



# Centennial Plan

GEORGE WASHINGTON CARVER  
NATIONAL MONUMENT



2016

National Park Service  
CENTENNIAL

# Centennial Plan

## GEORGE WASHINGTON CARVER NATIONAL MONUMENT

### NPS CENTENNIAL GOAL

**CONNECT** with *and* **CREATE** *the* **NEXT GENERATION** of *park visitors, supporters, and advocates.*

George Washington Carver National Monument presents its 2015-2016 Centennial Plan. We hope to join the National Park Service community in celebrating its 100th birthday with a robust line-up of partnerships, projects, programming, outreach, and social media engagement. Join us!

Jim Heaney, Superintendent

## Public & Partner Engagement

### • Partners

In November of 2015, the Superintendent and staff communicated the Centennial goal and sought input from the Carver Birthplace Association.

### • Email Communications

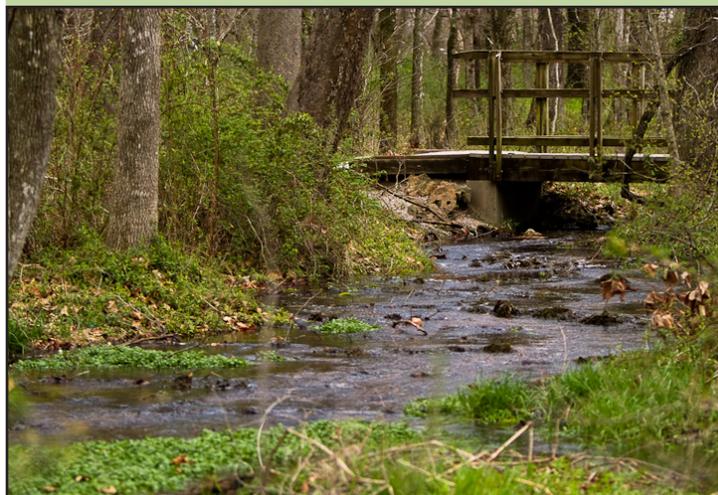
George Washington Carver National Monument will send out at least two emails in 2015 and at least three in 2016 to our email list in order to communicate Centennial and Find Your Park information, to share the Centennial Plan, and to engage and encourage participation in 2016 and beyond.



# Action Items

Hold discussions with staff and the public inviting ideas on activities, programs or projects that will be a part of the centennial celebration at George Washington Carver National Monument. In addition we will look for staff to be opportunistic when approached by the public as ways they would like to help us celebrate their parks, and the Centennial of the National Park Service. Specific outreach goals are listed below. Ideas or programs that will be a part of the Centennial Celebration at George Washington Carver National Monument are captured in this centennial plan.

- Work with the Carver Birthplace Association to promote and fund Centennial activities.
- Provide Centennial related items in the CBA bookstore for retail.
- Use the Centennial and Find Your Park Logos on program flyers, on social media sites, etc.
- Search out and report to the media special news worthy opportunities.
- Employees will be encouraged to wear the Centennial Pin on uniforms.
- Work with local, regional and national partners in the agency and outside the NPS to develop programs and products celebrating the National Park Service and further engage new generations in our second century.



# Upcoming Projects & Events

- Local TV Promotions

Continue to partner with local Joplin stations to promote the park in their programs including sending a park ranger to be a part of the programming.

- Special Weekend Programs

These ranger-led programs will feature a “Find Your Park” element and Centennial connections.

- Centennial Film

GWCA will be featured in a short Centennial film produced by the Midwest Centennial Committee and Homestead National Monument of America.

- The NPS Centennial: Stories from the Midwest

This regional Centennial project is a partnership between the NPS and StoryCorps to record oral histories throughout the Midwest region’s parks, archive them at the Library of Congress, and use them for social media and radio broadcast. Carver will host a StoryCorps session and is the park administering the project.

- Centennial Black Experience Theatrical Production

This regional Centennial project includes working with a traveling theater group to develop and present a children’s educational play interpreting the African American experience in the Midwest parks.

- Increasing Diversity Community Outreach Program

This project is a partnership with the Social and Economic Sciences Research Center at Washington State University to engage a Community Outreach Liaison to implement a community outreach program for the park, with a goal of increasing diversity in National Parks.

- Hot Springs National Park Centennial “Arts in the Parks” Project

For this project, GWCA will send some original art works from the collection. This project will give visitors the opportunity to “visit” multiple National Parks and become acquainted with their notable features thru original art. The artwork will remain at HOSP for approximately 8 to 12 months.

- Transportation Assistance for Underserved Communities

This project will use grant money from the “National Park Foundation Ticket to Ride Grant” to provide transportation assistance to Title 1 schools for park programming and arrange transportation assistance for underserved schools to attend Bright Star Theater civil rights education performance on Founder’s Day.

# Centennial Events

## Holiday Open House

December 12, 2015

The park staff and volunteers invite the public to a holiday celebration of seasonal music, interpretive programs, and refreshments. NPS Centennial ornaments and decorations will be created by visitors.

## Centennial Art and Essay Contest

February, award ceremony in March

The public is invited to attend this program recognizing the efforts of the many hardworking fourth grade students who submitted NPS Centennial themed essays and artwork.

## Centennial National Junior Ranger Day

April 16, 2016

Visitors can begin National Park Week by earning a special centennial Jr. Ranger badge. Booklets will highlight the Centennial, Find Your Park, and Every Kid in a Park.

## Art in the Park

April 23, 2016

Celebrating George Washington Carver's love for art, this event features local artists at work across the park grounds. Visitors may participate in hands-on demonstrations and instructional workshops utilizing pastels, natural dyes, pencil, and more. In conjunction with National Park Week, kids are invited to join a park ranger for activities to earn a special Junior Ranger badge! Display NPS artwork in the multipurpose room exhibit area for the Centennial.



## Boy Scouts of America Merit Badge University

May 21, 2016

This youth initiative with Boy Scouts of America will provide instruction in Orienteering, Citizenship in the community, American Heritage, Soil and Water conservation, and Gardening merit badges.

## Centennial Bioblitz

May 21, 2016

The park will be included in simultaneous Bioblitz surveys across the National Park System. This information collected across the National Park System will electronically feed into the "Home Base Station" in Washington, DC, highlighting biodiversity discovery at a national scale and providing unique ways for the public to "Find Your Park."

## National Trails Day - Healthy Parks Healthy People

June 4, 2016

National Trails Day is the country's largest celebration of trails. Visitors will learn about NPS trails, hiking safety, nutrition, and well-being. They are invited to "Find Your Park" as we explore the park paths, trails, and boundary roads. This day will focus on the National Trail System.



## Summer Junior Ranger Series

Saturdays - June 11 to June 25

Saturdays - July 16 to July 30

This program is intended for girls and boys age 8 to 12. This annual event series gives children a "behind the scenes" look at what it's like being a park ranger, as well as a unique opportunity to learn more about George Washington Carver and the National Park Service through a variety of hands-on and small group activities.

## Carver Day

July 9, 2016

Celebrating the 1943 establishment of George Washington Carver National Monument, this event features programs interpreting the life of George Washington Carver. Guest speakers, musical groups, a junior ranger station, and exhibitors are also included. Park advocate Audrey Peterman will be the featured speaker.

## Centennial Teacher's Workshop

August 2 & 3, 2016

The park staff will host a teacher's workshop focusing on NPS and education. This workshop will show teachers the diversity of parks in the NPS system and share resources to help "Find Your Park."

## Founders Day

August 25, 2016

Happy Birthday NPS! The park staff invites visitors to attend a special ranger led program, share their earliest memories of George Washington Carver National Monument and "Picnic in the Park" with birthday cake. Join the conversation to discuss the significance of the National Park Service and the future of preservation.

## Storytelling Festival

August 25 to 27, 2016

The park grounds will be the venue for three evenings of storytelling, focusing on the National Park Service and its history, beginning on Founders Day.

## Prairie Day

September 10, 2016

Celebrating life on the Missouri prairie during the late 1800s when George Washington Carver was a child, this event includes basket weaving, candle-making, Dutch-oven cooking, spinning, weaving, storytelling, musical groups, quilting, a Junior Ranger station, and more.

## Bike to Your National Park Day

September 24, 2016

Participants are invited to celebrate America's Great Outdoors and Our Natural Heritage by exploring national parks by bicycle in celebration of the National Park Service's centennial, Adventure Cycling's 40th and National Public Lands Day on

this fee-free day.

## National Public Lands Day

September 24, 2016

This is a nationwide, volunteer-led workday to improve public lands.

## Holiday Open House

December 10, 2016

The park staff and volunteers invite the public to a holiday celebration of seasonal music, interpretive programs, and refreshments. NPS Centennial ornaments and decorations will be created by visitors.



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