

National Park Service
U.S. Department of the Interior

A photograph of a desert landscape in Arches National Park. In the foreground, there are large, reddish-brown rock formations and a small, spiky green shrub. In the middle ground, a prominent natural rock arch frames a view of a valley with more rock formations and a small body of water. The sky is a clear, bright blue.

Diversity Connections: A National Inventory

Winter 2004-2005

Volume 2

Arches National Park

NPS Diversity Connections

Winter 2004-2005

INTRODUCTION

The National Park Service (NPS) has an ongoing obligation to a diversity of visitors, staff, resources and communities. As the NPS faces the formidable challenges presented by the shifting multicultural demographics of today's society, we know this will be met only through shared intellect, skill, and dedication. Diversity has evolved into a strategic imperative for the long-term survival of the NPS. Enhancing diversity in America's national parks means ensuring the parks we steward and the stories we tell reflect the connections of all Americans with their natural, cultural, and outdoor heritage. Diversity also includes having a deeper understanding of the centrality of race, class and gender while working together to embrace the immense value of assorted cultures, experiences and perspectives.

To date, no overall written compilation exists regarding the aggregate of NPS national level diversity and multicultural-related programs, initiatives, divisions, and/or offices. Many essentials are in place and in progress, yet there has been no central location for sharing this information. There are many terrific programs, initiatives, plans, documents, and projects, for example, that highlight case studies of what specific park units and program offices are doing, including park specific visitor surveys, etc. and this continues to be extremely significant to our mission. The greatest value in assembling this national-level information is in making it available and using it. *Diversity Connections* is designed to be an "at-a-glance" compilation of resources allowing managers, field staff, volunteers, partners (where applicable), and others interested, to better understand what is being done holistically across the Service and encouraging communication. This publication has many uses including obtaining basic information of "big picture" resources and tools, for briefings and presentations, to respond to public inquiries, to assist with recruiting diverse candidates, and more. Basic content of this inventory includes:

1. Name/Title of program/initiative
2. Office(s) or Division(s) and contact(s) that manage the program/initiative
3. Brief description of program/initiative (e.g., "annotation")
4. Web site (URL for ease of information access – if available)

Each section in this document inevitably includes more components and depth than shown. For more detailed information on program ideas and models, sample methods, action plans/strategic plans, subject matter experts, results of research, various partnerships, resources for funding, barriers, successes, etc., visit the websites provided or contact the individuals indicated on each section of the inventory.

***Note:** The broad categories included in this publication are listed in alphabetical order. This document was first printed in Spring 2004 and will be updated on a quarterly basis or as needed. Requests for additions or changes should be sent to: Nina Roberts at nina_roberts@nps.gov*



Message from the Director

The National Park Service (NPS) continues to work toward meeting our responsibilities and the many challenges presented by an ever-increasing expansion of ethnically and culturally diverse communities. This inventory was developed as a resource for anyone seeking to know about the various national-level programs and services that we provide within our agency. Please visit our home page at www.nps.gov for park or site specific details on various diversity-related programs and initiatives.

As we have entered in the 21st century, the U.S. Census Bureau tells us that ethnic populations will continue to experience more rapid growth than ever before. We are the stewards of our nation's stories and special places. Therefore, we have a unique opportunity and responsibility to reach out and engage these expanding communities so they may experience and assist in both preserving and enjoying their national heritage. The NPS also strives to enhance the historic and cultural resources associated with the nation's diverse cultural groups that are identified, documented, preserved, and interpreted.

As we continue to serve nearly 300 million visitors each year; we will strive to encourage individuals and families who have not visited a national park to venture out and explore these nation's treasures. In doing so, we will succeed in reaching our enduring goal of increasing the diversity across the spectrum of visitors, as well as within our agency in all positions and levels.

We have made a lot of progress and yet acknowledge that we must persevere in making the National Park Service and our park units relevant to all visitors, volunteers, and communities throughout the nation.

I invite you to utilize and learn about our "Diversity Connections" ~

Fran P. Mainella
Director

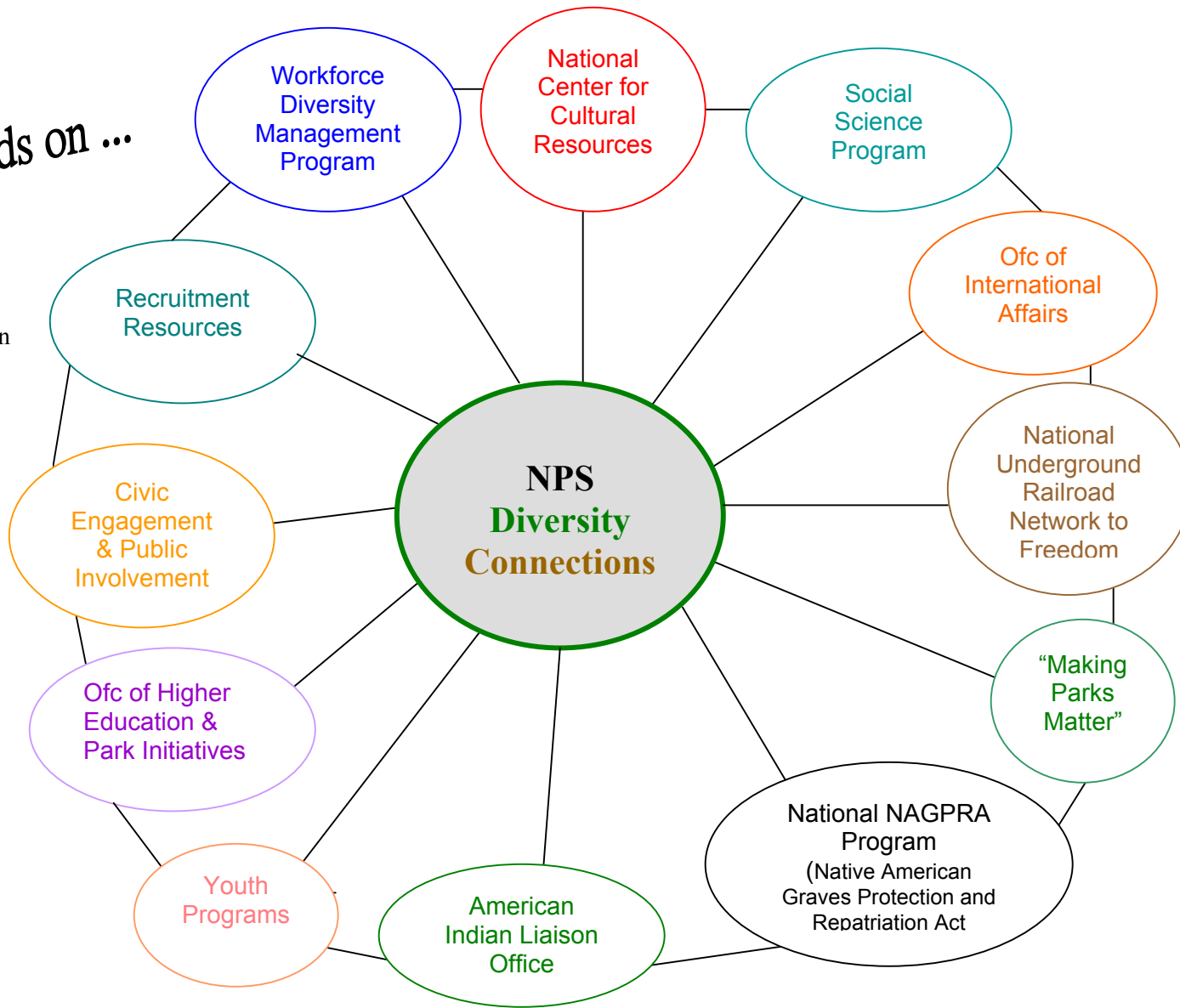


Fran Mainella with students from Bosque School at Petroglyph National Monument – Albuquerque, NM.

Photo: Patricia Turley

Success depends on ...

- Accountability
- Awareness to Action
- Building Allies
- Critical Thinking
- Courage
- Equity
- Flexibility
- “Keeping it real”
- Innovation
- Multiculturalism
- Leadership
- Progress
- Sustainability
- Wisdom



and on...

- ADA Compliance
- Best Practices
- Ethnic Media
- Evaluation
- Outreach
- Partnerships
- Research
- Resources
- Training
- Volunteerism
- And much more...

“ The 4 C’s ”
Communication, Consultation, Cooperation, all in the service of Conservation

American Indian Liaison Office

The **American Indian Liaison Office** is a small office created in 1995 to improve relationships between American Indian tribes, Alaska Natives, Native Hawaiians and the NPS through consultation, outreach, technical assistance, education, and advisory services. Every day decisions are made in parks, regions, and in the Washington, D.C. office, that impact American Indians, Alaska Natives and Native Hawaiians. These decisions include such aspects as the content in interpretive programs and museum exhibits, content and images used in park brochures and orientation films, signage, fee collection, resource management, visitor management, concessions sold in park gift shops, hiring, law enforcement and maintenance and so many more aspects of living and working in the NPS. The American Indian Liaison Office provides advice on Indian Self-Governance and Self Determination, environmental review, environmental justice, land restoration, free exercise of religion, sacred sites, and traditional cultural properties. The office assists in reconciling programs, policies, and regulations, with traditional uses of Service lands by American Indians, Alaska Natives, and Native Hawaiians. The office collaborates with other bureaus to develop Department-wide guidance on issues involving tribal governments, and also participates in international efforts to join with indigenous peoples to achieve common natural resource and cultural heritage preservation goals.

More information: www.cr.nps.gov/ailo

Mailing: 1201 Eye Street, NW, Org. 2560, 9th Floor, Washington, DC 20005.

Contacts:

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Civic Engagement and Public Involvement

This Service-wide initiative relates to Director's Order (DO) 75A *Civic Engagement and Public Involvement* and communicates the Park Services' renewed vision and commitment to listen more carefully to the American people regarding the National Park System. As noted by Director Mainella, "Through our active practice of civic engagement and making our relationships stronger and more consistent, we will enhance public trust and secure the public's help in carrying out our stewardship mission". This D.O. reflects the best practices of many parks and programs that already engage and build relationships with the public. This policy embraces civic engagement as the essential foundation and framework for creating plans and developing programs. This commitment includes all visitors and all "potential" visitors, who should feel welcome to visit and enjoy their parks. The civic engagement and public involvement policies apply to discretionary decision-making by superintendents, regional directors and national program directors, at all levels and within all program areas of the National Park Service. Further, the policies apply where 1) the public has an identifiable interest or is likely to be interested, 2) there may be applicable knowledge or expertise

likely to be available only through public consultation, or 3) there are complex or potentially controversial issues. Standards such as building trust, matching the tools to do the job, ensuring all voices are heard, and maintaining ongoing relationships are essential for implementing successful civic engagement strategies. More info: www.nps.gov/civic AND www.nps.gov/civic/policy

Contacts:

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“Making Parks Matter”

Making Parks Matter: Ensuring the Organizational Survival of the National Park Service is a draft plan developed in 2003 to ensure the organizational survival of the NPS through a comprehensive understanding of the challenges and needs posed by NPS agency culture relative to diversity during a period of increasing diversification in the United States. The plan suggests that, “The survival of the national park system may already be dependent on how relevant the agency can make national parks to a rapidly changing America...”

This plan is a wide-ranging strategy that addresses the agency culture and how it may present real barriers to diversity in the national parks and discusses the need to change agency culture to remove those barriers. This plan identifies and defines the issues, identifies the agency barriers, and discusses five basic concepts that support the action items recommended in this plan. The Action Plan includes the following categories:

- 1) Creating culture change;
- 2) Outreach and segment specific marketing;
- 3) Coordinated Recruiting;
- 4) Focus on training, mentoring, work life, and youth programs;
- 5) Allocation of resources;
- 6) Specific strategies to accomplish agency goals;
- 7) Engaging new and non-traditional partners;
- 8) Removing unnecessary barriers to diversity hiring, and making better use of available tools;
- 9) Preliminary analysis of 2001 Mid-Level Intake program;
- 10) Professional monitoring, evaluation, and analysis;
- 11) Create accountability; increased flexibility; and
- 12) Other recommendations.



Visitors to
Rocky Mountain National Park
Photo: Nina S. Roberts

The plan is compatible with a number of other efforts including the National Diversity Recruiting Plan and the Department of Interior (DOI) and NPS Human Capital Plans, as well as the efforts of the Recruitment Futures Workgroup.

For more information on *Making Parks Matter*:

Contacts

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Ph. 303-969-2708; Cell: 720-480-2003

J.T. Reynolds, Superintendent
Death Valley National Monument
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National Center for Cultural Resources

The National Center for Cultural Resources (NCCR) contributes to the preservation of cultural resources through comprehensive and sound policies, methodologies, and techniques. NCCR provides timely and reliable services in response to regulatory responsibilities assigned to the National Park Service and NCCR. Eight national programs for cultural resources stewardship and partnerships comprise the National Center for Cultural Resources.

Main Site: www.cr.nps.gov/ ["Links to the Past"]
Mailing: 1849 C Street (2251), NW, Washington, DC 20240

Contact: John Robbins, Manager
Email: john_robbins@nps.gov; Ph. 202-354-2269



NPS Photo Archives

Following are selected programs focused on addressing diversity:

1) The **Cultural Resources Diversity Program** is located within the National Center for Cultural Resources of the National Park Service. The Program develops and administers the Cultural Resources Diversity Internship Program, publishes the biannual newsletter *Heritage Matters*, conducts research on diversity in cultural resources topics, and develops curriculum materials on cultural resources/historic preservation for colleges and universities, targeting minority schools and students. More information: www.cr.nps.gov/crdi/

Contact: Antoinette ("Toni") Lee, Manager, Diversity and Special Projects
Email: toni_lee@nps.gov; Ph: 202-354-2272

2) The **Park Ethnography Program** promotes the identification, evaluation, documentation, conservation, protection, and interpretation of ethnographic resources in the National Park System. Part of the NPS Archeology & Ethnography Program, it assists with the management of and research about ethnographic resources; fosters positive relationships between NPS units and communities, tribes, and other American groups traditionally associated with them through consultation, partnership, and collaborative research; assists with the protection and preservation of ethnographic resources in place; and enhances the care of ethnographic collections.

More information: www.cr.nps.gov/aad/

Contact: Mark Schoepfle, Anthropologist (Ethnography)
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3) The **Archeology Program** promotes the protection and interpretation of archeological resources in the National Park System and provides national leadership for Federal and other public archeology programs. Archeological resources contain stories of thousands of years of ancient American history often poorly known by most Americans today and contain information about hundreds of years of historical settlement. Archeology, and the stories it can tell about people in both the ancient and recent past, is a portal through which we can access American diversity. Archeological resources—for example, artifacts, structures, and physical contexts—provide evidence of past diversity among Americans of different cultures. Some of these differences have persisted, others have been modified, and some are now only historical. The reality is that encountering and dealing with diversity has been a real aspect of most of the American past.

Contact: Frank McManamon, Manager, Archeology Program, NPS Chief Archeologist, and Departmental Consulting Archeologist
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National NAGPRA Program

The **National NAGPRA Program** assists the Secretary of the Interior with some of the Secretary's responsibilities under the Native American Graves Protection and Repatriation Act (NAGPRA), and focuses upon implementation by each of the federal agencies and museums that are responsible for compliance with the law. Among its activities, National NAGPRA assists Indian tribes, Native Alaskan villages and corporations, Native Hawaiian organizations, museums and federal agencies with the consultation and notice process; provides training; manages a grants program which funds consultation, identification of affiliation and repatriation; provides guidance documents on the Web and maintains a database of culturally unidentifiable human remains and associated funerary items to facilitate further identification and repatriation. National NAGPRA also provides staff support to the National NAGPRA Review Committee, which facilitates dispute resolution and advises the Secretary on regulations and the administration of NAGPRA. More information:

www.cr.nps.gov/nagpra

Contact: Sherry Hutt, Manager, National NAGPRA
Email: sherry_hutt@nps.gov; Ph. 202-354-1479

Office of Higher Education and Park Initiatives

The Office of Higher Education and Park Initiatives (OHEPI) administers a series of programs, most of which are grouped under one of three executive orders relating to Historically Black Colleges and Universities (HBCUs), Tribal colleges and universities, and Hispanic-serving institutions. OHEPI occasionally participates in programs serving other defined minority groups as well – for example, programs directed at support for women or for Asians and Pacific Islanders. Broadly, the programs are aimed at developing an increasing talent pool of minority students and recent graduates who can compete effectively for positions and careers in the Workforce of the National Park Service and the contractors and cooperators with whom we work.

For more information

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Office of International Affairs

Many countries around the world look to the United States as a leader in park and protected area management. At the same time, the National Park Service often learns about innovative practices from other countries' park agencies. The Office of International Affairs facilitates cooperation between the Park Service and park and protected area agencies around the globe. The role of the Office of International Affairs is to more fully engage the talents and available resources of the Park Service for the implementation of its domestic and global missions. It evaluates opportunities and coordinates responses involving the NPS in international programs, projects, and activities. It also provides leadership in the fulfillment of U.S. foreign policy objectives through implementation of treaty obligations and other agreements. Sample program areas include: World Heritage Convention, World Protected Areas Leadership Forum, International Visitors, International Volunteers in Parks Program, and Sister Parks. More information: www.nps.gov/oia/

Contact: Sharon Cleary, Chief, Office of International Affairs
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Recruitment Resources

1) **NPS Strategic Workforce Plan (Strategic Year FY04):** The NPS consists of a workforce that is 44% Federal Employees and 56% External Human Resources, including the largest external workforce in the Department of Interior. "The workforce strategy of the NPS is an expanded and inclusive one that includes both the internal and external workforce. The external workforce is comprised of volunteers, concessionaires, partners, students, and contractors. As the demographics of both our country and the visitors to our parks continue to evolve, so must our ability to transform our organization to reflect the face of America. It is the intent of our workforce strategy to focus on these issues. By working together in a collaborative environment, we can live up to the responsibilities thrust upon us as we encourage all Americans and the world to experience these special places." (~ NPS Director Mainella). More information:

<http://ser.sero.nps.gov/human/workforce/wp.htm>

2) **Recruitment Futures Workgroup:** The National Park Service (NPS) Recruitment Futures Group is a service-wide committee of individuals, representing each region and program center of the NPS, who are interested and involved in recruitment activities. This group has developed a National Diversity Recruitment strategy (see # 3 below) and is in the process of producing easy-to-understand and user-friendly service-wide recruitment strategies, materials and projects. National recruitment initiatives are ongoing. Four recruitment brochures have been developed for service-wide use: 1) Employment Opportunities, 2) Student Employment Educational Opportunities, 3) Preparing an Application for Federal Government, and 4) NPS Special Hiring Authority.

InsideNPS: <http://inside.nps.gov/programs/programcustommenu.cfm?menuid=953&div=7&prog=40>

General Public: www.nps.gov/personnel/general-resource-bulletins/general_bulletins.htm

General Employment Information: www.nps.gov/personnel/general.htm

Servicewide Recruitment Contacts

Kym Elder, Special Emphasis Recruiter

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Marie Eilander, Equal Employment Opportunity Manager

Mailing: Denver Administrative Program Center

P.O. Box 25287, 12795 W. Alameda Pkwy, Denver, CO 80225

Email: marie_eilander@nps.gov; Ph: 303-969-2733

3) **NPS Diversity Recruitment Plan:** This national plan was developed by the Recruitment Futures Workgroup under the direction of the Associate Director for Administration, Business Practices, and Workforce Development. The NPS National Leadership Council has adopted this plan in the spring of 2004. This plan brings together all the NPS programs and offices that have a recruitment component in their work plan or recruitment responsibility for the Service in some capacity. This plan will likely be posted on the Recruitment Resources website of InsideNPS (internal/employee communications portal).

4) **Student Educational Employment Program:** The Student Educational Employment Program combines all student hiring authorities into two components and two appointing authorities: 1) Student Career Experience Program (SCEP) and, 2) Student Temporary Employment Program (STEP). This program is an opportunity for students to earn money and continue their education, to train with people who manage the day-to-day business of the NPS, and to combine their academic study with on-the-job experience. The Student Educational Employment Program introduces students to all the advantages and challenges of working for the National Park Service. The Student Educational Employment Programs are available to all levels of students: high school, vocational and technical, associate degree, baccalaureate degree, graduate degree, and professional degree students. This program is an extremely important tool that has shown success for recruiting diverse candidates. More information: www.opm.gov/hrd/lead/pubs/handbook/lrbsa16.asp

5) **Seasonal Employment:** In general, the NPS employs a seasonal workforce to function at an optimal level. This is one of the pools from which the NPS draws its permanent staff. It is essential that the temporary workforce consist of ethnically and culturally diverse students and professionals with interest in permanent employment with the NPS. This collection of seasonal employees can provide a greater variety of applicants for permanent positions thereby increasing the potential for greater diversity in the NPS workforce overall. More information: www.sep.nps.gov/

6) **Recruiting Database:** An integrated tool for effective workforce recruitment of qualified ethnically diverse candidates. The “WForce” database is designed as the central repository for candidate information for Intermountain Region parks. This regional effort is national in scope as other regions may access this information as desired. Candidates listed on WForce have been personally interviewed at diverse-serving colleges and universities. WForce is capable of managing thousands of applicants allowing managers to discretely search the dataset by: Last name, college/university, graduation date, candidate region(s) of interest, and candidate job interest. WForce allows entry by NPS personnel only via InsideNPS or any location with access to the InsideIntermountain Intranet. More information: http://im.den.nps.gov/den_workforce.cfm
(Note: this website also provides general workforce enhancement resources).

Contact (Recruiting Database):

Bill Gwaltney, Assistant Director for Workforce Enhancement

Email: bill_gwaltney@nps.gov; Ph. 303-9692708; Cell: 720-480-2003

Mailing: NPS/IMR; P.O. Box 25287, 12795 W. Alameda Pkwy, Denver, CO 80225

Social Science Program Research Reviews and Technical Reports

The Social Science Program of the NPS conducts many park-specific and service-wide studies describing the diversity of visitors and non-visitors to the national park system, as well completing extensive reviews of the social science literature on diversity relevant to the NPS.

- 1) **“Ethnic and Racial Diversity of National Park System Visitors and Non-Visitors”** (2003). Technical Report from the 2000 NPS Comprehensive Survey of the American Public. Social Research Laboratory, Northern Arizona University. More information: www.nature.nps.gov/socialscience/docs/Ethnic_and_Racial_Diversity_Report_12_2003.pdf
- 2) **“Trends in Demographics and Information Technology Affecting Visitor Center Use: Focus Group Report”** (2003). By James Gramann, Ph.D. More information: www.nature.nps.gov/socialscience/docs/NPS_Inf_Tech_Report.pdf
- 3) **“Visitation Forecasting and Predicting Use of NPS Parks and Visitor Centers: Focus Group Report”** (2003). By James Gramann, Ph.D. More information: www.nature.nps.gov/socialscience/docs/NPS_Forecasting_Report.pdf
- 4) **“The Association of Race/Ethnicity, Gender, and Social Class in Outdoor Recreation Experiences; State of the Knowledge Report”** (2002). Commissioned by the NPS Social Science Program and prepared by Dr. Donald Rodriguez and Ms. Nina Roberts at Colorado State University: More information: www.nature.nps.gov/socialscience/docs/Rodriguez_Roberts_Rep.pdf
- 5) **“A Look Ahead: Key Social and Environmental Forecasts Relevant to the National Park Service”** (2000): Prepared for Discovery 2000, the NPS General Conference, St. Louis, MO. By Gary E. Machlis, Jennifer Rogers, Daniel Bray, Joshua Cinner, Brian Forist. More info: www.nature.nps.gov/socialscience/docs/A_Look_Ahead.pdf
- 6) **“Race, Ethnicity and Use of the National Park System”** (1999). Research Review Series. Myron F. Floyd, PhD. More information: www.nature.nps.gov/socialscience/docs/SSRR_2.pdf
- 7) **“Looking to the Future of the Virgin Islands National Park”** (1997). Technical Assistance. By Gary E. Machlis, National Park Service; J. Taylor Pittman, University of Idaho; Jean E. McKendry, University of Idaho. More info: www.nature.nps.gov/socialscience/docs/VIIS.pdf
- 8) **NPS Comprehensive Survey of the American Public reports** (National technical report and 7 regional reports): www.nature.nps.gov/socialscience/products.htm#Comprehensive_Survey
- 9) **Visitor Services Project (VSP) studies**: These studies are conducted by the Park Studies Unit at the University of Idaho and have been done at parks with stories of diverse constituents. More information: www.psu.uidaho.edu

10) **NPS Focus Digital Library and Research Station:** Currently available to NPS employees only via the Intranet. Reports for studies conducted by or for individual parks are posted on InsideNPS: <http://focus.inside.nps.gov/> This info may be available to the public later in 2004.

Social Science Main Site: www.nature.nps.gov/socialscience/index.htm

Products and Reports: www.nature.nps.gov/socialscience/products.htm

Mailing: 1849 C Street, NW (2300), Washington, DC 20240

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Brian Forist, Research Associate

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Workforce Diversity Management Program

The mission of the NPS Workforce Diversity Management Programs Team is to:

- Promote the efficient and effective accomplishment of the Affirmative Employment Programs and the NPS Diversity Action Plan;
- Safeguard human resources;
- Assure adherence to applicable laws, regulations, directives and policies;
- Provide technical guidance and assistance for improving the recruitment, representation, development, advancement, retention, and quality of work life of minorities, women and individuals with disabilities.

Functions of this program include affirmative programs of equal employment opportunity under Section 717 of Title VII, Civil Rights Act of 1964, as amended, affirmative action programs for individuals with disabilities under Section 501 Rehabilitation Act of 1973, as amended and Affirmative Action Program Disabled Veterans. In addition, the Federal Equal Employment Opportunity Program falls within this listing. The annual NPS Human Capital Review Report reviews the progress achieved by the major operating components of the NPS in eliminating the under-representation of minorities, women and individuals with disabilities in the permanent and temporary workforce. These annual reports are available on InsideNPS (for employees); enter the title of the report (Human Capital Review) in the search engine.

More information: NPS employees can obtain information about this office by entering “Workforce Diversity Management” into the search engine on InsideNPS.

Contacts:

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Charles E. Riggins, Program Manager, Affirmative Employment/Diversity Programs

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National Underground Railroad Network to Freedom

The **National Underground Railroad Network to Freedom** Program is administered from the Midwest Regional office of the NPS. This program coordinates preservation and education efforts nationwide and integrates local historical places, museums, and interpretive programs associated with the Underground Railroad into a mosaic of community, regional and national stories. This NPS program builds upon and is supported by community initiatives around the country as well as legislation passed in 1990 and the National Underground Railroad Network to Freedom Act of 1998, P.L. 105-203. Historic places, educational or interpretive programs, and facilities with verifiable associations with the Underground Railroad may be included as part of the Network to Freedom, eligible to use or display the uniform network logo. The Program also provides technical assistance to community partners and Network to Freedom members and educates the public about the Underground Railroad through its website, newsletter, gatherings, charrettes, workshops, site visits, and participation in conferences. The Network will also serve to facilitate communication and networking between researchers and interested parties, and aid in the development of statewide organizations for preserving and researching Underground Railroad sites. More information: www.cr.nps.gov/ugrr

Contact: Diane Miller, Historian/National Coordinator
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Email: diane_miller@nps.gov; Ph. 402-221-3749

Youth Programs

There are currently over 25 youth programs operating throughout the National Park System. Youth Programs encompasses a wide array of missions and responsibilities including the fostering of a strong relationship between youth and the natural and cultural resources managed by the NPS and instilling a work ethic into our nation's youth. The responsibility of the Youth Programs Division is to insure that young Americans from different economic, ethnic, social, and cultural backgrounds gain access to the national parks. Through programs, such as the Student Conservation Association (SCA), the Youth Conservation Corps, Job Corps, the Boy Scouts, Girl Scouts, the National Association of Service and Conservation Corps (NASCC), and Public Land Corps, young people are provided with the opportunity to work on maintaining the infrastructure of national parks.

Through efforts of non-profit partners, SCA and NASCC, diversity is upheld by reaching under-represented populations and preparing them for possible jobs and careers in the NPS. In addition, this promotes a greater diversity of park visitors, in terms of social, ethnic and cultural backgrounds. The purpose of the Washington Office is to provide information and support to individual national parks, regional offices, Job Corps Centers, nonprofit partners, and young adults for all of its program areas. This office maintains a database of information on various youth programs and will partner or participate with other entities at the national level. More information: www.nps.gov/youthprograms

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George McDonald, Program Analyst,
Youth Programs
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Ph. 202-354-7146

Miscellaneous NPS Related Resources

Natural Resource Stewardship and Science (NRSS) - Diversity Resources on the Web:

Developed in 2003, this website of resources offers a wealth of information including references and research, as well as general resources of interest pertaining to all elements of diversity and multiculturalism. This site provides a great variety of information to help parks improve the diversity of visitor education about natural resources, and enhance their enjoyment of the many recreational opportunities in national parks through culturally relevant programs and activities. Additionally, this site is also a useful tool for increasing the pool of potential candidates for increasing diversity in the natural resource career fields.

InsideNPS (Intranet): www1.nrintra.nps.gov/diversity

General public site: <http://nature.nps.gov/helpyourparks/diversity>

Contact: Nina Roberts, Education & Outreach Specialist, Natural Resource Program Center
Email: nina_roberts@nps.gov; Ph. 970-267-2115
Mailing: NPS, 1201 Oakridge Drive, Suite 150; Fort Collins, CO 80525

A few national-level partnerships (informal or formal) for enhancing diversity efforts in national parks

1. **National Association for Interpretation (NAI): African American Experience**
www.naisections.org/AAE/index.htm
2. **National Hispanic Environmental Council (NHEC):** www.nheec.org
3. **National Parks Conservation Association (NPCA): Cultural Diversity Program**
www.npca.org/cultural%5Fdiversity/flash.html
5. **National Park Foundation (NPF):** www.nationalparks.org
 - ✓ **Community Engagement Program for Engaging New and Underserved Audiences:** www.nationalparks.org/AboutUs/AboutUs-Outreach.shtml
 - ✓ **African American Experience Fund:** www.aaexperience.org/home.asp
6. **Minorities in Agriculture and Natural Resources, and Related Sciences (MANRRS):**
www.manrrs.org/
7. **Minority Environmental Leadership Development Initiative:** www.umich.edu/~meldi/
8. **Roundtable Associates, Inc. (RTA):** www.theroundtableassociates.org
9. **Student Conservation Association, National Urban and Diversity Program**
www.thesca.org/ci_diversity.cfm



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE

1849 C Street, N.W.
Washington, D.C. 20240

Memorandum

To: The Employees, Stakeholders and Partners of the National Park Service
From: Donald W. Murphy /s/ Acting Director
Subject: **Diversity in the National Park Service**
Date: February 28, 2002

Diversity is no longer just sound public policy; it has evolved into a strategic imperative for the long-term survival of the National Park System. Diversity means inclusion, valuing, respecting and appreciating the differences in race, gender, national origin, disabilities, age, religion, and/or sexual orientation. Diversity is holistic; it embraces the business, cultural, natural, historic and demographic dimensions of this organization. The National Park System represents the contributions of the grand diversity of America and belongs to all citizens of this Nation and all have a stake in its long-term preservation. Recognizing the multiple frameworks underpinning diversity it is very important that the missions and goals of the National Park Service are critically linked to diversity. When this is accomplished, diversity becomes an organizational strength that contributes to achieving results. It enables the Service to better serve the taxpayers by reflecting the customers and communities it serves.

In our efforts to become a model Federal employer, the National Park Service is totally committed to recruiting, building, developing and maintaining a workforce that reflects the citizenry of this Nation at all grade levels and locations. With this important goal in mind, we will continue to work toward creating an environment where workforce diversity is understood, valued and embraced, where there is an absence of bias, and where the mission is achieved through collaboration and teamwork.

We must demonstrate and improve the proactive leadership in the management of workforce diversity through the articulation of a common vision, clear, focused on goals, active participation and achievement of results. Managers, supervisors, and I will be expressing the importance of and commitment to improving the diversity of the National Park Service in our meetings with employees, conferences, seminars, training sessions, meetings with stakeholders and partners and at every other possible opportunity.

The Service will work more aggressively toward increasing the diversity in the visitors to our sites by telling the whole story in our interpretative themes and programs. We will improve our educational and informational materials by respecting diverse cultures and different languages, advertising our national treasures in diverse publications and media, educating our employees, partners, stakeholders and diverse communities and integrating diversity into the daily operations of the National Park Service.

The Service will also improve the implementation of programs that are designed to increase the utilization of diverse businesses, vendors and contractors in our procurement activities, and increase our relationships, partnerships and cooperative agreements with diverse colleges and universities, associations and organizations. It is very important that all of the groups of this Nation are provided opportunities to participate in the collaborative activities of the National Park Service.

We are witnessing a change in the demographics of this Nation, as a result, the visitor base, donors and the civilian labor force will also change. To remain viable in our efforts to maintain and preserve our national treasures and provide visitor services, we must be inclusive by having the face of America at all levels and sites. Diversity is a mission goal of the National Park Service.

“The National Park Service has a long-standing tradition of preserving and protecting our national treasures and providing visitor services to a wide range of visitors that represent all segments of the American society and beyond in approximately 388 sites and areas in the National Park System. And yet, a number of Equal Employment Opportunity groups are under-represented in a number of our major mission occupations and diversity as a sound business practice has not been fully achieved throughout the National Park Service. America’s greatest promise for the 21st century and beyond lies in our ability to harness the strength of our diversity. The future of the National Park Service remains totally bound to our people and our ability to be inclusive of all groups in this Nation.”

~ FY2004 Strategic Workforce Plan



NPS Director Mainella with students from the Bosque School. The Director and students were involved in trail stabilization project at Petroglyph National Monument.

Photo: Patricia Turley



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