

Education



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Education and awareness support the Missouri Route 66 Vision, build a knowledgeable constituency for supporting the corridor's goals and strategies, encourage a sense of stewardship among visitors and stakeholders, and help educate the traveling public. An education strategy increases resource management, and emphasizing our culture, economics, and state history. There are a number of ways for travelers to explore, learn, and gain greater knowledge to encourage the promotion and stewardship of the Route by future generations.

Educational curriculums that stress competency-based course objectives, are an academic approach to building knowledge and stewardship of Missouri Route 66. Working in partnership with the Missouri Department of Elementary and Secondary Education and local School Boards to develop curriculum for students to learn the history of the road and understand Missouri Route 66's place in the development of transportation in the United States will help reach the goal of an educated younger generation.

By establishing a greater knowledge of intrinsic resources and their value to society, the evolution of the corridor stewardship of key points of interest can be evaluated and assessed from a different perspective. Expanded knowledge of these resources emphasizes importance, and promotes protection and preservation of intrinsic resources. History is often experienced as

a static place or element in the form of a memorial. The Route 66 corridor is a linear exhibit of real-time evolution of the six intrinsic qualities. While replication of an exact moment of time is not feasibly possible or appropriate proper management of the evolution of each point of interest should be carefully evaluated and considered.

Values

The value of intrinsic resources and the development of ambassadors to the corridor and its future thrive on knowledge and capabilities of "students" to build a sustainable valuation of intrinsic resources. The existence of each resource has meaning and "value" to each person who experiences its existence. Value is not just the collection of facts about an object or an object's monetary worth; it's the ethics and meaning contributing to the evolution of our culture.

Method

Educators and tourists can take an active role in the

preservation, protection, and promotion of Missouri Route 66, leading to greater awareness of culture, history, and evolution of transportation and economics. Teaching with historic places (TwHP) is a program offered through the National Parks Service's National Register of Historic Places. A variety of services are offered to assist educators. For more information contact:

Teaching with Historic Places

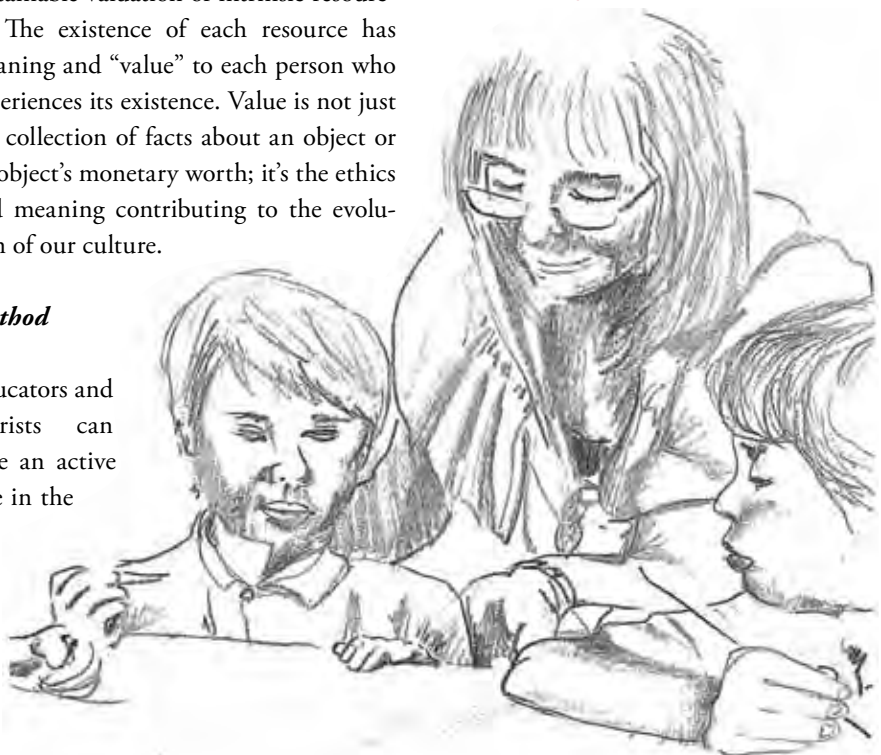
National Park Service

1849 C Street, NW, NC400

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Phone: (202)343-9536 or (202)343-9500

www.cr.nps.gov/nr/twhp/descrip.htm



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Coordination with local tourism bureaus can assist the development of travel guides and education based tours. Brochures, pamphlets, and other promotional items

gests versatility of production methods to include news threads, podcasts, and mobile internet, all which can be accessed on a personal device. Educational program-

dates about upcoming events

- Social media sites such as Twitter and Facebook
- Published event calendars
- Magazines
- Radio ads
- DVDs

Mobile educational exhibits promote community participation at the local public entity level. Communities and interested parties receive an opportunity to learn about new programs, workshops, and educational opportunities along the corridor. Developing public interest will engage broader groups and promote use of the corridor. Getting the word out can be a challenge. But educating users about the Missouri Route 66 corridor will encourage new use and introduce potential revisiting users.

such as: coloring books, puzzles, and games are a great way to engage unfamiliar visitors as well as reaching a younger generation, and offer a different way to learn. These materials could be developed around different themes showcasing the diversity of educational offerings along the route. Just as the route has changed character over time, education should model an adaptable flexibility to evolving generations with the use of technology.

Technology has influenced the diversified mediums of educational materials used today. Convenience to information is increased by the ability to plug in and download information quickly. This sug-

ging could be as simple as access to a kiosk, wifi hotspots, or an interpretative sign. Print, film, radio, and television are all reliable sources for information. The outlets listed here have a broad captive audience and can be altered to meet the needs of each situation:

- Sound bites
- Video clips
- Image reels
- Text messages upon arrival to resource
- Event calendars
- Email/text message registration to receive up-

The visibility of Missouri Route 66 changes among generations. Increased visibility at local tradeshows, festivals, and conventions using a booth display would provide a unique opportunity to reach communities, and businesses in their hometown. Local parades, county fairs, and festivals are a great way to introduce a traveling display and promote Missouri Route 66. This booth could also become part of a traveling education tour, or at rotating exhibit at local libraries.



Technology



The U.S. Small Business Administration established the SBDC program in 1976. This program assists in the development and education of the state's entrepreneurs and small business communities by linking the state's education system with community outreach. The Academy for Entrepreneurial and Economic Development is one of the services. The academy provides business education and training to enhance the skills of small businesses. It also offers assistance to small businesses through its on-line listing of small business resources. Business hospitality is a part of each visitor's 66 experience, and developing a hospitality training series targeted at local Missouri Route 66 businesses could become part of the Missouri Small Business and Technology Development Centers.



County Fair

“Technology has influenced the diversified mediums of educational materials used today.”