

Accokeek Foundation

Interpretive Plan

Last updated: March 18, 2009

Executive Summary

The Accokeek Foundation stewards 200 acres of Piscataway Park, part of the National Park System, located in Accokeek, Maryland, on the shore of the Potomac River directly across from Mount Vernon. The Foundation's land serves as an outdoor museum and living laboratory for educational programs, research, agricultural, and conservation projects. The origins of the Accokeek Foundation are rooted in civic engagement and represent groundbreaking innovation in the conservation and preservation movement. Congresswoman Frances Payne Bolton purchased the 500-acre Bliss farm in Accokeek in 1955 to ensure that it would not be developed in any way that would spoil the magnificent view from Mount Vernon. She organized the Accokeek Foundation as a private, non-profit land trust and donated her land to the new organization so that it would be preserved and protected forever.

Currently, the Accokeek Foundation has three major interpretive and educational programs:

- National Colonial Farm—An outdoor living history museum that interprets the historic landscape from the perspective of a middling 18th century colonial tobacco farm.
- Ecosystem Farm—A demonstration farm designed to function in concert with nature and reach optimal yield per square foot.
- Center for Agricultural and Environmental Stewardship—A project to teach people of all ages how to be effective stewards of our planet.

Accokeek Foundation staff leadership identified the need for interpretive planning when they began to integrate interpretation and education programming beyond the National Colonial Farm site to the entire property and operation. Six interpretive planning workshops were conducted between November 2008 and January 2009 to gather consensus foundational information, and build that information into recommendations for the future interpretation and education program. This interpretive plan describes the staff's long-range vision for the Foundation's overall interpretation and education program.

Primary and supporting interpretive themes are a critical element of all interpretive plans. The Accokeek Foundation's interpretive themes are the overarching stories and messages that organize the largest-scale ideas and meanings related to the Foundation's resources. Staff developed themes to fully capture and express the content and meanings of Piscataway Park and the Accokeek Foundation's mission. These themes are the basis of all the Foundation's interpretive and educational programs and media.

The Accokeek Foundation interprets the historic landscape of Piscataway Park, the combination of its history and natural resources, to tell the story of human interaction with the land over time. Therefore the Foundation's primary interpretive theme is:

The land shapes the people; the people shape the land, over time.

The key meanings and messages of the Accokeek Foundation lie at the intersection between nature, culture, and time. Because the Accokeek Foundation is a living landscape, these processes and interactions continue to change. The Foundation strives to learn about and teach others how humans can live in balance with nature, and have a positive impact on the land. From this perspective, the following supporting interpretive themes have emerged.

1. History and Culture—The interaction of American Indians, Europeans, and African Americans with the landscape, and each other, has shaped the agricultural and social fabric of Southern Maryland.
2. Agriculture—Agricultural practices have a profound impact on the survival and health of natural systems and human communities. Through its colonial, pastoral, and progressive agricultural practices--the Accokeek Foundation demonstrates the dynamic and complex connections between people, crops, land, water, and livestock.
3. Stewardship and Interdependence—The human species is intrinsically connected to the world around us through our need for food, water, shelter, and community. The Accokeek Foundation strives to develop and demonstrate practices that are environmentally sound, socially just, and economically viable to help people live in balance with nature.

This plan further develops these primary and supporting interpretive themes into program topics and key messages.

The plan also defines the desired impact and outcomes of Accokeek Foundation programs. Ultimately all programs are designed to ensure that the public:

- Finds personal meaning and shared heritage in Piscataway Park;
- Understands that humans can live in balance with nature;
- Learns ways to become stewards of historical landscapes and the environment.

These things, along with the activities of other individuals and organizations, should lead to preservation of ecosystems and historic landscapes for future generations. This plan also identifies audience experience objectives, significant issues and opportunities facing the Foundation, and provides a profile summary of visitation including visitors, neighbors, and underrepresented populations. This information forms the basis for the following 12 overarching recommendations:

1. Expand the Foundation’s audience.
 - a. Continue to build the local family audience base.
 - b. Market to audiences within a two-hour drive.
 - c. Intentionally reach out to people of color and invite them to participate in Foundation programs.
2. Enhance the Foundation’s advance organizing and entrance experience to the property and Visitor Center.
 - a. Provide an advance organizing feature on the Foundation’s website.
 - b. Enhance the onsite entrance experience.
 - c. Emphasize interpretation in the Visitor Center.
3. Develop and implement a comprehensive wayside exhibit and sign plan.
4. Interpret the Ecosystem Farm using media and personal services.
5. Expand interpretation and education programs at all sites to integrate the three new supporting themes and physically connect the sites with an inter-farm “trail through time.”
6. Actively interpret other areas and projects such as the green infrastructure, rain garden, animals, museum garden, and arboretum.
7. Emphasize personal action skills for environmental stewardship “what can I do?” throughout the site, programs, and media.
8. Expand the Foundation’s website and include new technology in the menu of interpretive media offerings.
9. Enhance physical and programmatic accessibility.
10. Create and rotate flexible changeable exhibits and media.

11. Make a commitment to ongoing evaluation, coaching, program improvement, and professional development.
12. Reconsider Obtaining American Association of Museum Accreditation.

This plan also provides detailed specific recommendations for the following topics:

- Inviting and Welcoming the Visitor
- Personal Interpretive Services
- Events
- Interpretive Media
- Education Programs for Schools, Farmers, and Life-long Learners
- Community Engagement
- Extending the Experience

In addition, this plan provides guidance for ongoing staff professional development and program evaluation, as well as a suggested implementation table with timeline, task assignments, and cost estimates. This plan is intended to have a five year horizon. However, the Foundation's core interpretive planning team should update the plan as changing conditions warrant.

Table of Contents

Introduction

- About the Accokeek Foundation
- About the Five Year Interpretive Plan

Foundational Information

- Accokeek Foundation Charter
- Vision Statement
- Mission Statement
- Primary and Supporting Interpretive Themes
- Management Outcomes: Interpretation and Education
- Audience Experience Objectives
- Significant Issues and Opportunities
- Profile Summary of Park Visitation: Visitors, Neighbors, Underrepresented Populations

Recommendations: Future Interpretive and Education Programs, Media, and Facilities

- Overarching Recommendations
- Specific Recommendations
 - Inviting and Welcoming the Visitor
 - Personal Interpretive Services
 - Events
 - Interpretive Media
 - Education Programs for Schools, Farmers, and Life-long Learners
 - Community Engagement
 - Extending the Experience
- Professional Development Plan
- Evaluation Plan

Implementation Plan

Appendix

- Core Planning Team
- Workshop Participants
- Partial List of Accessibility Needs
- Program Logic Model

Introduction

About the Accokeek Foundation

"No estate in the United America is more pleasantly situated than this."
—George Washington

The Accokeek Foundation stewards 200 acres of Piscataway Park, part of the National Park System, located in Accokeek, Maryland, on the shore of the Potomac River directly across from Mount Vernon. The Foundation's land serves as an outdoor museum and living laboratory for educational programs, research, agricultural, and conservation projects.

The origins of the Accokeek Foundation are rooted in civic engagement and represent ground-breaking innovation in the conservation and preservation movement. Congresswoman Frances Payne Bolton purchased the 500-acre Bliss farm in Accokeek in 1955 to ensure that it would not be developed in any way that would spoil the magnificent view from Mount Vernon. She organized the Accokeek Foundation as a private, non-profit land trust and donated her land to the new organization so that it would be preserved and protected forever.

In the history of American land conservation, Mrs. Bolton's act was a milestone. Her work with the Accokeek Foundation blazed a trail for all who have come after her. Among the Accokeek Foundation's accomplishments under her leadership are the following:

- Creating the oldest private land trust in the Tidewater Potomac region.
- Preserving important genetic diversity within the agricultural gene pool with the establishment of the National Colonial Farm museum.
- With the establishment of Piscataway Park, creating a new kind of national park that includes private property by design, which preserves the public's interest and private owners' rights at the same time.
- Enabling Prince George's County, Maryland to become the first jurisdiction in the nation to grant local tax relief for the donation of scenic easements.
- Setting the precedent with the Internal Revenue Service that allows for the deduction of the value of a donated scenic easement.
- Pioneering the concept of an "historic landscape."

In the spirit of Mrs. Bolton and the citizens who worked with her to preserve Piscataway Park and the significant natural and cultural resources it protects, the Accokeek Foundation has continued to be a source of innovation, pioneering and modeling land management practices from a holistic perspective. The Foundation's land management philosophy demonstrates that humans are part of nature, inextricably linked to the land. In this age of an awakening environmental consciousness, the Accokeek Foundation programs provide hope for the future, working not simply toward environmental sustainability, but showing that humans can positively impact and improve the environment, resulting in a healthier planet for all life. The Accokeek Foundation also strives to provide relevant and meaningful educational programming for schools, families, farmers, and other life-long learners using the land as a living laboratory for exploring history, science, and agriculture.

Currently, the Accokeek Foundation has three major interpretive and educational programs:

- **National Colonial Farm**—An outdoor living history museum that interprets the historic landscape from the perspective of a middling 18th century colonial tobacco farm.
- **Ecosystem Farm**—A demonstration farm designed to function in concert with nature and reach optimal yield per square foot.
- **Center for Agricultural and Environmental Stewardship**—A project to teach people of all ages how to be effective stewards of our planet.

The Foundation's significant resources and interpretive assets include:

- **Piscataway Park**—A place of great natural beauty, Piscataway Park is home to bald eagles, beaver, deer, fox, osprey, and many other species. To complement the surroundings, the park has, in addition to a public fishing pier and two boardwalks over fresh water tidal wetlands, a variety of nature trails, meadows, and woodland areas, each with unique features.
- **Native Tree Arboretum**— The Arboretum exists as a living monument to the rich mix of natural and cultural histories of the Potomac region. There are more than 100 trees and shrubs representing 80 heirloom species. Historically, these plants provided humans and animals alike with food and shelter, many still provide these services today. The Accokeek Foundation is also preserving the American Chestnut tree which has been decimated by blight.
- **Riparian Buffer**—The Foundation reestablished six acres of riparian forest buffer over a mile of shoreline along the Potomac River. This addition completed a continuous three-mile stretch of wooded area. The buffer area is developing as an educational area, and has a trail (Riverview Trail) and informational signs. Approximately 2,000 trees and shrubs of 60 different species were planted, with a plan to add wildflowers and grassland species over time. All of the plant species used are ones that would have been present in Maryland prior to European arrival.
- **Museum Garden**—A museum/teaching garden cultivates heirloom crops and maintains a seed stock of plants representing the three major cultures that came together in Prince Georges County in the 1700s: Native Americans, African Americans, and Europeans. Changeable interpretive signs mark different sections of the garden and provide seasonal interpretation.
- **Facilities**—The Accokeek Foundation operates a Visitor Center and Museum Gift Shop. A new “green” Education Center was recently opened. The Education Center offers climate-controlled space for exhibits and for school programs during inclement weather. The Foundation hosts many public programs in this building, including lectures and special events as well. This “green” building creates opportunities for conservation education, by incorporating sustainable elements such as systems for harvesting rainwater and a living roof.
- **Livestock**—Over the centuries, domesticated animals have lived with humans and have contributed to shaping the land as we see it today. The Accokeek Foundation cares for farm animals in a way that enhances the health and stability of the natural and agricultural ecosystems. Heirloom breeds at the Accokeek Foundation include:

Hog Island sheep; Milking Red Devon cattle; Ossabaw hogs, Dominique chickens; and Black Spanish turkeys. The Foundation also maintains other rare breeds of farm animals such as milking short horns, buckeyes, and donkey.

- **Historic and Reconstructed Buildings**—Structures located within the colonial site include a circa 1770 farm dwelling, an 18th century tobacco barn, a smokehouse, and an out-kitchen. The kitchen garden features 18th Century varieties of herbs, flowers, and vegetables. Historic varieties of field crops such as 'Orinoco' tobacco, 'Virginia Gourdseed' corn and 'Red May' wheat are cultivated on a seasonal basis and are the source for much of the farm's heirloom seed stock. The National Colonial Farm is a recognized leader in the field of historic plant preservation.

(www.accokeek.org accessed on February 12, 2009)

About the Five Year Interpretive Plan

Accokeek Foundation staff leadership identified the need for interpretive planning when they began to integrate interpretation and education programming beyond the National Colonial Farm site to the entire property and operation.

This interpretive plan describes their long-range vision for the Foundation's overall interpretation and education program. It defines the foundational information that will guide the development of the future interpretation and education program and the actions needed to achieve it. Foundation staff at all levels of the organization was involved in developing the plan with the help of consulting firm Trillium Resources Group, LLC.

The plan is composed of several essential elements:

- Foundational Information
- Future Interpretation and Education Program
- Implementation Table

Foundational Information

Foundational information is used to guide the development of the organization's future interpretation and education program. It includes outcomes for interpretation, primary interpretive themes (overarching stories), issues and opportunities, audience analysis, and audience experience objectives. Through the course of the process, all of these elements were discussed and described, issues were raised, and solutions were voiced so that the development and implementation of the future interpretation and education program will be successful.

Recommendations for the Future Interpretation and Education Program

This section describes the long range vision for the Foundation's interpretation and education program and outlines specific recommendations for accomplishing it. It describes the interpretive and informational services that most effectively provide opportunities for visitors to explore the meanings of the place and make connections to the Foundation's resources and mission. This section also includes recommendations for monitoring and evaluating progress in completing the plan.

Implementation Table

The implementation table is an action list—a prioritized list of “to do” tasks that need to be accomplished to successfully implement the future interpretation and education program.

Updating the Interpretive Plan

This plan has a five year horizon. However, the Foundation's core interpretive planning team should update the plan as changing conditions warrant.

Planning Workshops

Six interpretive planning workshops were conducted between November 2008 and January 2009 to gather consensus foundational information, and build that information into recommendations for the future interpretation and education program. Two workshops included the full staff, and four included the core planning team.

Foundational Information

Accokeek Foundation Charter

According to the Foundation's 1957 charter, "It shall be the purpose of this Corporation to preserve, protect and foster, for scientific, educational or charitable use and study for the benefit of the people of the nation, the historical sites and relics, trees, plants, and wildlife rapidly disappearing from an area of great natural beauty along the Maryland shore of the historic Potomac River."

Accokeek Foundation Vision Statement

The Accokeek Foundation, with its National Colonial Farm, Ecosystem Farm, and other Foundation activities, is one of the United States' premier educational facilities in the areas of cultural history, land stewardship, and sustainable use of natural resources.

Accokeek Foundation Mission Statement—Board Approved 2007

The mission of the Accokeek Foundation is to preserve the natural and cultural resources of Piscataway Park. Additionally, the Foundation provides education to the public about life and agriculture throughout the long history of the site. The Foundation provides visitors with an understanding of the unique combinations of Native Americans, European Americans, and African Americans to the cultural history of the site. The Foundation's Colonial Farm provides visitors with a historically accurate understanding of typical family life in 1775; thereby complementing the history available at Mount Vernon. The Foundation's Ecosystem Farm offers prospective and local farmers training in effective sustainable farming practices and serves as an example of state-of-the-art farmland preservation and conservation practices. The Foundation protects a portion of the viewshed from Mount Vernon while providing public access to the Park's significant resources.

Accokeek Foundation Primary and Supporting Interpretive Themes

Section Description. This section describes the set of overarching stories that organize the largest-scale ideas and meanings related to the foundation's resources. These stories are called *primary and supporting interpretive themes*. Themes are developed to fully capture and express the content and meanings of Piscataway Park and the Accokeek Foundation's mission. These themes are the basis of all the Foundation's interpretive and educational programs, media, and messaging. Supporting topics provide ideas for building interpretive and educational programs. Key messages provide ideas for developing media. It is important to note that the lists of supporting topics and key messages are partial—more supporting topics and key messages will emerge as the staff weaves the interpretive themes into the fabric of the Foundation's overall interpretive and educational program.

Primary Interpretive Theme:

The land shapes the people; the people shape the land, over time.

The Accokeek Foundation interprets the historic landscape of Piscataway Park, the combination of its history and natural resources, to tell the story of human interaction with the land over time.

The key meanings and messages of the Accokeek Foundation lie at the intersection between nature, culture, and time. Because the Accokeek Foundation is a living landscape, these processes and interactions continue to change. The Foundation strives to learn about and teach others how humans can live in balance with nature, and have a positive impact on the land. From this perspective, the following supporting interpretive themes have emerged.

Supporting Interpretive Themes:

4. **History and Culture**—The interaction of American Indians, Europeans, and African Americans with the landscape, and each other, has shaped the agricultural and social fabric of Southern Maryland.

Interpretive Topics (partial list):

- Work
- Family
- Commerce
- Landscape
- Community
- This is an ongoing process
- Cultural diversity
- Historic landscape preservation
- Historic preservation of living things--plant and animal genetic strains

Key Messages (partial list):

- Humans have “managed the land” for thousands of years.
- The land and its resources shape cultures.
- The National Colonial Farm represents the experience of small landowners in this region.
- The American Indians, European Colonists, and African Americans shared ideas and agricultural practices influencing the development of their respective cultures. The dynamic interaction between many cultures in the region continues today.
- Historic preservation is not just about old buildings—it is about preservation of a cultural setting or landscape, including the natural and human-influenced elements and the ideas and meanings these places embody.
- Historic preservation is the ultimate recycling.

5. **Agriculture**—Agricultural practices have a profound impact on the survival and health of natural systems and human communities. Through its colonial, pastoral, and progressive agricultural practices--the Accokeek Foundation demonstrates the dynamic and complex connections between people, crops, land, water, and livestock.

Interpretive Topics (partial list):

- Sustainable and progressive agricultural practices
- Agricultural history
- Preserving genetic strains of livestock and plants
- Ethnobotany—historical and cultural uses of plants
- Native plant and habitat restoration
- Food
- Gardening

Key Messages (partial list):

- Humans depend on the land for food, shelter, water, and energy.
- In our post-industrial society most of us are disconnected from the land—our source of life.
- Our agricultural practices have a profound impact on the environment.
- The introduction of the plow in Southern Maryland was devastating to the land.
- The cash crop of tobacco severely depleted the soil.
- Agriculture continues to evolve and change over time.
- It is possible to develop agricultural practices that actually enhance the environment, having a positive impact on the land.

6. **Stewardship and Interdependence**—The human species is intrinsically connected to the world around us through our need for food, water, shelter, and community. The Accokeek Foundation strives to develop and demonstrate practices that are environmentally sound, socially just, and economically viable to help people live in balance with nature.

Interpretive Topics (partial list):

- Sustainable agriculture
- Progressive agricultural practices
- Agricultural history
- Conservation landscaping
- “Green” living
- Healthy eating, local food production and purchase
- Energy use
- Land conservation and historic preservation as “recycling”
- Working landscapes and green spaces
- Wildlife management

Key Messages (partial list):

- There is hope for the future: Humans can live in balance with nature and actually have a positive impact on the land.
- The Accokeek Foundation has been a leader in landscape preservation for over 50 years.
- The Accokeek Foundation models and teaches how to live in balance with nature through: Green building practices; conservation landscaping; progressive agricultural practices; and healthy eating.

Management Outcomes: Interpretation and Education

Section Description. This section serves to establish important guidelines and sideboards for the future operation of the interpretation and education program.

Desired Program Impact

Ensure that the public:

- Finds personal meaning and shared heritage in Piscataway Park;
- Understands that humans can live in balance with nature;

- Learns ways to become stewards of historical landscapes and the environment.

Ultimately, these things, along with the activities of other individuals and organizations, will lead to preservation of ecosystems and historic landscapes for future generations.

Interpretation and Education Program Outcomes

The Accokeek Foundation's interpretation and education program should accomplish the following outcomes:

- Audiences will make personal, intellectual and emotional connections to the meanings inherent in Piscataway Park and the Accokeek Foundation's natural and cultural assets;
- Audiences will have satisfying and memorable experiences at the Foundation and on the Foundation's website;
- Audiences will learn new information and concepts about history, agriculture, stewardship, and interdependence;
- Audiences will learn environmentally responsible skills and take action on behalf of the Foundation and the planet, (e.g. volunteer, make a donation, comment, etc.);
- Farmers will learn sustainable and progressive farming practices and methods;
- Teachers will improve professional education practices related to history, social studies, and science;
- Students will have enhanced learning, and motivation for learning, about history, environmental studies, and agriculture;
- Community members will understand the Accokeek Foundation's resources and issues, and will engage in preservation of the Foundation and the community.

(Note: See appendix for Accokeek Foundation Interpretation and Education Logic Model.)

Audience Experience Objectives

Section Description. This section describes desired audience experiences staff should facilitate, and to which the managers should pay special attention as they plan and implement the interpretation and education program.

Every visitor will:

1. Feel welcomed.
2. Be oriented, prepared for their visit.
3. Have the information and guidance to create a meaningful connection and experience at the Accokeek Foundation.
4. Learn something new.
5. Enjoy their visit.
6. Leave with an appreciation of place.

Accokeek Foundation audiences will have opportunities to:

- A. Understand the mission of the Accokeek Foundation.
- B. Enjoy their visit.
- C. Easily access preparation and trip planning information.
- D. Easily find their way to the Accokeek Foundation and around the site.

- E. Feel welcome and receive orientation information about the Foundation's significance and the various ways to explore its resources and participate in its programs.
- F. Easily access a significant portion of the grounds and buildings of the Accokeek Foundation, regardless of physical abilities.
- G. Examine and/or purchase a wide range of interpretive materials/ mementos.
- H. Experience an authentic sense of place.
- I. Enjoy access to recreational opportunities such as fishing, picnicking, paddling, wildlife watching, and hiking.
- J. Participate in personal experiences of choice such as solitude, togetherness, and reflection.
- K. Participate in a wide variety of accessible and personally relevant interpretive and educational programs and media.
- L. View wildlife and farm animals, and form personal connections to nature and the land.
- M. Learn about the history and dynamic interaction of people and nature over time.
- N. Experience an authentic and personally relevant connection with the people, events, and landscape of Southern Maryland.
- O. Be involved in stewardship and preservation activities.
- P. Participate in a living history experience.
- Q. Learn how to take action to live in a mutually beneficial relationship with the land.
- R. Find something new and different from their previous visit; and leave saying "when do we get to come back."
- S. Find out about future interpretive and educational programs and opportunities. Find out about other tourism opportunities with collaborating partners.
- T. Provide feedback/ comment on their experience with the Accokeek Foundation.
- U. Reflect on and apply what they learned, and talk about it with others.

Significant Issues and Opportunities

Section Description. This section describes the issues and opportunities that have a bearing on the program. Since no program operates in a vacuum, this information provides context for understanding, planning, and implementing the park's interpretation and education program.

1. **Change in Leadership**—The planned retirement in 2011 of Dr. Wilton Corkern as President poses a challenge to the continuity of Foundation operations due to Dr. Corkern's stewardship of the organization for the past 20 years. However it also offers tremendous opportunity to hire someone particularly well suited for the new direction of the organization with its commitment to stewardship education.
2. **Connectivity between programs**—The three major Foundation programs: National Colonial Farm, Ecosystem Farm, and the Center for Agricultural and Environmental Stewardship, while closely related on a philosophical level, are often perceived as only loosely tied together through themes and messages. The present plan addresses this issue in particular, linking the programs together thematically and through interpretive and education programs and media.
3. **Relative place of history in the public consciousness**—Although history is often considered boring or irrelevant in the popular mind, the strength of visitation to historic sites world wide testifies to the strong appeal they have. Public history is a growing and strengthening field, as is heritage tourism. The Accokeek Foundation's interpretive programs are poised to emphasize the relevance and meaning of history in our daily lives.
4. **Global Climate Change**--Scientific evidence is clear that climate change is a reality and has the potential to profoundly affect the Earth's ecosystems in the next 10 to 50 years. These changes will affect the natural and cultural resources stewarded by the Accokeek Foundation. The Foundations future interpretation and education program should address Global Climate Change as it relates to local and national environmental and cultural resource protection.
5. **Providing hope for the future**—Today we face huge global environmental challenges. These can be overwhelming and depressing. The Accokeek Foundation's focus on stewardship and interdependence offers audiences an opportunity to see how humans can live in balance with nature and have a positive impact, not simply sustaining the environment, but actually improving it. This is a much needed and very important role for the organization's interpretive and educational programs.
6. **Maryland's children and nature movement**—Maryland Governor Martin O'Malley has chosen the issue that children are spending too much time indoors as a major focus of his administration. In 2009, the Governor's Office will issue a plan to "Leave No Child Inside." This should have positive effects on outdoor education programs such as those provided by the Accokeek Foundation.
7. **Relationships with partners that amplify the Foundation's interpretive strength and reach**-- In recent years, the Foundation's partnership with the Piscataway community has enhanced and expanded. The focus on authentic interpretation of American Indian history and culture should continue through this and other partnerships. The Foundation has also started a strong and successful partnership with National Children's Museum that will be opening its new museum at the National Harbor. This relationship is helping to expand the Foundation's audience base and interpretive services for children.
8. **Physical and programmatic accessibility**—Access to buildings, trails, and programs is limited for people with disabilities. The Foundation must make a

greater effort to create a welcoming rich learning environment for all people regardless of their abilities.

9. **Technology limitations**—Due to its rural location, lack of traditional high speed Internet access, and funding limitations, it has been difficult for the Foundation to truly enter the digital age, a necessary step to meet the needs of 21st Century audiences.
10. **Co-management of the property with the National Park Service**—The Foundation's relationship with the National Park Service offers the benefits of funding, access to natural and cultural resource expertise, and strong laws and policies to protect the land. However, working closely with a large bureaucracy can at times be slow and frustrating for a small private organization with limited staff and financial resources.
11. **Remote/Rural Location**--While located in the greater Washington metropolitan area, the Accokeek Foundation is somewhat remote and difficult to access. The present plan must consider tourism initiatives and partnerships with entities such as the new National Harbor, national, state, and local parks, and other groups to market the site and encourage visitation. The plan considers opportunities for virtual visits to the site and the use of distance learning technology to reach audiences that may never visit the region.
12. **Animals under-utilized for interpretation and education**—Currently there are no planned interactions for visitors with animals such as cow milking and sheep shearing demonstrations. These authentic experiences will enhance and augment programs.

Profile Summary of Park Visitation: Visitors, Neighbors, Underrepresented Populations

Section Description. This section describes the set of audiences that must be defined so that the Foundation's interpretive and informational services can most effectively enhance the experiences of visitors. When comprehensively planning an interpretation and education program, the basis for categorizing audiences lies in whether or not a particular audience requires communication in a way distinct from that of the general park audience. A subjective balance must be struck between communicating effectively with a greater number of specific audiences, and the limited resources available to an organization's program.

Visitation Trends

Over the past 25 years, the Foundation's visitation has remained relatively stable, averaging about 25,000 visitors per year. Of the 25,000 visitors, education programs and workshops reached 200 adult learners and 5,000 school children, and outreach programs served 2,000 people in 2008. The Foundation receives approximately 150,000 visits to their website per year.

Visitor Profile

Most visitors to the Accokeek Foundation come in intergenerational family groups, school groups, or as individual recreational repeat visitors. Staff's anecdotal observation of visitors over the years suggests that the following audience types are represented among the visiting population:

- School groups from the metro area—K-6 and 9-12
- Families
- Home school students
- Local neighborhood

- Senior groups
- Fishermen
- Tourists
- Local farmers
- Hikers
- National Park Service Hoppers
- Gardeners
- Journalists
- Scouts
- Other museums
- Birders
- Photographers
- Artists
- Adults—seminars
- Church groups
- Dog walkers
- Volunteers
- Local workers on lunch hour
- International visitors
- Kayakers/canoers
- Boaters

Anecdotal observation of visitors suggests that they are mostly Caucasian, with a significant number of African Americans, and some Hispanics visiting as well.

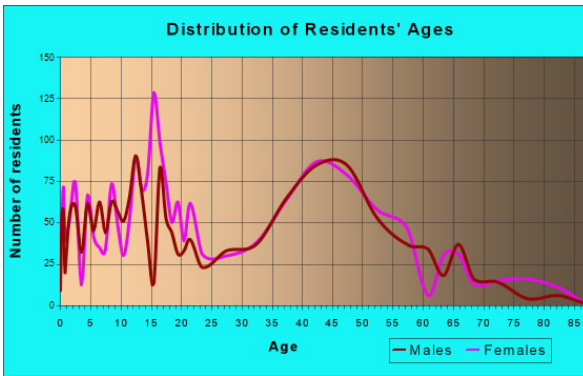
Desired Audiences

The Foundation would like to increase the cultural and racial diversity of visitors, as well as encourage increased visitation from the following groups:

- Off-site audiences--outreach
- Seniors
- Middle school age students
- Regional visitors from beyond a 20 mile radius
- Virtual visitors
- Other living history museum staff
- College students
- Professional peers

Prince George's County, Maryland

The Accokeek Foundation is located in Prince George's County Maryland. According to 2007 Census data, Prince George's County has a population of 833,862. The median household income in 2007 was \$68,410 with, 13.3% of the population living below the poverty level. Children under five years constitute 6.9% of the population, with 17.8% between the ages of 5 and 18, and 12.5% over the age of 65 years. 22.8% percent of the population is white, with 64.1% African American, 0.3% American Indian, 3.9% Asian, and 11.3% Latino. (<http://factfinder.census.gov>, accessed February 13, 2009.)



Graphic Distribution of Residents' Ages

Accokeek, MD

Estimated zip code population: 7,498

(<http://www.city-data.com/zips/20607.html>, accessed February 13, 2009)

An analysis of Accokeek, Maryland age distributions suggests that there are a high percentage of families with children living near the Accokeek Foundation.

Recommendations: Future Interpretive and Education Programs, Media, and Facilities

Section Description. The following recommendations are based on the foundational information detailed in this document, and the ideas generated at the workshops. Together, they outline a vision for the Accokeek Foundation's future Interpretation and Education Program, and the steps necessary to achieve that vision.

Overarching Recommendations

13. Expand Audience.

- a. **Continue to build the local family audience base.** Within the town of Accokeek, and greater Prince Georges County, there are a high percentage of families with children. This presents an excellent audience base that should continue to be nurtured and cultivated. Frequent small events for children and families, changeable exhibits, programs with animals and active participation in learning such as gardening, fishing, helping the farmer, museum-theater, and costumed interpretation should be emphasized. Add programs and events marketed for grandparents and their grandchildren as a way of drawing in senior audiences.
- b. **Market to audiences within a two-hour drive.** Invest in advertising programs in the Washington Post Weekend section as well as the regional Gazette newspapers, Washington Parent Magazine, online newsletters, and social networking websites for parents and families, master gardeners, and adult learners interested in green living practices to draw visitors from across the region. Continue to nurture the partnership with National Children's Museum to expand the Foundation's reach to children and families. Consider new partnerships with organizations such as the National Zoo, Discovery Creek Children's Museum, Imagination Stage, and other groups geared for children and families in the greater Washington metropolitan area.
- c. **Intentionally reach out to people of color and invite them to participate in Foundation programs.** People of color have played an important role in American history, yet their stories and experiences are often left untold. Telling the stories of the contributions and experiences of diverse peoples not only creates a more welcoming environment for people of color at the Foundation, but it expands and enriches everyone's knowledge and visitor experience. The Foundation should develop an intercultural advisory group whose express purpose is to brainstorm ways to engage more people of color in Accokeek Foundation programs. Continue to research and interpret the African American experiences of 18th Century Southern Maryland. Explore ways to make African American Heritage Day a more effective tool for interpreting the African American experience in Southern Maryland and for engaging more African Americans in the Foundation's programs. Hire more staff and interpreters of color. Continue to nurture partnerships with the Piscataway community and the

National Museum of the American Indian. Develop new partnerships with organizations such as the Anacostia Museum, the new National Museum of African American History and Culture, and the National Hispanic Environmental Council.

14. Enhance advance organizing and entrance experience to the property and Visitor Center.

- a. **Provide advance organizing feature on website.** The first contact most people will have with the Accokeek Foundation is through the website. Most people are now using the internet for planning recreational and informal education experiences and outings. Expand the Accokeek Foundation's website to include a robust and inviting advance organizing and trip-planning feature. Include links to other near by locations of interest, offer possible day trip itineraries, downloadable maps of the area and of the site itself.
- b. **Enhance onsite entrance experience.** The entrance experience onsite is critical to a successful visitor experience. Currently, directional signage to the Foundation is confusing. Once a visitor enters the property it is difficult to know where to go for information. Visitors mistake the new Education Center for the Visitor Center. It is difficult to see the Visitor Center from the parking lot. The parking area should be landscaped to lead visitors towards the Visitor Center. Orientation signs should be more prominent welcoming people to the property and prominently describing the array of visitor experience options available to them. The Education Center should be labeled.
- c. **Emphasize interpretation in the Visitor Center.** The Visitor Center is currently configured more like a museum store than an interpretive center. The Visitor Center should be reorganized to include a larger interpretive area with a clear information desk, and interactive exhibits that introduce the site's interpretive themes and menu of visitor experience options. A short orientation film should also be developed and shown at the center. New orientation signs should be placed outside the Visitor Center for after hours use.

15. Develop and implement comprehensive wayside exhibit and sign plan.

Consistency in signage is very important, especially on a historic landscape. The Foundation currently has a variety of different types of signs, and does not carry its wayside interpretation throughout the site. A wayside exhibit plan is needed to identify all areas of the site that require interpretive or directional signs, develop a consistent sign style, and connect all interpretation so that the wayside exhibits build upon and complement one another.

16. Interpret the Ecosystem Farm using media and personal services.

The entrance to the Ecosystem Farm off Bryan Point Road should be made more prominent and welcoming. Similarly the main parking lot entrance area should prominently invite people to visit the Ecosystem Farm. The path should be well labeled and interpreted. The path to the Ecosystem Farm should be part of the interpretive experience, introducing concepts such as habitat and interdependence between all life. Wayside exhibits should be added to the Ecosystem Farm site, and short video pod-casts interpreting the farm should be added to the website. Most importantly, a full time interpreter should be hired to offer an array of personal

service programs on the Ecosystem Farm, and its relationship with the rest of the Accokeek Foundation's property and mission.

17. Expand interpretation and education programs at all sites to integrate the three new supporting themes and physically connect the sites with an inter-farm "trail through time."

Review and revise all existing formal and informal interpretation, events, media and educational programs and workshops to integrate the three new supporting themes where appropriate, augmenting the primary theme. Physically connect the Ecosystem Farm and the National Colonial Farm with an interpretive trail that walks visitors "through time."

18. Actively interpret other areas and projects such as the green infrastructure, rain garden, animals, museum garden, and arboretum.

This could be accomplished through a combination of personal programs, wayside exhibits, updated self-guided brochures, and workshops. These features should be highlighted at the Visitor Center and in orientation media.

19. Emphasize personal action skills for environmental stewardship "what can I do?" throughout the site, programs, and media.

Environmental education research indicates that in order for people to engage in environmentally responsible behavior, they must be taught action skills. (Hungerford H.R. and T. Volk.1990.Changing learner behavior through environmental education. *Journal of Environmental Education*.21(3): 8-21) Therefore, to achieve its mission and embrace the supporting theme related to stewardship and interdependence, the Foundation should provide action skill information, ideas, and experiences for visitors through interpretation and education programs, media, and service learning opportunities.

20. Expand website and include new technology in menu of interpretive media offerings.

The Foundation's website must be enhanced to attract and engage virtual visitors, augment the onsite visitor experience, and improve communication with current and potential audiences. In addition, the Foundation should consider investing in distance learning technology so that education groups all over the country can benefit from virtual field trips to the site. Twenty-first Century audiences are also expecting an expanded menu of interpretive media to include new technologies of interest to them such as cell phone tours, podcasts, online games and activities, and multi-media exhibits. The Foundation must consider adding a limited menu of these items to enhance the current array of media available to visitors.

21. Enhance physical and programmatic accessibility.

Conduct an accessibility assessment, and work toward compliance with the Americans with Disabilities Act standards and guidelines for physical and programmatic accessibility. This includes adequate alternative experiences to facilities that are not accessible such as the colonial farm house, as well as large print brochures, audio description of wayside exhibits, touchable artifacts, print versions of interpretive talks, audio enhanced microphones and headsets for hearing impaired visitors, etc. Create an accessibility advisory group for ongoing assistance in this area. The National Center on Accessibility at Indiana University offers particularly helpful assistance and training to museums and parks regarding programmatic accessibility. <http://www.ncaonline.org/>

22. Create and rotate flexible changeable exhibits and media.

Because a significant portion of the Accokeek Foundations visitors are from the local community, it is important to keep the visitor experience fresh and interesting. Therefore the Foundation should provide changing exhibits and media to continually interest repeat visitors and reinforce its mission and interpretive themes.

23. Make a commitment to ongoing evaluation, coaching, program improvement, and professional development.

Systematic evaluation with the goal of ongoing program improvement ensures that interpretive programs remain relevant for audiences, cultivates dedication to excellence, and promotes a culture of learning, risk-taking, and innovation among staff. The Accokeek Foundation should invest in evaluation, monitoring, and corresponding professional development to maintain excellence in their interpretive and education program.

24. Reconsider Obtaining American Association of Museum Accreditation.

The Accokeek Foundation and National Colonial Farm have long been admired for their programs and research related to 18th Century American landscapes and living history. As a leading living history museum, the Accokeek Foundation should have official museum accreditation. Going through the accreditation process will further elevate the site's professional practices.

Specific Recommendations

Section Description. This section outlines specific, tangible actions that can be taken to implement the major recommendations. They are comprehensive but should not limit the development of additional creative programs and services.

Inviting and Welcoming the Visitor

Marketing

1. Advertise in Washington Post Weekend Section, local Gazette newspapers, newsletters and community calendars, NPS and radio public service announcements, Washington Parent Magazine, and other appropriate regional publications.
2. Create a rack card for cross marketing at the National Harbor, NPS sites, museums, and local businesses.
3. Continually update and expand database.
4. Send out short, eye catching monthly e-newsletter blasts.
5. Continue to build FaceBook page and explore use of other online social networking tools.
6. Post short videos about the site and its offerings on You Tube (use high school volunteers to make and post videos for service learning credit.)
7. Attend local community and civic association meetings—the Accokeek Foundation should be an integral part of the community.
8. Develop an intercultural advisory group.

Advance Organizing/ Orientation/ Wayfinding

1. Improve wayfinding signs on Highway 495, Maryland Route 210, and Bryan Point Road.
2. Clearly mark entrance to Ecosystem Farm with branded welcome sign.
3. Expand the Accokeek Foundation's website to include advance organizing and trip-planning feature. Include links to other near by locations of interest, offer possible day trip itineraries, downloadable maps of the area and of the site itself, etc.

Enhance Entrance Experience

1. Landscape the parking area to lead visitors towards the Visitor Center.
2. Install orientation signs to prominently welcome people to the property and describe the array of visitor experience options available to them.
3. Clearly label the Education Center.
4. Reorganize the Visitor Center to emphasize interpretation—install orientation exhibits and make the information desk more prominent.
5. Develop an interpretive trail linking the National Colonial Farm and the Ecosystem Farm.

Physical and Programmatic Access

1. Assign a staff member to be Accessibility Coordinator as collateral duty.
2. Work with National Center on Accessibility to conduct an accessibility audit and address access issues. See appendix for partial list of needs.
3. Develop Accessibility Advisory Group.

Personal Interpretive Services

1. Hire a full time interpreter to develop and provide interpretive programs for the Ecosystem Farm and other Accokeek Foundation interpretive assets.
2. Develop volunteer docent program for the Ecosystem Farm, museum garden, and other Accokeek Foundation assets focusing on the stewardship and interdependence theme.
3. Add regular guided nature walks, bird watching, plant/tree identification, etc.
4. Explore how day-to-day work can be used to create interpretive experiences: planting, weeding, shearing sheep, etc.
5. Provide scheduled walking tours.
6. Develop more museum theater and role playing programs.

Events

1. Evaluate all current living history events to maximize the interpretive experience of visitors.
2. Continue experimenting with themed events that target specific affinity groups: Families, African Americans, etc.

Interpretive Media

1. Develop and implement a wayside exhibit/sign plan for the entire property. This plan would assess existing waysides and signs, recommend a consistent sign/exhibit style, identify new waysides needed and their placement, and provide designs and interpretive text for new signs. This should be done in conjunction with the redesign of the entrance/parking area.
2. Design and install new interactive exhibits at the visitor center providing an introduction to all the interpretive themes and menu of visitor experience opportunities available on site. Allow space and flexibility for changeable exhibits. Include a computer touch screen application that can be changed regularly.
3. Develop a short, five to seven-minute, orientation video to the site. This should be shown on a loop at the visitor center and also posted on the website and on YouTube.
4. Expand website to make it an interpretive tool. Hire or contract with an Internet media specialist to keep the site continually fresh and interactive. For example: Include a robust advance organizing feature and interactive components such as a “farmer’s blog.” Create a children’s section to the site offering games and activities related to the Foundation’s resources and themes. Provide a virtual tour of the site, an online calendar, and an expanded photo gallery. Post pod and vod-casts--animals being born, how to make a rain barrel, etc. Provide downloadable pre and post-visit

lesson plans, activities, and teacher's guides on the site. Create a chat room or bulletin board for CSA members and people who have participated in workshops so they can help each other and form community around green living and sustainable farming. Keep the website fresh with new ideas for living in balance with nature and taking action posted regularly.

5. Update audio tour.
6. Develop a cell phone tour that can be changed and augmented regularly.
7. Develop a self-guiding brochure for the entire site.
8. Update brochures and information sheets and create new ones to ensure that all major components of the Foundation are interpreted through print media.
9. Ensure that all media meets universal design standards, and has options for people with visual and hearing impairments.

Education Programs for Schools, Farmers, and Life-long Learners

1. Enhance and expand education section of website:
 - a. Describe all classes and workshops for adults and school groups
 - b. Post preparation and follow-up information
 - c. Develop online registration system
 - d. Conduct online evaluation
 - e. Experiment with online classes in sustainable agriculture and green living
2. Research distance learning technology and applications, and assess for use at the Foundation.
3. Investigate partnerships with community colleges and universities for course offerings, continuing education, and distance learning collaboration.
4. Print program catalog/brochures.
5. Develop pre-trip DVD/vod-cast for schools.
6. Develop a program for middle school students.
7. Expand education program offerings:
 - a. Agriculture
 - b. Gardening
 - c. Green living
 - d. Workshops designed and marketed for seniors
 - e. Teacher workshops
 - f. Expand programs for more ages/grades
 - g. Develop programs *with* teachers as partners
 - h. Service learning
8. Develop teacher and school administrator advisory group.

Community Engagement

1. Provide classes specifically designed to meet community needs and interests.
2. Participate in community meetings.
3. Collaborate with Hard Bargain Farm and other local and regional similar sites: Mt. Vernon, Oxon Hill, etc.
4. Participate in "reverse volunteerism"—the Accokeek Foundation staff does a volunteer day in the community.

Extending the Experience

1. Provide interpretive tips on how people can make a difference—integrate into all interpretive media and programs.
2. Provide more literature for sale that augments the specific classes offered, i.e. green roofs, rain gardens, permaculture, etc.
3. Offer things to buy before and after educational experiences, i.e. supplies for classes (seeds, hoe, gloves).
4. Provide consultations for people who have taken classes.

5. Explore creating an adopt-an-animal program.
6. Develop service learning partnerships with local schools.
7. Create high school and college intern programs—consider a partnership with the Student Conservation Association.
8. Promote membership and volunteering in the Visitor Center and online. Capture names and email addresses and follow-up with people after their visit.
9. Issue membership cards.
10. Create interesting donation boxes such as giant piggybank or cowbank and place in Visitor Center and Barn Yard.
11. Formally invite people to become stewards of the Accokeek Foundation and of the planet—provide a rack card stating how they can help. Promote on the website.

Professional Development Plan

Section Description. Providing opportunities for ongoing peer to peer learning, coaching, feedback, and professional development are essential to developing and maintaining a vibrant and effective interpretation and education operation. Below is a suggested list of professional development opportunities available at low to medium price ranges.

1. Join and participate in the National Association for Interpretation, the American Association of Museums, the local chapter of the Museum Education Roundtable, and the North American Association for Environmental Education. When possible, attend and present at conferences, and encourage staff to submit articles to newsletters and magazines.
2. Enable staff and volunteers to participate in online interpretive training through the Eppley Institute for Parks and Public Lands—there are six excellent courses (one free and five offered for the cost of \$59 each) located at http://www.eppley.org/index.php?main_page=index&cPath=40&zenid=7a6121c7372876c8a5d634a82f19f2f2.
3. Develop a monthly content-oriented book/article club for all interested staff. Books and articles should be chosen by staff and discussed once a month over an extended lunch period. Included in the list of readings should be past research and planning done for the Accokeek Foundation and publications related to the primary and supporting interpretive themes.
4. Cross-train staff, giving them opportunities to learn about all the programs and assets of the Accokeek Foundation. For example, National Colonial Farm staff and volunteers should spend time on the Ecosystem Farm and vice-a-versa.
5. Conduct a quarterly manager's retreat.
6. Develop a farm news dashboard for sharing information quickly among staff and volunteers.
7. Provide staff and volunteer outings to visit related facilities and programs for special tours and dialog with staff from other sites.
8. Develop a peer to peer coaching program for ongoing improvement of interpretive programs and techniques—staff and volunteers audit each other's programs and provide constructive feedback.

9. Enable interpretive staff to become Certified Heritage Interpreters, and volunteers to become Certified Interpretive Guides through the National Association for Interpretation.
10. Enable several staff members to become Certified Interpretive Trainers through the National Association for Interpretation.
11. Enable Director of Education to become a Certified Interpretive Manager through the National Association for Interpretation.
12. Send staff to National Center on Accessibility courses regarding program accessibility and universal design.
13. Provide staff with training opportunities in website design, podcast development, and other interpretive technology.
14. Encourage continuing education in living history methods and techniques, museum education, and content areas related to 18th Century colonial life, American Indian and African American history, agriculture, sustainable practices, etc.
15. Provide professional volunteer management training for all staff that interface with volunteers.

Monitoring and Evaluation Plan

Section description. Information management is critical to a 21st century organization. Moving ahead with the interpretation plan will be greatly facilitated by having accurate and timely data that describes what has been accomplished. Basic information can be collected without a heavy financial investment, however current processes are too disconnected to provide the information needed to make informed decisions. The following describes beginning steps to designing an effective monitoring and evaluation system.

1. As a first step, concentrate on beginning to track concrete outputs as described in the logic model. Outputs include for example, number of attendees to specific activities, a list of all types of available materials, number of projects completed. Much of the information exists, but not in a consistent or aggregated format. Simple spreadsheets can be created to store the data along with the data from surveys.
2. To accomplish this first step, data sources need to be consolidated. There currently exist, at a minimum, seven different surveys all of which ask different questions in different formats. The data from each of these surveys is located in various computers or desks. A single location for all data should be established and one person made responsible for its maintenance.
3. Going forward, all surveys should be designed with a common format and include a set of common questions in addition to questions related to specific activities or facilities. These questions should include basic demographics and contact information, why the individual (or group) is visiting the site, what they did on site, and their impressions of the site and activities. When surveys are completed and analyzed, the results should be stored in a single location.
4. The Foundation currently lacks accurate demographic data on their visitor base. In order to remedy that situation, a visitor services specialist should be hired to carry out a basic visitor study. Resources for this type of study can be found at the Visitor

Studies Association (www.visitorsstudy.org).

5. Once a consolidated visitor database has been established and the interpretation plan has been implemented, consider implementing a series of web-based surveys or in-person focus groups to assess the impact of Accokeek Foundation activities on visitors (i.e., increased commitment to protecting the environment, practice of new agriculture techniques at home, greater motivation to study history of the area).

Implementation Plan

Staff should review the interpretive plan annually and identify priorities for the coming year. In addition to following the implementation plan below, staff should consider the personal services programming and event ideas listed in the body of the interpretive plan during their annual planning process.

Cost estimates are “ball-park” figures and need to be checked against current market costs before annual budgets are formulated.

Years One-Two

ACTION	LEAD STAFF	ESTIMATED COST	POTENTIAL PARTNERS
Establish Intercultural Advisory Group	Director of Marketing and Development	N/A	Piscataway Nation Anacostia Museum National Hispanic Environmental Council Others
Establish Accessibility Advisory Group	Director of Education	N/A	National Center on Accessibility
Establish Teacher Advisory Group	Education Coordinator	N/A	Prince Georges and Charles County Schools
Appoint staff Accessibility Coordinator	Education Coordinator	N/A	
Conduct Accessibility Audit	Accessibility Coordinator	\$5,000	National Center on Accessibility
Develop/Print Marketing Rack Card	Director of Marketing and Development	\$10,000	
Expand Marketing and Advertising within Region	Director of Marketing and Development		Program Partners, Chambers of Commerce, National Harbor, Other Local Attractions Gazette Newspapers Others
Improve Wayfinding Signs on roads to site	Director of Marketing and Development		Maryland Department of Transportation
Improve Database	Director of Marketing and Development		
Develop Monthly E-Newsletter	Director of Marketing and Development		
Build Facebook Page and Assess use of other Social Networking Sites	Director of Marketing and Development		
Mark Entrance to Ecosystem Farm with Branded Sign	Maintenance		
Hire website development specialist or contractor for planning and ongoing expansion of website	Director of Marketing and Development	\$30,000 Annually	
Recruit high school volunteers to make pod and vod-casts and help with website	Education Coordinator		
Develop plan for enhancing parking area/entrance experience	Director of Education	\$10,000	

	Facilities Manager		
Develop wayside/sign plan for entire property	Director of Education Facilities Manager	\$15,000	Wayside Exhibit Design Firm NPS Harpers Ferry Interpretive Design Center
Develop exhibit plan for Visitor Center	Director of Education Director of Visitor Services	\$15,000	Exhibit Design Firm
Hire Full Time Interpreter for Ecosystem Farm/other interpretive assets beyond NCF	Director of Education		
Develop a volunteer docent program for the Ecosystem Farm/ other interpretive assets beyond NCF	Volunteer Coordinator		
Evaluate all existing interpretive programs and events to maximize visitor experience	Director of Education	\$3,000	Evaluation Consultant
Integrate new interpretive themes into menu of programs and events	Director of Education		
Develop, print, and post catalog of education program offerings	Director of Education	\$5,000	
Develop middle school curriculum-based service learning program	Education Coordinator	\$15,000	Prince Georges County School System Service Learning Coordinator
Plan rotating exhibits/media	Director of Education		
Provide ongoing professional development	Director of Education	\$1,500 per staff person annually	National Association for Interpretation American Association of Museums
Develop more museum theater and role playing programs.	Director of Education		
Explore how day-to-day work can be used to create interpretive experiences: planting, weeding, shearing sheep, etc.	Director of Education		
Provide scheduled walking tours.	Director of Education		
Develop more museum theater and role playing programs.	Director of Education		
Begin implementing evaluation plan	Director of Marketing and Development Director of Education		Evaluation Consultant
Provide classes specifically designed to meet community needs and interests.	Director of Education		
Participate in community meetings. Collaborate with Hard Bargain Farm and other local and regional similar sites: Mt. Vernon, Oxon Hill, etc.	Management Team		
Participate in “reverse volunteerism”—the Accokeek Foundation staff does a volunteer day in the community.	All Staff		

Years Three-Five

ACTION	LEAD STAFF	ESTIMATED COST	POTENTIAL PARTNERS
Plan and install interpretive trail connecting the NCF and the EF	Facilities Manager	\$75,000	National Capital Parks-East
Implement recommendations from accessibility audit	Accessibility Coordinator	Cost based on audit results	National Center for Accessibility
Fabricate and install new waysides and signs	Director of Education Facilities Manager	\$50,000	Wayside Exhibit Fabricator
Implement plan for enhancing entrance experience	Director of Education Facilities Manager	Cost based on design	National Capital Parks-East
Fabricate and install new exhibits in Visitor Center—reorganize Visitor Center	Director of Education Director of Visitor Services	Cost based on design	Exhibit Design Firm/ Fabricator
Develop 5 to 7 minute orientation video for entire site	Director of Education Director of Visitor Services	\$75,000	Video Developer
Update audio tour	Director of Education		
Develop a cell phone tour	Director of Education	\$25,000	Cell Phone Tour Company
Update and expand menu of brochures and site bulletins	Director of Education Director of Visitor Services	\$25,000	
Research pilot test use of distance learning technology and partnerships	Education Coordinator	\$10,000	National Park Service Local Community Colleges
Expand education portion of website	Education Coordinator	\$5000	
Fabricate and install rotating exhibits and media	Director of Education	\$10,000 annually	
Ensure that all media meets universal design standards, and has options for people with visual and hearing impairments.	Accessibility Coordinator	Undetermined based on accessibility audit	National Center for Accessibility

Appendix

Core Interpretive Planning Team

MaryAlice Bonomo
Annmarie Buckley
Laura Ford
Lisa Hayes
Lee Kelly
Matt Mattingly
Matt Mulder
Alexia Savold
Mike Snow
Iana Philips-Quigley

Additional Staff Workshop Participants

Wilton Corkern
Marquia Garcia
Patti Norment
Christine Ferguson
Charlotte Politano
Tricia Hardin
Helen Nelson
Linda Reid
Sandi Proctor
Gerald Datcher
Vivian Mills
Julie Brunton
Judy Butler

Partial List of Accessibility Needs Generated by Staff

1. Entrance to Education Building needs new pavers/decking
2. Gravel path to VC and circle needs to be more accessible
3. Paths to colonial site need to be re-graded
4. Transcribe audio tour for hearing impaired visitors
5. Develop Braille brochure in addition to an audio tour
6. School programs for learning disabled- more touch activities
7. MG not wheelchair accessible or welcoming – better sign
 - a. Check door for width for wheel chairs
 - b. Mulch outside entrance to make it level
8. Trails- when site supervisors walk the trail, note where puddles and downed limbs are – fix it or tell someone
9. Re-grade Ecosystem Farm road
10. Make a turn around for buses at Ecosystem Farm
11. Office – Need wheelchair ramp that works
12. Purchase an all terrain wheelchair
13. Purchase lavalier microphones for amplifying interpretive programs for people with hearing impairments
14. Develop a retainer contract with a sign language interpretation service for signing programs an events when needed

Logic Model