



### Expedited Approval for NPS- Sponsored Public Surveys

1. Project Title | Assessing African American Attitudes Towards the Civil War, | Dec. 17, 2009  
Submission Date: Kennesaw Mountain National Battlefield Park

2. Abstract: The proposed project assesses the metro-Atlanta African American community's perspectives on the Civil War and how it should be interpreted at Kennesaw Mountain National Battlefield Park (near Atlanta.).The sesquicentennial of the Civil War begins in 2011, and to observe it the NPS has chosen the theme "From the Civil War to Civil Rights." Insights into how traditional civil rights communities would like to see this theme interpreted are lacking. The proposed focus groups will provide these insights to park managers.  
(not to exceed 150 words)

#### 3. Principal Investigator Contact Information

First Name:  Last Name:

Title:

Affiliation:

Street Address:

City:  State:  Zip code:

Phone:  Fax:

Email:

#### 4. Park or Program Liaison Contact Information

First Name:  Last Name:

Title:

Park:

Park Office/Division:

Street Address:

City:  State:  Zip code:

Phone:  Fax:

Email:

## Project Information

5. Park(s) For Which Research is to be Conducted:

6. Survey Dates:  (mm/dd/yyyy) to  (mm/dd/yyyy)

7. Type of Information Collection Instrument (Check ALL that Apply)

- Mail- Back Questionnaire       On- Site Questionnaire       Face- to- Face Interview       Telephone Survey       Focus Groups

Other (explain)

8. **Survey Justification:** (Use as much space as needed; if necessary include additional explanation on a separate page.)

Social science research in support of park planning and management is mandated in the *NPS Management Policies 2006* (Section 8.11.1, "Social Science Studies"). The NPS pursues a policy that facilitates social science studies in support of the NPS mission to protect resources and enhance the enjoyment of present and future generations (National Park Service Act of 1916, 38 Stat 535, 16 USC 1, et seq.). NPS policy mandates that social science research will be used to provide an understanding of park visitors, the non-visiting public, gateway communities and regions, and human interactions with park resources. Such studies are needed to provide a scientific basis for park planning, development, operations, management, education, and interpretive activities.

The proposed project assesses the metro-Atlanta African American community's perspectives on the Civil War and how it should be interpreted at Kennesaw Mountain National Battlefield Park (KEMO). The sesquicentennial of the Civil War begins in 2011, and to observe it the NPS has adopted the theme "From the Civil War to Civil Rights." However, insights into how traditional civil rights communities would like to see this theme interpreted are lacking. The proposed focus groups will provide these insights to park managers.

While African and African American slaves were some of the groups most affected by the Civil War, their story is often left out of interpretation at Civil War battlefield sites such as KEMO. This issue was recognized by Congress, and in 2000 language was placed in the NPS legislation that required Civil War parks to interpret the broader causes and consequences of the Civil War. Specifically, "... the unique role that the institution of slavery played in causing the Civil War" was spelled out in this legislation. The NPS also has pressed for greater interaction and relevance with traditionally underserved populations, and this category includes the African American community. In order to fulfill these mandates, KEMO needs to understand the local African American community's perspectives on the Civil War and how African Americans feel these perspectives should be interpreted to the broader public. The proposed focus groups will give park managers insights on how to incorporate the African American voice into park interpretation.

Many studies have shown that African Americans and whites differ substantially in their perceptions of park environments and in their interests in park management issues, especially those dealing with natural resources (Gramann, 1996). However, there is less research on racial differences in preferences and perceptions of historical sites. An argument frequently advanced is that historical parks, such as Civil War battlefields, that are strongly connected to the African American experience could attract more African American visitors if these connections were emphasized in park interpretation. The proposed focus groups will provide information that will help develop such an emphasis for one Civil War park.

Gramann, J. 1996. Ethnicity, Race, and Outdoor Recreation: A Review of Trends, Policy, and Research. Misc. Paper R-96-1. Washington, D.C. U.S. Army Corps of Engineers.

9. **Survey Methodology: (Use as much space as needed; if necessary include additional explanation on a separate page.)**

(a) Respondent universe:

Five African American community organizations in the metropolitan Atlanta area will assist the park in recruiting focus group participants. These organizations are:

1. Cobb County NAACP
2. Atlanta University Center Consortium (a group of Historically Black Colleges and Universities)
3. Kennesaw State University African American Student Alliance
4. Georgia African American Historic Preservation Network
5. Participants from the Martin Luther King Jr. National Historical Park/Ebenezer Baptist Church.

(b) Sampling plan/procedures:

Recruiting will be done through presentations to each community organization, followed by an invitation letter to individuals who express an interest in participating.. The five focus groups will consist of 8 to 10 participants, with one focus group from each of the 5 community organizations. Respondents will not be required to fill out any form or do any type of paperwork except give their names and contact information. Each focus group should last 2 hours.

(c) Instrument administration:

All focus groups will be facilitated by Hermina Glass-Avery of Kennesaw State University. Ms Glass-Avery is familiar with the civil rights community that the focus groups are accessing. The discussions will be recorded, and a student intern will take notes. In addition, major points and themes will be written by the facilitator on a flip chart so focus group participants will be able to see a record of the discussion. The focus groups will be held at locations and on dates and times convenient to the participants. Light refreshments will be served, but no other incentives will be offered. The following script of open-ended questions will guide the focus group discussion

**Introduction**

“Thank you for participating in this discussion. The staff at Kennesaw Mountain National Battlefield Park and Kennesaw State University are interested in your opinions about the Civil War and how African American perspectives on the War, slavery, and the Civil Rights movement should be presented to the public. This information will help the park by making sure that African Americans’ views are represented in the upcoming observation of the 150<sup>th</sup> anniversary of the Civil War, which will take place from 2011 to 2015. So what we hear from you today will help shape Civil War interpretation at the park for the next several years.

“This session should last about 2 hours, and has been approved by the Office of Management and Budget in compliance with the Paperwork Reduction Act. The Office of Management and Budget control number and expiration date are available at your request. As mentioned in the letter we sent you, I’ll be recording the discussion so that I can write a report for the park. However, your comments are voluntary. Your names will not be included in the report, and your identity will not be linked in any way to your answers..

“We’d like to hear everything you have to say, so I’ll ask you to speak one at a time. Finally, there are no right or wrong answers. All of your comments will be helpful to the park as it develops its interpretive programs. Does anyone have any questions before we start?”

**Questions**

1. Before we start recording, let's go around the room and have everyone introduce themselves and briefly tell us why you were interested in participating in this discussion. [**Topic Area 1, Individual Characteristics**]
2. What are your feelings or attitudes about the American Civil War? [**Topic Area 1, Individual Characteristics**]
3. Do you see the Civil War as part of the larger struggle for Civil Rights? [**Topic Area 1, Individual Characteristics**]
4. Have you ever visited a Civil War battlefield, such as Kennesaw Mountain, or any other location associated with the Civil War? [**Topic Area 3, Individual Activities and Uses of Park Resources**]
5. What aspects of a Civil War site, such as Kennesaw Mountain, are (or would be) important to you? [**Topic Area 6. Individual Perceptions of their Park Experiences**]  
 Probes: What did (would) you find most interesting about the stories or history told at the site?  
 What didn't (wouldn't) you like about the way the story of the Civil War was told at the site?  
 Is there anything that could improve the interpretation at this or other Civil War sites?
6. If you visited Kennesaw Mountain or another Civil War site today, what would be your expectations regarding the historical and cultural interpretation of the American Civil War? [**Topic Area 7, Individual Opinions on Park Management**]

(d) Expected response rate/confidence levels:

It is expected that each focus group will include 8 - 10 participants. To recruit 40-50 participants total, we expect to contact up to 70 individuals, using names supplied by the 5 community organizations. Because this study design is qualitative and uses purposive samples selected from targeted groups, there is no statistical basis for generalizing the findings to all visitors. Therefore, response rates and confidence levels/intervals do not present the same concerns as they do in quantitative studies employing inferential statistical analysis. However, findings will provide the park interpretive staff with insights on issues pertaining to the inclusion of African American views on the Civil War.

(e) Strategies for dealing with potential non-response bias:

Since this is focus group research, non-response bias is not an issue

(f) Description of any pre-testing and peer review of the methods and/or instrument (recommended):

The instrument was developed by evaluation professionals at Kennesaw State University with input from staff at KEMO and the NPS Social Science Division.

10.	Total Number of Initial Contacts   Expected Respondents:	70	50	11.	Estimated Time to Complete Initial Contact   Instrument (mins.):	2	120	12.	Total Burden Hours:	102
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13.

**Reporting Plan:**

Once the focus groups have been completed, Kennesaw State University will create a written report based upon the focus group responses. The report, which will be submitted to NPS for review, will describe the methodology used and present the findings. The analysis will include raw data such as direct statements from participants, descriptive statements, comments and interpretation of the data, including trends and patterns, consistency of responses, and recommendations to inform the interpretive development process. A copy of the report will be archived by the NPS Social Science Division in its Social Science Studies Collection..



## United States Department of the Interior

NATIONAL PARK SERVICE  
Kennesaw Mountain National Battlefield Park  
905 Kennesaw Mountain Drive  
Kennesaw, GA 30152  
(770) 427-4686  
(770) 528-8399 FAX



IN REPLY REFER TO:  
(KEMO)

Date

Potential Participant Name

Potential Participant Address

Potential Participant City, State, Zip Code

Dear Potential Participant (by name):

With the advent of the Civil War sesquicentennial, Kennesaw Mountain National Battlefield Park is planning to expand its interpretive focus of the Civil War to more fully include the African American story. The Civil War was a pivotal event in the history of the United States and African Americans were one of the groups most affected by the conduct and outcome of the war.

Kennesaw Mountain National Battlefield Park and Kennesaw State University are developing a set of focus groups to examine the African American community's attitude towards the Civil War, aspects that might attract African Americans to a Civil War park, and the types of interpretive information that might interest African Americans. I am looking for individuals to participate in these African American Civil War discussion groups. Your input will help shape Civil War interpretation at Kennesaw Mountain National Battlefield Park for the next several years.

This discussion group will be held at (location to be determined for the convenience of focus group members) and will last about two hours. We would like to hold the meeting on (date and time to be determined). Light refreshments will be served.

Are you willing to participate in our African American Civil War focus group? If so please contact Hermina Glass-Avery at 678-797-2551. If you have any questions concerning this meeting, please feel free to call me during office hours (9:00 a.m. - 5:00 p.m.). Included with this letter is a brochure about Kennesaw Mountain National Battlefield Park and further information can be found at [www.nps.gov/kemo/](http://www.nps.gov/kemo/). Even if you cannot participate in the discussion group, we would appreciate any input that you can give us.

Thank you in advance for your help with this project and I look forward to hearing your perspective on the Civil War.

Sincerely,

Stanley Bond  
Superintendent

### **Additional Information Provided upon Request**

OMB control number:	<i>(Not yet assigned)</i>
Expiration date:	<i>(Not yet assigned)</i>
Person collecting and analyzing information:	Hermina Glass-Avery Kennesaw State University 1000 Chastain Road, MD 2201, Bldg. 22, Room 104 Kennesaw, GA 30144-5591 Phone: (678) 797-2251 E-mail: hglassav@kennesaw.edu

The Paperwork Reduction Act requires approval of all federal government surveys by the Office of Management and Budget. This survey has been approved under this Act. This focus group will last two hours. Your responses to questions are voluntary. No action may be taken against you for not answering. Your name will not appear in the report or be associated in any way with your answers. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. You may direct comments on the amount of time required for your participation, or any other aspect of this focus group, to:

Stanley Bond, Superintendent  
Kennesaw Mountain Battlefield Park  
905 Kennesaw Mountain Drive  
Kennesaw, GA 30152  
Phone: (770) 427,4686, extension 223  
E-mail: Stanley\_C\_Bond@nps.gov