

Dept. Interior



United States Department of the Interior



NATIONAL PARK SERVICE
P.O. BOX 37127
WASHINGTON, D.C. 20013-7127



IN REPLY REFER TO:
P4219(010)

NOV -3 1988

Dear Heads of Departments and Agencies:

We would like to thank you for providing a representative to the Federal Agency and Employee Involvement Committee of the Martin Luther King, Jr. Federal Holiday Commission. A copy of the Federal Committee's 1988-1989 Work Plan is enclosed. The sample format for your agency's annual activities report to the Federal Committee is attached to the work plan.

Monday, January 16, 1989, will mark the Fourth National Holiday honoring Dr. Martin Luther King, Jr. The National Theme selected for the celebration "Living The Dream: 'Let Freedom Ring!' (For Universal, Peace, with Justice, Human, Rights, Social and Economic Progress for All Peoples through Kingian Nonviolence)." The phrase "through Kingian Nonviolence" was added to bring the theme more in line with the objectives of the Federal Holiday Commission.

We are asking departments and agencies to sponsor at least one program on Dr. King at headquarters and regional and field offices. As a means for building greater substance into the national observance, we are also asking that you encourage the undertaking of Heritage Action Projects.

Thank you again for your continued support of the Federal Committee's objectives and we look forward to your assistance in helping to make this Fourth National King Holiday a successful observance.

Sincerely,

William Penn Mott, Jr.
Director, National Park Service
and Chair Federal Agency and
Employee Involvement Committee
of the Martin Luther King, Jr.
Federal Holiday Commission

Enclosure

VIA REGISTRY
DD/A REGISTRY
FILE: LIA-5-AR



Federal Agency and Employee Involvement Committee

1988 - 1989 WORK PLAN

INQUIRIES: FTS-8-343-3099

CR

(202) 343-3099





United States Department of the Interior

NATIONAL PARK SERVICE

P.O. BOX 37127

WASHINGTON, D.C. 20013-7127

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P4219(010)

OCT 21 1988

Mrs. Coretta Scott King
Chairperson
Martin Luther King, Jr.
Federal Holiday Commission
449 Auburn Avenue, N.E.
Atlanta, Georgia 30312

Dear Mrs. King:

It is my pleasure to provide the Martin Luther King, Jr. Federal Holiday Commission with the 1988-1989 Work Plan of the Federal Agency and Employee Involvement Committee. The major objectives of the work plan are:

- I. Increase Federal department and agency participation in Martin Luther King, Jr. Holiday observances.
- II. Submit a comprehensive report on Federal Sector activities for inclusion in Federal Holiday Commission's Annual Report.
- III. Place special emphasis on encouraging more participation in King Holiday observances in Federal regional offices.
- IV. Sponsor a major Federal event during King Week 1990.
- V. Encourage and support the development of Martin Luther King, Jr. Action Heritage Projects.
- VI. Sponsor Orientation and Training Conferences.

Each Committee representative is looking forward to the opportunity of sharing Dr. King's legacy and dream with as many Federal employees as possible.

This work plan is respectfully submitted and any comments from the Federal Holiday Commission will be most welcome.

Sincerely,

William Penn Mott, Jr.
Director, National Park Service
and Chair Federal Agency and
Employee Involvement Committee
of the Martin Luther King, Jr.
Federal Holiday Commission

Enclosure

FEDERAL AGENCY AND EMPLOYEES INVOLVEMENT COMMITTEE
OF THE
MARTIN LUTHER KING, JR. FEDERAL HOLIDAY COMMISSION
1988 - 1989 WORK PLAN

I. Objective:

Increase Federal department and agency participation in Martin Luther King, Jr. Holiday observances.

A. Background:

The Committee's primary goals and objectives as outlined by the Federal Holiday Commission are to work with Federal employees, departments, agencies and employee organizations to encourage maximum participation in national holiday events in the various departments and agencies. They are asked to sponsor at least one program on Dr. King at their headquarters and/or regional offices and to promote the national holiday through their communications media i.e., newsletters, journals, magazines, radio, television, films, slide presentations, and video productions.

B. Recommended Actions:

1. Develop and disseminate Federal calendar of events for the Washington, D.C. Metropolitan area (submission deadline date is December 8, 1988 and dissemination date is December 20, 1988).
2. Contact and distribute commemorative material to respective Federal departments and agencies.
3. Participate in quarterly Committee meetings.
4. Distribute monthly the Holiday Commission's "Living The Dream" newsletter to respective Federal departments, agencies, and employee organizations.
5. Send letters, under signature of Chair, to federally-recognized employee organizations to encourage their membership to support and participate in King Holiday observances by October 31, 1988.
6. Send letters, under signature of Chair, to heads of Federal departments and agencies transmitting Work Plan by October 31, 1988.

II. Objective:

Submit a comprehensive report on Federal Sector activities for inclusion in Federal Holiday Commission's Annual Report.

A. Background:

The Act establishing the Federal Holiday Commission required that it submit a comprehensive report to the President and Congress on the King Holiday observance by April 20, 1989. Each year the Commission has requested the Committee to submit a cumulative report providing details of the various Federal departments and agencies participating at both headquarters and regional offices levels.

B. Recommended Actions: (See Attachment I)

1. Provide Chair with department and agency cumulative reports by February 6, 1989.
2. Submit reports under signature of Chair to Federal Commission and heads of departments and agencies by March 3, 1989.

III. Objective:

Place special emphasis on encouraging more participation in King Holiday observances in Federal regional offices.

A. Background

During the past three National holiday observances members of the Committee have promoted, organized and coordinated appropriate ceremonies, observances, and activities in support of the King Holiday. While there has been a significant number of activities reported in the Washington, D.C. Metropolitan Area, there has not been much information available from the ten Federal regions.

B. Recommended Actions:

1. Distribute commemorative material to regional offices (include contact lists of State and Local Holiday Commissions and King Support Groups).
2. Ensure incorporation of regional office input into activity report to be submitted to Chair by February 6, 1989.

IV. Objective:

Sponsor a major Federal event during King Week 1989.

A. Background:

For the first and second National Holiday observance the Committee sponsored the United States Employees Commemoration at the Departmental Auditorium. Approximately 1,200 individuals attended each event.

The Committee provided support and assistance to the Commission during the third observance through its encouragement of Federal employees to attend the once-in-a-lifetime ceremony surrounding the implanting of a time capsule containing selected memorabilia highlighting the life and work of Dr. King. Special posters and fliers were distributed and transportation to and from the ceremony was provided.

According to the tentative National King Week 1989 Activities Calendar, the Nation's capital will continue to focus on special activities during the celebration which include the Federal government and major sectors of the general population. The events at this time include a White House Ceremony at which time the President issues a Proclamation in honor of Dr. King, a Service of Commitment at the Rotunda, U.S. Capitol (open to the public), Diplomatic Reception at U.S. Department of State (invitation only), and "Choral Tribute to Martin Luther King, Jr." performed by the Kennedy Arts Society and Howard University Choirs at the Kennedy Center (tickets \$10.00, 2,700 seat capacity).

There are no plans for a specific major event involving Federal employees.

B. Recommended Actions:

1. Participate fully in scheduled 1989 activities and focus energies on increasing Federal participation at headquarters and regional field offices.
2. Plan for major Washington, D.C. Metropolitan Area event for 1990 during the week scheduled for Martin Luther King, Jr. celebration.

V. Objective:

Encourage and support the development of Martin Luther King, Jr. Action Heritage Projects.

A. Background:

The annual National Holiday observance has been formally structured to include Remembering, Celebrating, and Acting to continue Dr. King's work and dream. The Heritage Action Project require governments and organizations to undertake at least one specific action oriented activity which can achieve measurable results within a specified time period, especially before the expiration of the Federal Commission on April 20, 1989. Governments and organizations have been requested to register their Heritage Action Projects with the Federal Holiday Commission so that records may be obtained on progress and problems and to assure that proper recognition can be accorded those projects that succeeded and achieved "measurable result." Heritage Action Projects must address problems of poverty, racism, war, and violence in its many forms, and how these issues impact upon the human experience.

Examples of Heritage Action Project Include:

1. Providing for affordable housing for the poor and other low income groups.
2. Job training, placement, counseling, basic skills and day care.
3. Projects to eliminate poverty and promote economic development for the poor, minorities, and other disadvantaged groups.
4. Efforts to promote peacekeeping and peacemaking.
5. Community service projects to help the elderly, strengthen families, help the handicapped, and the terminally ill.
6. Comprehensive programs to deal with drugs, alcoholism, child abuse, family violence, teenage pregnancy, illiteracy, worker relocation, assistance to migrants, small farmers and refugees.
7. Scholarships for students and adults to receive nonviolence training at the King Center in Atlanta.

8. Needed public improvement programs, especially in areas heavily populated by minorities and the poor.

The Federal Holiday Commission proposes to institutionalize the Heritage Action Projects and to elevate them to a higher level of public visibility, recognition, and appreciation. It is recommended that a major event in 1989 be used to highlight the program and to focus on the results of Heritage Action Projects. The Commission will develop a brochure and poster highlighting the importance of the Heritage Action Project; provide for wide distribution of these and other materials; establish a process of certification and monitor programs for measurable results.

The Heritage Action Projects are expected to take their place as symbols and elements of the National Holiday along with the national theme, the U.S. Liberty Bell and bell ringing ceremony and national radio, tribute. The National Poster and the Freedom Trail and the Freedom Train are also essential elements for publicity identifying and relating universally to the National Holiday.

B. Recommended Actions: (See Attachment II)

1. Distribute Heritage Action program material.
2. Federal departments and agencies will select and report on their respect projects as appropriate.

VI. Objective:

Sponsor Orientation and Training Conferences.

A. Background:

For the past three years the Federal Commission has conducted an Annual National Planning Conference for State and Local Holiday Commissions. One of the objectives of the conference has been to provide guidance on how to conduct King Holiday activities and programs. For sometime the Commission has wanted to conduct similar conferences for representatives from Federal departments and agencies in Washington, D.C. and the ten Federal regions. These conferences would be orientation sessions on the National Holiday to facilitate a better understanding of what the Federal Commission is attempting to accomplish through the institutionalization and traditionalizing of America's newest holiday. Participants would take back to their respective departments and agencies a better understanding of the objectives of the National Holiday.

B. Recommended Action:

1. Work with Holiday Commission to sponsor a series of orientation and training sessions. First session to be conducted for Committee representatives.

Attachment - 1

FEDERAL AGENCY AND EMPLOYEE INVOLVEMENT COMMITTEE (FAEIC)
OF THE
MARTIN LUTHER KING, JR. FEDERAL HOLIDAY COMMISSION

Agency-wide Report on 1989 King Holiday Observance

I. Number/Summary of Programs/Activities Agency-wide:

- A. Headquarters Offices: (number and brief description of programs/activities)
- B. Regional Offices: (number and brief description of programs/activities)
- C. Field Areas: (number and brief description of programs/activities)

II. Highlights of Special or Unique Programs/Activities:

- A. Headquarters Offices: (brief description of programs/activities)
- B. Regional Offices: (brief description of programs/activities)
- C. Field Areas: (brief description of programs/activities)

III. MLK, Jr. Heritage Action Projects:

- A. Number and types of Heritage Action Projects agency-wide:
- B. Summary of "measureable results" thus far: (use participation report format)
- C. Future Heritage Action Projects: (use participation report format)

IV. Additional Information: (Optional)

- A. A copy of your agency's program(s)
- B. Photographs and news articles (if available)
- C. Any other unsolicited comments you deem important or an evaluation
- D. How could the Federal Committee have better served you.

* Federal Committee will not be able to return any of the material submitted.

10/28/89

MARTIN LUTHER KING, JR.**HERITAGE ACTION PROJECTS**

"People Doing Things with People for People"

Background:

As a means of building greater substance into the national observance of the National Holiday in honor of Dr. King, the Commission is encouraging communities and institutions to undertake Heritage Action Projects in the name of Martin Luther King, Jr. The following guidelines are developed to provide guidance on how to develop Projects.

Guidelines

These guidelines are general because each group/entity should determine its own project(s) within the limits of its own resources and capabilities.

Overall goal: To generate a massive outpouring of love and service in celebration of Dr. King's Day.

Project Objectives:

- Encourage collaboration among groups. Examples of such groups are civic, social, fraternal and sororal, professional, age specific, volunteer, health related, religious and human rights groups. It includes governmental entities and associations, schools, classes, and business and employee associations.
- Seek to alleviate a social problem, such as violence, racism, substance abuse, war, poverty, teenage pregnancy, school dropouts and pushouts, homelessness, hunger, illiteracy and should have measurable and lasting results.
- Touch the lives of those in need including children at risk, senior citizens, the handicapped, persons suffering from injustice, victims of discrimination, and the disenfranchised.
- Result in a benefit to people consistent with the goals of Martin Luther King, Jr. - including but not limited to economic, psychological, educational, and physical benefits.

Project Design

Each project should:

- Be named: Martin Luther King, Jr. Heritage Action Project: (Extension name selected by the conducting groups).

- Be designed to include the 1989 King Holiday and should be completed no later than the 1989 holiday.
- Require the conducting group/entity to donate something of themselves, such as their time, energies and talents, as well as money.
- Be designed for wide dissemination and should encourage replication.

** Inclusion of the Holiday does not apply to Youth Assembly Projects.

Responsibilities of Conducting Groups/Entities

- Create award systems to ensure that projects are recognized at the local level. For example, a city government could create a special award. The Girls Scouts could create a special patch or merit badge.
- Add Heritage Action Project requirements to their already established service project requirements.
- Report the progress of their projects to the Martin Luther King, Jr. Federal Holiday Commission, 451 7th Street S.W., Suite 5182, Washington, D.C. 20410, using the format below. Final reports should be submitted at the end of the project.

Project Report Format (Please type. The total length of the report should not exceed 3 pages)

- Name the Project:
- Name the group/entity conducting the project: include address and telephone number.
- Describe in one paragraph the situation before the project.
- Describe the objectives of the project.
- Describe the specific actions taken during the project.
- Describe the results of the project.
- Give the starting and ending dates of the project.
- Name the cooperating groups/entities.

- Estimate how many persons benefitted from the project.
- Estimate the number of person hours spent implementing the project.
- Estimate the total amount of dollars spent by all parties on the project.
- Give the name, address, city and state, and telephone number of a contact person who will be available to give advice and assistance to others who would want to conduct such a project.
- Date the report.
- Sign the report (responsible person)
- Send the report to the Martin Luther King, Jr. Federal Holiday Commission, 451 7th Street S.W. Suite 5182 Washington, D. C. 20410 by March 1, 1989.

Note: For more information, please contact the Holiday Commission Office, (202- 755-1005).

FEDERAL AGENCY AND EMPLOYEE INVOLVEMENT COMMITTEE

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