ANNUAL ASSESSMENT REPORT
AND
STRATEGIC PLANNING UPDATE
Year: 2008

Area or Unit Name: NATIONAL RANCHING HERITAGE CENTER
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Section 1. Goals and Accomplishments

Goal 1: Access and Diversity: Assist Texas Tech University in recruiting future students.

- NRHC staff provided exceptional educational environment for K-12 students. 5,600 students and adults in 206 scheduled tours visited NRHC in 2008.
- The Ranching Heritage Association Board of Directors in 2008 continued to provide financial resources to support the mission of the Heritage Center.
- The Education Department developed two heritage trunks which contain artifacts and curricula material to be utilized by public school educators.
- The Education Department sponsored a one-week summer camp for 93 participants ages 7 through 12. The camp utilized 11 instructors to provide history-based, interactive educational activities about Texas history, ranching, music and art.
- The Education Department provided quarterly programming to NRHC young members (K-6) organization. The historic structures and exhibits provided an educational backdrop for interactive history-based activities.
- Renovation of more than 2,400 square feet of existing space in the DeVitt-Mallet Museum Building created multi-purpose space for education programs and meetings. NRHC staff continued plans for the final phase of the upgrade and expansion of the DeVitt-Mallet Museum Building, which includes more than 7,000 square feet of existing space and 5,000 of new space.

Goal 2: Human Resources and Infrastructure: Increase and maintain a qualified work force and upgrade facilities to support an optimal work environment.

- Texas Tech University continued its agreement with Ranching Heritage Association for RHA to provide financial support and fund-raising volunteers for the benefit of the NRHC.
- NRHC staff periodically reviewed the master plan, annual goals, operating procedures and activity schedule to insure financial stability, attainment of goals and safety of visitors, staff, volunteers, historic structures and collections.
- NRHC leadership acquired the most qualified candidates available for employment in positions of responsibility at the Heritage Center.
- NRHC employees have a reputation as professionally competent historical park/museum managers and historical interpreters and were asked to provide presentations to historical, professional and civic groups and schools within the University, community and regional entities; served on museum-related committees and boards; and consulted on historical projects.
- Members of the NRHC staff maintained close liaison with Ranching Heritage Association leadership to insure financial support and maximum fundraising effectiveness and fiscal responsibility of donated funds.
- NRHC continued to raise funds toward the goal of museum expansion.
- NRHC staff and boards continued to work toward acquisition of new preservation facility.
- Received grant funding to employ Digital Production Manager for Western Narratives Project and the development of the Web site and podcasts.
- NRHC staff member chaired a session at the 2008 annual meeting of Texas Association of Museums.

Goal 3: Undergraduate Teaching and Learning: Provide nationally recognized instruction in our undergraduate programs.

- The John R. "Rich" Anderson Room was completed and provides additional facility space for undergraduate programs.
- College of Architecture students and faculty worked with NRHC staff to document XIT Ranch Headquarters using 3-D scan of structure to produce detailed, accurate drawings.
- NRHC Education Department worked with the TTU College of Education as a host for Capstone courses, a class used for preparing student teachers to enter the teaching profession. The College of Education students also wrote curriculum for the NRHC Web site.
- NRHC Education Department collaborated with TTU School of Music for the 30th Annual Candlelight at the Ranch. Music students researched and performed period correct music to use in different structures during the event.
- The Burk Burnett Library and Reading Room was completed to provide additional research space and resources.
- Classes from the Department of Art and the College of Architecture accessed the NRHC to complete drawing and research assignments.
- To create community connections, NRHC continued popular educational and promotional events such as the 38th Annual
Goal 4: Graduate and Professional Education: Enhance graduate and professional education opportunities.

- NRHC staff contributed to the training of graduate students in the Museum Science and Heritage Management programs by hosting interns and practicum students.
- NRHC staff produced podcasts about NRHC exhibits for broadcasting on its Web site.
- NRHC Education Department expanded its menu of educational materials offered to public school teachers through the NRHC Web site.
- NRHC Registration Department staff added more items in the NRHC collections to the digitally based inventory program to make them available in the future online to researchers.
- NRHC Web site was expanded as a means of providing more information to "e-visitors" throughout the world about the NRHC and its collections and exhibits.

Goal 5: Engagement: Create community connections that enhance quality of life, attract diverse cultural and ethnic audiences, and build external support.

- 55,521 people visited the Heritage Center including 513 international visitors.
- Members of the community and Texas Tech participated as living history volunteers, assisted with special events, participated in fundraising, taught students and adults a variety of history subjects and served on committees and advisory boards. They provided 5,243 hours of their time in 2008.
- NRHC, in partnership with RHA and six nationally recognized livestock and agricultural organizations, hosted the 31st National Golden Spur Award. The recipient of the award was Bob Moorhouse of Seymour, Texas, a TTU graduate and distinguished alumnus of the TTU's College of Agricultural Sciences and Natural Resources.
- NRHC and RHA presented the 10th annual Boss of the Plains Award to businessman and philanthropist Jim Burkhart of Lubbock, Texas. World-famous Stetson Hat Co. provided permission for the name of their first Western hat to be used for the title of the award.
- Working through Texas Tech University Press, two NRHC-published books, "Across Time & Territory: A Walk Through the National Ranching Heritage Center" and "Pitchfork Country: The Photography of Bob Moorhouse," are marketed to retail outlets throughout the USA and abroad.
- NRHC Education Department implemented a partnership with Texas Historical Commission to host Texas History Day regional competition for middle school students in February 2008.
- Announcements of NRHC events and exhibits were sent to members and other targeted audiences by e-mail.
- NRHC outdoor art collection increased to a total of 30 bronze and granite pieces by nationally recognized artists.
- To create community connections, NRHC staff and volunteers continued popular educational and promotional events such as the 38th Annual Ranch Day, 2nd Annual Heritage Halloween, 30th Annual Candlelight at the Ranch, 9th Annual Summer Youth Classes, 10th Annual Boss of the Plains Award and 31st Annual National Golden Spur Award.
- Ranch Day and Candlelight at the Ranch attracted 10,802 visitors and utilized volunteers including students from Texas Tech who provided 2,722 hours of service. Heritage Halloween attracted 3,206 visitors and utilized volunteers including students from Texas Tech who provided another 352 hours of service.
- NRHC Education Department sponsored a one-week summer camp for 93 participants ages 7 through 12. The camp utilized 11 instructors to provide historically based, interactive educational activities about Texas history, ranching, music and art.
- NRHC staff created 12 exhibits in 2008 to attract visitors of diverse interests and ages. Exhibits emphasized art, photography, historical preservation, natural history and ranching.
- Education staff conducted workshops and training sessions for volunteers of the NRHC.
- Education Department provides quarterly programming to NRHC young members (K-6) organization. The historical park and exhibits provided an educational backdrop for interactive history-based activities.
- Announcement of NRHC events and exhibits were sent to media, RHA members and other targeted audiences by e-mail.

Goal 6: Research Productivity: Increase research productivity and funding for all areas of inquiry within the university.

- Staff created oral history program, through Western Narratives program, to gather first-person interviews of lives of cowmen, cowboys, women and other pioneers.
- Staff created 12 exhibits with interpretative panels, labels and gallery guides emphasizing ranching heritage, art, historical preservation and photography.
- Research completed and funding acquired to obtain house of Daniel Webster “80 John” Wallace for addition to historical park.
- Completed 1,500 square-foot Burk Burnett Library and Reading Room to house an estimated 3,000 donated books and publications related to the NRHC historic buildings, ranching, Western American history, architecture and historical preservation. Includes shelving for rare and first-edition books. The collection was increased by 340 books in 2008.
- The Pitchfork Ranch Cookhouse restoration was completed and provides another source of historical interpretation and research opportunities.
- More than 200 pastels, sketches and paintings were added to the art collection of the NRHC increasing the research resources available about Western art.
- Staff received 393 donated artifacts and 144 artifacts on loan for exhibit and research. More artifacts found at the Museum of Texas Tech University belonging to NRHC were transferred.
**Goal 7:** Partnerships: Build strategic partnerships and alliances with community, government, business, industry, and schools (K-12, community colleges, and universities).

- NRHC and members of its staff maintained memberships in professional, museum and historical organizations. NRHC maintains life membership in Texas Historical Foundation.
- 30 members of the National Advisory Board, many of whom are Texas Tech graduates, former members of the University’s Board of Regents and respected leaders in their professions, continued to create a positive and professional image for the NRHC and assisted in the acquisition of funds and other support for the Heritage Center.
- The Education Department implemented partnership with Texas Historical Commission and hosted the South Plains Regional History Day Competition in February 2008, which drew in area middle school students. Finalists competed at the Texas History Day competition in Austin.
- NRHC continues a cooperative program with the regional Girl Scout Council to provide a merit badge program incorporating educational components learned at the Heritage Center. NRHC logo is included as part of the patch worn by Girl Scouts completing the program.
- The Education Department developed two heritage trunks, which contain artifacts and curricula material that can be borrowed by educators to be utilized in public schools.
- Boy Scouts and middle school-level Junior Historians assisted in special events at the NRHC.
- Education Department staff member represented NRHC as board member of the Lubbock Arts Alliance to aid in the increased visibility and the role of NRHC in the Lubbock arts community.
- The Texas Tech University School of Music collaborated with the NRHC on the 30th Annual Candlelight at the Ranch.
- NRHC Education Department expanded its menu of educational materials offered to public school teachers through the NRHC Web site.
- Education Department staff presented at several different Lubbock ISD and Region 17 teacher workshops to aid in the increase of outreach and on-site education programs to grades K-12.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
### Section 3a. Quantitative Information

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<td>20,564</td>
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There is No Area Specific Data in Fall Section.
There is No Area Specific Data in Fiscal Year Section.
Section 3b. Qualitative Information.

- As a historical park and museum, attendance and rentals at the NRHC in 2008 were influenced by weather, construction (which prevented facilities from being available for rentals and student educational programs) and higher fuel prices (which affected tourism travel). Extreme inclement weather necessitated closing the park for several days. Colder and wetter days of the year discouraged visitors and organizations from coming to the Heritage Center for tours and rentals. However, large events and an increased level of interaction with organizations in the community attracted additional visitors and rentals. Rentals generate a portion of the NRHC’s revenue.

- NRHC staff observed strict guidelines for acquisition of historic structures and artifacts. Because of limited space in the historical park and to prevent duplication of structures and artifacts owned by the NRHC, staff declined structures and many objects for accession into the collection.

- Volunteers continued to be vital to the success of the NRHC fundraising goals and education programs. Members of the Ranch Hosts volunteer group continue to be the mainstay of living history programs and in attracting new members to the organization. Volunteers in the Ranching Heritage Association and National Advisory Board are an important factor to the success of fundraising efforts and increasing visibility of the NRHC. Other volunteers also assisted in the Registration Department and with NRHC and RHA special events. Volunteer hours totaled 5,243 in 2008.

Commentary:

The NRHC staff interprets the cultural, economic and architectural history of the livestock industry in North America through preservation, research and education. The Heritage Center is a highly visible “front door” of the University. It welcomes visitors from nearly all states of the United States and more than a dozen other nations. While serving as an ambassador for Texas Tech, the NRHC participates in the University’s academic mission, by hosting graduate students completing intern and practicum requirements and assisting public and private educators with the educational requirements of K-12 students. The NRHC staff is very capable and experienced in the museum profession. Of the nine professional staff employed as of December 2008, six held Master degrees. Two of those also had a Ph.D. Of the nine employees, four were awarded their Masters degrees in Museum Science from Texas Tech’s Museum Science program. However, neither the professional staff nor the Heritage Center’s historic structures are fully engaged in the University's academic mission by such entities as the Museum Science and Heritage Management programs at the Museum of Texas Tech, the architectural preservation program in the College of Architecture or the History Department in the College of Arts and Sciences. In achieving the Heritage Center’s goals as part of the University community, the NRHC staff can provide a level of expertise and experience and enhance Texas Tech’s mission to educate its students.

Implementation Plan:

In 2009, NRHC staff will address specific opportunities and challenges to achieve goals of the Heritage
Center strategic plan. • A priority objective is completing the final stages of the Master Plan’s upgrade of the DeVitt-Mallet Museum Building. The final phase includes doubling the size of the main gallery and creating a new, more visible main entrance. NRHC staff and volunteers will accomplish the final fundraising goal in 2009 and the architect will complete plans for construction to start in 2010. Improvements in the main building will increase space for exhibits and advance the academic mission of the Heritage Center. • A second priority is a new building for NRHC historical preservation staff. Currently, NRHC personnel work in a small, converted former Army Reserve auto maintenance building located away from the 16-acre historical park. A new, larger building adjacent to the park will increase the staff’s effectiveness to maintain the 48 historic structures, which are used for instructional and research purposes. A preliminary floor plan has been prepared. • The acquisition of historic structures will continue by actively searching beyond Texas borders and selectively acquiring ranch buildings that fulfill the mission of the National Ranching Heritage Center. One ranch structure from Mitchell County, Texas, will be moved to the NRHC historical park and restored in 2009. Daniel Webster “80 John” Wallace, the African-American cowboy turned rancher, who amassed a fortune as a skilled businessman, was a strong advocate of education for all races. His life is an excellent story, which will be told to NRHC visitors and students. • NRHC staff will continue to assist Ranching Heritage Association in the production of publications such as the Ranch Record quarterly magazine, exhibit gallery guides and full-length books to promote the mission of NRHC. • An existing curatorial position will be modified in 2009 as an “e-curator” to assume responsibility for expansion and maintenance of the Heritage Center’s Web site. The Web site will offer educational Web pages and podcasts related to the historic buildings, artifacts and art, and historic events in American history. The increasing number of people accessing the NRHC Web site demonstrates the staff’s emphasis to market educational opportunities to a growing audience of “e-visitors” around the world. • Heritage Center staff will promote to Texas Tech faculty the advantages of fully engaging NRHC staff and facilities to participate in the academic mission of the University. • The NRHC’s success has been the result of aggressive fundraising by staff and loyal volunteers from the Ranching Heritage Association and National Advisory Board. The NRHC leadership will continue to make fund raising a priority to obtain the necessary support for improving the facilities and guaranteeing the retention of qualified staff.