, etc.) and promote the results.

Students from St. Clare's School on Staten Island collect data during the annual "Day in the Life of the Hudson River" event at Fort Wadsworth in Gateway National Recreation Area. Over 3,000 students at 65 sites

measure the health of the Hudson River Estuary. The unique location of Fort Wadsworth allows students to observe the river as it spills into New York Harbor and the Atlantic Ocean.

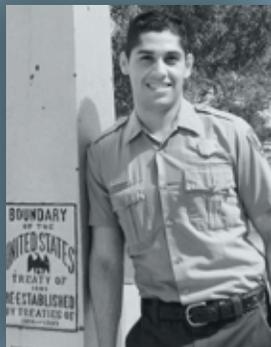




© NORTH CASCADES INSTITUTE / BENJ DRUMOND

NORTH CASCADES NATIONAL PARK

NPS / MARTIN CHRISTIANSEN



My job consists of helping people increase their knowledge of other cultures through performing arts. National parks not only preserve our nation's natural and cultural resources, they also inspire us to be better people.

Jesus Guzman
Chamizal NM

A SECOND-CENTURY NATIONAL PARK SERVICE *will actively engage diverse communities and strengthen partnerships to develop innovative communication and education strategies. We will embrace a larger education role, building an understanding of our country's shared heritage and preparing American citizens for the duties and responsibilities of citizenship.*

THEME

Advancing the **NPS EDUCATION MISSION**

GOALS: TO ADVANCE THE NPS EDUCATION MISSION IN THE NEXT CENTURY, THE NPS *must*

STRENGTHEN the Service as an education institution and parks as places of learning that develop American values, civic engagement, and citizen stewardship.

USE leading-edge technologies and social media to effectively communicate with and capture the interest of the public.

COLLABORATE with partners and education institutions to expand NPS education programs and the use of parks as places of learning.

ACTIONS: TO ACHIEVE THESE GOALS BY 2016, THE NPS *will*

- A Class Act** 15 Help students develop a deep understanding of park resources and the relevance of parks in their lives through a series of park education programs. To do so we will adopt a class of 2016 graduates (grade school, middle school, or high school) at every national park and develop a series of fun, educational, and engaging activities culminating in the NPS Centennial in 2016.
- Live and Learn** 16 Provide multiple ways for children to learn about the national parks and what they reveal about nature, the nation's history, and issues central to our civic life. We will accomplish this by reaching 25 percent of the nation's K-12 school population annually through real and virtual field trips, residential programs, teacher training, classroom teaching materials, online resources, and educational partnerships.
- Go Digital** 17 Reach new audiences and maintain a conversation with all Americans by transforming the NPS digital experience to offer rich, interactive, up-to-date content from every park and program. To accomplish this we will create a user-friendly web platform that supports online and mobile technology including social media.

Ticket to Ride 18 Expand opportunities for students to directly experience national parks, where natural and historic settings inspire powerful learning. To achieve this we will provide transportation support for 100,000 students each year to visit national parks through collaboration with the National Park Foundation and other park fundraising partners.

Out with the Old 19 Engage national park visitors with interpretive media that offer interactive experiences, convey information based on current scholarship, and are accessible to the broadest range of the public. To that end we will replace 2,500 outdated, inaccurate, and substandard interpretive exhibits, signs, films, and other media with innovative, immersive, fully accessible, and learner-centered experiences.



Scholarly Pursuits

20

Sponsor excellence in science and scholarship, gain knowledge about park resources, and create the next generation of conservation scientists. To do so we will establish, through partner funding, an NPS Science Scholars program enabling 24 Ph.D. students from biological, physical, social, and cultural disciplines to conduct research in national parks each year.

Volunteers from the Boys and Girls Clubs of Yucca Valley and Desert Hot Springs and U.S. Marines from the Marine Corps Air Ground Combat Center in Twentynine Palms, California, work to restore soils and trailside

environments at Joshua Tree National Park. Participants learn about desert ecology as they help revitalize park natural areas through a partnership sponsored by the National Parks Conservation Association.





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FLIGHT 93 NATIONAL MEMORIAL

NPS / ERIC ANDERSON



It is natural and fitting to dedicate myself to work toward continuing to preserve the superlative natural and cultural values of the Pu'uhonua through my own cultural heritage.

Rae ('Iana) Fujimori Godden
Pu'uhonua o Hōnaunau NHP

A SECOND-CENTURY NATIONAL PARK SERVICE *will manage parks as cornerstones in protecting broader natural and cultural landscapes. Threats unforeseen a century ago have emerged beyond park boundaries and demand solutions that are large in scope and require collaboration with partners. We will be recognized as a world leader in integrated resource stewardship and sustainability of our facilities and operations using the latest technology.*

THEME

Preserving AMERICA'S SPECIAL PLACES

GOALS: TO PRESERVE AMERICA'S SPECIAL PLACES IN THE NEXT CENTURY, THE NPS *must*

MANAGE the natural and cultural resources of the National Park System to increase resilience in the face of climate change and other stressors.

CULTIVATE excellence in science and scholarship as a foundation for park planning, policy, decision making, and education.

ACHIEVE a standard of excellence in cultural and natural resource stewardship that serves as a model throughout the world.

COLLABORATE with other land managers and partners to create, restore, and maintain landscape-scale connectivity.

ACTIONS: TO ACHIEVE THESE GOALS BY 2016, THE NPS *will*

- ✓ **Revisit Leopold** 21 Create a new basis for NPS resource management to inform policy, planning, and management decisions and establish the NPS as a leader in addressing the impacts of climate change on protected areas around the world. To accomplish this we will prepare a contemporary version of the 1963 *Leopold Report* that confronts modern challenges in natural and cultural resource management.
- * **Scaling Up** 22 Promote large landscape conservation to support healthy ecosystems and cultural resources. To achieve this goal we will protect continuous corridors in five geographic regions through voluntary partnerships across public and private lands and waters, and by targeting a portion of the federal Land and Water Conservation Fund to make strategic land acquisitions within national parks.

- * Go Green** **23** Further reduce the NPS carbon footprint over 2009 levels, and widely showcase the value of renewable energy. To accomplish this, we will foster sustainability in our parks and with our partners by reducing greenhouse gas emissions by 20 percent, including on-site fossil fuel usage and emissions due to electricity consumption.
- Invest Wisely** **24** Focus investments from all maintenance fund sources on high priority national park assets to address critical deferred maintenance and code compliance needs. By doing so we will correct the health and safety, accessibility, environmental, and deferred maintenance deficiencies in at least 25 percent of the facilities that are most important to park visitor experience and resource protection.
- What's Old is New** **25** Modernize historic preservation methods and technologies, show how historic structures can be made sustainable, and support efforts to rebuild the economic vitality of rural and urban communities by updating the Secretary of the Interior's Standards and Guidelines for the Treatment of Historic Properties in consultation with historic preservation partners.
- Back Home on the Range** **26** Return the American bison, one of the nation's iconic species, to our country's landscape. To achieve this we will restore and sustain three wild bison populations across the central and western United States in collaboration with tribes, private landowners, and other public land management agencies.
- Starry, Starry Night** **27** Lead the way in protecting natural darkness as a precious resource and create a model for dark sky protection by establishing America's first Dark Sky Cooperative on the Colorado Plateau in collaboration with other federal agencies, partners, and local communities.
- Park Pulse** **28** Assess the overall status of park resources and use this information to improve park priority setting and communicate complex park condition information to the public in a clear and simple way. To accomplish this, we will complete 50 "State of the Park" reports that synthesize monitoring information, resource inventories, facilities condition data, and visitor surveys.
- * Posterity Partners** **29** Engage the power of philanthropy and volunteerism to provide legacy support for the NPS, both nationwide and at the individual park level. To do so we will launch a public awareness campaign linked to the Centennial, and develop a \$1 billion National Park Service second-century endowment through multiple partnerships with the National Park Foundation and national park friends groups.

New for 2012

Crystal Clear 37 Protect the health of our watersheds by improving water quality, aquatic habitat, and ensuring adequate flows for public enjoyment. To do so we will work with partners to complete at least 30 research, restoration, water management, and flow protection projects that provide for public enjoyment and improve water quality and habitat.

Enjoy the View 38 Protect clean, clear air and spectacular scenery now and for future generations. To do this we will lead collaborative efforts in 10 parks creating Viewshed Cooperatives with other federal agencies, tribes, and local partners to assess air pollutants and preserve treasured viewsheds and natural and cultural resources.



© BRIAN PETERSON

Minneapolis Public School kids paddle the Mississippi River on the Urban Wilderness Canoe Adventures (UWCA) program. A cooperative effort between Mississippi National River and

Recreation Area and Wilderness Inquiry, the UWCA introduces 10,000 kids a year to the National Park System by paddling voyageur canoes through the heart of the Twin Cities.



NPS / ROLF DIAMANT

MARSH-BILLINGS-ROCKEFELLER NATIONAL HISTORICAL PARK

NPS / LINDA FRIAR



Working for Everglades National Park has provided me an exciting range of new opportunities. I have been lucky to work with supportive leadership that believes in my abilities and continues to nurture my personal and professional growth!

Leslie Velarde
Everglades NP

A SECOND-CENTURY NATIONAL PARK SERVICE *and its partners will develop a multi-sector workforce that can adapt to continuous change, think systemically, evaluate risk, make decisions based on the best science and scholarship, work collaboratively with all communities, and maintain our characteristic esprit de corps in the face of new challenges. We will create an environment where every employee can reach his or her full potential.*

THEME

Enhancing Professional and
ORGANIZATIONAL EXCELLENCE

GOALS: TO ENHANCE PROFESSIONAL AND ORGANIZATIONAL EXCELLENCE IN THE NEXT CENTURY, THE NPS *must*

DEVELOP and recruit NPS leaders at all levels with the skills to lead change, collaborate with partners, ensure employee safety, and seek new ways to accomplish goals.

BUILD a more flexible and adaptive organization with a culture that encourages innovation, collaboration, and entrepreneurship.

RECRUIT and retain a workforce that reflects the diversity of the nation, from entry level employees to senior leaders.

MODERNIZE and streamline NPS business systems and use leading-edge technology to enhance communication.

ACTIONS: TO ACHIEVE THESE GOALS BY 2016, THE NPS *will*

Tools of the Trade **30** Provide employees the tools, training, and development opportunities needed to reach their full career potential. To accomplish this we will launch the NPS career academy with an online career planning tool and course offerings that teach essential competencies in 12 career fields. The academy will contain a leadership track common to all employees and focused on innovation, adapting to change, collaboration, and stewardship.

Destination Innovation **31** Accelerate the spread of ideas, encourage innovation, and inspire peer-to-peer collaboration across the Service. To achieve this we will create a network for innovation and creativity to rapidly share new insights and solve mission-critical problems using online tools such as blogs, discussion forums, and “wikis.”

- Play it Safe** 32 Empower employees to use critical thinking skills in daily risk management decisions and encourage employees to embrace safety as part of their professional identity. To that end we will ensure that all NPS employees complete Operational Leadership training, implement Operational Leadership principles at parks and offices servicewide, and create an evaluation system to measure the effectiveness of Operational Leadership.
- Home Grown** 33 Recruit candidates to provide a source of diverse, motivated, and well-trained employees that reflect local communities by expanding the successful ProRanger and similar recruitment programs to all seven NPS Regions and to additional disciplines beyond visitor and resource protection.
- Team Buyin'** 34 Create contracting solutions better oriented to customer needs by designing, implementing, and evaluating a streamlined contracting and cooperative agreements process, using a team approach, in at least seven of the major acquisition and buying offices across the country.
- Welcome Aboard** 35 Create a more inclusive workplace where new employees can quickly navigate our organization to become highly productive. To do so we will implement an orientation and mentoring program for all new NPS employees that will complement the NPS Fundamentals course, use online tools, and provide individual support.
- Value Diversity** 36 Develop a workforce that values diversity and an inclusive work environment so that we can recruit and retain diverse employees and respond to the needs of the American public. As a first step, we will conduct a servicewide cultural diversity assessment and complete cultural competencies training for all supervisors.
- Lead the Way** 39 *New for 2012*
Engage our workforce by leveraging strong employee commitment, exceptional leadership, and improved management practices. To achieve this we will provide up to 50 parks or programs with customized assessments with tailored strategies for communications, recruitment, recognition, and career development.



NPS / CAMERON SUMPTER

Volunteers at Booker T. Washington National Monument portray residents of the Burroughs Plantation receiving the news that they are free with the reading of the Emancipation Proclamation at the annual Juneteenth event, 2011.

Take the **LEAP**

Be a part of the vision for a second-century National Park Service.

Start by reviewing all the action items with your coworkers and partners. Visit the *Call to Action* website. There you can view in-depth information for each action item and share strategies and ideas. Then select the actions that offer opportunities for your park or program to make a difference.

The next century and a new NPS legacy are about to begin.

How will you answer the call?

www.nps.gov/calltoaction

NPS Internal Site

www.inside.nps.gov/calltoaction



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Administrative Advisory Committee
Communications Council
Cultural Resources Advisory Group
Deputy Regional Directors
Healthy Parks Steering Committee
National Education Council
National Interpretation and Education Leadership Council
National Leadership Council
National Park Foundation
National Park System Advisory Board
National Partnership Council
Natural Resources Advisory Group
Network for Innovation and Creativity
Regional Chief Rangers
Servicewide Maintenance Advisory Committee
Superintendents Focus Group
Tourism Council
Wilderness Leadership Council
Workplace Enrichment Team



National Park Service
U.S. Department of the Interior



ON THE COVER

North Cascades Wild is a 12-day outdoor program at North Cascades National Park that offers high school students an opportunity to explore Ross Lake and surrounding wilderness areas. Participants also complete conservation service projects for the National Park Service while learning about leadership, community building, and natural and cultural history.

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