“The National Park Service has outstanding opportunities to communicate its stewardship message … to build the (public’s) stewardship ethic that will ultimately help sustain the parks … and help sustain the quality of heritage resources outside the parks.” Rethinking the National Parks for the 21st Century, 2001.
Yellowstone, established in 1872, first National Park in the world.

Partnerships have played a role from the very beginning in helping to establish, manage and protect our parks.
The National Park Service cares for special places saved by the American people so that all may experience our heritage.
1916 Organic Act Created NPS’s Mandate:

“To conserve the scenery and the natural and historic objects and wild life therein and to provide for the enjoyment of same, as will leave them unimpaired for future generations.”
The National Park System

388 Parks in 49 states, D.C., Guam, American Samoa, Puerto Rico & the Virgin Islands...
Units of the National Park System

• Parks, Preserves and Reserves
• National Heritage Areas
• Historical Sites
• Seashores and Lakeshores
• Battlefields and Memorials
• Long Distance Trails and Wild and Scenic Rivers
Places where you can walk through an area that changed the tide of the Civil War…

Gettysburg National Military Park, PA
…or learn about individuals who spoke out for their beliefs.

Martin Luther King, Jr. National Historic Site, GA
Places that help us learn from ancient civilizations...

Mesa Verde National Park, CO
...and get away from civilization altogether to learn about oneself.
NPS by the Numbers

388 park units in 49 states
- 2300 National Historic Landmarks
84 million acres
- Habitat for 369 threatened or endangered species
100 million items in museum collections
- 1.5 million archaeological sites
27,000 Historic Structures
- 149 parks with auto touring - 120 with camping
20,000 professional employees
- 140,000 Volunteers-In-Parks (VIPs)
65 Cooperating Associations (bookstores, etc.) - $27 million/yr
- 600 concessioners at over 120 parks
150 Friends Groups providing $17 million/year
- One congressional chartered national philanthropic partner – NPF
70,000 Sites on the National Register of Historic Places
Impact of National Parks on States and Local Communities

• FY 2005 $2.315 billion budget for NPS
• NPS hosts over 277 million visitors every year
• 20% of International visitors go to national or state parks
• Parks generate over 226,000 jobs in local economies
• NPS generates over $11 billion in economic impacts each year
National Park Service

National Park Communication Tools

Print/Film Media for Visitors
National Park Service

NPS.gov

• 130 million visits annually
• 1.3 billion page views
• Now offers web ranger’s page
• Will soon offer a Virtual National Park

Welcome to the National Park Service
You’ve found the doorway to endless opportunities for adventure, fun, learning and making a difference.
more..
NPS – A Transformation Begins

In 2001, the NPS Advisory Board presented a report titled:

“Rethinking the National Parks for the 21 Century”

An attempt to look afresh at the social, cultural and political environment of the NPS and ways we can serve the public better.
Advisory Board Recommendations:

• Embrace NPS’s mission as an educator
• Encourage a public dialogue about the importance of the American experience
• Adopt the concept of biodiversity
• Advance the principles of sustainability
• Acknowledge the connection between native cultures and the parks
Recommendations (continued)

• Encourage *collaboration* among park and recreation systems at even level to help build an outdoor recreation network accessible to all Americans

• Improve the NPS institutional capacity by developing new organizational talents through greater *diversity of staff*
NPS Legacy Goals & 4 Year Work Plan

“Doing Business in the 21st Century”

- Conservation - exemplify stewardship
- Management Excellence - accountability
- Sustainability – practice what we preach
- Outdoor Recreation – seamlessness
- 21st Century Relevancy – public engagement
Initiatives to Enhance Partnerships

• Create a new Associate Director position
• Implement DO 75A on Civic Engagement
• Implement “Renewing Our Education Mission” to enrich appreciate of heritage
• Advocate the concept of “Seamlessness”
• Professionalize partnering efforts
• Reward appropriate behavior by staff
Creation of the Associate Director Position

- Partnerships/Philanthropy/Capacity Building
- Interpretation/Education/Media
- Volunteerism
- Outdoor Recreation
- Tourism
- Youth Programs
- Appalachian Trail
DO 75A on *Civic Engagement*

- Recognizes public’s role in stewardship
- Better decision making
- Greater public support of outcomes
- Enhancement of public trust
- Attracts partners in carrying out mission
- Stronger political support
- More relevant stories of our heritage
Renewing the Education Mission

NPS Programs Are Essential to Mission

✓ Place based – authentic, personally relevant
✓ Learner centered – variety of learning styles
✓ Celebrate diversity – multiple points of view
✓ Widely accessible – delivered many ways
✓ Scholarly – based on latest research
✓ Allow people to understand and participate in our civil democratic society
✓ Collaborative – created thru partnerships
The Concept of “Seamlessness”

• The public shouldn’t and doesn’t see the differences between your facilities and programs and ours
• We have a responsibility to work together to remove obstacles to user enjoyment
  ✓ Reservations
  ✓ Trail linkages
  ✓ Information systems
  ✓ Management systems and policies
Professionalizing Partnering Efforts

- Identify and train to partnership competencies
- Create, review and update policies related to partnership behavior
- Formalize partnership agreements and procedures
- Provide quality reference material
- Establish formal communication mechanisms for messaging and feedback
Rewarding Good Partnering Behavior

- Competencies are being incorporated into job descriptions, evaluations and reward systems
- Park superintendents are being evaluated on a park “report card” re: partnering
- New funding is being allocated to those that best leverage funding
Benefits of Partnering to NPS

150 Friends Groups @ 160 Parks raised $17 million

65 Cooperating Associations @ 1000 sales outlets generated $26 million

National Park Foundation raised $34 million

122,000 Volunteers gave 4.5 million hours valued at $77 million
Ways to Partner with NPS

- Cooperative Management
- Infrastructure (roadways and dams)
- Internships
- Interpretation and Education
- Land Programs (LWCF, FLP)
- Grants Programs (Save America’s Treasures, Battlefield Protection)
Ways to Partner with NPS

• Preservation/Conservation (Heritage Areas and Vanishing Treasures, Natural Resource Challenge)
• Visitor Service Accessibility (Technical Assistance and Education)
• National Register of Historic Places
• Long Distance Trails Program
Ways to Partner with NPS

- Rivers, Trails and Conservation Assistance Program
  - EPA Brownfields
  - Open Space Preservation, Conservation and Stewardship
  - Trail Planning and Layout
  - Health and Recreation Program
  - Military Base Protection
  - Historic Landmark Designations
  - National Natural Landmarks
  - Trails and Rails Partnerships
**Ways to Partner with NPS**

- Take Pride in America
- Hydropower Recreation Assistance (FERC Re-licensing)
- Challenge Cost Share (preservation and improvement of National Park Service natural, cultural, and recreational resources)
- Tourism
Anatomy of a Partnership

What makes a good partnership? I have some ideas and I am sure you have them too.

I’d like you to see the following video that demonstrates characteristics of good partnerships. See if you can identify them.
Characteristics of a Successful Partnership

• A shared vision, created through the full engagement of all partners, agency and non-agency alike;
• Ownership of the partnership by each partner organization;
• A genuine commitment to sharing responsibility in problem-solving and decision-making;
• Strong interpersonal relationships and *trust* between partners;
• An appreciation and reliance upon one another’s strengths;
• A flexible administrative environment for the partnership that encourages and rewards creativity, risk-taking, innovation and entrepreneurship;
• Sustained leadership at a variety of levels within each partner organization;
• A strong local “taproot” that grounds the partnership in place, heritage and traditions;
• Place-based education initiatives that catalyze citizen engagement;
• Personal commitments honored;
• Safe environment in which to disagree;
• An absence of personal egos; and
• Frequent celebrations of success.
"Who but a fool would take his left hand by his right, and say to himself, how d'ye do? Partners! I must have Partners!"

*Moby-Dick*, Chapter 40

by Herman Melville