

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

Tuskegee Institute National Historic Site

August 2007

CENTENNIAL INITIATIVE



Site: TUIN

Year: 2007

Vision Statement

Tuskegee Institute National Historic Site located 40 miles east of Montgomery, Alabama was authorized as a unit of the National Park Service (NPS) by Public Law 93-486, approved October 26, 1974. The site preserves historic structures on or near the campus of Tuskegee University, a school founded in 1881 for the education of black Americans. Authorized within Tuskegee Institute NHS in 1974 were "The Oaks," the home of Booker T. Washington and the George Washington Carver's laboratory (now the George W. Carver Museum). These structures were purchased by the NPS in 1975. Tuskegee Institute encompasses a 50-acre Historic Campus District consisting of most of the original Tuskegee Institute buildings, all of which are owned and used by today's Tuskegee University (TU).

The Centennial vision for Tuskegee Institute National Historic Site is to celebrate the 40th Anniversary of the establishment of Tuskegee Institute National Historic Site and the rehab, preservation, and adaptive use of the historic structures within the site. In addition, a new visitor contact station that will provide excellent orientation for visitor use, which will bring national, state and local attention to Tuskegee Institute. The plan includes rehabilitation and adaptive use of historic structures, a new orientation center, and commemoration of the 40th Anniversary of Tuskegee Institute NHS in 2015 through special events and promoting educational workshop.

Our vision fits perfectly with the Centennial goals for fostering stewardship, education, recreation, environmental

Park/ Superintendent/ Program Manager

Catherine Light, Superintendent

Site: TUIN

STEWARDSHIP

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

Other Park/ Program performance goal(s)

Tuskegee Institute National Historic Site (TUIN) will rehab and restore the use of historic structures within the historic campus district. The adaptation of the buildings will be done to ensure visitor safety and accessibility. Special attention will be placed on the architectural style and the role students played in constructing these buildings during the 1800s. In addition, the construction of a new contact station will allow the George Washington Carver Museum to serve as it was originally intended. The contact station will become the focus of tourism, essentially a launching pad for an inspiring educational experience for visitors to TUIN.

IVb2 Increase attendance at facilitated program
IIb1 Visitor understanding and appreciation
IIa1 Visitor Satisfaction
IIb1A Partnership

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

Site: TUIN

STEWARDSHIP

Improve the condition of park resources and assets.

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

Tuskegee Institute National Historic Site (TUIN) is located on the campus of Tuskegee University, a school founded in 1881 for the education of black Americans. This site preserves the structures on or near the campus of Tuskegee University. The project surrounding the restoration of the historic campus district will connect visitors to an compelling chapter in America's heritage. The buildings are an essential part of untold stories in the development of TUIN and its significant statements that continues to foster the mission envisioned by Booker T. Washington and George Washington Carver. This will also provide a necessary background for visitors to tour other sites associated with leaders who impact politics, economics, education, the military and the arts and sciences.

Ia5 Historic Structures
IVb2 Increased attendance at facilitated programs
IIb1 Visitor understanding and appreciation
IIa1 Visitor Satisfaction
IIb1A Partnership

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Site: TUIN

STEWARDSHIP

Encourage children to be future conservationists.

Other Park/ Program performance goal(s)

The opportunities to engage children through curriculum based education programs and Junior Ranger activities are limitless at Tuskegee Institute National Historic Site (TUIN). These programs will be designed for a hands on approach that captures the imagination of younger visitors, and inspire them to be future conservationist and preservationist.

IIB1A Partnerships

IIB1 Visitor understanding and appreciation

IVb2 Increase attendance at facilitated programs

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Site: TUIN

RECREATION

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

Other Park/ Program performance goal(s)

Education plays an important role in the development of Tuskegee Institute National Historic Site. Booker T. Washington, as the first principal of Tuskegee from 1881 - 1915, showcased his talents and provided a national stage for himself and other individuals associated with this institution. The rehab, preservation and adaptive use of the historic structures for outdoor living history demonstrations, teacher workshops, and Ranger-led programs will provide students an opportunity to learn how important TUIN's development changed and improve their lives.

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Site: TUIN

RECREATION

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

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

Tuskegee Institute National Historic Site (TUIN) visitation will increase visitation by 25% once the new contact station is completed. Currently, the George Washington Carver Museum acts as a defacto visitor center/contact station. That is not its intended use and it is difficult for visitors to find. Construction of a contact station will provide easy access for visitor orientation, especially during seasonal visitation trends. It is important to conclude that visitation to TUIN is a popular tourist desination, but it will be far greater than its present location in rural Macon County, Alabama.

IIa1 Visitor Satisfaction
IIb1 Visitor understanding and appreciation
IVb2 Increased attendance at facilitated program

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

Education programs will help increase the numbers of visitors that attend ranger-facilitated programs at Tuskegee Institute National Historic Site (TUIN). Over 4, 000 students a year are required to visit TUIN as a part of freshmen orientation. These students spend atleast 40 hours a week enjoying the exhibits, films, the Oaks, family home of Booker T. Washington and a self-guided tour of the George Washington Carver Museum. The contact station will allow students and visitors to experience and understand the role TUIN played and continues to play in the ascent of black Americans into mainstream America. Futhermore the contact station will be located within easy walking distance of many historic buildings associated with the event, which will increase the opportunities for walking tours, outdoor education programs and collaborative programming with other museums, historic sites, Tuskegee University Kellogg Conference Center and other partners associated with tourism in the community as well as the State.

IIa1 Visitor satisfaction
IIb1 Visitor understanding and appreciation
IV2 Increased attendance at facilitated program
IV1A NPS units have community partnerships to ehance recr

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Site: TUIN

RECREATION

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

Other Park/ Program performance goal(s)

IIb1 - Visitor Understanding and Appreciation
IIa1 - Visitor Satisfaction
IVb1A - NPS units have community partnerships to enhance recreational activities
IVb2 - Increased attendance at facilitated programs

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Site: TUIN

EDUCATION

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

Other Park/ Program performance goal(s)

Tuskegee Institute National Historic Site (TUIN) has an active partnership with local schools, Macon County Retired Teachers Associations and Tuskegee University Department of Education. Each level of education will have an opportunity to utilize on-site and off-site education programs using digital media. The contact orientation center will be an ideal place for teacher's conference, seminars and workshops and the 40th anniversary (projected for 2010). Our partner educators will provide input in the development and planning of all curriculum materials and high-quality programs for on-line services.

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Site: TUIN

EDUCATION

- Introduce young people and their families to national parks by using exciting media and technology.
- Increase the number of web hits through the introduction of advanced, interactive features that attract young people to national parks.

Tuskegee Institute National Historic Site (TUIN) will develop material and programs that link to the Webrangers program. These programs include hands on activities with theme related objectives on how TUIN was developed, human spirit and the struggle for opportunities and independence; today's leadership at Tuskegee continues this tradition. This program will also link to other associated parks with the same themes.

IIb1 Visitor understanding and appreciation
IIa1 Visitor Satisfaction

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Site: TUIN

EDUCATION

- Promote life-long learning to connect generations through park experiences.
- Enroll an additional two million children in the Junior Ranger program.

Tuskegee Institute National Historic Site (TUIN) is truly a diverse park for launching a Junior Ranger program. This program will educate and excite young park visitors to understand and appreciate TUIN history and educational activities.

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Site: TUIN

PROFESSIONALISM

- Model what it means to work in partnership.
- Other Park/ Program performance goal(s)

Tuskegee Institute National Historic Site takes pride in its partnerships established and future partnerships. Maintaining a solid participation and leadership throughout the community, state and internationally will continue to help the development of the Site as well as a commitment of working stakeholders.

IVb1A Community Partnership

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