



**TABLE OF CONTENTS**  
**Communications, Education, and Outreach Committee**

Agenda

Education, Outreach, and Workforce Development

Update on Major Activities

*Please see the following paper in Tab 1 for the Communications, Education, and Outreach Committee discussion:*

Career and Preservation Discussions at Historically Black Colleges and Universities



**MEETING**  
**COMMUNICATIONS, EDUCATION, AND OUTREACH COMMITTEE**  
**Wednesday, October 19, 2022**  
**1 p.m.–2:30 p.m. EDT**

Join ZoomGov Meeting

<https://achp.zoomgov.com/j/1608791993?pwd=UHdMbkdYdXlKTVpHYU9vSGFwK24zdz09>

Meeting ID: 160 879 1993

Passcode: 809363

Dial-in 646-828-7666

**PROVISIONAL AGENDA**

- I. Call to Order and Introductions
- II. Career and Preservation Discussions at HBCUs
- III. Communications and Outreach on Workforce Development
- IV. Updates on Other Communications Activities
- V. Adjourn

ADVISORY COUNCIL ON HISTORIC PRESERVATION

401 F Street NW, Suite 308 • Washington, DC 20001-2637

Phone: 202-517-0200 • Fax: 202-517-6381 • [achp@achp.gov](mailto:achp@achp.gov) • [www.achp.gov](http://www.achp.gov)



## EDUCATION, OUTREACH, AND WORKFORCE DEVELOPMENT Office of Communications, Education, and Outreach

**Background.** The ACHP recognizes the challenges that federal agencies, State Historic Preservation Officers, Indian tribes, and others face in recruiting and retaining qualified preservation professionals to carry out their responsibilities in the federal preservation program. Some agencies report challenges in identifying qualified applicants to fill positions, and many say that candidates lack the knowledge to assist the agency in carrying out the work. The ACHP has been working to identify strategies to assist these stakeholders in workforce development. The Communications, Education, and Outreach Committee has focused on raising awareness of careers in the federal preservation program, and strengthening and expanding interactions with academic and training organizations who play a key role in preparing the next generation of historic preservation professionals.

**Update.** Working in partnership with the Office of Federal Agency Programs, the Office of Communications, Education, and Outreach released a mailing about the need for skilled professionals in Cultural Resources Management (CRM). Among others, the mailing was sent to professional organizations and partners (anthropology, architecture, history, historic preservation, etc.); career counseling offices by school; national fraternities/sororities; organizations such as the American Institute of Architecture Students (AIAS) chapters; graduate professional student associations; institutions with degrees/certificates in historic preservation and related fields such as anthropology/archaeology.

The email shared background information about work in CRM as well as current opportunities in these fields. Likely the first in several more communications with these and other partners, the intent of this introductory email was to raise awareness about the challenges we are all facing in workforce development, and the opportunities that careers in federal historic preservation present to a range of audiences.

This information is also being shared on the ACHP's social media platforms. Social media will remain a major venue for outreach for this initiative for the following reasons. According to a Pew Research Center Survey,<sup>1</sup> YouTube tops the 2022 teen online landscape, as it is used by 95 percent of teenagers. TikTok is next on the list of platforms (67 percent), followed by Instagram (62 percent) and Snapchat (59 percent). Teens are identified as 13- to 17-year-olds. Facebook remains a popular platform but for a slightly older age demographic. The Pew Research Center found 69 percent of adults said they use Facebook, including 70 percent of those aged 18-29.<sup>2</sup>

In addition, key stakeholders report they are actively addressing many of these challenges within their own organizations; however, there are some challenges not in our control. For example, since the 1990s and then following the advent of STEM, and the COVID -19 pandemic, state and federal appropriations have gradually shifted away from education funding in the fields of history and the humanities, among others.<sup>3</sup>

**Discussion.** Key to all ongoing discussions is the question of what the ACHP as an agency can do to assist with workforce development. Solutions that the agency will continue to explore include working to determine what core competencies can be defined for cultural resources positions within the federal

government and share these with university programs and other training organizations. The ACHP is also exploring ways to introduce students in high schools to foundational knowledge about history and historic sites that can connect what they learn at the secondary level to preservation and future careers in the field.

The ACHP will also continue to work with colleges and other organizations to promote the importance and availability of opportunities in CRM, both within and outside of the federal government. The ACHP will work to find new ways to provide outreach, including new ideas for videos and marketing efforts.

As always, members should consider new ideas for how the ACHP can pursue efforts to encourage more students of color to look into careers in CRM and historic preservation. Programs such as Cultural Heritage in the Forest and Preservation in Practice are two examples of such efforts.

**Action Needed.** Members should be prepared to discuss the topics mentioned above and should consider these questions:

- How can we better inform students and leadership about why it is important that the courses that lead to careers in our fields are available?
- What other outreach ideas can the ACHP provide to better promote the benefits and opportunities of careers in federal and nonfederal historic preservation work in general, and in carrying out Section 106 reviews more specifically?
- How can the ACHP best share information about these types of careers in order to convey to students the rewards of working in the field, so that secondary school and undergraduate students may consider preservation as a career choice as they move into colleges and universities and select majors?

*October 12, 2022*

---

<sup>1</sup> <https://www.pewresearch.org/internet/2022/08/10/teens-social-media-and-technology-2022/>

<sup>2</sup> <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>

<sup>3</sup> <https://theeasterner.org/50216/uncategorized/as-universities-make-budget-changes-following-the-pandemic-liberal-arts-and-humanities-programs-take-the-heat/>



**UPDATE ON MAJOR ACTIVITIES**  
**Office of Communications, Education, and Outreach**  
**June–October 2022**

***Webinars***

The ACHP is gearing up for its 2023 Preserve the Past, Build for the Future webinar series, which will include three webinars for students from Historically Black Colleges and Universities and Minority Serving Institutions, and two webinars open to all. The ACHP is again utilizing the State Department’s Virtual Student Federal Service internship program and has hired two interns to work on the webinar series. Jasmine Lopez, an anthropology student at the University of Texas at San Antonio, and Ryane Smith, a Howard University student living and working in Italy, are ACHP interns supporting this effort. They are developing a list of topics that will be reviewed by the Office of Communications, Education, and Outreach. Once the topics are finalized, the webinars will be scheduled and promoted through direct email and social media. The interns will be seeking ways to encourage more participation in the webinars and find strategies to ensure that once someone registers for the free sessions, they actually attend.

***Joint National Trust/ACHP Award***

The 2022 National Trust/ACHP Award for Federal Partnerships in Historic Preservation will be revealed during the virtual National Preservation Awards on November 4. ACHP Vice Chairman Jordan Tannenbaum will introduce the joint award in a taped segment. The ceremony will be the final event of the PastForward conference and can be viewed from 4 p.m.-5 p.m. EDT at this link: <https://savingplaces.org/conference>. It will then be posted to YouTube.

***Joint ACHP/HUD Secretary’s Award***

On September 28, 2022, Department of Housing and Urban Development (HUD) Deputy Assistant Secretary Calvin Johnson (Office of Research, Evaluation, and Monitoring) gave a presentation about the ACHP/HUD Secretary’s Award for Excellence in Historic Preservation during a “Japan/HUD Historic Preservation Brief Exchange” in Kyoto, Japan.

The presentation was delivered using PowerPoint, printed material in English and Japanese, and a translator. In attendance via Zoom (at 12:30 a.m. EDT) were Heidi Joseph (HUD Office of Policy Development and Research) and Patricia Knoll (ACHP Awards Coordinator). Other panelists discussed Kyoto City’s effort to preserve historical townscapes and the legal and institutional structure of historical community planning. ACHP and HUD staff are thrilled with this international exposure of the program.

The nominations for the 2022/2023 awards are proceeding through the evaluation process by ACHP and HUD staff in preparation for jury review this fall.

*October 12, 2022*