

# Mission Statement

## Mission Statement of the Centennial Advisory Committee

In 2016, the National Park Service (NPS) will celebrate its one-hundredth birthday, an event about which there is increasing public and stakeholder interest. The Centennial is an opportunity to celebrate the success of the national park idea and its growing value to society; to spotlight the vital, supporting work of NPS partners; to enhance constituency support; and to advance strategic actions for ongoing sustainability. To help prepare for the anniversary, the National Park System Advisory Board (NPSAB) is creating a National Park Service Centennial Advisory Committee.

The purpose of the Committee is to offer guidance and recommendations to the NPSAB and to the NPS on centennial strategies and products, including those of the Grey Group of New York City under contract to the National Park Foundation to design a public information and engagement campaign which will highlight the current and future role of the NPS, its programs and the places it manages.

Committee members will include key NPS allies and advocates, such as park friends' groups, conservation and preservation organizations, concessioners, cooperating associations, youth programs, educators, the health industry, and other interests committed to the NPS mission. The diversity of committee members is specifically intended to encourage and facilitate cooperative efforts between the NPS and allied interests and organizations.

Committee members are urged to share information about the Centennial using their own parks community channels, and to serve as a gateway to the NPS for others interested in the Centennial. Committee members are encouraged to engage in deliberations as broad advocates of the NPS. The committee will catalyze collaborative actions toward shared goals, and will assist in the coordination of centennial related activities and strategies developed by the larger parks family. It will identify opportunities for new audiences and partnerships.

The 2011 NPS *Call to Action*, the 2011 *America's Great Outdoors Report* and the 2009 National Parks Second Century Commission Report, *Advancing the National Park Idea*, provide a foundation of existing initiatives and potential celebratory events for the Centennial. The ongoing activities of the NPSAB, including its 2013 report, *Engaging Independent Perspectives for a 21st-Century National Park System*, continue to inform all NPS work.

The *Call to Action* identifies as overarching anniversary goals promoting informed public engagement, strengthening the NPS education mission, supporting the highest standards of resource protection, and cultivating a diverse and flexible workforce. A central Committee objective is to ensure that these efforts are broadly inclusive of NPS allies and partners.

A seven-member executive group will help provide direction and leadership to the Committee, setting priorities, determining timelines, and engaging members of the full Committee in collaborative work supporting Centennial goals. The executive group is expected to meet four times a year, the full Committee is expected to meet twice a year. Additional meetings, in person and by phone, may be convened by the chair in consultation with NPS.