

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

Brown v. Board of Education
National Historic Site

August 2007

CENTENNIAL INITIATIVE



Site: BRVB

Year: 2007

Vision Statement

Over the next ten years, Brown v. Board of Education National Historic Site will engage a national audience in telling the story and expanding the legacy of the Brown case and its integral place in American society. The site will have provide an array of distance learning opportunities. The national historic site will have active partnerships with national park sites and other institutions that further the telling of the American Civil Rights movement. The park will be viewed be as a leader in furthering the legacy of the Civil Rights Movement and in telling the story of current struggles for social justice.

Park/ Superintendent/ Program Manager

Dennis Vasquez

Site: BRVB

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 park museum will be fully compliant with accessibility standards and innovative approaches will be used to provide all visitors with a high-quality experience. Retrofitting of audio portions of the museum exhibit will take place to enhance the visitor experience.

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

Site: BRVB

ENVIRONMENT

Reduce environmental impacts of park operations.

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

The park will be conscientious in the purchase of equipment, materials, and supplies and in its daily operations in order to follow the best environmentally-friendly practices.

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

Site: BRVB

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)

The park will work with other associated sites and foundations to form a "Civil Rights Roundtable" or an "African American Experience Roundtable" to share best practices and to create within the American consciousness an identity for these related sites.

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Site: BRVB

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)

The park will expand on its relationship with Boy Scouts and Girl Scouts in the region. We will work with the local scouting organizations to conduct an annual Scouting Day to coincide with National Park Week.

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Site: BRVB

EDUCATION

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

Other Park/ Program performance goal(s)

With our partner the Brown Foundation, we will continue to develop educational materials that meet national and state curriculum standards. The on-line presence of the Brown v. Board of Education will expand with resource materials for teachers. The park will host national and statewide teacher's workshop on the Constitution and the Civil Rights Movement.

The site will work with other associated sites, libraries, and institutions of higher learning to gather and share a common data base of oral histories. The oral histories will be transferred to a common format, will be transcribed, and finding aids will be developed to make these invaluable resources available to scholars and the general public.

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Site: BRVB

EDUCATION

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

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

The Junior Ranger booklet and program will be completely revised.

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

Other Park/ Program performance goal(s)

Brown v. Board of Education National Historic Site will partner with schools and organizations in the five communities from which the Brown v. Board cases derived- Topeka, KS; Summerton, SC; Washington, DC; Farmville, VA; and Wilmington, DE. The local and national stories of the end of legalized school segregation will be told in those communities through educational materials and programs.

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Site: BRVB

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.

The park will continue to hire a diverse workforce that mirrors the face of America.

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

Site: BRVB

PROFESSIONALISM

Use strategic planning to promote management excellence.

Other Park/ Program performance goal(s)

A strategic planning effort that includes input from a vast national audience will be completed to guide and inform the management of the national historic site in its on-site and outreach activities.

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

Site: BRVB

PROFESSIONALISM

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

Other Park/ Program performance goal(s)

Within the next ten years, an endowment fund for Brown v. Board of Education National Historic Site will be established to enhance the telling of the story of end of legalized school segregation and the legacy of the Civil Rights Movement and to continue to address social justice issues around the country. The endowment fund will reach out to a national audience for support.

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