



CASE STUDY

NATIONAL PARK SERVICE (CIVIL RIGHTS)

Empowering Inclusivity: The National Parks Service's Journey in Upholding Civil Rights

OVERVIEW

Our collaboration with the National Parks Service aims to create a comprehensive Civil Rights program for selected parks deeply connected to the Civil Rights Movement. Focused on engaging junior rangers, this initiative aspires to cultivate an understanding and appreciation for the historical significance of the Civil Rights era. The program incorporates a variety of educational elements, including hands-on activities featured in dedicated activity books. Junior rangers are encouraged to explore the movement through interactive learning, reading materials, and research activities. By providing a dynamic and engaging educational experience, this program aims to inspire a new generation's commitment to equality, justice, and the preservation of civil rights history within the context of our national parks.

CHALLENGES

Creating a Civil Rights program for junior rangers within the National Parks Service presents challenges due to our limited experience with parks, children, and social issues. Understanding park dynamics, crafting age-appropriate content, and addressing sensitive social issues such as racism are potential hurdles. Additionally, ensuring educational effectiveness, coordinating with the National Parks Service, and evaluating the program's impact require expertise we may lack.

SOLUTIONS

In addressing the challenges of developing a Civil Rights program for junior rangers, we implemented strategic solutions to leverage our strengths and fill gaps in our experience. Drawing on our successful work with the National Highway Traffic Safety Administration (NHTSA), where we built courses for children learning about traffic and bus stop safety, we adapted our expertise in creating educational content for children. Additionally, to enhance our understanding of child development and social issues, we took the initiative to hire an expert from a university specializing in education and civil rights. This expert brought invaluable insights to ensure the program's content was age-appropriate and effectively conveyed the historical significance of the Civil Rights Movement. Furthermore, we fostered collaborative partnerships with experienced educators and park professionals to gain additional guidance, feedback, and expertise, thereby enriching the overall quality and impact of our program.

Inspiring Understanding:
Exploring history with
our engaging Civil Rights
program for junior rangers
in collaboration with the
National Parks Service.

RESULTS

As of now, the Civil Rights program for junior rangers within the National Parks Service is on the verge of implementation, and while specific results are pending, the initiative is expected to yield positive outcomes. Anticipated results include increased awareness, understanding, and appreciation for Civil Rights history among junior rangers, fostering a sense of equality and justice within the national parks.

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HUBZONE CERTIFIED BUSINESS (CERT#54777)

GSA SCHEDULE CONTRACT

NUMBER GS-00F-065DA