

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

Central High School National Historic Site

August 2007

CENTENNIAL INITIATIVE



Site: CHSC

Year: 2007

Vision Statement

Little Rock Central High School National Historic Site looks forward to joining with the people of the United States of America in celebration of the 100th anniversary of the National Park Service. In the years leading up to the Centennial, the nation also will observe and celebrate milestone anniversaries of the enactment of several landmark laws and other important moments in this country's efforts to ensure equal rights for all Americans. The creation of both our National Park System and civil rights movements in America are seminal chapters in this nation's history. At the beginning of this 21st century, both visions continue to evolve and touch the lives of all citizens. The ideals that led to the creation of our national parks and the drive to ensure equality for all will have enduring importance to the generations that come after us.

As our contribution to the celebration of National Parks and Civil Rights, we will:

- Attract and engage visitors in a manner that cultivates awareness of our National Parks and the parks' importance in preserving our nation's resources and heritage. In particular, we will proactively strive to reach those audiences who currently are underserved by National Parks.
- Provide leadership and serve as a model in educational and interpretive programming to promote a deeper and more holistic understanding of the importance of civil rights history, as well as the continued relevance of civil rights stories to life in contemporary America.
- Provide opportunities for diverse peoples and groups to make personal connections with the people and events of the 1957 Central High "Crisis" by employing evolving technology to reach audiences across the nation and around the world.
- Create opportunities to inspire individuals and groups to become engaged in issues of community stewardship, race relations, civil rights, and global human rights.
- Through all of our Centennial programming and projects, create an environment that encourages reflection on the past, examination of the present, and dreams for the future of both National Parks and Civil Rights.

Park/ Superintendent/ Program Manager

R. Michael Madell

Site: CHSC

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)

A proposed project of renovating the historic Magnolia Mobil Gas Station into an Education Center would contribute to providing inspiring, safe and accessible places for people to enjoy and learn. This project would support the site's enabling legislation "...to preserve, protect, and interpret for the benefit, education and inspiration of present and future generations, Central High School in Little Rock, AR. The project also supports the park's strategic plan goals related to enhancement of visitor satisfaction and visitor understanding, and protection of cultural landscapes.

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

Site: CHSC

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.

We will seek partners to implement a proposed project to develop a public museum gallery at Central High School. The gallery would be located in renovated and adaptively reused space that would enable the Little Rock School District to display their extensive collection of museum objects depicting the history of the school.

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

Site: CHSC

STEWARDSHIP

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

Other Park/ Program performance goal(s)

A proposed project to design and fabricate wayside exhibits would strive to ensure the wayside are designed and installed in a manner that is respectful of the site's cultural landscape. The project would also support the site's strategic plan goals related to enhancement of visitor understanding. Specifically, the project would help orient park visitors to the site (particularly with regard to the private property areas in the neighborhood) and help them understand the events of 1957 in the setting where they occurred.

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

Site: CHSC

STEWARDSHIP

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

Other Park/ Program performance goal(s)

Several proposed projects are structured to assure that no compelling chapter in the American heritage experience remains untold. In particular, the Civil Rights Memory Station would allow the site to capture personal stories regarding accounts involving civil rights issues contemporaneously and would also allow park staff to archive them and make them available to future visitors.

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

Site: CHSC

STEWARDSHIP

Encourage children to be future conservationists.

Other Park/ Program performance goal(s)

Encouragement for children to be future conservationists is represented in several proposed projects. We would develop educational opportunities that utilize evolving technology such as distance learning video conferencing. The projects that include technology that engage visitors to interact with resources from the park also support the site's strategic plan goals relating to enhancement of visitor satisfaction and visitor understanding.

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

Site: CHSC

ENVIRONMENT

Engage partners, communities, and visitors in shared environmental stewardship.

Other Park/ Program performance goal(s)

A proposed Social Justice Institute in collaboration with Philander Smith College would engage partners, communities, and visitors in shared environmental stewardship through promotion of the principles of social justice. In addition to examining race relations, civil rights and global human rights the Social Justice Institute would include environmental justice topics. The proposed partnership with Philander Smith College, a historically black college, would also provide an opportunity to engage populations that are currently underserved by the NPS.

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

Site: CHSC

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.

Many of the projects proposed at the historic site would reach diverse audiences and young people, and attract visitors to lesser-known parks. Specifically, developing pod cast programs that encourage visitors to explore the cultural landscape surrounding the neighborhood of Central High School would provide an opportunity for visitors to gain an appreciation for the events that occurred in 1957. The pod casts would highlight specific areas of the neighborhood that can be accessed through foot travel.

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

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

The majority of the site's proposed projects directly relate to increasing the number of visitors that attend ranger-facilitated programs. Interpretation and Education programs surrounding the Centennial Initiative would provide inspiring and thought provoking challenges to visitors as they immerse themselves within the neighborhood of Central High School. An example of a recreational activity based on a proposed Centennial project may include a pod cast that takes visitors via bicycle or on foot through the historic neighborhood and surrounding areas of Central High School.

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

Site: CHSC

EDUCATION

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

Other Park/ Program performance goal(s)

The outcome of most of the site's proposed projects would include cooperation with educators to provide curriculum materials, develop high quality programs, and incorporate on-line, interactive technology. The site already has a well-established collaborative relationship with Central High School and its staff. Projects facilitated through this ongoing partnership would enable the site to engage visitors in a meaningful manner and provide useful enrichment experiences that support identified learning objectives.

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

Site: CHSC

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.

The proposed Centennial Initiative projects would enable the park to expand its use of already established distance learning technology. Staff would introduce young people and their families to other civil rights sites using other media as well as video conferencing solutions. This goal also supports our strategic plan goals related to enhancement of visitor understanding and visitor satisfaction. The ability to see and engage with other civil rights sites through technology would provide the opportunity for visitors to see and appreciate the broader impact of civil rights and it's history in the modern era.

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

Site: CHSC

EDUCATION

- Promote life-long learning to connect generations through park experiences.
- Other Park/ Program performance goal(s)

Through the use of expanded technology capabilities and developing new and varied interpretive and educational programs most of the proposed Centennial Initiative programs at Central High National Historic Site would increase and promote life-long learning to connect generations through park experiences. With the ability to use evolving technology it is conceivable that the site would be able to use its Junior Ranger program to increase participation.

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

Site: CHSC

EDUCATION

- Impart to every American a sense of their citizen ownership of their national parks.
- Increase visitors' satisfaction, understanding, and appreciation of the parks they visit.

Proposed Centennial projects help impart to citizens a sense of ownership of their national parks. Specifically through formal programming or through non-personal services such as waysides or other exhibits, the historic site would provide visitors the opportunity to form their own emotional and intellectual connections to the meanings and significance of the story behind the Crisis of 1957 and desegregation.

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

Site: CHSC

PROFESSIONALISM

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

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

A proposed Social Justice Institute in partnership with Philander Smith College, an HBCU, would afford the opportunity for staff members to interact more frequently and closely with faculty and students. This would not only allow the staff to work with the college, but also provide an opportunity for students of PSC to become aware of, and perhaps consider a career with the National Park Service.

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

Site: CHSC

PROFESSIONALISM

Model what it means to work in partnership.

Other Park/ Program performance goal(s)

Several proposed Centennial projects suggest expansion of partnerships already established, as well as developing new partnerships through collaborative efforts. For example, developing a distance learning network of civil rights sites could include working with external partners from the National Voting Rights Museum, Birmingham Civil Rights Institute, Rosa Park Library and Museum, National Civil Rights Museum and the Civil Rights Memorial Center.

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