

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

Tuskegee Airmen National Historic Site

August 2007

CENTENNIAL INITIATIVE



Site: TUAI

Year: 2007

Vision Statement

1941 is when it all began - on a small field - in the small community of Tuskegee, AL. Already immersed in history because of Tuskegee University, Moton Field was now on the map as it was identified as the site for primary flight training for America's African-American Air Force Units of World War II - The Tuskegee Airmen. Since 1941, twenty-five and fifty-years have passed, and as we embark on the long anticipated opening of the permanent Tuskegee Airmen National Historic Site in 2008, honoring the Tuskegee Airmen, we must now begin to focus our attention on implementation strategies and long-term goals leading up to the all important 75 year anniversary of Moton Field in 2016.

The centennial vision for the 75th anniversary of historic Moton Field can be compared to that of what a three-stone piece of diamond jewelry represents in a marriage: cherish the past, celebrate the present, and promise forever. Just as one is truly in awe of a brilliant diamond, the same brilliance is captivated through the heroic legacy of the Tuskegee Airmen and how Moton Field field served as the symbol for African-American pilots to enter into the Army Air Corps. Our mission at the Tuskegee Airmen National Historic Site is to preserve, protect and interpret the cultural legacy of Moton Field and the Tuskegee Airmen for generations to enjoy. We do this by commemorating the cultural resources through our long-range interpretive plan as well as our exhibitry linked to the presentation of the story of the Tuskegee Airmen and Moton Field - we truly cherish the past. Our guiding principles are applied each and every day for we provide exceptional service to Park visitors and the public at large, increase awareness of the cultural resource, develop strong and sound community partnerships, promote the link between the education populace and the resource, and operate as one unified organization. While our purpose is clear and concise, we strive to obtain the highest level of excellence through stewardship, environmental leadership, recreational leadership, education, and professional excellence - we truly celebrate the present. Therefore, from 2008 leading up to 2016, we hope to create and incorporate various initiatives into the future of our interpretation and educational programs with our partners, visitors, and the communities in order for the Tuskegee Airmen National Historic Site to achieve excellence beyond expectation.

By proposing this centennial vision, not only will we help ensure that the national and international significance of Moton Field and the Tuskegee Airmen be preserved and protected, but also that the legacy of what transpired in 1941 - on a small field - in the small community of Tuskegee, AL, will live on for years and years to come, or as we put it - promise forever.

Park/ Superintendent/ Program Manager

Catherine Light, Superintendent/Deanna Mitchell, Program Manager

Site: TUAI

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)

To meet our centennial objective, we look to expand the opportunities for visitors - whether individuals or organized groups - to be inspired intellectually and emotionally by our interpretive and educational processes. Through signage; orientation to Park, community, Tuskegee University, and resources; accessible facilities; interpretive media (oral histories, audio visual programs, etc.); monuments/memorials; simulated flight training experience; education experience; low impact recreational experience; and personal services including safety awareness, visitors will be given the full benefit of enjoying the Park's resources, what we are charged as stewards to protect, while understanding the significance of the Park as it relates to life-long learning. According to the March 2000 Tuskegee Airmen National Historic Site Economic Impact Study, completed by Alabama Bureau of Tourism and Travel and Auburn University of Montgomery, with just 50% market penetration, the site will enjoy upwards of 453,000 visitors annually after promotion of the site begins. Therefore, our centennial objective allows for expansion of future Park resource conditions for the visitor to enjoy.

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

Site: TUAI

STEWARDSHIP

Encourage children to be future conservationists.

Other Park/ Program performance goal(s)

In looking at the visitor profiles or audiences that visit the Tuskegee Airmen National Historic Site, a tremendous number of those visitors are elementary, junior high, and high school students, as well as very young children with their parents. Although the Park is considered a cultural resource, the educational component we carry out through our Junior Ranger Program, scavenger hunts, and interpretive media for children lends itself to how children will think and feel as a result of their park experience. The example that the interpretive staff, the management team, and the maintenance crew exudes stays in the minds of children, and with our overwhelming commitment to preserving and protecting Moton Field and the legacy of the Tuskegee Airmen, we strive to encourage children to be the best that they can be - even as a National Park Service steward. Our centennial objective would allow us a sharper focus in elevating this aspect of stewardship for children through a host of projects and programs with an educational element.

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Site: TUAI

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.

The park would like to develop materials and programs that link to and are available through the Webrangers process. We plan to develop materials to introduce students to various careers in aviation, weather, aircraft maintenance, navigation, etc. These career development programs would involve online hands on activities that would include how the Tuskegee Airmen used these specialties to contribute to the Allies' success during World War II. These activities could also reference other National Parks with similar aviation themes, such as Dayton Aviation, and Wright Brothers .

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Site: TUAI

PROFESSIONALISM

- Model what it means to work in partnership.
- Other Park/ Program performance goal(s)

The Tuskegee Airmen National Historic Site prides itself as "leading the way" in establishing and maintaining solid partnerships with strong participation and leadership throughout the community and the State of Alabama. Case in point - in just one fiscal year, the Park was able to establish seven new partnerships, as identified in PMDS, Goal IVb1A, setting a standard that represents how model management and partnership practices are extremely effective. Approaching our centennial objective, we would continue with our commitment of working with our legislative partners as well as establishing new partners from private corporations, foundations, individuals, and federal, state, and local agencies. and public sources to deliver interpretive services.

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