

# *2004 Secretary of Defense Environmental Awards Cultural Resources Management, Individual*



*Dr. Bryan P. Howard  
Marine Corps Recruit Depot  
Parris Island, South Carolina*

**Secretary of Defense  
Environmental Award FY 2004  
Cultural Resources Management  
Individual  
Marine Corps Recruit Depot Parris Island**

## BACKGROUND

Dr. Bryan P. Howard arrived at Marine Corps Recruit Depot Parris Island (MCRDPI) with a well rounded background in archaeology and museum development. At MCRDPI he blends these talents in the capacity of Depot Archaeologist and Museum Curator (Archaeology).

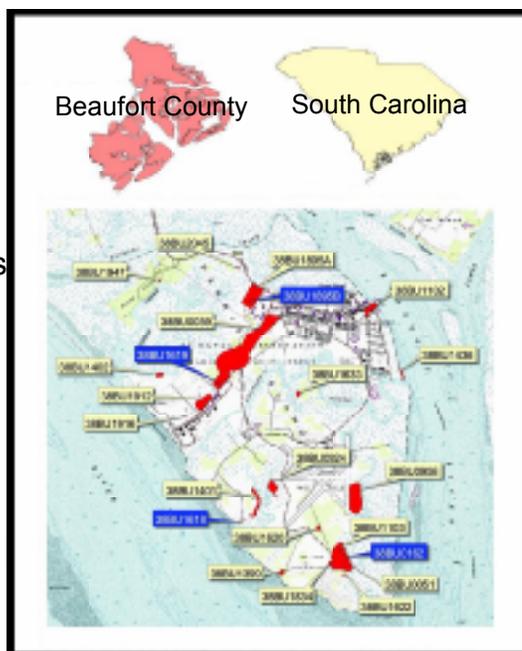
His divided duties allow for the professional archaeological management of cultural resources and a mechanism to develop cultural resource data into meaningful and useful contexts for the general public.

The Depot, near Beaufort, South Carolina, consists of nearly 8,100 acres on several sea islands. People have lived on these islands for for more than 4,000 years.

Not only does Parris Island have a long prehistoric past, but it also boasts one of the longest and most historic occupation spans in the United States.

In 1562, French explorers chose Parris Island to erect Charlesfort, which remained until 1564. The French were followed by Spanish colonists in 1566, who remained until 1587, and at one point designated their town of Santa Elena as the capital of Spanish Florida.

Native Americans returned to the island in the 17th century, followed by British colonists in the 18th century. The 19th century saw a slave-plantation system develop, followed by Freedman farms, and finally the permanent establishment of military installations.



Significant Archaeological Sites

## MCRDPI CULTURAL RESOURCES MANAGEMENT

The Cultural Resource Manager and Parris Island Museum Director is Dr. Stephen R. Wise, under whose direct supervision Dr. Howard works. CRM duties are performed in cooperation with the Natural Resources and Environmental Affairs Office (NREAO) under the direction of Ms. Johnsie Nabors.

## MAJOR ACCOMPLISHMENTS

Dr. Howard implemented two crucial new tools for the efficient and timely management of cultural resources on the Depot. The first is the establishment of a versatile long term "on-call" archaeological services contract. The second was the development of a comprehensive GIS layer for cultural resources.

### "On-call" Archaeological Services

#### Scope of Activities

Prior to his arrival at the Depot, whenever archaeological services were needed, a lengthy contracting process was required. This system caused the delay of implementation of archaeological work, often by several months, which in turn often affected the start date of proposed construction projects necessary to the Depot's mission. It also resulted in a mix of archaeological reporting styles from using a diverse pool of contractors with little continuity from project to project. The resulting body of data, while sufficient for immediate needs, impeded overall archaeological synthesis where continuity in data collection and processing is often crucial to constructing meaningful conclusions.

Dr. Howard spearheaded efforts to secure a long term contract which would cover a variety of cultural services at a known cost to the government and without appreciable delay in implementing work. Working through the contracting office, bids were entertained from numerous firms to supply the Depot with a variety of services from archaeological field survey to mitigation excavations to artifact conservation. Care was taken to ensure the successful firm not only

**MAJOR ACCOMPLISHMENTS, cont**

offered the best monetary value to the government, but also best exemplified expertise in the specific archaeology of this complex historical area.

**Benefits**

Dr. Howard's efforts saved MCRDPI time and money in arranging for archaeological services. By implementing an on-call archaeological contract, response time to archaeological needs decreased from weeks or months, to as little as 24 hours, eliminating unnecessary construction delays, and offering complete flexibility in the case of shifting construction schedules.

Eliminating the need to establish an individual contract for each new project has saved countless work-hours in multiple offices. It allows Depot planners to calculate projected cultural resource costs well in advance, using a formulated fee-for-service schedule good for a period of five years.



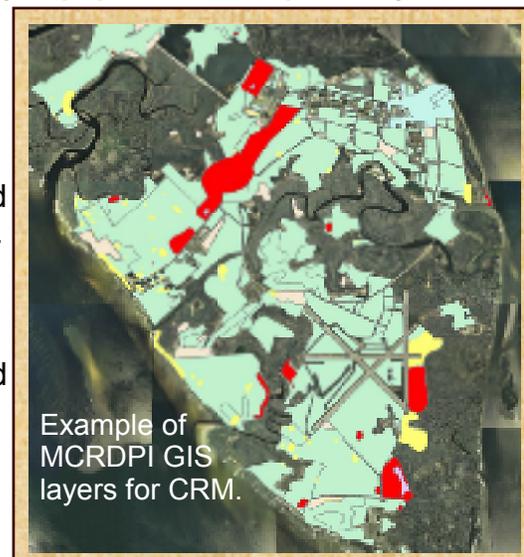
*Archaeological crew performs mitigation work at 38BU39. Implementation took a matter of days as opposed to the weeks or months once needed.*

Finally, the new contract service enables a previously unavailable continuity to archaeological research by specialists in the region. This enhances the overall quality of the ultimate goals of cultural resource management.

Dr. Howard's efforts in this project admirably demonstrate significant accomplishments in program management, technical merit, orientation to mission, and transferability.

**MAJOR ACCOMPLISHMENTS, cont****Cultural GIS Layers****Scope of activities**

Another project supervised by Dr. Howard was the development of a comprehensive GIS layer package for use by the Depot. Previously, site data and maps were available only in paper form. Requests by base planners to check for potential cultural concerns were accomplished by sorting multiple maps and dozens of reports.



Example of MCRDPI GIS layers for CRM.

Seeking a more efficient method, Dr. Howard seized the chance to supervise the development of a comprehensive layer which

consolidates all previous CRM information into one manageable, expandable, database. Requests which formerly took hours or days now take minutes.

The CRM layers incorporate all known archaeological and historical resources on the Depot. This tool compiles over 20 years of research into a single database. Current layers include significant and potentially significant resources, ineligible resources, historic structures, historic districts, and all surveyed areas. Each layer is linked to data where details may be found for further investigation. Also included in the archaeological layers is site type information, allowing for future development of spatial distribution and site type analysis.

**Benefits**

Benefits include dramatically accelerated response time and precise boundary delineations which can be electronically incorporated into design documents. Planners may now instantly discern if a proposed project has potential to impact known resources. The expandable database is easily updated and can serve as a baseline for building predictive modeling. This project advances effective program management, exhibits technical merit and orientation to mission, and can serve as a model for transferability.

**MAJOR ACCOMPLISHMENTS, cont**

**Heritage Tourism Outreach**

**Scope of Activities**

Dr. Howard has been instrumental in developing a dynamic interpretive public outreach program centered on the Charlesfort-Santa Elena National Historic Landmark.

The Charlesfort and Santa Elena archaeological sites were designated as a National Historic Landmark in 2001 in recognition of the site's overall significance.

National Landmark status is bestowed on a limited number of important sites by the Secretary of the Interior only when they possess exceptional value or quality

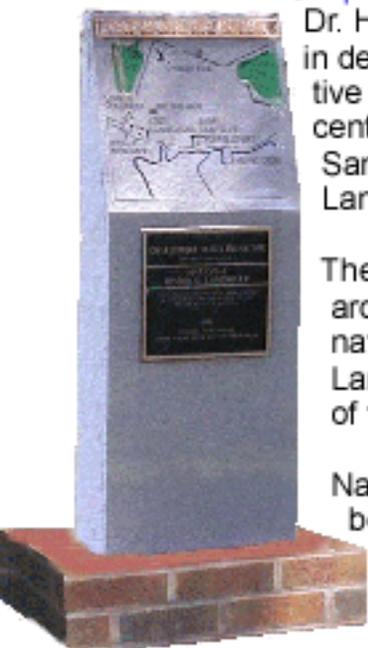
in illustrating or interpreting the heritage of the United States. Fewer than 2,500 historic places have been deemed worthy to carry this national distinction.

Because this important cultural asset is under stewardship of the Department of Defense and is located on Marine Corps property, in the spirit of Executive Order 13287 and the Preserve America initiative, Dr. Howard made it a high priority to ensure that the story of this historical gem is meaningfully interpreted and shared with the general public.

**Interpretive Initiatives**

**Trail signs**

Dr. Howard requested and secured special funding for the creation of twenty-six new interpretive trail signs to place around a walking path at the site. Cooperating with other stakeholders, including archaeologists from the South



**MAJOR ACCOMPLISHMENTS, cont**

**Trail signs, cont.**

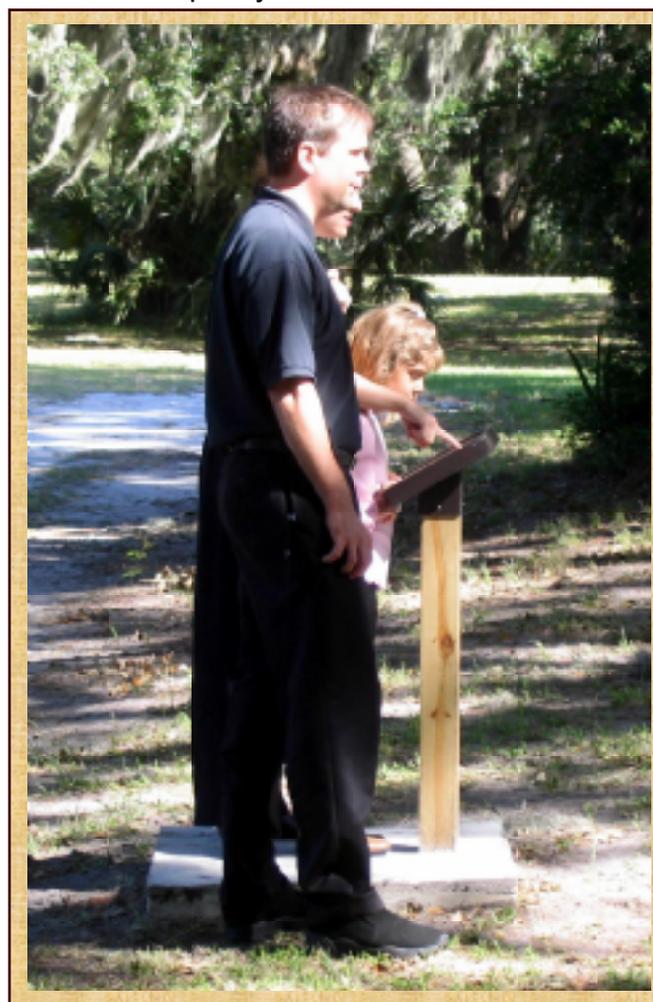
Carolina Institute of Anthropology and Archaeology, who have excavated the site for more than 25 years, Dr. Howard wrote and edited interpretive text for each sign. Then, drawing upon his experience as a museum interpretive exhibits developer, he designed the signs' layout, doing all artwork and graphics in-house. A similar project contracted to an exhibit firm would cost in the vicinity of \$20,000-\$30,000.

The digital files were printed and embedded into weather-safe fiberglass, and secured in tamper-proof weather-resistant metal frames. Posts and pads were fabricated on the Depot, and Dr. Howard designed a non-intrusive support system allowing the posts to be mounted on the surface, without any disturbance to the archaeological site's soil whatsoever.



Interpretive topics covered in include various phases of the site's occupation from Native Americans to the Freedmen missionaries and lighthouse keepers. The focus, however, relates to the 16th-century French and Spanish occupations of Parris Island, which are what make the Depot's cultural resources so unique.

In addition to the small topical signage, a number of large trailhead signs were also created to assist visitors in orienting themselves to the site before beginning their historical exploration.

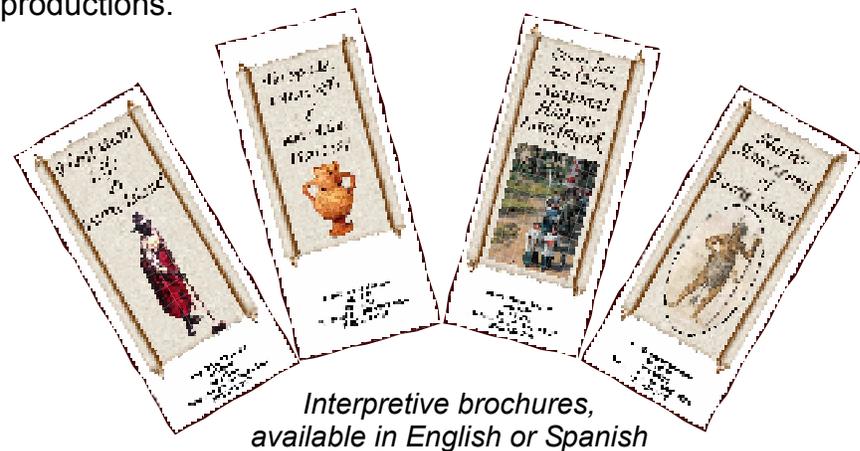


**MAJOR ACCOMPLISHMENTS, cont**

Heritage Tourism Outreach, cont

**Trail brochures**

In conjunction with the new interpretive trail system, Dr. Howard created an array of trail brochures to complement the educational programs he is developing centered on the Depot's diverse cultural resources. Available in English or Spanish, they are entirely in-house productions.



*Interpretive brochures, available in English or Spanish*

**Website**

Along with on-site interpretive materials, Dr. Howard also established a web site devoted to the National Landmark ([www.SantaElena.us](http://www.SantaElena.us)). This electronic outreach tool was initiated to better serve the international nature of Charlesfort and Santa Elena and widespread interest in early colonial era archaeological research.

Interested individuals, as well as those planning a visit, can get a virtual tour of the site from any location on the globe, so long as they have an internet connection.

Currently, all of the interpretive trail signs are available for online viewing, and an ever-growing body of related materials, photos, and historical documents are also provided.

Eventually, visitors will also be able to browse a "virtual museum" of artifacts from the site. This venue will showcase even more artifacts than exhibits in the Depot Museum can currently house.

Finally, the website serves to disseminate breaking news about upcoming events, special tours and exhibits, and related heritage tourism programs, and acts as an ongoing newsletter for those curious about MCRDPI CRM related programming.

**MAJOR ACCOMPLISHMENTS, cont**

Heritage Tourism Outreach, cont



*Brochures are available on site, at the nearby clubhouse, and in the Museum.*

**Archaeology exhibits**

As part of the overall program of developing the Depot's cultural resource management efforts into a public outreach and education program, Dr. Howard has also initiated several new archaeology exhibits in the Depot Museum. Along with temporary displays, he is spearheading the complete renovation of a room devoted entirely to the National Landmark site, which covers Native American, French, and Spanish occupations.



*The Parris Island Museum hosts temporary and permanent exhibits on USMC sponsored archaeology.*

**MAJOR ACCOMPLISHMENTS, cont**

**Benefits**

The diverse interpretive projects initiated under Dr. Howard's leadership have greatly elevated public awareness of the Charlesfort-Santa Elena National Historic Landmark. This translates into many benefits. Historic preservation initiatives gather greater public support as awareness increases. Studies also show that heritage tourism acts as a good public relations tool for managing agencies. The community as a whole also benefits, for increased heritage tourism means additional income to the local economy.

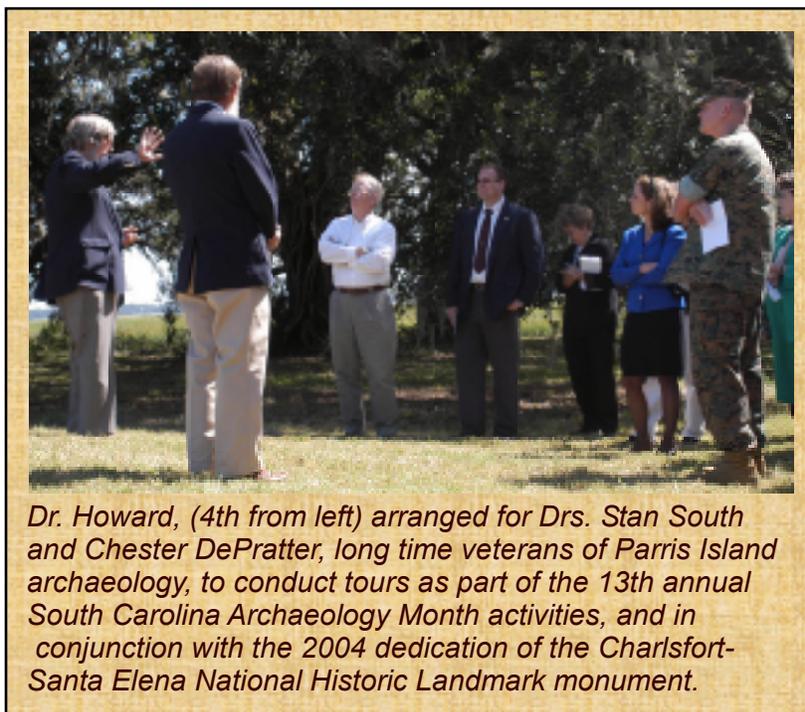
As caretakers of one of our nation's most treasured cultural assets, it is our responsibility not only to ensure resources are well protected for the future, but also to disseminate, for education and enjoyment, the fruits of publicly funded research.

By developing such interpretive programs on MCRDPI, Dr. Howard exhibits an outstanding commitment to excellence in public outreach and visitor relations, the promotion of heritage tourism, and the fostering of solid cooperative stakeholder interactions.

**MAJOR ACCOMPLISHMENTS, cont**



*Interpretive outreach and education programs are an integral part of the MCRD-PI's cultural resource management program.*



*Dr. Howard, (4th from left) arranged for Drs. Stan South and Chester DePratter, long time veterans of Parris Island archaeology, to conduct tours as part of the 13th annual South Carolina Archaeology Month activities, and in conjunction with the 2004 dedication of the Charlesfort-Santa Elena National Historic Landmark monument.*

**SUMMARY**

Dr. Howard's combined efforts have greatly enhanced the cultural resource programs at MCRDPI. His program management initiatives have saved the Depot time and money by streamlining the archaeological contracting system, which has allowed for continuity of work and dramatically accelerated response time to archaeological needs, therefore better serving the Depot's primary mission.

His work to promote the Depot's cultural resources into viable heritage tourism programs is helping raise awareness of our collective past and of the efforts and accomplishments of Marine Corps staff who care for these public resources. These programs, demonstrating Dr. Howard's significant accomplishments in program management and technical merit, offer a wonderful opportunity for transferability to any installation with cultural or natural resources of interest to the general public.