

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

Maggie L. Walker National Historic Site

August 2007

CENTENNIAL INITIATIVE



Site: MAWA

Year: 2007

Vision Statement

The inspiring legacy of African-American leader Maggie Lena Walker is appreciated by increasing numbers (15% annually) who visit in person and via the NPS website. Visitor understanding is enhanced through complete restoration of the furnishings of her home, preservation in good condition of the other historic structures of the National Historic Site, interpretive media that give context and meaning to her accomplishments, and regular reenactment of her speeches that convey the power and content of her orations. Children enjoy a vibrant Junior Ranger program; sister-park programs with other national and private historic sites, including a rehabilitated St. Luke Building, an active educational program, and dynamic personal programming enhance awareness of the great legacy of Maggie Lena Walker.

Park/ Superintendent/ Program Manager

Cynthia MacLeod

Site: MAWA

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)

The staff will maintain or lower the 5-year average of safety related incidents.

The inspirational nature of Maggie Walker's accomplishments will be apparent to 90% of visitors.

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

Site: MAWA

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.

The garage is brought up to good condition and the other historic buildings are maintained in good 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.

The garage is improved to good condition.

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

Other Park/ Program performance goal(s)

Complete implementation of the historic furnishing plan: original colors, fabrics, floor coverings, furnishings, and other decorations of the Walker house are installed and in good condition.

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

Site: MAWA

STEWARDSHIP

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

Other Park/ Program performance goal(s)

The grounds of the Maggie Walker site will be maintained in accord with the historic landscape feeling of the combined properties.

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Site: MAWA

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)

This compelling chapter of the American heritage embodied in Maggie L Walker is publicized through partnerships like the African-American Experience Fund and sister park arrangements.

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

Site: MAWA

ENVIRONMENT

Reduce environmental impacts of park operations.

Other Park/ Program performance goal(s)

Use whatever technologies and practices are available and affordable to reduce the environmental impact of park operations.

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

Site: MAWA

RECREATION

- Establish "volun-tourism" excursions to national parks for volunteers to help achieve natural and cultural resource protection goals.
- Increase annual volunteer hours by 100 percent, from 5.2 million hours to 10.4 million hours.

Increase volunteer hours at MAWA by 10%

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

Site: MAWA

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)

We will work with local attractions in the historic Jackson Ward historic district to establish and operate a walking tour specifically for school groups and boys and girls associations, emphasizing how association with Maggie Walker improved people's lives if they followed her direction.

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

Site: MAWA

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.

We will prepare materials for a national tourism effort, establish sister park arrangements, and seek opportunities to increase visitation.

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.

We will increase our efforts to offer vibrant school programs and host visits by students to the National Historic Site.

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

Site: MAWA

EDUCATION

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

Other Park/ Program performance goal(s)

We will continuously evaluate and upgrade our materials and programs for curriculum based learning, park visits, and on-line learning in cooperation with educators. We will strengthen our relationship with the Maggie L. Walker Governor's School in Richmond.

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

Site: MAWA

EDUCATION

Introduce young people and their families to national parks by using exciting media and technology.

Other Park/ Program performance goal(s)

We will provide walking tour material able to be downloaded to a MP3 player from a transmitter onsite in the visitor center anytime. We will organize and record Maggie Walker birthday celebrations that involve young people in plays and skits that reenact historical events.

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

Site: MAWA

EDUCATION

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

Enroll an additional two million children in the Junior Ranger program.

We will enroll 1867 children (the year the Independent Order of St. Luke was founded) in the Junior Ranger program.

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

Other Park/ Program performance goal(s)

We will be involved in at least ten Elder Hostel programs each year.

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

Site: MAWA

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.

We will maintain our current excellent 98% satisfaction and 90% understanding of the park.

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

Site: MAWA

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.

Employee lost time injuries are maintained at or below our 5-year average.

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

Site: MAWA

PROFESSIONALISM

Model what it means to work in partnership.

Other Park/ Program performance goal(s)

We will continue to work in mutually supportive partnership with Eastern National (bookstore) the RMCVB, the Black History Museum, other local museums, and the Jackson Ward Association, and we will strengthen relationships with sister parks and educational institutions.

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

Site: MAWA

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.

We will offer more information through press releases and other means to publicize good activities, accomplishments, and opportunities at the Maggie Walker Site. We will continue to work with the African-American Experience Fund.

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