

2016

National Park Service
CENTENNIAL



Centennial Plan

LEWIS AND CLARK
NATIONAL HISTORIC TRAIL

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NPS CENTENNIAL GOAL

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

Lewis and Clark National Historic Trail 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!

Mark Weekley, Superintendent

Public & Partner Engagement

◆ Partners

In May of 2015, the Superintendent and staff communicated the Centennial goal and sought input from the Trail's Friends Group, The Lewis and Clark Trust, Inc. and from the national organization, the Lewis and Clark Trail Heritage Foundation.

◆ Trail-wide Meeting

In fall of 2015, a trail-wide GoToMeeting will be hosted by the Superintendent to welcome and facilitate a dialogue with the Trail community. The goal is to share the Centennial goal, the Find Your Park campaign, Every Kid in a Park, and available resources and websites.

◆ Email communications

The Trail 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 Trail's Centennial Plan, and to engage and encourage participation and engagement in 2016 and beyond.

FIND YOUR
PARK



Buddy Bison program at Lewis and Clark National Historic Trail Headquarters. Omaha, Nebraska.

Partnerships

◆ Cities of Omaha and Council Bluffs
Throughout 2015 and 2016, we will continue collaborating with both the City of Council Bluffs and the City of Omaha Parks & Recreation Departments to be actively engaged in programming and special events in order to bring the Find Your Park campaign and Lewis and Clark National Historic Trail (Trail) awareness to local park visitors.

◆ Milkweed & Garden Club
The Trail will work in partnership with the local garden club to plant milkweed (*Asclepsia tuberosa*) in the Midwest Regional Office native garden. The milkweed plantings will help with the monarch butterfly migration and will provide an excellent interpretive and educational opportunities.

◆ Nebraska Great Park Pursuit
Partner with the Nebraska Great Park Pursuit program to highlight the NPS sites and Lewis and Clark sites in Nebraska. The organizers are willing to consider dedicating some of the 20 sites to NPS and Lewis and Clark related sites

◆ SCA Centennial Volunteer Ambassador
Lewis and Clark National Historic Trail Headquarters was selected to host a SCA Centennial Volunteer Ambassador to support volunteer activities and community engagement. Some goals for the Ambassador include: the development and implementation of a volunteer program, establishing a volunteer model to be used trail-wide, and utilizing social media for outreach and communications.

Social Media

◆ Switchback Kids
Cole & Elizabeth Donalson, self-declared Millennials and adventure seekers, are traveling to all national parks and eight sites along the Lewis and Clark National Historic Trail in one year. They will broadcast and promote the Trail through social media, engaging the public and the Trail community along the way.

◆ #FindYourPark Video
Create a Trail specific #FindYourPark video that highlights trailwide sites and activities.

Projects

◆ Honoring Tribal Legacies
Honoring Tribal Legacies, a curricula schema that educators can use to design curricula that will honor the legacies of tribes along the Lewis and Clark National Historic Trail was published in 2015 through a partnership with the University of Oregon. All materials can be found at www.HonoringTribalLegacies.com. From now and through 2016, the focus will be on the dissemination phase through the creation of webinars, professional education conferences attendance and a robust social media presence.

◆ Communications Strategy
The Trail has entered into a contract with 502 Media Group and Pigment Communications to develop a comprehensive communications strategy. It is our goal to evaluate our needs to better communicate with partners and the public. A strategy will help us target our communication effort for more effective and powerful messaging, just in time for 2016.

◆ Comprehensive Interpretive Plan
Work will begin in 2016 to develop the Trail's first Long Range Interpretive Plan that will clearly define the Trail's overall vision and long-term interpretive goals. Input from the Trail community will be key to its success.

◆ High Potential Historic Sites
The identification and designation High Potential Historic Sites (HPHS) is underway. Information was mapped and compiled on numerous historic sites along the trail; input was solicited from representatives of the Trail community, including State Historic Preservation Offices and tribes. Guidance was developed to help analyze significance, interpretive potential, and current condition of each site.

◆ High Potential Route Segments
Staff are currently working to develop criteria for analyzing and designating High Potential Route Segments (HPRS). The team is mapping and compiling information along several trail segments for analysis and potential designation

Events & Programming

◆ Junior Ranger Program

As part of **National Park Week 2016**, the Trail's new Junior Ranger books will be promoted on National Junior Ranger Day. The Junior Ranger Passport (ages 9-12) and the Junior Ranger Explorer (ages 5-8) booklets will highlight the Centennial, Find Your Park, and Every Kid in a Park.

◆ Centennial Scholar Series

The annual speaker series will focus on the National Park Service and its history with guest scholars and youth programming. **Founder's Day** will be the focus in August.

◆ Every Kid in a Park

Develop interpretive programming to launch the Every Kid in a Park Initiative.

◆ Railroad Days

In partnership with the Union Pacific Railroad Museum, a series of programs and events will be offered to explore the theme of westward movement and the role the railroad had in national parks.

◆ Bridge Beats

We will continue our partnership with the City of Omaha Parks and Recreation but in 2016 we will increase our presence during Bridge Beats and also feature an interpretive program as the opening act to each of the music performances.

◆ Geodetic Marker

A ceremony will take place in 2016 to dedicate the Lewis and Clark Trust geodetic marker located at the foot of the Bob Kerrey Pedestrian Bridge.



Fort Atkinson State Historical Park, Nebraska

FIND YOUR PARK



Katy Trail State Park, Missouri

Public Awareness

◆ Incorporate Varied Strategies

A centennial element will be added to all public presentations

- Video showing
- School groups
- Formal and informal interpretive programs
- Booths: Earth Day, etc.
- Wearing of Centennial pins
- Photo backdrop with #FindYourPark

◆ Publications/Signs

A suite of publications and signs will be developed with Centennial and Find Your Park logos

- Bulletin boards
- Posters
- Stickers/buttons
- Table-top displays
- Windsigns
- Table cloth runner
- Banners
- E-mail signature Line
- Installation of new NPS Arrowhead signs at the Midwest Regional Office