

THE
**FUTURE
OF
AMERICA'S
NATIONAL
PARKS**

First Annual
Centennial Strategy for

Carl Sandburg Home National Historic Site

August 2007

CENTENNIAL INITIATIVE



Site: CARL

Year: 2007

Vision Statement

Carl Sandburg Home National Historic Site preserves the last home of poet, journalist, biographer, folk singer and social activist, Carl Sandburg. Carl lived with his family at the site known as Connemara for 22 years, 1945-1967. Located in Flat Rock, North Carolina, the site is a popular destination.

A centennial vision for the park is rooted in the implementation of the park's 2003 General Management Plan. This planning document was crafted through community meetings and has the support of local and regional organizations. These organizations will become key partners to accomplishing centennial goals.

The park has a vision to increase national awareness of Carl Sandburg's contributions to American literature and culture, and to continue to expand the education and preservation work already in progress. The park will serve as a national, if not worldwide, focal point for interpretation and research about Carl Sandburg. Specific projects include the replacement of the park's amphitheater, a popular venue for performing Sandburg's works, initiating a Writer-in-Residence program, expanding the park's boundary, and creating opportunities for partners to learn about park resource management.

The park will continue to work with many community partners, including Eastern National and an active and enthusiastic Friends of Carl Sandburg at Connemara. The park's centennial vision will be accomplished with their support and the attraction of new partners.

Park/ Superintendent/ Program Manager

Connie Hudson Backlund

Site: CARL

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)

Replace and relocate the park's amphitheater, a popular venue for performing Sandburg's works, with one that is both physically and audibly accessible. Improve and replace directional signage throughout the park. Create accessible exhibits in two unused, but very significant historic buildings, that are engaging to a diverse audience. Expand the park's orientation and restroom facility, located at the main entrance, to accomodate a staffed welcome station with bookstore and interpretive exhibits. The expanded facility will include an elevator to make the park's entrance more accessible.

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

Site: CARL

STEWARDSHIP

☒ Improve the condition of park resources and assets.

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

Work with the remaining Sandburg family and planning documents to maintain the balance of plant and animal life relevant to the park's mission.

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

Site: CARL

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)

The park's General Management Plan identifies the aquisition of up to 110 acres to preserve the historic landscape that the Sandburg family enjoyed and were inspired by while they lived at the site. Legislation is needed to expand the boundary and the land will be preserved by easment, donation or purchase.

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

Site: CARL

STEWARDSHIP

☒ **Encourage children to be future conservationists.**

☒ **Other Park/ Program performance goal(s)**

The Writer-in-Residence program, a product of community workshops, will engage children in the many aspects of conservation that literature can inspire.

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

Site: CARL

ENVIRONMENT

☒ **Engage partners, communities, and visitors in shared environmental stewardship.**

☒ **Other Park/ Program performance goal(s)**

Establish opportunities for the community, partners and visitors to understand environmental stewardship. Mechanism will be an "Experience the Park" program, a park staff facilitated program for community leaders and residents to learn indepth about park resources management.

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

Site: CARL

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)**

Develop the Sandburg Satchel traveling trunk educational program which will reach a national audience. The project will be achieved through support from the Friends of Carl Sandburg at Connemara and the Buncombe and Henderson County school systems.

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

Site: CARL

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.

Work closely with partners at the regional and national level to increase tourism at the park at those times of year when more visitors can adequately be accommodated.

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

Site: CARL

EDUCATION

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

☒ Other Park/ Program performance goal(s)

Complete the Teaching with Museum Collection lesson plans and Museum Management Program online museum exhibit, which is a product of collaboration with five North Carolina County school systems.

Expand the park's existing education program to include elementary students in a curriculum-based program. Education partners would participate in workshops, on-site visits, and oversight of a corps of education volunteers who would assist with off-site, in the classroom, programs. The development of new curriculum materials will directly increase the prominence and understanding of Carl Sandburg and his works.

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

Site: CARL

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.**

Establish several new volunteer positions at the park dedicated to specific professional duties.
Increase training opportunities for the the park's large and dedicated volunteer force to build skills necessary to always present quality programs and contacts with the park's visitors.

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

☒ **Other Park/ Program performance goal(s)**

Provide quality educational opportunities through an "Experince the park" program which reaches out to a local and national audience for an indepth learning opportunity about the site's resources mangement.

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

Site: CARL

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.**

Foster a culture of "safety first" through training, delegation and awareness of best safety practices. Continue to implement the park's three subcommittee structure to support the site's overall safety committee program.

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

Site: CARL

PROFESSIONALISM

☒ **Model what it means to work in partnership.**

☒ **Other Park/ Program performance goal(s)**

The Writer-in-Residence program will be a model for collaboration, both in organizations that contribute to the planning and in organizations that benefit from its products.

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

Site: CARL

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.**

Create a program, "Experience the park", that enables the public to see first hand how the park is managed.
Foster a sense of understanding of park mission in the volunteers who serve the public every day.
Work with existing tourism partners to expand the locations the park message is sent.

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