



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
U.S. Army Corps of Engineers
WASHINGTON, D.C. 20314-1000

CECW-ON

Susp: 31 Oct 2000

**MEMORANDUM FOR COMMANDERS, MAJOR SUBORDINATE COMMANDS
AND DISTRICT COMMANDS**

SUBJECT: Visitor Center Initiative

1. The Corps Vision Statement includes "revolutionizing effectiveness" as a goal. Specifically the goal statement is that: "dramatic improvement in performance and customer satisfaction will be achieved through best business practices, bold process reengineering and innovative use of technology."
2. The Deputy Commanding General has approved the strategy paper for the Corps Visitor Center Initiative to assist the Corps in accomplishing this goal. The strategy paper proposes to apply that goal to the entire Corps system of visitor centers. First we will develop and obtain approval of a clear lay version of the Corps Vision and incorporate it into a public message. Sixty type A and B visitor centers and some of the 242 type C centers will be significantly modified to improve the delivery of the Corps message with modern interactive exhibits. (There are 7 type A regional centers, 53 type B project centers, and 242 type C centers ranging from brochure racks to centers with full exhibits.) At selected key visitor centers, we will place a "Command Brief" exhibit that describes the Corps contribution to the Nation. Regional and local project exhibits will be developed locally and replace current outdated exhibits. We will not just install new exhibits, but provide attractive exhibits that will provide "hands on" interactive learning experiences that are both entertaining and educational.
3. To accomplish this initiative, the Corps needs the assistance of its field team members in two ways. First, an overall manager (Visitor Center Initiative Manager) for this effort is needed. The ideal candidate should have experience in exhibit design and fabrication contracts, experience in managing long term efforts, and experience in managing both people and financial resources. Second, we need a team of qualified individuals to assist the Visitor Center Initiative Manager in accomplishing the tasks.
4. I ask that you nominate one team member from your Major Subordinate Command to serve as Visitor Center Initiative Manager and one team member to serve on the multidiscipline field team. I have enclosed a copy of the Visitor Centers of the Future Strategy Paper (Encl 1) along with the charters for the Visitor Center Initiative Manager (Encl 2), the Multidiscipline Field Team (Encl 3), and the Steering Committee (Encl 4)

CECW-ON

SUBJECT: Visitor Center Initiative

(for informational purposes only). These documents should be used as guides in recommending individuals for these positions.

5. Please provide your nominations for the Visitor Center Initiative Manager and the Multidiscipline Field Team by HQUSACE (CECW-ON) by COB 31 October 2000. The Headquarters point of contact for this effort is George Tabb who can be reached at 202-761-4827.

Encls

- S-

HANS A. VAN WINKLE
Major General, USA
Deputy Commander for Civil Works

