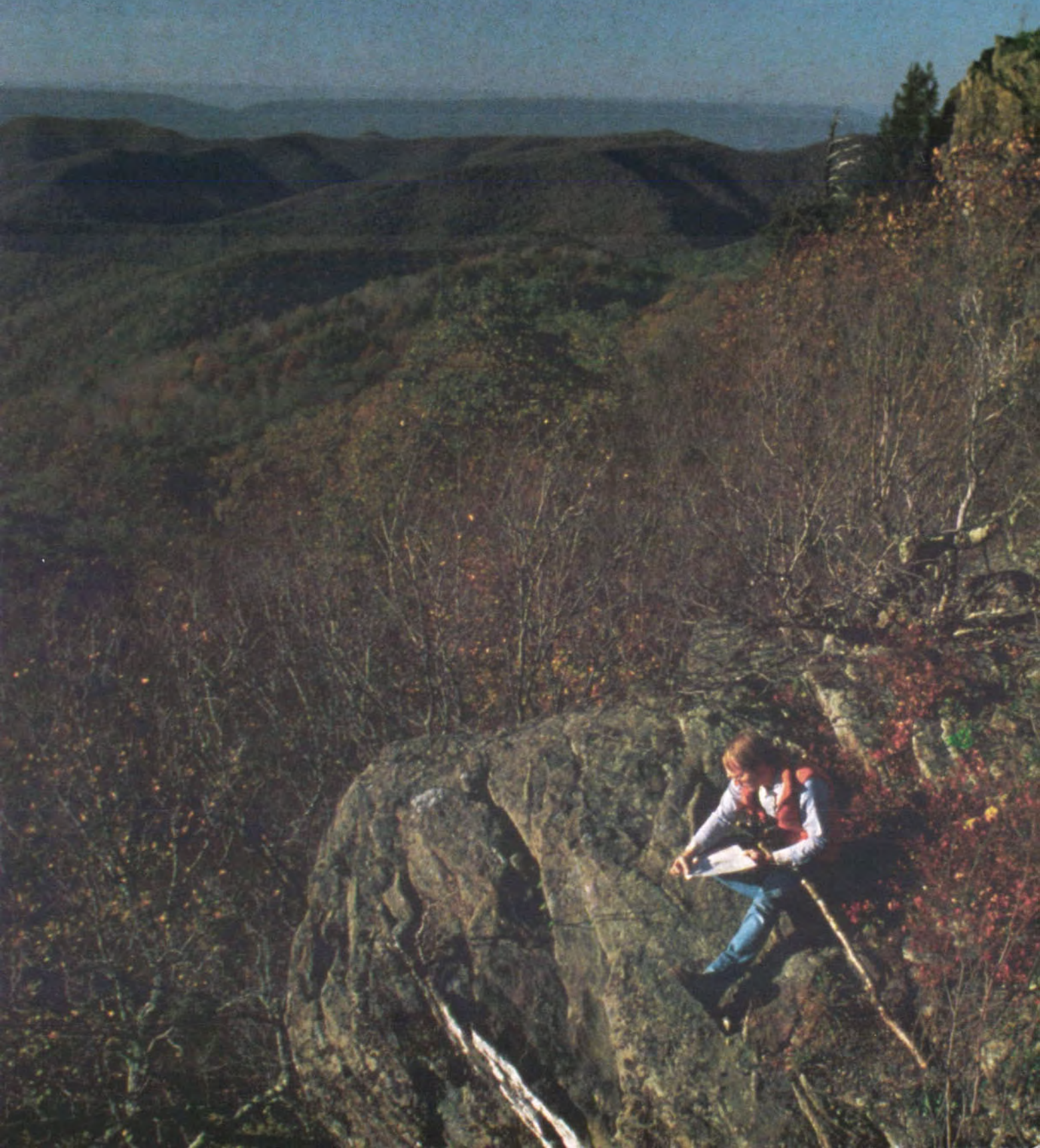


National Park Service  
U.S. Department of the Interior

Wilderness Program  
Ranger Activities Division



# Wilderness Education and Partnership Plan







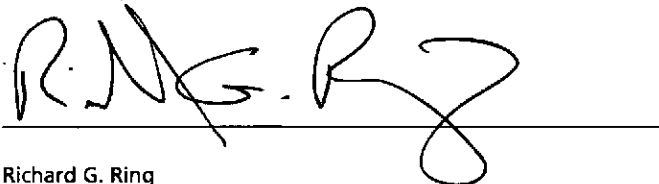
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# Wilderness Education and Partnership Plan

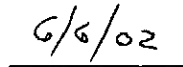
Wilderness Program  
Ranger Activities Division

U.S. Department of the Interior  
National Park Service  
Washington, DC

Approved by

A handwritten signature in black ink, appearing to read "R.G. Ring", written over a horizontal line.

Date

A handwritten date "6/6/02" written in black ink, positioned above a horizontal line.

Richard G. Ring  
Associate Director, National Park Service Operations and Education

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*Nearly 53 percent of all NPS lands are designated wilderness areas.*

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## *Mission Statement*

*The National Park Service preserves unimpaired the natural and cultural resources and intrinsic values of the National Park System for the enjoyment, education, and inspiration of this and future generations. The National Park Service cooperates with partners to extend the benefits of natural and cultural resource conservation, and outdoor recreation throughout this country and the world.*

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## Introduction

*Nearly 53 percent of NPS acreage in 45 national parks is designated wilderness; another 30 parks have recommended or proposed wilderness.*



Corel Corp. Photo - Denali National Park

**W**ildlands in the United States are a rare and diminishing resource. Even designated wilderness areas with the highest level of legal protection are threatened by the far-reaching effects of human activities.

Although national research shows that many Americans value wildlands, the public's understanding and appreciation of wilderness today does not begin to approach the depth of those who supported the Wilderness Act of 1964. This situation makes ongoing education and partnership efforts especially critical for maintaining the National Wilderness Preservation System for present and future generations to enjoy.

Support for wilderness preservation must increase for United States wildlands—and all the precious elements and organisms they contain—to survive for future generations. Nearly 70 percent of National Park Service (NPS) total acreage is designated, recommended, or proposed wilderness. Today, a driving force to develop a public appreciation of wilderness is the National Park Service mission to “. . . conserve the scenery and the natural and historic objects and the wild life therein and to provide for the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations.”

Local and regional wilderness education and training efforts by wilderness managing agencies are effective, but they are limited by lack of funding and human resources. The National Park Service Wilderness Education and Partnership Plan is a fundamental step in uniting interagency efforts and non-governmental participants to broaden awareness, understanding, appreciation, and support of wilderness in an increasingly diverse American public.

*NPS wilderness education planning will connect with interagency efforts and non-governmental participants.*

The Wilderness Act of 1964 requires the National Park Service to manage wilderness lands within the National Park System. NPS management philosophy includes education as an important aspect of managing all resources. Educating NPS staff and the public about wilderness and its management helps the National Park Service fulfill the congressional mandate for preserving wilderness in perpetuity.

The goal of the NPS Wilderness Education and Partnership Plan is to broaden awareness, understanding, appreciation, and support of wilderness in an increasingly diverse population. Such an initiative must reach beyond National Park Service audiences. Because of this, the NPS Wilderness Education and Partnership Plan is designed to connect with efforts involving all agencies within the National Wilderness Preservation System (NWPS) and a variety of non-governmental participants.

In preparing this document, the NPS Wilderness Education Work Group used the comprehensive interpretive planning process from *The Effective Planning of Parkwide Interpretive Programs* as developed by the Interpretation and Education team of the NPS Intermountain Support Office. The group also used the work already accomplished by the Arthur Carhart Wilderness Training Center. The result is a comprehensive interpretive strategy that includes significance statements, interpretive themes, and numerous interpretive program plans featuring specific objectives for addressing NPS audiences.



## Purpose

*Identify audiences and develop services to connect people with wilderness.*

Interpretation provides opportunities for people to forge intellectual and emotional connections to the meanings inherent in wilderness. The NPS Wilderness Education and Partnership Plan lays out a strategy for identifying audiences, developing services, and delivering those services in a thoughtful and coherent manner.

The primary purposes of the Wilderness Education and Partnership Plan are to:

1. Establish the individual elements of the NPS Wilderness Education Program.
2. Establish a priority for funding and implementation of the elements of the plan.
3. Provide for the continuity of the program through the development of an approved and comprehensive work plan.

*Create a foundation for interagency wilderness education.*

The goal of these actions is to broaden awareness and understanding of the idea of wilderness and to inspire appreciation of wilderness values in an increasingly diverse population. Wilderness education and interpretation must reach beyond National Park Service audiences to increase knowledge of the National Wilderness Preservation System and the NPS role in managing wilderness. Desired results include increased public support for wilderness that results in protection of wilderness resources and preservation of wilderness for future generations.

The NPS Wilderness Education and Partnership Plan also will serve as a vehicle by which the NPS can participate in concurrent initiatives being developed by other agencies and the Arthur Carhart National Wilderness Training Center. This plan will be part of a strategy for a national partnership program for wilderness education that will generate a greater understanding and appreciation for wilderness values among NPS staff and a variety of national audiences and partners.



NPS Photo - Rocky Mountain National Park



## Significance Statements

*Provide connections between legislation and park interpretive programs.*



NPS Photo - North Shore, Horn Island, Gulf Islands National Seashore

Significance statements clearly define the important aspects of wilderness. They express the fundamental rationales that provide the connections between the enabling legislation and wilderness interpretive programs at the park level. Significance statements lead directly to primary interpretive themes. All significance statements are equally important and are not presented in priority order.

Significance statements for the NPS Wilderness Education and Partnership Program are:

- a. Wilderness designation provides the highest level of legal protection for some of the most pristine and least manipulated wildlands in the United States.
- b. Lands that qualify for wilderness status are a rare and diminishing resource.
- c. Wilderness provides critical habitat for rare and endangered species of plants and animals as well as protection of other vital components of healthy and diverse ecosystems such as air quality, watersheds, and natural soundscapes.

- d. Wilderness provides a unique learning laboratory for scientific activities and lessons that address natural systems and their preservation, ecosystem management, and stewardship.
- e. Wilderness provides the opportunity to explore societal and personal values as they relate to the use and appreciation of wildlands where humans are temporary visitors, not permanent residents.
- f. Wilderness contains exceptional qualities such as scenic beauty, natural sounds, and opportunities for reflection and solitude that are important for human inspiration and rejuvenation.
- g. The designation and management of wilderness affords opportunities to explore such concepts as preservation, development, history, freedom, interdependence, ingenuity, and land ethics.
- h. Wilderness provides a sense of wildness, which can be valuable to people whether or not those individuals actually visit wilderness. Just knowing that wilderness exists can produce a sense of curiosity, inspiration, renewal, imagination, hope, and potential.
- i. Wilderness provides extraordinary and challenging recreational opportunities, allowing present and future generations the opportunity to experience risk, reward, and self-reliance.
- j. Wilderness provides opportunities for the preservation, study, and further understanding of cultures and cultural resources, including those related to indigenous peoples and traditional and sacred places.



NPS Photo - Gates of the Arctic National Park and Preserve

## Interpretive Themes

*Connect the idea of wilderness to larger ideas and universal values.*

Interpretive themes communicate specific messages based upon significance statements. They are the stories through which the values of wilderness are conveyed to the public. These themes connect wilderness to larger ideas as well as universal meanings and values. Interpretive products and services are based upon these building blocks. All themes are equally significant and are not presented in priority order.

The interpretive themes of the NPS Wilderness Education and Partnership Plan are:

- a. The concept of wilderness codified in law originated in the United States with the conviction that some wildlands are most valuable when left in their natural state. *(e.g. social, scientific, economic, educational, recreational, and cultural value)*

Subtheme a.1. The Wilderness Act created a National Wilderness Preservation System which preserves some of the most unique ecological, geological, scientific, scenic, and historical values that the public and Congress have determined require special protection within the National Park System, Fish and Wildlife Service Refuges, National Forests, and public lands administered by the Bureau of Land Management. The Eastern Wilderness Act furthered wilderness preservation by allowing additional lands with wilderness character to be included in the National Wilderness Preservation System. In addition, legislation specific to Alaska addresses some of the unique aspects of Alaskan wilderness.

- b. As a foundation for healthy and diverse ecosystems, officially designated wilderness and other remaining wildlands provide critical habitat for rare and endangered species and play a significant role in the overall health of natural systems worldwide. *(e.g. watersheds, air quality, and natural soundscapes)*
- c. By law, wilderness is managed differently than other federal lands in order to retain its primeval character and natural conditions, and to preserve wilderness as a special place for humans to examine their relationship to the natural world.
- d. Wilderness offers opportunities for personal renewal, inspiration, artistic expression, pride of ownership of a shared heritage, and the prospect of hope for the future.

Subtheme d. 1. Wilderness has inspired and continues to inspire a distinctive genre of literature and art, enriching millions of lives in the United States and around the world.

- e. Wilderness provides opportunities for physical and mental challenge, risk and reward, renewal, self-reliance, solitude, and serves as a haven from the pressures of modern society. *(e.g. exploration, discovery, and recreation)*

Subtheme e.i. Visitor safety cannot be guaranteed, but can be enhanced with proper trip planning, appropriate skill, and responsible behavior. Wilderness visitors must accept certain inherent risks associated with weather, terrain, water, wildlife, and other natural elements.

- f. The survival of wilderness depends on individual and societal commitment to the idea of wilderness and on appropriate visitor use and behavior when in wilderness areas. *(e.g. appreciation, values, skills)*
- g. Wilderness provides a unique setting for teaching ecosystem stewardship as well as science, literature, art, and other subjects using an interdisciplinary approach. *(e.g. civics, outdoor skills, math, music, and others)*
- h. Wilderness contains primitive areas relatively undisturbed by human activities, where scientific research can reveal information about natural processes and living systems that may have wide-ranging applications and may serve as global indicators of ecological change.
- i. Cultural and archeological sites found in wilderness can provide a more complete picture of human history and culture. *(This includes indigenous peoples, conquests, colonialism and resistance, freedom, independence, ingenuity, a sense of connectedness, stewardship, and human survival.)*



NPS Photo - Nature Walk at Windigo, Isle Royale National Park

## Audiences

*Seven specific audiences are identified.*



NPS Photo - Shenandoah National Park

*NPS audiences are part of a broader interagency audience.*

The NPS Wilderness Education Work Group has identified seven specific audiences. When the National Interagency Wilderness Education Strategy is implemented, it is expected that the NPS and other agencies will begin to share target audiences. (Each audience includes Internet visitors.)

1. NPS, Concessioner, and Cooperating Association Staffs.
2. Wilderness Visitors.
3. Park Visitors.
4. Students and Teachers of Formal Education Programs.
5. Communities Neighboring Wilderness.
6. Non-government Organizations and Partners (including friends groups who work with the public, mass media, and elected officials).
7. Diverse Non-wilderness Visitors (Americans who traditionally have not visited or valued wilderness) and Non-wilderness Supporters (including other federal agencies, U.S. Military, extraction industries, and others).

These NPS audiences are a subset of a broader public to be identified by the National Strategic Plan for Wilderness Education (*see Appendix A*).

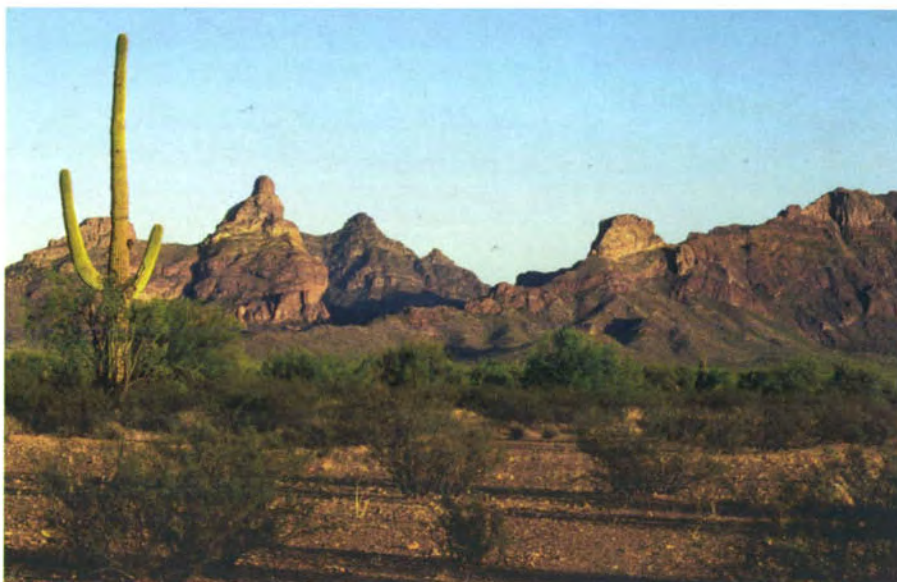
Ensuring outreach education for diverse and multicultural audiences is a priority responsibility of this comprehensive wilderness education strategy. Special emphasis on this objective is included in products for audience number seven. The relative lack of minority involvement in wilderness has been identified as a complex problem arising from economic, cultural, and social factors. In culturally diverse California, Point Reyes National Seashore and Sequoia, Kings Canyon, and Yosemite National Parks already offer significant wilderness outreach programs and partnerships specifically targeted to culturally diverse students. Existing information from these and other successful wilderness education efforts will be integrated into NPS wilderness education products identified in this comprehensive plan.





## Comprehensive Interpretive Program Overview

*Identify interpretive products and services planned for each NPS audience.*



Organ Pipe Cactus National Monument

The Comprehensive Wilderness Education and Partnership Plan Program Overview identifies interpretive products and services planned for each of the National Park Service target audiences. Products and services are identified for completion by the NPS Wilderness Program over the next several years as various fund sources become available. *(For detailed information on many of these products and services, refer to the individual service plans in Appendix B.)*

The development and implementation of the Comprehensive Wilderness Education and Partnership Plan is being conducted at the Servicewide level to better assist parks across the National Park System that have wilderness resources. The only obligation of these parks, beyond incorporation of wilderness interpretive themes in their interpretive programs as required by Director's Order 41, is to avail themselves of these products and services as they become available.

The Comprehensive Wilderness Education and Partnership Plan Program Overview is included on the following pages.



# COMPREHENSIVE WILDERNESS EDUCATION and PARTNERSHIP PLAN PROGRAM OVERVIEW

## Specific National Park Service Audiences and Desired Interpretive Products

Items in *italics* are products, information, or services that will be included in an NPS wilderness briefing/education package for distribution to each NPS unit with wilderness.

<sup>1</sup> denotes products or services already in existence or to be completed by the end of year one. <sup>2</sup> denotes products or services to be completed by the end of year two. <sup>3</sup> denotes products or services to be completed between year three and year five.

<sup>11</sup> denotes a product or service that needs to be assigned to a provider. <sup>c</sup> denotes a product or service provided by the Arthur Carhart National Wilderness Training Center. <sup>NWSC</sup> denotes a product or service provided by the NPS National Wilderness Steering Committee.

### 1. NPS Staff, Concessions Staff, Cooperating Association Staff

#### Electronic Media

*NPS Wilderness Visitor Website*<sup>1</sup>  
*NPS Wilderness Bulletin Board*<sup>1</sup>  
*Wilderness Information Network Website*<sup>1</sup>

#### Videos

*Wilderness Education Training Video*<sup>2</sup>  
*Wilderness Values Video*<sup>1</sup>

#### Television

National Public Service Announcements<sup>2</sup>

#### NPS Documents

*NPS 41—Director's Orders and Other Policies*<sup>1</sup>  
*Message from NPS Director (memo)*<sup>1</sup>  
*Background Information and Briefing Statements*<sup>1</sup>

#### NPS Publications

*Park Newspaper Article Template*<sup>1</sup>  
*Superintendents' Wilderness Stakeholders Involvement Guidelines*<sup>1</sup>  
*Interagency Wilderness Handbook*<sup>3</sup>

#### Other Publications

National Wilderness Preservation System Map<sup>c</sup>  
*ACNWTC Quotations Book*<sup>c</sup>  
*Wilderness Distance Education Brochure*<sup>c</sup>  
National Wilderness Preservation System Brochure<sup>c</sup>

#### NPS Programs

Wilderness Interpretation Incentive Award<sup>2</sup>  
*Evening Program Sample*<sup>1</sup>

#### NPS Exhibits

Discovery Station Plan Guide<sup>2</sup>

#### Training

ACNWTC Curriculum<sup>1</sup>  
In-park Wilderness Workshop<sup>1 11</sup>  
Off-site Training (National Stewardship Course, Superintendents' Conference Session, etc.)<sup>1</sup>  
Seasonal Training Component Outline<sup>1</sup>  
Ranger Intake/Intake Training Outline<sup>1</sup>  
*Compass II Training Module*<sup>1</sup>

#### Events

National Park Week Theme for Year 2004<sup>1</sup> (Every 5 years)

#### Other Resources

ACNWTC Wilderness Image Library<sup>c</sup>

### 2. Wilderness Visitors

#### Electronic Media

*NPS Wilderness Visitor Website*<sup>1</sup>  
*Wilderness Information Network Website*<sup>1</sup>  
*WildLink Internet Program*<sup>1</sup>  
Interactive Skills Electronic Game<sup>3 11</sup>  
Wilderness Orientation CD ROM<sup>3 11</sup>

#### Videos

*Wilderness Values Video*<sup>1</sup>  
Wilderness Orientation Video<sup>1</sup>

#### Television

National Public Service Announcements<sup>2</sup>

#### NPS Documents

Cooperating Association Suggested Sales Items List<sup>2 11</sup>

#### NPS Publications

*Park Newspaper Article Template*<sup>1</sup>  
*Wilderness Site Bulletin*<sup>1</sup>  
Interagency Wilderness Handbook<sup>3</sup>  
Wilderness Park Newspaper Insert<sup>2</sup>  
Park brochure addition<sup>3 11</sup>

#### Other Publications

National Wilderness Preservation System Map<sup>c</sup>  
National Wilderness Preservation System Brochure<sup>c</sup>

#### NPS Programs

Orientation Program Template<sup>2</sup>  
Junior Wilderness Ranger Program<sup>2</sup>  
Visitor Center-Backcountry Office Contact Messages<sup>2</sup>

#### Other Programs

Leave No Trace Program Outline<sup>1</sup>

#### NPS Exhibits

Discovery Station<sup>2</sup>  
*Trailhead Bulletin Board Messages*<sup>1 11</sup>

#### Events

National Park Week Theme for Year 2004<sup>1</sup> (Every 5 years)  
Fee Free Wilderness Act Anniversary Celebration<sup>3, c, NWSC</sup>

# COMPREHENSIVE WILDERNESS EDUCATION and PARTNERSHIP PLAN PROGRAM OVERVIEW

## Specific National Park Service Audiences and Desired Interpretive Products

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### 3. Park Visitors

#### Electronic Media

*NPS Wilderness Visitor Website* <sup>1</sup>  
*Wilderness Information Network Website* <sup>1</sup>  
Wilderness Orientation CD/Interactive Skills Challenge <sup>3 11</sup>

#### Videos

*Wilderness Values Video* <sup>1</sup>

#### Television

National Public Service Announcements <sup>2</sup>

#### Radio

Visitor Information System Broadcast Message <sup>2 11</sup>  
Public Service Announcements for Local Radio Broadcast <sup>2</sup>

#### NPS Documents

Cooperating Association Suggested Sales Item List <sup>2</sup>

#### NPS Publications

*Park Newspaper Article Template* <sup>1</sup>  
*Wilderness Site Bulletin* <sup>1</sup>  
Interagency Wilderness Handbook <sup>3</sup>  
Wilderness Park Newspaper Insert <sup>2</sup>  
Park brochure addition <sup>3 11</sup>

#### Other Publications

National Wilderness Preservation System Map <sup>c</sup>  
National Wilderness Preservation System Brochure <sup>c</sup>

#### NPS Programs

*Evening Program Sample* <sup>1</sup>  
Interpretive Hikes and Walks <sup>1 11</sup>  
Junior Wilderness Ranger Program <sup>2</sup>  
Roving Contact Messages <sup>2</sup>  
Visitor Center Talks Examples <sup>2</sup>  
Visitor Center-Backcountry Office Contact Messages <sup>2</sup>

#### NPS Exhibits

Discovery Station <sup>2</sup>  
Wayside Exhibit Template <sup>3 11</sup>

#### Events

National Park Week Theme for Year 2004 <sup>1</sup> (Every 5 years)  
Fee Free Wilderness Act Anniversary Celebration <sup>3, c, NWSC</sup>

### 4. Students and Teachers of Formal Education Programs

#### Electronic Media

*NPS Wilderness Visitor Website* <sup>1</sup>  
*Wilderness Information Network Website* <sup>1</sup>  
*WildLink Internet Program* <sup>1</sup>  
Wilderness Orientation CD/Interactive Skills Challenge <sup>3 11</sup>

#### Videos

*Wilderness Values Video* <sup>1</sup>  
Wild By Law Video <sup>1</sup> Requires immediate funding  
USFS Camp Nizhona Video <sup>1</sup> Requires immediate funding

#### Television

National Public Service Announcements <sup>2</sup>

#### NPS Documents

Cooperating Association Suggested Sales Items List <sup>2 11</sup>

#### NPS Publications

*Wilderness Site Bulletin* <sup>1</sup>  
Interagency Wilderness Handbook <sup>3</sup>  
Park brochure addition <sup>3 11</sup>

#### Other Publications

National Wilderness Preservation System Map <sup>c</sup>  
National Wilderness Preservation System Brochure <sup>c</sup>

#### NPS Programs

Special Presentations <sup>2</sup>

#### Other Programs

Wilderness Curriculum and Box <sup>1, 2 11</sup> (distribution and funding)

#### NPS Exhibits

Discovery Station <sup>2</sup>

# COMPREHENSIVE WILDERNESS EDUCATION and PARTNERSHIP PLAN PROGRAM OVERVIEW

## Specific National Park Service Audiences and Desired Interpretive Products

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<sup>1</sup> denotes a product or service that needs to be assigned to a provider. <sup>c</sup> denotes a product or service provided by the Arthur Carhart National Wilderness Training Center. <sup>NWSC</sup> denotes a product or service provided by the NPS National Wilderness Steering Committee.

### 5. Local Community Members

#### Electronic Media

*NPS Wilderness Visitor Website* <sup>1</sup>  
*Wilderness Information Network Website* <sup>1</sup>

#### Videos

*Wilderness Values Video* <sup>1</sup>  
*Wild By Law Video* <sup>1</sup> Requires immediate funding

#### Television

National Public Service Announcements <sup>2</sup>

#### Radio

Public Service Announcements for Local Radio Broadcast <sup>2</sup>

#### NPS Documents

*Superintendents' Wilderness Stakeholders Involvement Guidelines* <sup>1</sup>  
Cooperating Association Suggested Sales Item List <sup>2</sup>

#### NPS Publications

*Wilderness Site Bulletin* <sup>1</sup>  
Interagency Wilderness Handbook <sup>3</sup>  
Park brochure addition <sup>3 1</sup>

#### Other Publications

National Wilderness Preservation System Brochure <sup>c</sup>

#### NPS Programs

Special Presentation Messages <sup>2</sup>  
Outreach Presentations Outline <sup>2</sup>

#### NPS Exhibits

Discovery Station <sup>2</sup>  
Traveling Photo/Art Exhibit (7 total, 1 per region) <sup>3 1</sup>

#### Events

March for the Parks Theme <sup>1</sup>  
National Park Week Theme for Year 2004 <sup>1</sup> (Every 5 years)  
Fee Free Wilderness Act Anniversary Celebration <sup>3, c, NWSC</sup>

### 6. Non-Government Organizations and Partners

#### Electronic Media

*NPS Wilderness Visitor Website* <sup>1</sup>  
*Wilderness Information Network Website* <sup>1</sup>

#### Videos

*Wilderness Values Video* <sup>1</sup>  
*Wild By Law Video* <sup>1</sup> Requires immediate funding

#### Television

National Public Service Announcements <sup>2</sup>

#### NPS Publications

Interagency Wilderness Handbook <sup>3</sup>

#### Other Publications

National Wilderness Preservation System Map <sup>c</sup>  
National Wilderness Preservation System Brochure <sup>c</sup>

#### NPS Programs

Conference Presentation Team <sup>2 1</sup>  
Wilderness Outreach Presentation Support Materials <sup>3 1</sup>  
National Stakeholders Presentation Team <sup>3 1</sup>  
(outdoor industry, NPCA, etc.)

#### NPS Exhibits

Discovery Station <sup>2</sup>  
Traveling Photo/Art Exhibit (7 total, 1 per region) <sup>3 1</sup>

#### Other Resources

Show-Me Trip Organizer (Guide's Guide) <sup>3 1</sup>

# COMPREHENSIVE WILDERNESS EDUCATION and PARTNERSHIP PLAN PROGRAM OVERVIEW

## Specific National Park Service Audiences and Desired Interpretive Products

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### 7. Non-wilderness Supporters and Diverse Non-wilderness Visitors

#### Electronic Media

*NPS Wilderness Visitor Website* <sup>1</sup>

*Wilderness Information Network Website* <sup>1</sup>

#### Videos

*Wilderness Values Video* <sup>1</sup>

#### Television

Local Cable Service Messages <sup>2</sup>

National Public Service Announcements <sup>2</sup>

#### Radio

Public Service Announcements for  
National Radio Broadcast <sup>2</sup>

#### NPS Publications

Interagency Wilderness Handbook <sup>3</sup>

#### NPS Programs

Outreach Presentations Outline <sup>2 11</sup>

Wilderness Outreach Presentation Support Materials <sup>3 11</sup>

#### NPS Exhibits

Discovery Station <sup>2</sup>

Traveling Photo/Art Exhibit (7 total, 1 per region) <sup>3 11</sup>

## COMPREHENSIVE WILDERNESS EDUCATION and PARTNERSHIP PLAN PROGRAM OVERVIEW

### Additional Ideas and Resources Identified for National Education Program

1. *Interactive electronic wilderness computer games* in the style of *Oregon Trail* or *SIM City*.
2. *A Day in the Life of Wilderness* national photo project - (One day national event where photographers document wilderness areas simultaneously. Images can be viewed that day via a special on-line website project. Images are later incorporated into a book and a CD ROM project.)
3. *Photo CD* of great wilderness Images. (Images or screensaver)
4. *National Wilderness Day proclamation* - (Annual event to be held on the September 3 anniversary of establishment of the Wilderness Act.)
5. *Adopt-A-Wilderness Program* - (Participation nationwide for all audiences)
6. *Passport to Wilderness Program* - (Virtual electronic version of a passport book. Includes high quality collectible "stamps" that can be downloaded and traded over the Internet.)
7. *Voices of Wilderness audiocassette* - (Includes voice talent of excerpts by notable conservationists and historic figures related to the evolution of the wilderness idea. Flip side to include natural sound environments.)
8. *Internet Link Graphic* - (A "button" graphic developed by a multi-agency wilderness education planning team. Use by partners - the NWSC and the National Park Foundation, or other appropriate partner, approves donors. Users of the image are identified as contributing to wilderness education and the button links to a NWPS website.)
9. *Partnership Program Package* - (An informational package in the style of the NPS *Nature of Sound* materials provided to non-profit organization or potential donors interested in participating in a multi-agency wilderness education initiative. Package includes information on how to collaborate with the NWPS and provides descriptions of products that have been identified by the NWPS as requiring funding.)
10. *Welcome to Wilderness Expedition for Notable Personalities* - (An agency guided wilderness trip featuring invited individuals representing various aspects of modern culture. Recognizable people and celebrities from various walks of life (music industry, television, film, authors, and more) will participate in an excursion where they work side by side with others and share their personal perspectives about wilderness with the group. The excursion will be professionally videotaped and edited for public television broadcast and public service announcements.)
11. *Urban Wilderness Expeditions* - (A long-term program developed cooperatively by partnership organizations and all agencies within the National Wilderness Preservation System. The goal is to develop a consistent source of funding to bring urban youth into nearby wilderness areas for day trips. Such short excursions will allow those less comfortable with more natural surroundings to become familiar with the wild without being far from home. Celebrity personalities may also participate in such day excursions, drawing additional interest from urban youth through their presence or by way of public service announcements.)



Arthur Carhart National Wilderness Training Center



*"Fostering interagency excellence in wilderness stewardship."*

## A Unified National Strategic Plan for Wilderness Education

Framework for Development, April 99

### Current Situation:

National research and regional polls show that a broad spectrum of Americans value their wildlands. However, recent activities in Congress suggest that while public support for the values of wilderness is broad, it is also shallow, and that while opposition may be narrow, it is deep. In the last Congress, seven legislative proposals and numerous committee hearings challenged wilderness management programs and threatened the integrity of the National Wilderness Preservation System. There were no representatives from the public at the table defending wilderness nor are there currently wilderness champions in key Congressional positions.

By 2005, more than half of the America's population will be of Hispanic, African American and Asian descent (US Census Bureau). If the changing population is unaware of or indifferent to the values of wilderness, public support for protecting and maintaining wilderness will be diminished.

A 1996 survey of wilderness managers in the Bureau of Land Management, Fish & Wildlife Service, Forest Service and National Park Service concluded that wilderness awareness, an appreciation of wilderness values and a wilderness use ethic is missing in large segments of our society. The general public was identified as the number one external audience which would benefit most from wilderness education efforts focusing on wilderness values. Internally, each of the agencies acknowledged the need for employee awareness, understanding and appreciation of wilderness.

A number of effective local and regional wilderness education and training efforts have been implemented by each of the wilderness managing agencies. However, these efforts are limited in scope and are severely constrained by lack of funding and staffing. Non-government organizations having an interest in wilderness have focused their efforts largely on campaigns designed to add acreage to the System rather than on maintaining public support for existing areas. Currently, there is no national, unified strategic plan for wilderness education.

### Need:

If there is to be a National Wilderness Preservation System at the end of the next century, support for wilderness preservation must deepen. It must deepen among the managers of the four agencies entrusted with the stewardship of our wildernesses, and among the citizens of this country -- whose will is carried out by the elected officials who hold so much sway over these protected lands. Wilderness visitors already have deep appreciation of the places that they love, but the support of visitors will not be enough. Support from a wide array of Americans is essential. That support is best engendered through increasing the awareness that we all benefit from wildernesses whether or not we visit them. Generating that support is an inseparable part of our mission as wilderness stewards, for we cannot properly take care of these special places without long-term commitment from the American people to do so.

Singlehandedly, neither wilderness managing agencies nor non-government organizations have the resources to generate the level of public support needed to preserve wilderness. Collectively, however, we can pool our limited resources, capitalize on each other's strengths and focus our efforts on developing and implementing a unified wilderness education strategic plan that will ensure an enduring resource of wilderness for present and future generations. It is time to build a coalition for wilderness that crosses agency, organization and user and non-user boundaries to gain broad and deep support for maintaining the National Wilderness Preservation System. It is time to develop, implement and evaluate a national, unified strategic plan for wilderness education.

### Strategic Plan Purpose:

Promote and enhance the preservation of wilderness for present and future generations by increasing awareness, understanding, appreciation and support of the National Wilderness Preservation System among the American people.



## Appendix A - A UNIFIED NATIONAL STRATEGIC PLAN for WILDERNESS EDUCATION Arthur Carhart National Wilderness Training Center

### Goals:

Increase awareness, understanding, appreciation and support of Wilderness in:

- America's schoolchildren
- Adult populations from diverse cultural, geographic and social backgrounds
- Mass media
- Congress
- Wilderness visitors

### Objectives:

Objectives must be developed for each of the goals listed above. Objectives must specify:

- *results* to be achieved
- *specific criteria* to measure degree to which results are achieved
- *time frame* for achieving results
- *target group*

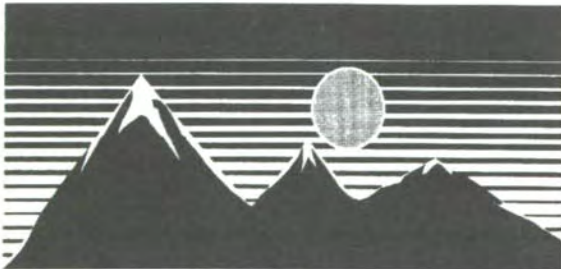
Examples:

- The number of city residents participating in curbside recycling will increase from 200 to 600 by September 30, 2000.
- 75% of all 7th grade students in the Custer County School System will show improvement in math skills by scoring at least 80% on the Smith-Jones Test of Math Competency by the end of academic year 1999-2000.

(From: Successful Grantseeking: A Comprehensive Guide to Developing Proposals, Finding Funders, and Managing the Grantseeking Process by Barbara Bader and Steven Carr)

### Actions:

Actions to meet each of the identified goals must be identified and prioritized. It is important that both current and proposed efforts are identified to prevent duplication of effort.



### Operational Plans:

Operational Plans must be developed for each action to clarify:

- Action
- Location
- Primary message
- Contribution to unit specific management goals
- Audience
- Initiation date
- Goals and objectives of the action
- Providers
- Logistics
- Staff Time
- Funding
- Duration
- Method of evaluation

### Support:

We must gain support for a unified approach both internally and externally from many levels, including, but certainly not limited to:

- Field
- Line Officers
- Agency Directors
- Department
- The Wilderness Society
- Wilderness Watch
- Wilderness Inquiry
- Prof Guide Institute
- America Outdoors
- Outward Bound
- NOLS
- SCA
- ORCA
- NAEE
- NAI
- NPCA
- Soc of Am Foresters
- NAAFWA

### Conclusion:

If we do not embrace the challenge of increasing awareness, understanding, appreciation and support of the National Wilderness Preservation System among the American people, the System, as we know it, will not survive into the next century. It will erode away like sand before the rising tide. Let it not be said that the wilderness legacy we pass to the next generation is but a remnant of that passed to us by Carhart, Leopold and Marshall. Rather, may the record show that, by leadership and example, we reached across agency, organization and user and non-user boundaries; we drew from each others' strengths; we built a coalition to develop, implement and evaluate a national, unified strategic plan for wilderness education; we inspired a collaborative effort to ensure an enduring resource of wilderness for present and future generations.



## Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLANS NPS Wilderness Education and Partnership Plan

### Key Information from the PROGRAM OVERVIEW

Pages that follow in Appendix B refer to NPS Audience categories identified on page 15 of this document. The audience numbers are listed again here for additional reference.

1. NPS, Concessioner, and Cooperating Association Staffs
2. Wilderness Visitors
3. Park Visitors
4. Students and Teachers of Formal Education Programs
5. Communities Neighboring Wilderness
6. Non-government Organizations and Partners (including friends groups who work with the public, mass media, and elected officials)
7. Diverse Non-wilderness Visitors (Americans who traditionally have not visited or valued wilderness) and Non-wilderness Supporters (including other federal agencies, U.S. Military, extraction industries, and others)

Individual Service Plans on the following pages in Appendix B are arranged in order of priority. Plans are color-coded in red (high priority), orange (medium priority), or blue (low priority).

**High Priority**

**Medium Priority**

**Low Priority**

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 1**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>NPS Wilderness Education Resource Package</b> (binder including briefing statements, sample interpretive programs, video, digital photos, publication templates, and PowerPoint program on CD ROM)
<b>Location</b>	<b>Servicewide</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>NPS staff, especially interpreters and managers, primarily at parks with wilderness</b>
<b>Service Initiated</b>	<b>Year One</b>

**Management's Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management's Interpretive Intent</b>	To provide park management with background information concerning NPS wilderness issues and policy as well as cost-effective tools for park interpretation of NPS wilderness themes.
<b>Critical Resource Issues</b>	N/A
<b>Subthemes</b>	All interpretive themes will be addressed.

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	This internal information/education package will provide park management with a cost-effective means for researching wilderness issues, preparing interpretive and educational wilderness programs, and obtaining current information about Servicewide wilderness initiatives.
<b>Park Specific Goals</b>	N/A
<b>Objectives of the Service</b>	Because of this package, NPS interpreters and managers will have the information and tools necessary to convey the importance of wilderness to NPS staff and the public.

**Operational Details**

<b>Providers</b>	National Wilderness Steering Committee
<b>Service Availability</b>	First edition will be available in fall of year one.
<b>Service Duration</b>	Package format includes materials that can be updated for subsequent additions and revisions.
<b>Maximum Audience Size</b>	NPS managers and interpreters
<b>Support Materials</b>	Most of these materials must be developed: written contributions by notable wilderness authors; sample interpretive programs; briefing statements; training information; PowerPoint program; 35 mm slides; <i>Wild by Law</i> video dubs; newsletter, and site bulletin.
<b>Logistics</b>	Contributions to the package must be assigned/requested; PowerPoint program to be developed; obtain all other materials to be included; texts written and edited; design; printing through GPO.
<b>Staff Time Commitment</b>	Organization and collaboration, writing, editing, design, production and distribution by GS-09 interpretive specialist for four months.

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	N/A
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 15,000 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 14,000 (Includes all components of 300 educational packages) *
<b>Service Cost for Year One</b>	\$ 29,000 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year One</b>	.23 (Full-time equivalency: one full-time position = 1.0 FTE) *
	* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 1, 2, 3, 4, 5, 6, 7**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>NPS Wilderness Website</b> (includes public Internet site and NPS Intranet site with database)
<b>Location</b>	<b>Worldwide</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>All NPS audiences</b>
<b>Service Initiated</b>	<b>Year One</b>

**Management's Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management's Interpretive Intent</b>	To increase public awareness about the significance of wilderness and to provide information about wilderness travel, wilderness values, and protection of natural conditions in wilderness areas.
<b>Critical Resource Issues</b>	Public awareness is necessary to protect natural conditions in wilderness areas.
<b>Subthemes</b>	Wilderness values, evolution of the wilderness idea, safety, and <i>Leave No Trace</i> principles.

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	To provide the NPS with a communication tool for providing current information to the public about wilderness areas, backcountry visits, safety, <i>Leave No Trace</i> principles, and the importance of wilderness preservation and wilderness appreciation.
<b>Park Specific Goals</b>	N/A
<b>Objectives of the Service</b>	Because of this website, the public will have access to current information regarding wilderness, more familiarity with NPS wilderness areas, and a better understanding of wilderness values.

**Operational Details**

<b>Providers</b>	NPS editor and contractor to develop database
<b>Service Availability</b>	Site address - <a href="http://wilderness.nps.gov">http://wilderness.nps.gov</a> .
<b>Service Duration</b>	Continuous
<b>Maximum Audience Size</b>	Indefinite
<b>Support Materials</b>	NPS Internet server for posting website
<b>Logistics</b>	Draft website developed and posted internally for review; database under development for compatibility with NWPS wilderness.net site; content development finalized before posting accessible to general public; content development and updating of information will be ongoing.
<b>Staff Time Commitment</b>	Two months website design and development by GS-09 NPS staff; two months database development by contractor; continual updating (to be determined).

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	N/A
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 15,000 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ <u>1,500</u> (Includes necessary travel, software upgrades, and shipping) *
<b>Service Cost for Year One</b>	\$ <b>16,500</b> (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year One</b>	.15 (Full-time equivalency: one full-time position = 1.0 FTE) *

\* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 1, 2, 3, 4, 5, 6, 7**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Interagency Wilderness Handbook</b> (Produced as one of the 6" x 8" handbook series by NPS Harpers Ferry Center to include information on wilderness from all NWPS agencies)
<b>Location</b>	<b>Nationwide</b>
<b>Primary Interpretive Theme</b>	<b>All nine NPS primary interpretive themes for wilderness as well as interagency themes</b>
<b>Audience</b>	<b>All NWPS agency staff and all public audiences</b>
<b>Service Initiated</b>	<b>Year Three</b>

**Management's Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management's Interpretive Intent</b>	To provide a single, high-quality publication that details the evolution and idea of wilderness in the United States as well as offering current information on wilderness throughout the National Wilderness Preservation System.
<b>Critical Resource Issues</b>	N/A
<b>Subthemes</b>	All interagency interpretive themes will be addressed.

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	This high-quality, color publication, part of the NPS Harpers Ferry Center handbook series, will unite efforts by National Wilderness Preservation System agencies to provide detailed information about the evolution and preservation of wilderness to agency staff and the public.
<b>Park Specific Goals</b>	N/A
<b>Objectives of the Service</b>	Because of this handbook, National Wilderness Preservation System agencies will have the information necessary to convey the importance of wilderness to agency staff and the public.

**Operational Details**

<b>Providers</b>	National Wilderness Preservation System Agencies
<b>Service Availability</b>	Year-round
<b>Service Duration</b>	Available in fall of year three; reviewed and revised after six years
<b>Maximum Audience Size</b>	National Wilderness Preservation System agency staff and the public
<b>Support Materials</b>	Research, design, and production will be conducted by the NPS Harpers Ferry Center Department of Publications working with agency wilderness program coordinators. Historical documents and photos, as well as current information, graphics, and photos must be obtained by the agencies in cooperation with Harpers Ferry Center.
<b>Logistics</b>	Agency wilderness program coordinators will organize agency financial contributions to the handbook project; One point of contact will work with Harpers Ferry Center to obtain all materials to be included in publication and to arrange reviews by agency wilderness coordinators; texts written and edited; graphics research; design; printing through GPO.
<b>Staff Time Commitment</b>	Organization and collaboration by agency wilderness coordinators and Harpers Ferry Center, research, writing, editing, design, and production by Harpers Ferry Center for 18 months.

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1: Visitor Understanding and Appreciation</b> — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	N/A
<b>Indicator/Measure/Condition</b>	<b>II b 1: Understanding / Percentage / Understand</b>
<b>Staff Cost</b>	\$ 40,000 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 110,000 (Includes all components of printing 0,000 handbooks) *
<b>Service Cost for Years One-Three</b>	\$ 150,000 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Years One-Three</b>	1.5 (Full-time equivalency: one full-time position = 1.0 FTE) *
	* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 1, 2, 3, 4, 5, 6, 7**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Broadcast Public Service Announcements</b> (television, cable television, and radio announcements featuring celebrity participants in a wilderness setting near to the wildland-urban interface)
<b>Location</b>	<b>Nationwide</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>All NPS audiences, especially outreach audiences comprised primarily of diverse non-wilderness visitors</b>
<b>Service Initiated</b>	<b>Year Two</b>

**Management’s Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management’s Interpretive Intent</b>	To provide NPS management with a nationally visible and relevant message to convey the importance of wilderness preservation and wilderness appreciation to non-wilderness visitors, non-wilderness supporters, and the general public.
<b>Critical Resource Issues</b>	Create national support for wilderness and national parks in an increasingly diverse population.
<b>Subthemes</b>	Personal renewal, challenge, inspiration, pride, and preservation for the future.

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	These public service announcements will provide NPS management with a nationally visible means for conveying the importance of national parks and wilderness to outreach audiences comprised of non-wilderness visitors and supporters, as well as those who may not visit national parks at all.
<b>Park Specific Goals</b>	N/A
<b>Objectives of the Service</b>	Because of these public service announcements, national support will be generated in an increasingly diverse public for the preservation and appreciation of national parks and wilderness areas.

**Operational Details**

<b>Providers</b>	National Wilderness Steering Committee
<b>Service Availability</b>	First public service announcements may appear in spring of year two.
<b>Service Duration</b>	Single announcement may apply for one tourism season.
<b>Maximum Audience Size</b>	National public
<b>Support Materials</b>	Public may view announcements on television or hear PSAs on radio.
<b>Logistics</b>	Development and award of contract or work with HFC or DOI Audiovisual Department; wilderness specialist to work with producer and actor(s); review and approvals by NPS, DOI, and distribution.
<b>Staff Time Commitment</b>	NPS wilderness specialist one-month detail for development and organization (GS-11); one month of production time by HFC or contractor.

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	N/A
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 5,000 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 15,000 (Includes use of actor(s), location filming, distribution) *
<b>Service Cost for Year Two</b>	\$ 20,000 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year Two</b>	.08 (Full-time equivalency: one full-time position = 1.0 FTE) *

\* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 1, 2, 3, 4, 5, 6, 7**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Wilderness Values Video</b> (National Wilderness Preservation Systemwide information about wilderness; to be included in NPS briefing package)
<b>Location</b>	<b>NPS backcountry offices, visitor centers, outreach venues, cable television, and mail-order</b>
<b>Primary Interpretive Theme</b>	<b>All nine NPS primary interpretive themes for wilderness as well as interagency themes</b>
<b>Audience</b>	<b>All NPS audiences beyond NPS staff</b>
<b>Service Initiated</b>	<b>Year One</b>

**Management’s Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management’s Interpretive Intent</b>	To raise awareness in the public regarding the National Wilderness Preservation System and wilderness values. To provide a Servicewide message about wilderness values.
<b>Critical Resource Issues</b>	Understanding and appreciation of wilderness values is important to protect natural conditions in wilderness.
<b>Subthemes</b>	Interagency interpretive subthemes will be addressed.

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	This video will provide NPS wilderness managers with a Servicewide message to increase awareness in present and potential visitors regarding wilderness values and protection of natural conditions in backcountry areas.
<b>Park Specific Goals</b>	To increase protection of natural conditions in wilderness areas.
<b>Objectives of the Service</b>	Because of this video, visitors will understand and appreciate the value of NPS wilderness areas and practice appropriate techniques to protect natural conditions on their visits.

**Operational Details**

<b>Providers</b>	Arthur Carhart National Wilderness Training Center working with Department of Interior Audiovisual Department; presented by NPS staff at visitor centers, backcountry offices, and outreach/interpretive programs.
<b>Service Availability</b>	Year-round; completed in year one by ACNWTC
<b>Service Duration</b>	12-minute video; reviewed and revised after three years
<b>Maximum Audience Size</b>	Variable
<b>Support Materials</b>	Supplemental brochures, VCR
<b>Logistics</b>	Presentation of video at parks or outreach venues; distribution to NPS staff in NPS briefing package; distribution to partners and non-government organizations.
<b>Staff Time Commitment</b>	20-30 minutes per interaction at park level

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	N/A
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 8,858 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 87,000 (Includes actors, studio, on-site production, captions, video dubs, distribution materials) *
<b>Service Cost for Year One</b>	\$ 95,858 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year One</b>	0.15 (Full-time equivalency: one full-time position = 1.0 FTE) *
	* To be completed in Year One by ACNWTC working with Department of Interior Audiovisual Department.



**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 2**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Wilderness Orientation Video</b> (Introduction to backcountry travel/wilderness values)
<b>Location</b>	<b>NPS backcountry offices, visitor centers, outreach venues</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>Wilderness visitors, park visitors formal education program participants</b>
<b>Service Initiated</b>	<b>Year One</b>

**Management’s Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management’s Interpretive Intent</b>	To provide information on wilderness etiquette and to ensure compliance with wilderness regulations.
<b>Critical Resource Issues</b>	Standard wilderness visitor guidelines can help protect natural conditions in wilderness areas.
<b>Subthemes</b>	Wilderness values, safety, and <i>Leave No Trace</i> principles

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	To provide NPS wilderness managers with a tool to furnish information to visitors regarding wilderness values and regulations for backcountry travel.
<b>Park Specific Goals</b>	To increase protection of natural conditions in wilderness areas.
<b>Objectives of the Service</b>	Because of this video, visitors will understand and appreciate the value of NPS wilderness areas and be aware of regulations when visiting wilderness. Increased protection of wilderness will result.

**Operational Details**

<b>Providers</b>	Presented by NPS staff at visitor centers, backcountry offices, and outreach/interpretive programs; developed by contractor or HFC with NPS wilderness specialist.
<b>Service Availability</b>	Year-round (can be developed into compact disc program at later time).
<b>Service Duration</b>	Five-minute video; reviewed and revised after two years
<b>Maximum Audience Size</b>	1 to 6 visitors or small groups
<b>Support Materials</b>	VCR, PC, site-specific publications, permit sleeve, computer CD version
<b>Logistics</b>	Development and award of contract or work with HFC or DOI Audiovisual Department; wilderness specialist to work with producer; review and approvals by NWSC subcommittee; distribution.
<b>Staff Time Commitment</b>	NPS wilderness specialist one-month detail for research and development (GS-11); in addition, one month of production time by HFC or contractor; 15 minutes per interaction at park level.

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	<b>II b 1:</b> By the end of year one, 50% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 4,429 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 16,000 (Includes use of actors, studio, setup of scenarios, video dubs, distribution materials) *
<b>Service Cost for Year One</b>	\$ 17,300 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year One</b>	.08 (Full-time equivalency: one full-time position = 1.0 FTE) *
* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.	

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 2, 3, 4, 5**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Wilderness Site Bulletin</b> (Includes electronic file provided for customizing by parks)
<b>Location</b>	<b>Servicewide</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>NPS staff, wilderness visitors, and park visitors</b>
<b>Service Initiated</b>	<b>Year One</b>

**Management’s Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management’s Interpretive Intent</b>	To provide park visitors and other audiences with a Servicewide message about wilderness values.
<b>Critical Resource Issues</b>	Individual understanding and appreciation of wilderness is necessary for the protection of wilderness.
<b>Subthemes</b>	All interpretive themes will be addressed.

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	This product will provide national parks with a standard message regarding wilderness values and will provide an opportunity to add a park-specific message in a cost-effective way.
<b>Park Specific Goals</b>	This product is designed to encourage national parks to communicate the importance of wilderness and their own wilderness story within the context of the national wilderness education program.
<b>Objectives of the Service</b>	Because of this product, national park visitors and other audiences will have a more complete understanding of wilderness philosophy and values. In addition, the behavior of wilderness visitors will experience positive change and support for wilderness will increase.

**Operational Details**

<b>Providers</b>	NPS Harpers Ferry Center Publications Department in association with wilderness specialist.
<b>Service Availability</b>	Site bulletin available in fall of year one in NPS briefing package and on NPS <i>Wilderness Visitor</i> website.
<b>Service Duration</b>	Periodically revised by HFC on a three-year cycle
<b>Maximum Audience Size</b>	All park visitors and other audiences
<b>Support Materials</b>	Clip art and existing wilderness publications
<b>Logistics</b>	Coordinate with HFC on cooperative drafting of text between HFC publications staff and members of the National Wilderness Steering Committee; design and illustration by HFC; review by NWSC members; printing, hard copy, and electronic distribution to parks through briefing package and website; information will be included for park-specific customizing and use of this product.
<b>Staff Time Commitment</b>	Two weeks HFC design (GS-09) and distribution time

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	<b>II b 1:</b> By spring of year two, 50% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 1,830 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 6,000 (Includes printing x 20,000, postage, and packing materials) *
<b>Service Cost for Year One</b>	\$ 7,830 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year One</b>	.04 (Full-time equivalency: one full-time position = 1.0 FTE) *
* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.	

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 1, 2, 3**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Wilderness Park Newspaper Article Template</b> (includes electronic file provided for customizing by parks)
<b>Location</b>	<b>Servicewide</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>NPS staff, wilderness visitors, and park visitors</b>
<b>Service Initiated</b>	<b>Year One</b>

**Management’s Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management’s Interpretive Intent</b>	To provide park visitors and other audiences with a Servicewide message about wilderness values.
<b>Critical Resource Issues</b>	Park-specific message
<b>Subthemes</b>	All interpretive themes will be addressed.

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	This product will provide national parks with a standard message regarding wilderness values and will provide an opportunity to add a park-specific message in a cost-effective way.
<b>Park Specific Goals</b>	This product is designed to encourage national parks to communicate their own wilderness story within the context of the national wilderness education program.
<b>Objectives of the Service</b>	Because of this product, national park visitors and other audiences will have a more complete understanding of wilderness philosophy and values. In addition, the behavior of wilderness visitors will experience positive change and support for wilderness will increase.

**Operational Details**

<b>Providers</b>	Park interpretive staff; in park newspapers (developed by Wilderness Education Work Group).
<b>Service Availability</b>	Article template available in fall of year one in NPS briefing package and on NPS Wilderness Visitor website.
<b>Service Duration</b>	Revised annually
<b>Maximum Audience Size</b>	All NPS staff, wilderness visitors, and park visitors
<b>Support Materials</b>	Photos, clip art, and existing wilderness publications
<b>Logistics</b>	Hard copy of article is available to all parks for inclusion in park newspapers. Hard copy and electronic file are provided in NPS briefing package. Electronic file is available on NPS Wilderness Visitor website. Layout and photos are provided by park.
<b>Staff Time Commitment</b>	Included in production of park newspaper at park level (no additional staff cost is necessary).

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	<b>II b 1:</b> By spring, year two, 50% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ N/A (Included in development of NPS briefing package) *
<b>Materials &amp; Supplies, Cost</b>	\$ <u>10</u> (Includes postage and packing materials) *
<b>Service Cost for Year One</b>	\$ <b>10</b> (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year One</b>	<b>NA</b> (Full-time equivalency: one full-time position = 1.0 FTE) *

\* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 1, 3**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Evening Program Sample</b> (to be included in NPS wilderness briefing package)
<b>Location</b>	<b>NPS units with wilderness</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>NPS staff and park visitors</b>
<b>Service Initiated</b>	<b>Year One</b>

**Management's Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management's Interpretive Intent</b>	To facilitate quality interpretation of NPS wilderness themes by providing an example of an evening program about wilderness.
<b>Critical Resource Issues</b>	Park-specific messages can be incorporated.
<b>Subthemes</b>	Wilderness values, safety, and <i>Leave No Trace</i> principles

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	To provide NPS interpreters with a dynamic program outline and appropriate images for quick and easy development of evening programs to help park visitors to understand wilderness values.
<b>Park Specific Goals</b>	Program can be customized to include park-specific goals.
<b>Objectives of the Service</b>	Because of this program, park visitors will be able to relate or discuss one or more of the primary themes for wilderness.

**Operational Details**

<b>Providers</b>	Developed by NPS wilderness education specialist for use by NPS interpreters.
<b>Service Availability</b>	Available in fall of year one and distributed in NPS wilderness briefing package.
<b>Service Duration</b>	Revised every three years by NPS interpretive specialist
<b>Maximum Audience Size</b>	Variable
<b>Support Materials</b>	Examples of existing wilderness evening programs; references and slides pertaining to NPS wilderness themes; development, design, and distribution.
<b>Logistics</b>	Call out for existing wilderness evening program examples; development of wilderness program incorporating all NPS themes; assembly of script and images; distribution in NPS wilderness briefing package.
<b>Staff Time Commitment</b>	NPS wilderness education specialist (GS-09), one month of research and development.

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	<b>II b 1:</b> By fall of year two, 50% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 3,660 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 1,500 (Includes photocopying, slide production, electronic files, shipping, and packing materials) *
<b>Service Cost for Year One</b>	\$ 5,160 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year One</b>	.08 (Full-time equivalency: one full-time position = 1.0 FTE) *
	* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 2**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Trailhead Bulletin Board Messages</b> (develop template for use by parks with wilderness)
<b>Location</b>	<b>NPS wilderness trailheads</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>Wilderness visitors</b>
<b>Service Initiated</b>	<b>Year One</b>

**Management's Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management's Interpretive Intent</b>	To provide information about wilderness etiquette and values to backcountry visitors.
<b>Critical Resource Issues</b>	Park-specific message
<b>Subthemes</b>	N/A

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	To provide NPS wilderness managers with a cost-effective method for providing Servicewide information about wilderness values to backcountry visitors at wilderness trailheads.
<b>Park Specific Goals</b>	To increase protection of natural conditions in wilderness areas.
<b>Objectives of the Service</b>	Because of these messages, visitors will better understand and appreciate the value of NPS wilderness areas and practice appropriate techniques to protect natural conditions on their visits.

**Operational Details**

<b>Providers</b>	Non-personal service (addition to existing bulletin boards); initially designed by Harpers Ferry Center Wayside Exhibit Department in cooperation with NPS wilderness specialist.
<b>Service Availability</b>	Available whenever wilderness trailheads are accessible; template provided in NPS wilderness briefing package.
<b>Service Duration</b>	Revised periodically by HFC on a five-year cycle
<b>Maximum Audience Size</b>	Variable
<b>Support Materials</b>	Trailhead bulletin boards
<b>Logistics</b>	Parks are provided a template to customize messages. Production and installation are determined at the park level.
<b>Staff Time Commitment</b>	Two weeks research, development, and design by GS-11; installation time varies.

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	<b>II b 1:</b> By fall, year two, 50% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 2,214 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 100 (Includes production of design template only, shipping, and packing materials) *
<b>Service Cost for Year One</b>	\$ 2,314 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year One</b>	.04 (Full-time equivalency: one full-time position = 1.0 FTE) *

\* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 1**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Superintendents' Wilderness Stakeholders Involvement Guideline</b>
<b>Location</b>	<b>Servicewide, primarily to parks with wilderness</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>NPS wilderness managers (for local community members)</b>
<b>Service Initiated</b>	<b>Year One</b>

**Management's Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management's Interpretive Intent</b>	To provide NPS wilderness managers with uniform advice and guidance regarding the management of relations with stakeholders involved in wilderness issues.
<b>Critical Resource Issues</b>	Park-specific message
<b>Subthemes</b>	N/A

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	To provide NPS wilderness managers with a tool for obtaining input and advice from stakeholder groups involved in wilderness in a way that is consistent with all applicable laws, regulations, and guidelines. To provide NPS wilderness managers with a tool for improving understanding and appreciation of wilderness management by involving input from stakeholders.
<b>Park Specific Goals</b>	Park-specific goals
<b>Objectives of the Service</b>	Because of this product, national park wilderness managers will develop positive working relationships with those who have a stake in wilderness and wilderness management. Stakeholders will better understand and support wilderness planning efforts as a result.

**Operational Details**

<b>Providers</b>	Contract consultation in association with NPS wilderness specialist.
<b>Service Availability</b>	Initial version of publication will be available in fall, year one, through the NPS wilderness briefing package.
<b>Service Duration</b>	Periodically revised by NWSC on a five-year basis or as needed.
<b>Maximum Audience Size</b>	All NPS wilderness managers
<b>Support Materials</b>	Existing documentation such as bibliography and references of case histories.
<b>Logistics</b>	Scope of work developed by NWSC subcommittee members, development of contract, award of contract, NPS wilderness specialist to work with consultant, review and approvals by NWSC subcommittee, printing, and distribution.
<b>Staff Time Commitment</b>	NPS wilderness specialist detail (8 months, GS-11) for research and development; in addition, one month of design, writing, and production time for publications specialist (GS-09).

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1: Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.</b>
<b>Park Specific Goal</b>	N/A
<b>Indicator/Measure/Condition</b>	<b>II b 1: Understanding / Percentage / Understand</b>
<b>Staff Cost</b>	\$ 39,089 (Includes contractor, salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 2,000 (Includes printing of 300 units; shipping, and packing materials) *
<b>Service Cost for Year One</b>	\$ 41,089 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year One</b>	.70 (Full-time equivalency: one full-time position = 1.0 FTE) *
	* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 1**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Wilderness Interpretation Incentive Award</b>
<b>Location</b>	<b>National Wilderness Preservation System</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>Wilderness interpreters and managers</b> (preferably an NPS employee, but not limited to this agency)
<b>Service Initiated</b>	<b>Year One</b>

**Management’s Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management’s Interpretive Intent</b>	To recognize excellence, initiative, and leadership in wilderness interpretation and promote the NPS wilderness program through stimulation of individual wilderness interpretation programs.
<b>Critical Resource Issues</b>	Public awareness is necessary to preserve natural conditions in wilderness areas.
<b>Subthemes</b>	N/A

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	This award will encourage NPS and NWPS interpreters and managers to appreciate the need for increased and improved wilderness interpretation and leadership in wilderness interpretation.
<b>Park Specific Goals</b>	N/A
<b>Objectives of the Service</b>	Because of this award, NPS interpreters and managers will identify the interest of the entire agency in the importance of wilderness and its interpretation to the public.

**Operational Details**

<b>Providers</b>	National Association for Interpretation, NPS Wilderness Steering Committee, Wilderness Society, Federal Interagency Council for Interpretation
<b>Service Availability</b>	Annually in fall during the National Association for Interpretation Conference
<b>Service Duration</b>	In perpetuity
<b>Maximum Audience Size</b>	Award presentation will be consistent with NPS national award programs
<b>Support Materials</b>	\$2,000 net for individual
<b>Logistics</b>	Travel and lodging for recipient and design and fabrication of award itself. Announcements, nominations each June, selections by NWSC subcommittee each August, final recommendation approved by NWSC, presentation at conference in the fall.
<b>Staff Time Commitment</b>	Organization of award process including award design and fabrication: 40 hours staff time contributed by standing committee members.

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1: Visitor Understanding and Appreciation</b> — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	N/A
<b>Indicator/Measure/Condition</b>	<b>II b 1: Understanding / Percentage / Understand</b>
<b>Award Materials &amp; Supplies, Cost Service Cost for Year One</b>	\$ 2,000 (net for individual) * \$ <u>2,000</u> (Includes travel, award fabrication, and in-kind costs from NWSC) * \$ <b>2,000</b> (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year One</b>	<b>NA</b> (Full-time equivalency: one full-time position = 1.0 FTE) *

\* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 2, 4**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>WildLink</b> (available through the Wilderness Information Network at <a href="http://www.wilderness.net">www.wilderness.net</a> )
<b>Location</b>	<b>Worldwide</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>Wilderness visitors and formal education program participants</b>
<b>Service Initiated</b>	<b>Year One</b>

**Management’s Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management’s Interpretive Intent</b>	To create a global on-line community of classrooms that can be accessed for delivery of wilderness and park-specific messages, reaching out to a culturally diverse public sector beyond park visitors.
<b>Critical Resource Issues</b>	Create a national foundation of support for wilderness and national parks in an increasingly diverse population.
<b>Subthemes</b>	Wilderness values, safety, and <i>Leave No Trace</i> principles.

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	To provide NPS wilderness managers with a method of global communication to involve culturally diverse populations in the preservation of wilderness.
<b>Park Specific Goals</b>	N/A
<b>Objectives of the Service</b>	Because of the WildLink program, culturally diverse populations will understand and appreciate the value of NPS wilderness areas.

**Operational Details**

<b>Providers and Medium</b>	World Wide Web; GLOBE (Global Learning and Observations to Benefit the Environment); University of Montana; Central and Southern Sierra Wilderness Education Project
<b>Service Availability</b>	Internet via GLOBE (8,500 schools worldwide)
<b>Service Duration</b>	Twenty schools can directly access the “live” portion of WildLink; other WildLink services will be available to all Internet visitors.
<b>Support Materials</b>	“Links to the Wild” lesson plan; images and journals from the WildLink team’s field experiences; additional website links; GLOBE field equipment.
<b>Logistics</b>	See following page.
<b>Staff Time Commitment</b>	Coordinated by the Central and Southern Sierra Wilderness Education Project (60% time) and University of Montana’s Wilderness Institute (30% time).

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	N/A
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 46,000 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 250,000 (Includes consultants, technology acquisition, evaluation, workshops, etc.) *
<b>Service Cost for Year One</b>	\$ 296,000 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year One</b>	<b>NA</b> (Budget requested: research, development, and design of two programs—“Obata’s Yosemite-\$25,000 and “Buffalo Soldiers”-\$25,000; website development and maintenance-\$50,000) *
	* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.



**Additional Information About WildLink**

<b>Service</b>	<b>WildLink</b> (available through the Wilderness Information Network at <a href="http://www.wilderness.net">www.wilderness.net</a> )
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**What is WildLink?**

WildLink combines traditional wilderness stories and themes with culturally diverse perspectives of wilderness thought. WildLink is composed of two parts: it delivers science, geography, and history lessons directly to culturally diverse high school classrooms via the World Wide Web; and it is a dynamic, fun, interactive, and innovative platform to tell compelling stories about wilderness to Internet visitors.

A new on-line community of WildLink schools will be developed within the larger community of GLOBE (Global Learning and Observations to Benefit the Environment) schools. GLOBE is a NASA sponsored program in which students monitor resource conditions around the world. Over 8,000 schools currently collect GLOBE data. WildLink will connect wilderness resource data to GLOBE observations. In addition, WildLink will foster real-time, synchronous dialogue among resource managers and interpreters and the students in the WildLink schools. A WildLink team, comprised of culturally diverse resource assistants, will work in the wilderness of Yosemite National Park and other areas of the Sierra Nevada, gathering air, water, and vegetation data and conducting restoration projects. Their resource data, journals, photos, and videos will be downloaded weekly onto the WildLink website.

Parallel to the WildLink team's personal and scientific observations, on-line *Link to the Wild* lesson plans will assist teachers in conveying pertinent science, history, art, and geography lessons related to wilderness. Through technology grants to participating classrooms, equal access to the WildLink program will be assured. Available to all [wilderness.net/WildLink](http://wilderness.net/WildLink) visitors; the largest component of WildLink provide interactive stories, wilderness timelines, and activities which will shift focus from the traditional Euro-centric story of wilderness to a more complete picture of wilderness from many perspectives (including that of buffalo soldiers and artists).

**Why WildLink?**

Recognizing the diverse and distinct values of wilderness opens a world of understanding about the natural environment and human history. Wilderness provides reservoirs of biological diversity, serves as an irreplaceable living laboratory for medical and scientific research, serves as a peerless repository for cultural resources and the stories of human/wildlands relationships and provides opportunities for self-reliance and solitude.

Research indicates that the National Wilderness Preservation System, its scientific and historic significance and relevance to our daily lives, and the importance of caring for it remain obscure to the American public. (According to the 1997 National Survey on Recreation and the Environment, less than 50% of persons over 15 years old answered "yes" to the question "Are you aware of the National Wilderness Preservation System?") By 2025, it is estimated that people of Hispanic, African American, and Asian descent will comprise 50% of America's population (U.S. Census Bureau). These cultural groups are currently underrepresented in outdoor recreation areas and in the environmental workforce.

Future demographic transitions will mandate that land management agencies, environmental education organizations, and the K-16 education community make a concerted effort to introduce diverse constituencies to wilderness and outdoor recreation. Young men and women from diverse backgrounds must be recruited and trained for employment in recreation, environmental, and conservation fields. If the changing population is not educated about the natural and historic value of wilderness, public support for protecting and maintaining wilderness will rapidly diminish. WildLink takes a substantive step in making wilderness relevant to a culturally diverse America.

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 2, 3**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Park Newspaper Wilderness Insert</b> (stand-alone tabloid style newsprint piece about NPS wilderness)
<b>Location</b>	<b>Servicewide</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>Wilderness visitors and park visitors</b>
<b>Service Initiated</b>	<b>Yaer Two</b>

**Management's Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management's Interpretive Intent</b>	To convey the significance of wilderness to wilderness visitors and park visitors, and to provide information on wilderness issues and regulations.
<b>Critical Resource Issues</b>	Public awareness is necessary to preserve natural conditions in wilderness areas.
<b>Subthemes</b>	Wilderness values, <i>Leave No Trace</i> principles, safety, the evolution of wilderness

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	To provide public information to increase understanding and appreciation of wilderness and to increase awareness of the appropriate behaviors for wilderness visitors.
<b>Park Specific Goals</b>	To preserve natural conditions in wilderness areas.
<b>Objectives of the Service</b>	Because of this publication, wilderness visitors and park visitors will better understand the significance of wilderness and the appropriate behaviors for wilderness visitors. Support for wilderness will increase.

**Operational Details**

<b>Providers</b>	Non-personal service; distribution in park newspapers; researched in coordination with wilderness specialist; written and designed by NPS Harpers Ferry Center Publications Department.
<b>Service Availability</b>	Available in fall of year two through mailings, visitor center and entrance station distributions, community information centers, and through the NPS Wilderness Visitor website.
<b>Service Duration</b>	Revised annually
<b>Maximum Audience Size</b>	Variable
<b>Support Materials</b>	High quality color photos
<b>Logistics</b>	Insert is available to all wilderness parks for inclusion in park newspapers. Electronic file is also available for downloading from NPS Wilderness Visitor website.
<b>Staff Time Commitment</b>	Two months of research, writing, design, editing, and production (GS-11); minimal distribution time.

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	<b>II b 1:</b> By spring, year three, 50% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 8,858 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 10,000 (Includes printing of 40,000 color tabloid style inserts, shipping, and packing materials) *
<b>Service Cost for Year Two</b>	\$ 18,858 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year Two</b>	.15 (Full-time equivalency: one full-time position = 1.0 FTE) *
* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.	

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 4**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Wilderness Curriculum and Box Workshops</b> (preliminary information to be included in NPS wilderness briefing package)
<b>Location</b>	<b>Formal education program venues</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>Formal education program participants</b>
<b>Service Initiated</b>	<b>Year Two</b>

**Management’s Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management’s Interpretive Intent</b>	To increase awareness of the National Wilderness Preservation System in K-12 students and in teachers.
<b>Critical Resource Issues</b>	Understanding and appreciation of wilderness, as well as proper wilderness behavior and practice of <i>Leave No Trace</i> principles, are necessary to protect natural conditions in wilderness.

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	To provide NPS wilderness managers with a tool for providing information directly to K-12 students and teachers regarding wilderness values and protection of natural conditions in backcountry areas.
<b>Park Specific Goals</b>	To increase protection of natural conditions in wilderness areas.
<b>Objectives of the Service</b>	Because of this workshop, teachers and students will learn wilderness values and how to have safe wilderness experiences. Awareness of wilderness values will increase in young audiences and support for wilderness preservation will increase in future generations.

**Operational Details**

<b>Providers</b>	NPS interpreters, education and wilderness staff
<b>Service Availability</b>	One per year for general workshop or as requested
<b>Service Duration</b>	Four hours to two days
<b>Maximum Audience Size</b>	25
<b>Support Materials</b>	Wilderness Box contents
<b>Logistics</b>	Registration, facility, teacher release time, transportation, university credit registration, field experience, integration into broader environmental education workshop.
<b>Staff Time Commitment</b>	Planning time required: 2 x length of workshop (4-hour: 12 hours; 2-day: 48 hours) (GS-11)

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	N/A
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 1,329 (2-day workshop: Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 1,125 (2-day workshop: Includes one Wilderness Box, 25 copies of curriculum, and mileage) *
<b>Service Cost for Year Two</b>	\$ 5,000 (2-day workshop: Includes teacher release time) *
<b>FTE for Service, Year Two</b>	\$ 7,454 (Staff cost plus cost of materials and supplies) *
	.02 (Full-time equivalency: one full-time position = 1.0 FTE) *
	* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 1, 2, 3, 4, 5, 6, 7**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Information on Leave No Trace Wilderness Education Program</b> (information to be included in NPS wilderness briefing package)
<b>Location</b>	<b>A wide variety of locations has been detailed in the chart on the following pages</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>All NPS audiences</b> (see chart on following pages)
<b>Service Initiated</b>	<b>Year One</b>

**Management’s Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management’s Interpretive Intent</b>	To help park visitors preserve wilderness conditions and values by learning, practicing, and promoting <i>Leave No Trace</i> principles.
<b>Critical Resource Issues</b>	Individual commitment to practicing <i>Leave No Trace</i> skills and ethics is necessary to reduce damaging impacts on wilderness.

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	To provide NPS wilderness managers with an educational program to integrate into new or existing park programs for visitors to learn about wilderness values and protection of natural conditions in backcountry areas.
<b>Park Specific Goals</b>	To increase protection of natural conditions in wilderness areas.
<b>Objectives of the Service</b>	Because of this program, visitors will understand and appreciate the value of NPS wilderness areas and practice appropriate <i>Leave No Trace</i> techniques to protect natural conditions on their visits.

**Operational Details**

<b>Providers</b>	NPS staff and volunteers
<b>Service Availability</b>	Variable
<b>Service Duration</b>	See chart
<b>Maximum Audience Size</b>	Variable
<b>Support Materials</b>	Variable
<b>Logistics</b>	Variable
<b>Staff Time Commitment</b>	Variable

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	<b>II b 1:</b> By September 30, year two; 50% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ N/A *
<b>Materials &amp; Supplies, Cost</b>	\$ N/A
<b>Service Cost for Year Two</b>	\$ N/A
<b>FTE for Service, Year Two</b>	N/A *
	* Leave No Trace program is accessible via <a href="http://www.lnt.org">www.lnt.org</a> .
	<b>NOTE:</b> Costs listed in the chart on the following page are based on wide ranging quantities, time commitments, or personal services demands.

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN**  
**NPS Wilderness Education and Partnership Plan — NPS Audience Category: 1, 2, 3, 4, 5, 6, 7**

Leave No Trace Education - Table of Individual Services

Service/Product	Audience(s)	Location	Service Duration	NPS Cost	Park Cost	Total Cost
LNT Website - www.lnt.org	All	HO	Variable	Free - already exists	Free - already exists	Free - already exists
Skills and Ethics Booklets	1, 4	CA, FS, WO	Variable	\$17,000 update	.75 per booklet	Variable
Roving Contacts	2, 3	BC, FC, TH	3 minutes per contact	Variable	Variable	Variable
Principle Cards	1, 2, 3, 4	BC, FC, SC, OR, VC	Variable	Depends on quantity	.30 per card	Variable
Teaching LNT - An Activity Guide	1, 4	FS	Variable	Free - already exists	\$8 per guide	Variable
Soft Paths Video	1, 4	VC, WO, SC, FS, CA	30 minutes per showing	\$60,000	\$20 per copy	Variable
NPS-LNT Video	All	VC, WO, SC, FS	5 minutes per showing	Variable	Variable	Variable
Public Service Announcement - Radio	All	HO	15 seconds per spot	Variable	Variable	Variable
VIS Radio Messages (stand-alone or daily tip)	2, 3	FC	Variable	Variable	\$10,000 - new system	Variable
Public Service Announcement - TV	All	HO	15 seconds per spot	Variable	Variable	Variable
Park Newspaper Template	2, 3	FC, VC, WO, HO	Variable	Free	Variable	Variable
Wilderness Permit Center Displays	2	WO	Variable	Variable	Variable	Variable
Visitor Center Displays	2, 3	VC	Variable	Variable	Variable	Variable
Site Bulletin Template	2, 3	FC, VC, WO, FS, HO	Variable	Free	Variable	Variable
Portable Exhibit	4, 5, 6	FS, OR, SC	Variable	N/A	App. \$2,000 per display	Variable
Masters of LNT Training	1, 4	FS	5 days	N/A	\$500 tuition per person	Variable
Train the Trainer Training	1, 4, 6	FS	2-3 days	N/A	Variable	Variable
LNT Orientation	1	FS	Variable	N/A	Variable	Variable
Trailhead Bulletin Board	2, 3	TH	Variable	N/A	Variable	Variable

**Audiences:** 1 - NPS/concessions/coop. assoc. staff  
2 - wilderness visitors  
3 - park visitors  
4 - formal education participants  
5 - local community members  
6 - non-government orgs./partners  
7 - non-visiting/non-supporting diverse general public

**Locations:** TH - trailhead  
VC - visitor center  
BC - roving backcountry  
FC - roving front country  
SC - schools  
OR - outside organizations  
WO - wilderness permit office  
HO - home  
FS - fixed site  
CA - coop. assoc.

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 1**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Compass II Training Module</b> (information to be included in NPS wilderness briefing package)
<b>Location</b>	<b>Servicewide</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>NPS staff</b>
<b>Service Initiated</b>	<b>Year One</b>

**Management's Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management's Interpretive Intent</b>	To assure that all NPS employees understand the NPS role in the National Wilderness Preservation System as well as NPS wilderness legal mandates.
<b>Critical Resource Issues</b>	N/A
<b>Subthemes</b>	NPS role in NWPS, evolution of wilderness protection, wilderness act, wilderness values

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	To provide NPS employees with training to better understand the National Wilderness Preservation System and the role of the NPS in that system.
<b>Park Specific Goals</b>	N/A
<b>Objectives of the Service</b>	Because of this training, NPS employees will be able to describe the basic legal mandates of the Wilderness Preservation System and basic wilderness values.

**Operational Details**

<b>Providers</b>	NPS staff with wilderness management responsibilities
<b>Service Availability</b>	On demand
<b>Service Duration</b>	One hour
<b>Maximum Audience Size</b>	Facilities-dependent
<b>Support Materials</b>	Compass II Training Module teaching notes and handouts
<b>Logistics</b>	N/A
<b>Staff Time Commitment</b>	Use of existing training materials; preparation and presentation time is dependent on location (8 hours, GS-11 wilderness specialist).

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	N/A
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 221 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ <u>N/A</u> (Includes shipping and packing materials) *
<b>Service Cost for Year One</b>	\$ 221 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year One</b>	.01 (Full-time equivalency: one full-time position = 1.0 FTE) *

\* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 2, 3**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>NPS Junior Wilderness Ranger Program</b> (supplement to traditional junior ranger program in parks with wilderness)
<b>Location</b>	<b>Servicewide - primarily to parks with wilderness</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>NPS interpreters and managers</b>
<b>Service Initiated</b>	<b>Year Two</b>

**Management’s Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management’s Interpretive Intent</b>	To educate young visitors about wilderness values and appropriate wilderness behavior.
<b>Critical Resource Issues</b>	Young people must be aware of the significance of wilderness to protect natural conditions in wilderness areas and increase future support for wilderness preservation.
<b>Subthemes</b>	Safety and <i>Leave No Trace</i> principles

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	This program will provide NPS wilderness managers a tool for communicating the importance of wilderness to young park visitors.
<b>Park Specific Goals</b>	Program may be customized to include park-specific messages.
<b>Objectives of the Service</b>	Because of this program, young people will be more aware of the significance of wilderness and will understand how appropriate wilderness behavior can protect natural conditions in wilderness. Support for wilderness and a commitment to wilderness preservation by young people will result.

**Operational Details**

<b>Providers</b>	Non-personal service; designed by HFC or park interpreters and presented by NPS staff.
<b>Service Availability</b>	Available in year two
<b>Service Duration</b>	Reviewed and revised periodically on a two-year cycle
<b>Maximum Audience Size</b>	Variable
<b>Support Materials</b>	Booklet, badge, and certificate
<b>Logistics</b>	Design by NPS HFC or by individual parks; printing and distribution to wilderness parks; staff time to administer program and incorporate it into existing junior ranger program.
<b>Staff Time Commitment</b>	Two months research by NPS wilderness specialist, design and production; distribution (GS-09); presentation by park staff.

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	<b>II b 1:</b> By fall, year three, 50% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 7,318 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 20,000 (Includes printing x 10,000, shipping, and packing materials) *
<b>Service Cost for Year Two</b>	\$ 27,318 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year Two</b>	.15 (Full-time equivalency: one full-time position = 1.0 FTE) *
* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.	

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 2**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Backcountry Permit Sleeve</b> (plastic, reusable, weatherproof, with wilderness information printed on one side and permit visible on reverse side, attaches to backpack)
<b>Location</b>	<b>NPS backcountry offices and permit issue locations</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>Wilderness visitors</b>
<b>Service Initiated</b>	<b>Year One</b>

**Management's Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management's Interpretive Intent</b>	To increase awareness of wilderness values in backcountry visitors and encourage proper display of permit.
<b>Critical Resource Issues</b>	Park-specific message
<b>Subthemes</b>	Wilderness values, safety, and <i>Leave No Trace</i> principles

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	To provide NPS wilderness managers with a tool for providing information to backcountry visitors regarding wilderness values and proper use of backcountry permits.
<b>Park Specific Goals</b>	Park-specific objectives
<b>Objectives of the Service</b>	Because of this permit sleeve, backcountry visitors will have a better understanding of wilderness values and practice proper use of backcountry permits.

**Operational Details**

<b>Providers</b>	NPS backcountry office staff or self-registration stations after hours
<b>Service Availability</b>	Available in locations where backcountry permits are issued
<b>Service Duration</b>	Variable
<b>Maximum Audience Size</b>	Variable; individuals or groups obtaining permits
<b>Support Materials</b>	Sleeve, permit, and supplemental brochures
<b>Logistics</b>	Supply of sleeves available at backcountry office or self-registration station
<b>Staff Time Commitment</b>	Variable time per interaction; 8 hours design, writing, and production time (GS-09, in park).

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	<b>II b 1:</b> By fall, year two, 50% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 183 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 750 (Includes printing x 5,000 sleeves, shipping, and packing materials) *
<b>Service Cost for Year One</b>	\$ 933 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year One</b>	.01 (Full-time equivalency: one full-time position = 1.0 FTE) *
	* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.



**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 2, 3**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Wilderness Act Poster</b> (Wilderness Act printed in center surrounded by images of wilderness areas or a similar approach developed by graphic designer)
<b>Location</b>	<b>Servicewide</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>Wilderness visitors and park visitors</b>
<b>Service Initiated</b>	<b>Year Two</b>

**Management's Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management's Interpretive Intent</b>	To communicate the importance of the Wilderness Act of 1964 and to provide a sense of the variety of established wilderness areas and the people involved in their protection.
<b>Critical Resource Issues</b>	Public awareness is necessary to protect natural conditions in wilderness areas.
<b>Subthemes</b>	To celebrate the Wilderness Act of 1964

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	This poster will provide the NPS with a visually stimulating non-personal service to communicate the significance of wilderness areas.
<b>Park Specific Goals</b>	N/A
<b>Objectives of the Service</b>	Because of this poster, the public will be more aware of the significance of wilderness and the varieties of wilderness areas. Support for wilderness will increase as a result.

**Operational Details**

<b>Providers</b>	Non-personal service; designed by NPS Harpers Ferry Center or by contractor.
<b>Service Availability</b>	Available in late year two for the Wilderness Act Anniversary; on display year-round.
<b>Service Duration</b>	5 years; could be developed into a series of collectible posters; possible sales item.
<b>Maximum Audience Size</b>	Variable
<b>Support Materials</b>	High quality color photos
<b>Logistics</b>	Design by NPS HFC or contractor; printing and distribution to wilderness parks by mail.
<b>Staff Time Commitment</b>	One week graphics research by NPS wilderness specialist; two weeks design and production; distribution and display time minimal (GS-11).

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	N/A
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 3,322 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 5,000 (Includes printing of color poster x 2,000, shipping, and packing materials) *
<b>Service Cost for Year Two</b>	\$ 8,322 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year Two</b>	.06 (Full-time equivalency: one full-time position = 1.0 FTE) *

\* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 1, 2, 3, 4, 5, 6, 7**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>NPS Wilderness Discovery Station</b> (portable, interactive, educational exhibit)
<b>Location</b>	<b>NPS units with wilderness, outreach venues, educational venues</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>All NPS audiences</b>
<b>Service Initiated</b>	<b>Year Two</b>

**Management’s Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management’s Interpretive Intent</b>	To increase public awareness about the significance of wilderness and provide information about wilderness values and protection of natural conditions in wilderness.
<b>Critical Resource Issues</b>	Public understanding and appreciation of wilderness is necessary to protect natural conditions in wilderness areas.
<b>Subthemes</b>	All interpretive themes will be addressed.

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	To provide the NPS with a visually stimulating interactive exhibit to educate the public about the significance of wilderness areas and to encourage individual commitment to wilderness preservation.
<b>Park Specific Goals</b>	N/A
<b>Objectives of the Service</b>	Because of this exhibit, the public will have a more complete understanding of wilderness philosophy and values. This product will also cause the behavior of wilderness visitors to change in a positive manner. Support for wilderness will increase.

**Operational Details**

<b>Providers</b>	NPS Harpers Ferry Center Exhibit Department for development; non-personal service
<b>Service Availability</b>	Available to parks for cost of shipping
<b>Service Duration</b>	Variable (exhibit includes changeable panels for updating or for park-specific messages); audience will spend approximately 10 minutes at the station.
<b>Maximum Audience Size</b>	Six participants at a time
<b>Support Materials</b>	Existing wilderness brochures, wilderness video, wilderness site bulletin; parks may add materials for park-specific needs.
<b>Logistics</b>	Exhibit must be assembled and disassembled for shipping.
<b>Staff Time Commitment</b>	Two months exhibit design and development (GS-09); Two hours assembly and one hour to disassemble at park level.

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	N/A
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 7,318 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 50,000 (Includes shipping and packing materials) *
<b>Service Cost for Year Two</b>	\$ 57,318 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year Two</b>	.15 (Full-time equivalency: one full-time position = 1.0 FTE) *

\* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 3**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Wilderness Visionaries Portraits and Quotes</b> (for display in visitor centers)
<b>Location</b>	<b>NPS visitor centers - primarily at parks with wilderness</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>Park visitors</b>
<b>Service Initiated</b>	<b>Year Two</b>

**Management’s Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management’s Interpretive Intent</b>	To increase public awareness about wilderness and the individuals who contributed to protection of wilderness areas throughout history.
<b>Critical Resource Issues</b>	N/A
<b>Subthemes</b>	N/A

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	To provide NPS managers with a visual tool to inspire park visitors to understand the importance of wilderness and wilderness values.
<b>Park Specific Goals</b>	To increase protection of natural conditions in wilderness areas.
<b>Objectives of the Service</b>	Because of these portraits, visitors will become more aware of the importance of wilderness and of the individuals who worked to protect wilderness areas throughout history.

**Operational Details**

<b>Providers</b>	Non-personal service; portraits are positioned on walls in visitor centers.
<b>Service Availability</b>	Year two
<b>Service Duration</b>	Visible when park visitor centers are open; 5-10 years
<b>Maximum Audience Size</b>	Variable
<b>Support Materials</b>	Portraits and quotes from influential wilderness conservationists, authors, artists, and others.
<b>Logistics</b>	Conduct research on notable wilderness figures and obtain quotes and portraits (copyright use allowing) in hard copy and digital format; design standard layout and arrange for production and distribution.
<b>Staff Time Commitment</b>	NPS interpretive specialist to conduct research and obtain photos and quotes, design layout, oversee production and distribution to parks - 1 month (GS-09).

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	<b>II b 1:</b> By fall, year three, 50% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 3,660 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 8,000 (Includes printing, electronic files, photos x 4,000, shipping, and packing materials) *
<b>Service Cost for Year Two</b>	\$ 11,660 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year Two</b>	.08 (Full-time equivalency: one full-time position = 1.0 FTE) *
	* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 1, 2, 3**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Wilderness Messages Clip Art Library</b> (includes single-panel illustrations that address different aspects of wilderness behavior, etiquette, safety, lightning, visual and auditory blending, etc; a universally recognized character is developed for use in all illustrations)
<b>Location</b>	<b>NPS backcountry offices and permit issue locations, visitor centers, possible sales item</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>Wilderness visitors and park visitors</b>
<b>Service Initiated</b>	<b>Year Three</b>

**Management’s Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management’s Interpretive Intent</b>	To ensure maximum compliance with wilderness visit regulations and to assure maximum visitor safety using a captivating approach.
<b>Critical Resource Issues</b>	Minimum impact and safe visitor behavior in wilderness.
<b>Subthemes</b>	All interpretive themes will be addressed.

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	To provide NPS wilderness managers with ready-made graphics for use in media that addresses the importance of wilderness values and visitor safety.
<b>Park Specific Goals</b>	To increase protection of natural conditions in wilderness areas and promote visitor safety.
<b>Objectives of the Service</b>	Because of this clip art library, visitors will understand and appreciate the value of NPS wilderness areas and practice safety measures while traveling in the backcountry.

**Operational Details**

<b>Providers</b>	Contract illustrator in association with NPS wilderness specialist
<b>Service Availability</b>	Available to NPS staff on NPS Wilderness Visitor website and through mailings to parks with wilderness.
<b>Service Duration</b>	5-10 years
<b>Maximum Audience Size</b>	Variable
<b>Support Materials</b>	Existing wilderness publications for background research
<b>Logistics</b>	Development of contract, award of contract, NPS specialist to work with illustrator, review and approvals by NWSC subcommittee, printing, digital preparation, and distribution.
<b>Staff Time Commitment</b>	One month (GS-11) to research references; review and revisions of draft illustrations; oversee contract, production and distribution.

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	N/A
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 9,429 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 400 (Includes electronic copies, hard copies x 20 designs, shipping, and packing materials) *
<b>Service Cost for Year Three</b>	\$ 9,829 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year Three</b>	.08 (Full-time equivalency: one full-time position = 1.0 FTE) *
* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.	

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 2**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Backcountry Education Tool</b> (demonstration kit with waterproof matches, water purification tablets, plastic bag for waste disposal, toilet paper, trowel, compass, funnel, lighter, etc.)
<b>Location</b>	<b>NPS backcountry offices and permit issue locations, visitor centers, possible sales item</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>Wilderness visitors</b>
<b>Service Initiated</b>	<b>Year Three</b>

**Management's Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management's Interpretive Intent</b>	To promote appropriate wilderness etiquette and to educate and inspire wilderness visitors to appreciate wilderness values.
<b>Critical Resource Issues</b>	Proper wilderness behavior and practice of <i>Leave No Trace</i> principles are necessary to protect natural conditions in wilderness.
<b>Subthemes</b>	Wilderness values, safety, and <i>Leave No Trace</i> principles

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	To provide NPS wilderness managers with a tool for providing information directly to backcountry visitors regarding wilderness values and protection of natural conditions in backcountry areas.
<b>Park Specific Goals</b>	To increase protection of natural conditions in wilderness areas.
<b>Objectives of the Service</b>	Because of this tool, backcountry visitors will learn what types of items are necessary to carry on backcountry trips to have a safe experience that protects natural conditions in wilderness.

**Operational Details**

<b>Providers</b>	NPS staff in backcountry
<b>Service Availability</b>	When wilderness areas are accessible
<b>Service Duration</b>	15 minutes
<b>Maximum Audience Size</b>	Variable
<b>Support Materials</b>	Backcountry Education Tool (demonstration kit with waterproof matches, water purification tablets, plastic bag for waste disposal, toilet paper, trowel, compass, funnel, lighter, etc.) and brochures.
<b>Logistics</b>	Supply of Backcountry Education Tools must be developed and available for checkout by NPS staff.
<b>Staff Time Commitment</b>	15 minutes per interaction; 16 hours to obtain contents and prepare a number of "tool kits." (GS-09)

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	<b>II b 1:</b> By fall, year four, 50% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 366 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 300 (Includes contents of 20 "tool kits") *
<b>Service Cost for Year Three</b>	\$ 666 (In-park staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year Three</b>	.01 (Full-time equivalency: one full-time position = 1.0 FTE) *
* These are estimates. They will be replaced with actual figures as information becomes available throughout the development of the NPS Wilderness Education and Partnership Plan.	

**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 2**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Wilderness Visitor Award</b> (lightweight pin or patch)
<b>Location</b>	<b>NPS roving backcountry contacts</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>Wilderness visitors</b>
<b>Service Initiated</b>	<b>Year Three</b>

**Management’s Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management’s Interpretive Intent</b>	To promote visual and auditory blending, appropriate backcountry travel and camping etiquette, and concern for plants and animals in wilderness.
<b>Critical Resource Issues</b>	Low impact camping and travel, minimal disturbance of plants and animals, and minimal psychological impact on other visitors are important to preserving natural conditions in wilderness.
<b>Subthemes</b>	Wilderness values and <i>Leave No Trace</i> principles

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	To provide NPS wilderness managers with a method for recognizing backcountry visitors who are conscientious about wilderness values and protection of natural conditions.
<b>Park Specific Goals</b>	To promote wilderness etiquette in backcountry visitors.
<b>Objectives of the Service</b>	Because of this award, wilderness visitors who demonstrate appropriate backcountry etiquette are recognized by the NPS, promoting awareness of good wilderness travel techniques.

**Operational Details**

<b>Providers</b>	NPS staff in backcountry
<b>Service Availability</b>	When wilderness areas are accessible
<b>Service Duration</b>	15 minutes
<b>Maximum Audience Size</b>	Variable
<b>Support Materials</b>	Wilderness visitor awards and supplemental brochures
<b>Logistics</b>	Supply of awards (pins or patches) at backcountry office; carry appropriate number of awards while in backcountry.
<b>Staff Time Commitment</b>	15 minutes per interaction; 24 hours for design and production (GS-09); for all parks with wilderness.

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	<b>II b 1:</b> By fall, year four, 50% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 549 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 10,000 (Includes production of awards x 20,000, 100 x 200 parks) *
<b>Service Cost for Year Three</b>	\$ 10,549 (Staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year Three</b>	.01 (Full-time equivalency: one full-time position = 1.0 FTE) *
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**Appendix B - DESIRED FUTURE INTERPRETIVE PROGRAM — INDIVIDUAL SERVICE PLAN  
NPS Wilderness Education and Partnership Plan — NPS Audience Category: 2**

**Key Information from the PROGRAM OVERVIEW**

<b>Service</b>	<b>Courtesy Wilderness Visitor Package</b> (heavy-duty "ziplock" plastic/tyvek bag with plastic trowel, bandana, etc; includes printed messages such as quotes by notable naturalists and <i>Leave No Trace</i> principles)
<b>Location</b>	<b>NPS backcountry office and permit issue locations</b>
<b>Primary Interpretive Theme</b>	<b>All nine primary interpretive themes for wilderness</b>
<b>Audience</b>	<b>Wilderness visitors</b>
<b>Service Initiated</b>	<b>Year Three</b>

**Management's Interpretive Intent, Critical Resource Issues, and Subthemes**

<b>Management's Interpretive Intent</b>	To promote use of <i>Leave No Trace</i> principles by wilderness visitors and to acknowledge challenges and risks inherent in wilderness travel; to inform visitors that safety can be enhanced with proper trip planning, appropriate skills, and responsible behavior.
<b>Critical Resource Issues</b>	Practice of <i>Leave No Trace</i> principles is necessary for safety, and to protect natural conditions in wilderness.
<b>Subthemes</b>	Wilderness values, safety, self-reliance, and <i>Leave No Trace</i> principles

**Interpretive Goals and Objectives**

<b>Goals of the Service</b>	To provide NPS wilderness managers with a tool for providing information directly to backcountry visitors regarding wilderness values, safety, and protection of natural conditions in backcountry areas.
<b>Park Specific Goals</b>	To increase safety of wilderness visitors and protection of natural conditions in wilderness areas.
<b>Objectives of the Service</b>	Because of this courtesy package, backcountry visitors will receive messages about wilderness values and learn what types of items are necessary to carry on backcountry trips to have a safe experience.

**Operational Details**

<b>Providers</b>	NPS staff at backcountry offices
<b>Service Availability</b>	When backcountry offices are open
<b>Service Duration</b>	15 minutes
<b>Maximum Audience Size</b>	Variable; individuals or groups obtaining backcountry permits.
<b>Support Materials</b>	Courtesy wilderness package
<b>Logistics</b>	Supply of courtesy packages for giving away to wilderness visitors.
<b>Staff Time Commitment</b>	15 minutes per interaction; 32 hours to obtain contents, and to design and prepare packages (GS-09).

**GPRA — References for Annual Reporting**

<b>Servicewide Long-Term Goal</b>	<b>II b 1:</b> Visitor Understanding and Appreciation — 60% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Park Specific Goal</b>	<b>II b 1:</b> By fall, year four, 50% of park visitors understand and appreciate the significance of the park they are visiting.
<b>Indicator/Measure/Condition</b>	<b>II b 1:</b> Understanding / Percentage / Understand
<b>Staff Cost</b>	\$ 732 (Includes salary and benefits) *
<b>Materials &amp; Supplies, Cost</b>	\$ 5,000 (Includes printing and cost of package contents x 1,000) *
<b>Service Cost for Year Three</b>	\$ 5,732 (In-park staff cost plus cost of materials and supplies) *
<b>FTE for Service, Year Three</b>	.01 (Full-time equivalency: one full-time position = 1.0 FTE) *
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Service cares for special  
places saved by the  
American people so that  
all may experience our  
heritage.*

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