

PRINCE WILLIAM FOREST PARK

Introduction

In an effort to affirm park-wide priorities and articulate actions to support them, the park's workforce came together to develop Prince William Forest Park NEXT: Strategies for Success. Together we created a set of Core Values that frame our overall performance and organizational behaviors, and we developed Emphasis Areas, Goals, and Key Actions to help us realize our shared vision for the park over the next five years.

This strategic plan represents hours of engaged discussion and thought, and reflects the expertise and commitment of the people who work in and care for the park.

This field-driven effort also integrates goals from the Department of the Interior and the National Park Service to ensure that outcomes at Prince William Forest Park support and advance those broader interests.

These strategies will serve as a roadmap for continued and sustained success as we strive for excellence in all aspects of our operations. We look forward to working together with our partners, stakeholders, and the public to accomplish this important work.

Tanya Gossett
Superintendent



PRINCE WILLIAM FOREST PARK

PARK PURPOSE

Connect people to nature and history through recreation, education, and preservation.

VISION STATEMENT

Recognized for workforce satisfaction, excellence in resource stewardship, and rich visitor experiences.

Prince William Forest Park

NEXT

MISSION



The Department of the Interior conserves and manages the Nation's natural resources and cultural heritage for the benefit and enjoyment of the American people, provides scientific and other information about natural resources and natural hazards to address societal challenges and create opportunities for the American people, and honors the Nation's trust responsibilities or special commitments to American Indians, Alaska Natives, and affiliated island communities to help them prosper.



The National Park Service preserves unimpaired the natural and cultural resources and values of the national park system for the enjoyment, education, and inspiration of this and future generations. This agency cooperates with partners to extend the benefits of natural and cultural resource conservation and outdoor recreation throughout this country and the world.



CORE VALUES

Core values serve as the guiding principles for our organization. They are crucial to determining our actions and behaviors.

- > **WORKFORCE INVESTMENT** - We value our employees as our greatest resource. We invest in our employees' professional development and their safety, health, and wellness.
- > **PROFESSIONALISM** - We will conduct ourselves with the highest degree of accountability, efficiency, and civility.
- > **SHARED STEWARDSHIP** - We are committed to superior stewardship in collaboration with our community, partners and the visiting public.
- > **INTEGRITY** - We are honest, respectful, and fair with the public and one another.



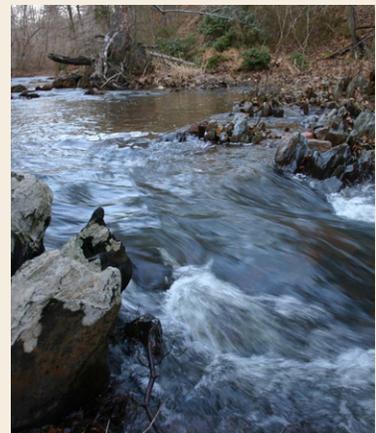
EMPHASIS AREAS

Areas of focus and our vision for change.

- » VISITOR EXPERIENCE
- » IMPROVE FINANCIAL MANAGEMENT
- » THRIVING WORKFORCE
- » RESOURCE STEWARDSHIP
- » IDENTITY AND OUTREACH

OUTCOMES AND KEY ACTIONS

Defined outcomes and key actions will serve as our primary focus areas for the next 3-4 years and help guide staff to provide a positive visitor experience. The outcomes promote responsible management practices and are consistent with our purpose statement, which moves us toward our vision. Key actions define the measurable steps and approach we plan to take in order to achieve our outcomes.





EMPHASIS AREA
Visitor Experience

EMPHASIS AREA OUTCOME	RELATED KEY ACTIONS
Provide positive and engaging experiences for all visitors by improving recreational accessibility, educational opportunities and superior customer service.	<ul style="list-style-type: none">> Improve physical access for visitors by expanding trails and parking opportunities.> Commit to expanding universal accessibility for new and existing facilities.> Evaluate changing visitation patterns and target programming for maximum engagement.> Develop innovative digital methods for customer access, education, and services that reach diverse populations.> Empower all employees to deliver superior visitor service through “Customer Service 101” training.



EMPHASIS AREA

Improve Financial Management

EMPHASIS AREA OUTCOME

RELATED KEY ACTIONS

Maximize fiscal resources and responsibility.

- > Collaborate with partner agencies to plan and develop funding and project opportunities.
 - > Formally identify and evaluate key operations and procedures for each division to increase effective, accountable, and efficient financial decision making.
 - > Develop and implement a 2-year financial plan that delivers effective fiscal and personnel decisions. Evaluate and update that plan.
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EMPHASIS AREA
Thriving Workforce

EMPHASIS AREA OUTCOME

Employees are supported through a work/life balance, and are provided tangible opportunities for growth and career development.

RELATED KEY ACTIONS

- > Supervisors and employees will work together to develop accurate employee documentation (EPAPs, PDs, IDPs).
- > Management supports employee career development through opportunities such as details, special events, training, shadowing assignments, and mentorships.
- > Employees are encouraged to offer suggestions and participate in park/area activities (SHW, training, AEMs, WAG, committees, etc.) to optimize daily operations.
- > Empower supervisors to be effective and accountable leaders. Provide training and developmental opportunities to enrich those roles.
- > Develop and implement an achievable Position Management Plan that fulfills overall park needs.
- > Practice teamwork, good communication, and transparency, throughout park operations.
- > Encourage leadership at all levels of organization.
- > Annually evaluate actions taken to support employee work/life balance and career and leadership opportunities to identify needed improvements and celebrate progress.



EMPHASIS AREA

Resource Stewardship

EMPHASIS AREA OUTCOME

RELATED KEY ACTIONS

Preserve and maintain the park's diverse resources in excellent condition.

- > Evaluate and adapt new scientific research to manage natural and cultural resources.
 - > Identify external resources (contractors, VIP staff, partners, etc.) to help manage and improve park assets.
 - > Share responsibility among divisions to effectively manage and preserve resources, and communicate resource stewardship values.
 - > Strengthen community and stakeholder commitment to protect the park and park resources from outside development.
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EMPHASIS AREA

Identity and Outreach

EMPHASIS AREA OUTCOME

RELATED KEY ACTIONS

Increase community awareness of the park's local and national significance.

- > Secure commitment from Prince William County and Congressional delegations to propose legislation for new park name.
 - > Build strong relationships with tourism and economic development networks.
 - > Foster and develop relationships with local communities to reach diverse audiences.
 - > Develop and adopt universal communications and marketing strategies to increase our visitation from diverse audiences.
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ACKNOWLEDGMENTS

Not all staff had the opportunity to participate in the initial session to create this document. However, they provided a much greater service, helping to refine and focus the park's vision for the future. This document is a testament to the overall teamwork from the entire staff of Prince William Forest Park. The park staff would like to thank Debbie Douglas for facilitating the creation of this document.

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*“ . . . People acting in a group
can accomplish things which
no individual acting alone
could even hope to bring
about.”*

— Franklin Delano Roosevelt

