

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

White Sands National Monument

August 2007

CENTENNIAL INITIATIVE



Site: WWSA

Year: 2007

Vision Statement

White Sands National Monument strives to excellence in its protection of resources, facilitating research, valuing its employees, promoting challenging educational curricula and providing an lasting experience to visitors.

Park/ Superintendent/ Program Manager

Cliff Spencer

Site: WHSA

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.

All historic buildings will continue to be cared for and maintained using best practices. We will continue to restore structures to their original condition.

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

Site: WHSA

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)

White Sands will provide opportunities for scientific research and study of its resources.

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

Site: WHSA

ENVIRONMENT

Reduce environmental impacts of park operations.

Reduce the environmental impacts of park operations on air and water quality.

White Sands NM will undertake an aggressive conservation program to reduce greenhouse gas emissions resulting from daily operations

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

Site: WHSA

ENVIRONMENT

Inspire an environmental conscience in Americans.

Establish programs to showcase exemplary environmental practices and increase visitor awareness of how the practices apply to their daily lives, as measured by surveys.

White Sands NM will provide examples of environmentally conscious practices through multimedia displays and use of hybrid and solar technology.

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

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

White Sands NM will reduce energy consumption through the use of renewable energy sources, efficient lighting and building environmental controls, and the replacement of half of our vehicle fleet with hybrid and alternative fuel technology.

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

Site: WHSA

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)

White Sands NM will continue its successful teacher workshops to introduce environmental education to local teachers. These efforts will be supplemented with field trips and off-site ranger led programs to bring the excitement of the outdoors to school children in Southern New Mexico and West Texas.

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

Site: WHSA

EDUCATION

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

Other Park/ Program performance goal(s)

White Sands Nm will continue performing teacher workshops to introduce environmental education concepts to local teachers. We will also provide on-site ranger led programs to schools in Southern New Mexico and West Texas in concert with nearby NPS areas.

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

Site: WHSA

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.

White Sands will work to place high quality and educational information on its website to interest web visitors of all ages.

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

Site: WHSA

EDUCATION

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

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

White Sands is presently revising its Junior Ranger program to make it more relevant, enjoyable and educational for children.

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

Site: WHSA

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.

White Sands will continue to improve its facilities, programs and services to provide legendary customer service to its visitors.

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

Site: WHSA

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.

White Sands NM will seek qualified employees from diverse backgrounds to enrich its workforce.

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.

We pledge to value our employee's experiences and celebrate our achievements, and listen to employee concerns and suggestions for improvement.

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

Site: WHSA

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.

White Sands National Monument will reduce lost time incidents by active management involvement in employee safety training and participation in safety committee meetings and activities.

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