

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

Eisenhower National Historic Site

August 2007

CENTENNIAL INITIATIVE



Site: EISE

Year: 2007

Vision Statement

Eisenhower National Historic Site, in conjunction with the staff of Gettysburg National Military Park, will preserve and interpret the home, the farm as fitting and enduring tribute to the life, work, and times of General Dwight David Eisenhower and to the events of far reaching importance which occurred on the property. To successfully achieve these goals, a portion of the associated efforts will need to be financed or maintained by operating funds with consideration also given to potential partnership opportunities.

Park/ Superintendent/ Program Manager

John A. Latschar

Site: EISE

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)

- Rehabilitation of landscape to reflect appearance at the time of Eisenhower occupancy
- Provide a safe visitor experience.
- Improve park-wide way-finding in conjunction with Borough of Gettysburg, other park neighbors and partners.

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

Site: EISE

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.

- Rehabilitate 75% of park historic structures to good condition.

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

Restore native habitats by controlling invasive species and reintroducing key plant and animal species.

- Collect and analyze data on resource status and trends. Identify resource impacts and prioritize threats. Develop and implement actions to mitigate resource threats. Evaluate program effectiveness and adapt management actions accordingly.
- Federal listed species in the park are making progress towards recovery. Species of management concerns are managed to desired condition.

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

Improve high-priority assets to acceptable condition, as measured by the Facility Condition Index.

- Maintain park visitor use facilities in top condition
- Maintain efficient and sustainable visitor facilities in conjunction with Park partners
- Rehabilitate historic assets to bring them into good condition

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

Improve the natural resources in parks, as measured by the vital signs developed under the Natural Resource Challenge.

- Identify resource impacts and prioritize threats. Develop and implement actions to mitigate resource threats.
- Evaluate program effectiveness and adapt management actions accordingly.

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

Site: EISE

STEWARDSHIP

Improve the condition of park resources and assets.

Complete all cultural resource inventories for designated priority resources.

- Collect and analyze data on cultural resource status and trends. Identify cultural resource impacts and prioritize threats. Develop and implement actions to mitigate cultural resource threats. Evaluate program effectiveness and adapt management actions accordingly.

- The park's cultural landscapes are in good condition.
- The park's cultural archeological sites are in good condition.
- Ensure that the park's List of Classified Structures (LCS) and Cultural Landscape Inventory (CLI) are up to date

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

Site: EISE

STEWARDSHIP

Serve as the Preeminent resource laboratory by applying excellence in science and scholarship to understand and respond to environmental changes.

Other Park/ Program performance goal(s)

- Monitor deer management program and impact upon park resources

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

Site: EISE

STEWARDSHIP

Encourage children to be future conservationists.

Other Park/ Program performance goal(s)

- Foster community participation in resource stewardship through education and action.
- Deliver high quality and relevant education programs that inspire and engage.

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Site: EISE

ENVIRONMENT

Inspire an environmental conscience in Americans.

Demonstrate environmental excellence through increased use of alternative energy and fuels at every park.

- Where feasible, replace gasoline vehicles with alternative energy or fuel vehicles and evaluation of all vehicles based upon mileage and other features.

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

Serve as a model for energy efficiency, under Executive Order 13423, by ensuring Leadership in Energy and Environmental Design (LEED) standards.

- Continue to use and specify Energy Star products and Green products that are to be used in our park facilities

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

Site: EISE

RECREATION

Encourage collaboration among and assist park and recreation systems at every level—federal, regional, state, local—to help build an outdoor recreation network accessible to all Americans.

Other Park/ Program performance goal(s)

- Improve park-wide way-finding in conjunction with Borough of Gettysburg, other park neighbors and partners.
- Develop efficient and sustainable visitor facilities.

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

Site: EISE

RECREATION

Establish "volun-tourism" excursions to national parks for volunteers to help achieve natural and cultural resource protection goals.

Other Park/ Program performance goal(s)

- Expand current volunteer community participation in a variety of resource stewardship and educational activities.

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

Site: EISE

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)

- Deliver high quality and relevant education programs that inspire and engage.
- Use technology to create interactive web-base programs that link to the Nation's classrooms

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

Site: EISE

RECREATION

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

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

- Offer a variety of accessible experiences that meet the needs of diverse constituents.
- Increase the number of visitor attendance to ranger facilitated programs.

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

Other Park/ Program performance goal(s)

- Develop and sustain relationships with communities that identify and respond to their interests.
- Research current trends and practices and evaluate new opportunities that are compatible with the park's mission

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

Site: EISE

EDUCATION

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

Other Park/ Program performance goal(s)

- Deliver high quality and relevant education programs that inspire and engage.
- Remove barriers to program participation (i.e., transportation, language, culture, facilities, etc.)
- Serve as a catalyst and exemplar for delivering quality education programs through partners.
- Use appropriate evaluation tools and methods to evaluate and improve education programs.

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Site: EISE

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.

- Use technology to create an interactive programs and informational tools which target the technologically knowledgeable visitor.
- Develop interactive web-base programs that link to the Nation's classrooms.

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

Other Park/ Program performance goal(s)

- Deliver high quality and relevant interpretive programs that inspire and engage.

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

Site: EISE

EDUCATION

Promote life-long learning to connect generations through park experiences.

Other Park/ Program performance goal(s)

- Engage diverse individuals and communities through programs, publications, educational materials and partnerships.

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

Site: EISE

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.

- Over 90% of our visitors understand the significance of the park.
- Over 95% of the visitors are satisfied with park facilities, services, and opportunities

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

Other Park/ Program performance goal(s)

- Deliver high quality and relevant interpretive programs that inspire and engage.
- Foster community participation in resource stewardship through education and action.
- Engage diverse individuals and communities through programs, publications, educational materials and partnerships.

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Site: EISE

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.

- Recruit, develop and retain a diverse workforce that represents the demographics of central Pennsylvania.

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

Attain the highest employee satisfaction rate of all federal agencies, as measured by Office of Personnel Management surveys.

- Provide Employees with the opportunities for training and career development
- Provide employees and partners with the opportunity to contribute to the shaping of the organization and the provide feedback on changes

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

Site: EISE

PROFESSIONALISM

Use strategic planning to promote management excellence.

Establish a structured professional development curriculum to provide park managers with the skills to apply best business practices and superior leadership.

- Provide managers with the opportunities for training or professional assistance for developing strategic thinking and application of best practices.
- Identify and mentor potential future leaders

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Site: EISE

PROFESSIONALISM

Promote a safety and health culture for all employees and visitors.

Reduce the number of employee lost-time incidents and serious visitor injuries by 20 percent.

- Ensure employee safety and wellness.
- Monitor and correct situation which contribute to visitor accidents
- Employee lost time injuries is maintained at or below the previous 5-year annual average.
- The number of continuation of pay is below 50 hours.

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

Site: EISE

PROFESSIONALISM

Model what it means to work in partnership.

Other Park/ Program performance goal(s)

- Maintain park visitor use facilities in top condition
- Maintain efficient and sustainable visitor operations, in conjunction with Park partners, ensuring that visitors are receiving the necessary services
- Foster an organizational culture that embraces collaboration to achieve mutual goals.
- Ensuring that all partners are working in a collaborative effort to enhance the park's ability to manage its activities seamlessly.

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

Site: EISE

PROFESSIONALISM

Make national parks the first choice in philanthropic giving among those concerned about environmental, cultural, and recreational values.

Improve communications and marketing capacity to increase public understanding of our mission, opportunities, and benefits.

- Inspire public trust by properly managing park assets, people, and resources.
- Foster community participation in resource stewardship through education and action.

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