

National Park Service



Concession Management Training for Superintendents

Development Update

Concessions Management Advisory Board
Meeting
March 7, 2007

WASO Concession Program



Background

- Superintendents Management Training Course project developed from recommendation of the Concession Management Advisory Board
- NPS surveyed concession training needs from Superintendents, Concession Specialists, Regional Concession Chiefs, Concessioners, Concessions Team Leads and SME's
- Course content developed from these requirements

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Course Overview Framework - PAM

Award

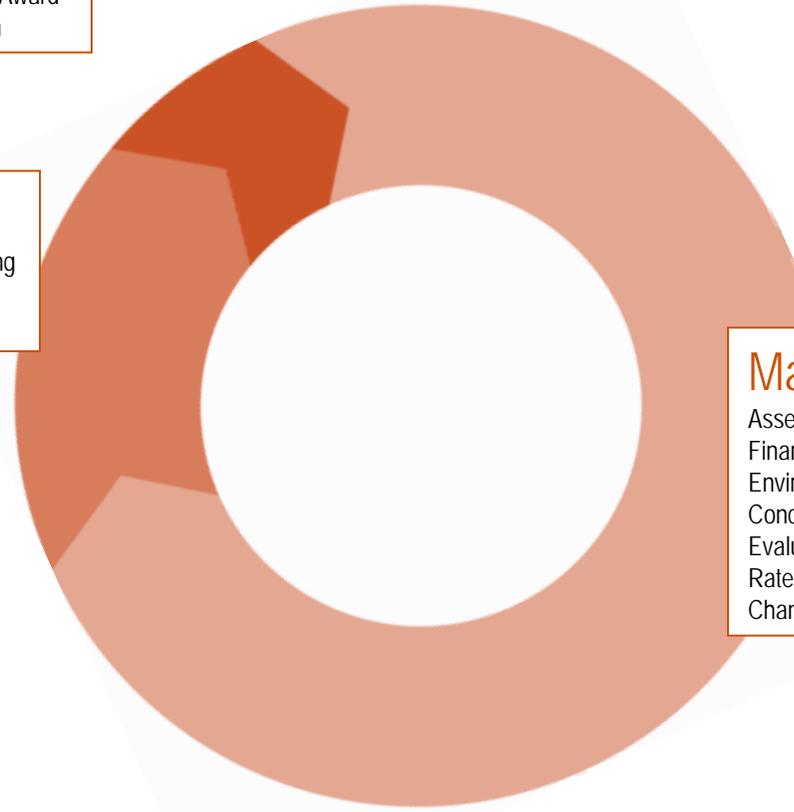
Evaluation, Selection & Award
New Contract Transition

Planning

Commercial Services Planning
Project Development
Prospectus Development

Management

Asset Management
Financial Management
Environmental and Cultural Management
Concession Review Program
Evaluation Program
Rate Administration
Changes to Contract



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Overview of Pilot Test

- Test of the course materials, modules and instructional design before limited group of Superintendents and concession specialists drawn from across NPS regions and parks.
- Course was taught by NPS instructors drawn from WASO, Regions and Parks.
- Each module reviewed for content, focus and instructional effectiveness.
- Instructors received coaching on teaching techniques, as well as post-session review.

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Participants Response to Pilot Test of Training

- Pilot course received high marks from attendees – a 4.2 overall out of 5.0 point possible.
- Students highest marks given for overall course emphasis on Superintendents' professional duties, particularly in the development and planning for prospectus development.
- Superintendents suggested that course material be slightly refocused to emphasize more hands-on learning with additional case studies.

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Participant's Response (continued)

- Superintendents also recommended a more problem solving and change management focus around the case studies designed for the course.
- Superintendents requested that the cases be based on realistic park situations.



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Next Steps

- Make the identified changes to materials and modules
- Research Superintendents suggested method of real life, hands on, case based learning
- Adjust the training modules and materials to meet this design changed
- Develop 'train the trainer' curriculum for Superintendent training instructors
- Develop more robust instruction guides for instructors

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Superintendent Training Launch – Winter, 2007

Attendees

- Regional Chiefs
- NPSCP SME's
- 10 Superintendents
- 10 Concession Specialists
- Facilitators TBD

Focus

- Deliver content
- Evaluate effectiveness of curriculum

