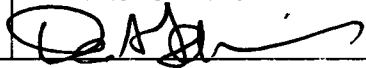


REQUEST FOR RECORDS DISPOSITION AUTHORITY		N1-079-08-8	
To NATIONAL ARCHIVES and RECORDS ADMINISTRATION (NIR) WASHINGTON, DC 20408		DATE RECEIVED 5/2/08	
1 FROM (Agency or establishment) Department of Interior		NOTIFICATION TO AGENCY In accordance with the provisions of 44 U.S.C. 3303a, the disposition request, including amendments, is approved except for items that may be marked disposition not approved or withdrawn in column 10	
2 MAJOR SUBDIVISION National Park Service			
3 MINOR SUBDIVISION			
4 NAME OF PERSON WITH WHOM TO CONFER Michael Grimes	5 TELEPHONE 202-354-1908	DATE 10 Jan 10	ARCHIVIST OF THE UNITED STATES 
6 AGENCY CERTIFICATION I hereby certify that I am authorized to act for this agency in matters pertaining to the disposition of its records and that the records proposed for disposal on the attached 2 pages are not now needed for the business of this agency or will not be needed after the retention periods specified, and that written concurrence from the General Accounting Office, under the provisions of Title 8 of the GAO manual for Guidance of Federal Agencies, [*] is not required, [] is attached, or [] has been requested			
DATE 4-22-08	SIGNATURE OF AGENCY REPRESENTATIVE Michael A. Grimes	TITLE Servicewide Records Officer	
7 Item No	8 DESCRIPTION OF ITEM AND PROPOSED DISPOSITION	9 GRS OR SUPERSEDED JOB CITATION	10 ACTION TAKEN (NARA USE ONLY)

1	<p>9. Information and Public Image Management Records</p> <p>Records documenting the management of NPS data and information resources; and public image management, including the development of graphic standards used to portray a consistent image of the NPS in websites, publications, signs, and uniforms</p> <p>See attached schedule</p>	<p>NC1-79-77-1, N1-79-86-1, N1-79-96-1, N1-79-97-1, and all other preceding schedules GRS 14, 16, 18, 20, 21, 24, 27: as specified in the attached crosswalk.</p>	
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**NATIONAL PARK SERVICE (NPS)
INFORMATION AND PUBLIC IMAGE MANAGEMENT (ITEM 9)
RECORDS SCHEDULE**

This schedule covers all records regardless of media (media neutral), including web content.

INFORMATION AND PUBLIC IMAGE MANAGEMENT (ITEM 9)

Description

Functions: This category includes two functions:

1. Management of NPS data and information resources and
2. Public image management This includes development of graphic standards used to portray a consistent image of the NPS in publications, websites, signs, and uniforms.

Activities Related to Information Management include: indexing, storage, and retrieval of Information Technology systems, databases, Enterprise Architecture, capital planning, etc. Also covers records management and related records.

Records Related to Information Management include, but are not limited to:

- system planning records,
- help desk requests,
- network administration files,
- hardware maintenance,
- software licenses,
- records management documents for scheduling, storage, and transfer of records (SF 115, SF 258, SF 135, and supporting documentation),
- forms management,
- mail management,
- reports,
- correspondence,
- policy and procedure files,
- photographs,
- maps and drawings management,
- electronic records management,
- e-mail messages,
- administrative records,
- Freedom of Information Act (FOIA), and
- Privacy Act

Activities Related to Public Image Management include: developing standards that help portray a consistent image in publications, uniforms, websites, signs, and all other outreach. Activities also include public affairs such as press releases, media presentations, and related material.

Records Related to Public Image Management include, but are not limited to:

- proof sheets,
- library circulation and administration files,

- standards on use of NPS symbols,
- standards for signs, uniforms, etc.,
- web sites,
- press releases,
- media packages,
- recordings of radio and television appearances by NPS representatives,
- speeches,
- in-house newsletters, and
- posters.

Retention Plan	Disposition Instructions
<p>Permanent Records Criteria: Records that document an activity which meets one or more of the following criteria are Permanent:</p> <ul style="list-style-type: none"> • policy and procedure for directing Information and Public Image Management, • communication of the NPS mission, the dissemination of NPS information, and the conveyance of NPS positions and statements, • documentation of computer systems in any category that contain permanent records, • creation, history, and development of NPS symbols, • “first of kind” or establishes precedents, • the subject of widespread media attention or Congressional scrutiny. 	
<p><i>Item 1.</i></p> <p>A. 1. Permanent: Records that help manage and set direction for systems development and public image</p> <p>NOTE: Documentation records of computer systems in any category that contain permanent records will be transferred with the system</p> <p>Current Volume: 25 cft. Annual Accumulation 2.5 cft. Date Span: 1998 to 2009 Estimated date of first accession 2010</p>	<p>Transfer permanent special media, and electronic records along with any finding aids or descriptive information (including linkage to the original file) and related documentation by calendar year to the National Archives when 3 years old. Digital records will be transferred as specified in 36 CFR 1228.270, or according to standards applicable at the time</p> <p>Transfer all other permanent records to NARA 15 years after closure.</p>
<p><i>Item 2.</i></p> <p>A. 2. Permanent: Records that document the communication of the NPS mission; the dissemination of NPS information, and the conveyance of NPS positions and statements</p> <p>Note: These may include press releases, maps, radio and television activities, newsletters, special articles, video, web content, posters, etc</p> <p>Current Volume: 100 cft</p>	<p>Transfer permanent special media, and electronic records along with any finding aids or descriptive information (including linkage to the original file) and related documentation by calendar year to the National Archives when 3 years old. Digital records will be transferred as specified in 36 CFR 1228.270, or according to standards applicable at the time.</p>

Retention Plan	Disposition Instructions
<p>Annual Accumulation: 5 cft. Date Span: 1990 to 2009 Estimated date of first accession 2010</p>	<p>Transfer all other permanent records to NARA 15 years after closure.</p>
<p><i>Item 3.</i> B. Temporary: Records that document system administration, records management, and public information functions that do not meet the criteria listed above.</p>	<p>B. Destroy/Delete records 15 years after closure.</p>
<p><i>Item 4.</i> C. Temporary: Records regarding development of publications (i.e., proof sheets and related), and library activities (circulation records) that do not meet the criteria for permanent records listed above. Also includes Freedom of Information Act and Privacy Act requests.</p>	<p>C. Destroy/Delete records 7 years after closure.</p>
<p><i>Item 5.</i> D. Temporary: Records dealing with help desk, hardware/software maintenance, meeting arrangements, requests for information, and all other routine, housekeeping, and supporting documentation not addressed elsewhere in this category.</p>	<p>D. Destroy/Delete records 3 years after closure</p>