

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

First Annual  
Centennial Strategy for

# Herbert Hoover National Historic Site

August 2007

CENTENNIAL INITIATIVE



Site: HEHO

Year: 2007

**Vision Statement**

The vision for Herbert Hoover National Historic Site for the Centennial of the National Park Service in 2016 is to ensure that the natural and cultural resources that serve as symbols of significant events that influenced the character and career of Herbert Hoover are maintained through our strategies for the future.

Herbert Hoover's death in October of 1964 prompted interest in establishing a national historic site in his honor. An April 1965 National Park Service report, "A Proposed Herbert Hoover Birthplace National Historic Site," concluded that the West Branch site had "unquestionable national significance" and should be added to the national park system. Public law 89-119, dated August 12, 1965, authorized the establishment of Herbert Hoover National Historic Site.

The purpose of Herbert Hoover National Historic Site is and will continue to be the foundation of the vision for the future. Preserve the Birthplace Cottage, Gravesite, and other historically significant properties associated with the life of Herbert Hoover. Provide an accessible, dignified, and spacious setting in which visitors can experience the Birthplace Cottage, Gravesite, Presidential Library, and other resources. Commemorate and interpret the life, career, and accomplishments of Herbert Hoover in cooperation with other organizations.

The vision for 2016 and beyond is that Herbert Hoover National Historic Site is still known for providing an exceptional quality experience. The grounds, facilities and resources are well maintained, safe and fully accessible. All buildings, including historic structures always look presentable to the public and the buildings look freshly painted all the time. The grounds are free from invasive species, the cultural landscape is a serene and simple setting, and there are no intrusions on the site not associated with Hoover. Interpretive products are informative and provocative for all visitors to the site. The Historic Site and its partners pool their resources and streamline their operations so that the pursuit of common goals is as seamless as the walk from the Presidential Library to the Birthplace Cottage. Partnerships with the Herbert Hoover Presidential Library-Museum, the Hoover Association, Main Street-West Branch and the community of West Branch, Iowa continue to be positive collaborative relationships. Other partnerships are developed and maintained to encourage and assist the park with stewardship, environmental leadership, recreational experiences, education and professional excellence. The park workforce is diverse, professional and motivated to meet the future goals of the Historic Site and the National Park Service.

**Park/ Superintendent/ Program Manager**

Cheryl A. Schreier

Site: HEHO

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)

Action:

Work with the park's Friends Group, the Hoover Association to assist the park with fundraising for our Gravesite accessibility and Boardwalk accessibility Centennial Signature Projects.

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

Site: HEHO

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.

Identify and seek partners and funding for lead paint abatement of 10 historic structures located at Herbert Hoover National Historic Site. This project will also assist in either bringing structures up to good condition or maintaining them in good condition.

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

Other Park/ Program performance goal(s)

Performance Goal:

Manage the tributary stream beginning now in an aesthetically pleasing manner in a way that allows for future re-contouring of the stream course.

Action:

Achieve a consensus for the design and management of the stream banks, and implement this strategy. Possibly use the small store of prairie seed on hand to seed newly exposed bare dirt along the stream banks.

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

Site: HEHO

STEWARDSHIP

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

Other Park/ Program performance goal(s)

Performance Goal:

Manage a healthy, functional, well-designed tree population.

Action:

Flesh out all the details of the ten-year urban forestry plan so that the park continually manages trees on the site in a fashion that is sustainable and address a time frame to continue into future generations.

Performance Goal:

Improve foundation and garden plantings around historic houses and structures.

Action:

Partner with other NPS sites, local master gardeners' groups and other local partners to attract volunteers to create and maintain the gardens and flower beds around the site.

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

Site: HEHO

STEWARDSHIP

Encourage children to be future conservationists.

Other Park/ Program performance goal(s)

Performance Goal:

Provide opportunities for local children with an organized volunteer activity at the site to increase the awareness of the importance of caring for the environment.

Action:

Partner with the local Public Library and Recreation Department for park staff to present short program(s) for children at the library and schedule special Junior Ranger days at the site.

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

Site: HEHO

ENVIRONMENT

Reduce environmental impacts of park operations.

Other Park/ Program performance goal(s)

Performance Goal:

Improve park-wide recycling program to ensure park is conforming with recent Operations Evaluation and the park's Environmental Management Plan.

Action:

Partner with local youth organizations, Main Street-West Branch and others to participate in a comprehensive recycling program.

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

Site: HEHO

ENVIRONMENT

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

Other Park/ Program performance goal(s)

Performance Goal:

Expand annual park clean-up day to include other community efforts.

Action:

Re-invigorate the "Presidential Clean Sweep" event for National Park Week that was well attended in the past. Organize and coordinate with other local community organizations and park partners.

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

Site: HEHO

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)

Performance Goal:

Promote outdoor recreation partnerships.

Action:

Reach out to Volksmarch groups and the national organization to have ranger-led volksmarch talks in West Branch.

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

Site: HEHO

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)

Performance Goal:

Expand partnerships with local schools.

Action:

Reach out to the West Liberty school system, which is largely minority, to seek ways for them to bring their students to the site and present programs at their school to interest them in the National Park Service and Herbert Hoover.

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

Site: HEHO

RECREATION

Focus national, regional, and local tourism efforts to reach diverse audiences and young people and to attract visitors to lesser-known parks.

Other Park/ Program performance goal(s)

Performance Goal:

Increase efforts to reach diverse audiences and young people to visit Herbert Hoover National Historic Site.

Action:

Continue to work with our partners including the Herbert Hoover Presidential Library and Museum, the Hoover Association, Silos and Smokestacks NHA, Eastern Iowa Tourism Association, State of Iowa Tourism, and the community and organizations of West Branch to promote and target audiences to visit this lesser-known site.

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

Site: HEHO

EDUCATION

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

Other Park/ Program performance goal(s)

Performance Goal:  
Increase participation with local West Branch School District.

Action:  
Partner with an elementary school teacher, science teachers in the middle school and high school to increase opportunities for students to visit the site and participate in special programs.

Performance Goal:  
Increase school outreach program opportunities.

Action:  
Resume the park's use of the Iowa Communications Network to reach other schools in Iowa with programming associated with the site. Continue to expand efforts with Presidential Library and Museum with programming opportunities.

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

Site: HEHO

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.

Action:  
Improve the park's website as an education and interpretive tool by emphasizing the park's resources; including the Birthplace Cottage, Historic Core, Gravesite, and Commemorative Landscape. The draft Long-Range Interpretive Plan provides recommendation for improving the website.

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

Site: HEHO

EDUCATION

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

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

Action:

Partner with local Public Library and Recreation Department to conduct special Junior Ranger day programs at the park and work with children at the Public Library on their computers to perform Web Ranger activities for other parks after attending the Junior Ranger day program.

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

Site: HEHO

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.

Action:

The draft Long-range Interpretive Plan will be finalized in February 2008. The park is currently working with partners to address the recommendations, including assistance with funding for new permanent exhibits and waysides, as well as other non-personal and personal services.

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

Other Park/ Program performance goal(s)

Performance Goal:

Expand partnerships with various local, state, federal and national agencies to develop temporary exhibits that are relevant to the park's interpretive themes.

Action:

Work with the University of Iowa Museum Studies Program to have their students research, develop and install a temporary exhibit for the park's Visitor Center.

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



Site: HEHO

**PROFESSIONALISM**

Be one of the top 10 places to work in America.

Other Park/ Program performance goal(s)

Performance Goal:

Increase diversity, professionalism and motivation of park employees.

Action:

Ensure that all employees receive orientation, safety and other training opportunities to improve their performance, professional development and to increase employee satisfaction.

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

Site: HEHO

**PROFESSIONALISM**

Promote a safety and health culture for all employees and visitors.

Other Park/ Program performance goal(s)

Performance Goal:

Promote and integrate the NPSafe Program at Herbert Hoover National Historic Site.

Action:

Ensure that the NPSafe Program is integrated into all park programs and enlist the assistance of the park Safety Committee to promote the components of the program.

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

Site: HEHO

**PROFESSIONALISM**

Model what it means to work in partnership.

Other Park/ Program performance goal(s)

Performance Goal:

Expand and improve partnerships and relationships within the local community of West Branch, Iowa and on a regional basis.

Action:

Continue to work with park partners and the local community towards a seamless experience from the Historic Site to Historic Downtown West Branch. The park will host an annual open house and listening session to seek community and visitor insight and to share information.

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

Site: HEHO

**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.

Performance Goal:

Create opportunities for the Hoover Association to assist the park with increasing awareness of the benefits of philanthropic giving.

Action:

Continue to work with the Hoover Association and the Presidential Library and Museum to address needs of the site that will mutually benefit the park visitor, the local community and move towards an exceptional seamless experience.

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