



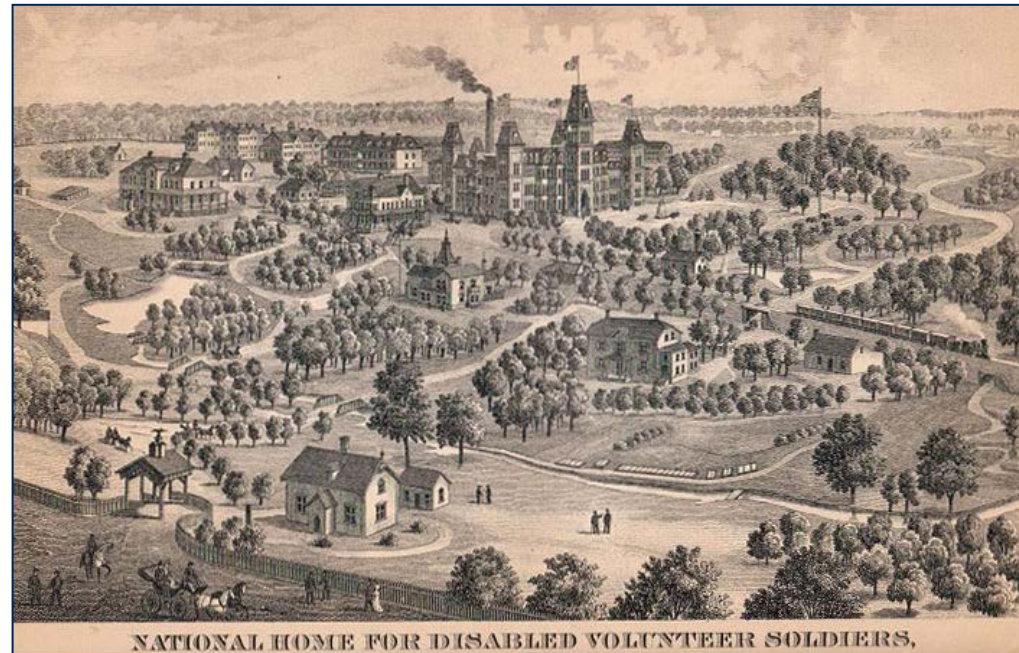
NATIONAL VETERANS AFFAIRS HISTORY CENTER

INTERPRETIVE MASTER PLAN
DECEMBER 21, 2022



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GLOSSARY

I CARE – Integrity, Commitment, Advocacy, Respect, and Excellence

I-DEA – Inclusion, Diversity, Equity, and Access

NCA – National Cemetery Administration

NVAHC – National VA History Center

NHDVS – National Homes for Disabled Volunteer Soldiers

TAP – Transition Assistance Program

VA – U.S. Department of Veterans Affairs

VBA – Veterans Benefits Administration

VHA – Veterans Health Administration

VLM – Veterans Legacy Memorial

VSO – Veterans Service Organization



INTRODUCTION

For over 20 years VA has incrementally advanced the concept of a VA History Center. The effort has undergone many phases of planning, bringing us to this important point – the **National VA History Center Interpretive Master Plan (IMP)**.

Earlier in the process (2014), the Dayton VA Medical Center campus was chosen due to its historic importance as a National Home for Disabled Volunteer Soldiers following the Civil War. It also had the availability of historic structures that could undergo adaptive reuse as a museum and an archival and artifact collections center.

The VA Core Project Team, consisting of the VA History Office and VA administration historians, completed a draft interpretive master plan in March 2022. This draft was endorsed by the Veterans Health Administration, Veterans Benefits Administration, and National Cemetery Administration leadership and was meant as a starting point for work with a professional exhibition consulting firm to help guide the draft into a final plan. In June 2022, HealyKohler Design was selected to serve as our partner in developing the final plan.

VA History Office

MISSION

Tell the story of how the U.S. Department of Veterans Affairs (VA) serves those who have served throughout our Nation's history.



INTERPRETIVE GOALS

- Connects Veterans' care and benefits to the story of our nation.
- Highlights the VA as a pioneer of medical innovation and social welfare.
- Fosters stewardship of the VA's heritage, stories, collections, and the historic Dayton campus.
- Serves as a resource for Veterans, VA employees, researchers, and the public.
- Provides a safe, welcoming, and accessible environment of learning and exploration to ensure inclusion, diversity, equity, and access (I-DEA) for visitors of all ages, abilities, backgrounds, and learning styles.

VISITOR OBJECTIVES

Objectives consider what visitors will think, feel, and do.

- Visitors understand that the unique relationship between the nation and its Veterans began with its founding.
- Visitors understand how the VA has been an agent of change in medicine and society.
- Employees, volunteers, and potential employees see themselves as part of a long heritage of public service.
- Veterans, their families, and the public personally connect with the stories being told and feel a sense of community and pride.
- Visitors explore the historic Dayton campus and appreciate its local and national significance.
- All visitors feel welcomed, inspired, and engaged.
- Researchers, employees, and others seek out National Veterans Affairs History Center (NVAHC) as the premier location to learn about the VA and its history.
- Visitors who cannot reach the site or who would like to stay engaged after their visit have access to targeted and relevant remote interpretation.

AUDIENCE

VISITOR DEMOGRAPHICS

Dayton has a population of approximately 140,000. The greater Dayton area has a population of approximately 814,000, and about half of the U.S. population lives within a day's driving distance of Dayton.

Dayton and the surrounding community are home to approximately 62,000 Veterans and 686,000 Veterans reside in Ohio. The Dayton Medical Center campus has approximately 41,000 unique patient visits per year. It is also home to 2,000 staff. Dayton National Cemetery has approximately 60,000 interments and conducts an average of 1,500 burials per year.



TARGET AUDIENCES

NVAHC seeks to attract visitors who live in the region, as well as national and international tourists. All audiences will need targeted outreach and marketing to draw them to the history center. NVAHC will leverage marketing opportunities through TourismOhio and the Dayton Convention and Visitors Bureau as well as partner with local institutions and organizations to encourage visitation to multiple museums and historic sites during a visit to Dayton.

Linking sites in a “historic tourism corridor” can help build audiences for NVAHC and serve the larger community as well. In particular, NVAHC should make connections to the region’s aviation and military sites, including the National Museum of the U.S. Air Force in Dayton and the National Veterans Memorial Museum in Columbus.



The VA has played an important role in the nation’s history, and all audiences should find something that interests them at NVAHC. However, while exhibits should appeal to the general public, certain audiences will be more likely to visit NVAHC because of their interests, proximity, and connections to the story. These audiences include:

- **Veterans, their families, and Veterans Service Organizations (VSOs)** – Coming for connection to the story
- **Heritage tourists** – Interested in military history, social history, medical history, and historic sites.
- **Employees and potential employees** – Coming for inspiration and symposium events
- **Local community members** – Interested in special events, programs, rotating exhibits.
- **Researchers** – Coming for the archives and collections.
- **Education groups** – Interested in online resources, special programs.

Given that Veterans are a core audience, NVAHC will likely see a higher rate of visitors with disabilities than most museums. A 2018 survey found that the median age for Veterans is 65, and about a quarter of U.S. Veterans have a service-related disability. Within the exhibits and across the campus, exhibits should be inclusive and accessible for visitors who have mobility, vision, hearing, and mental health challenges, or sensitivities to sound and light.

OVERALL SITE PLAN

DAYTON VA MEDICAL CENTER



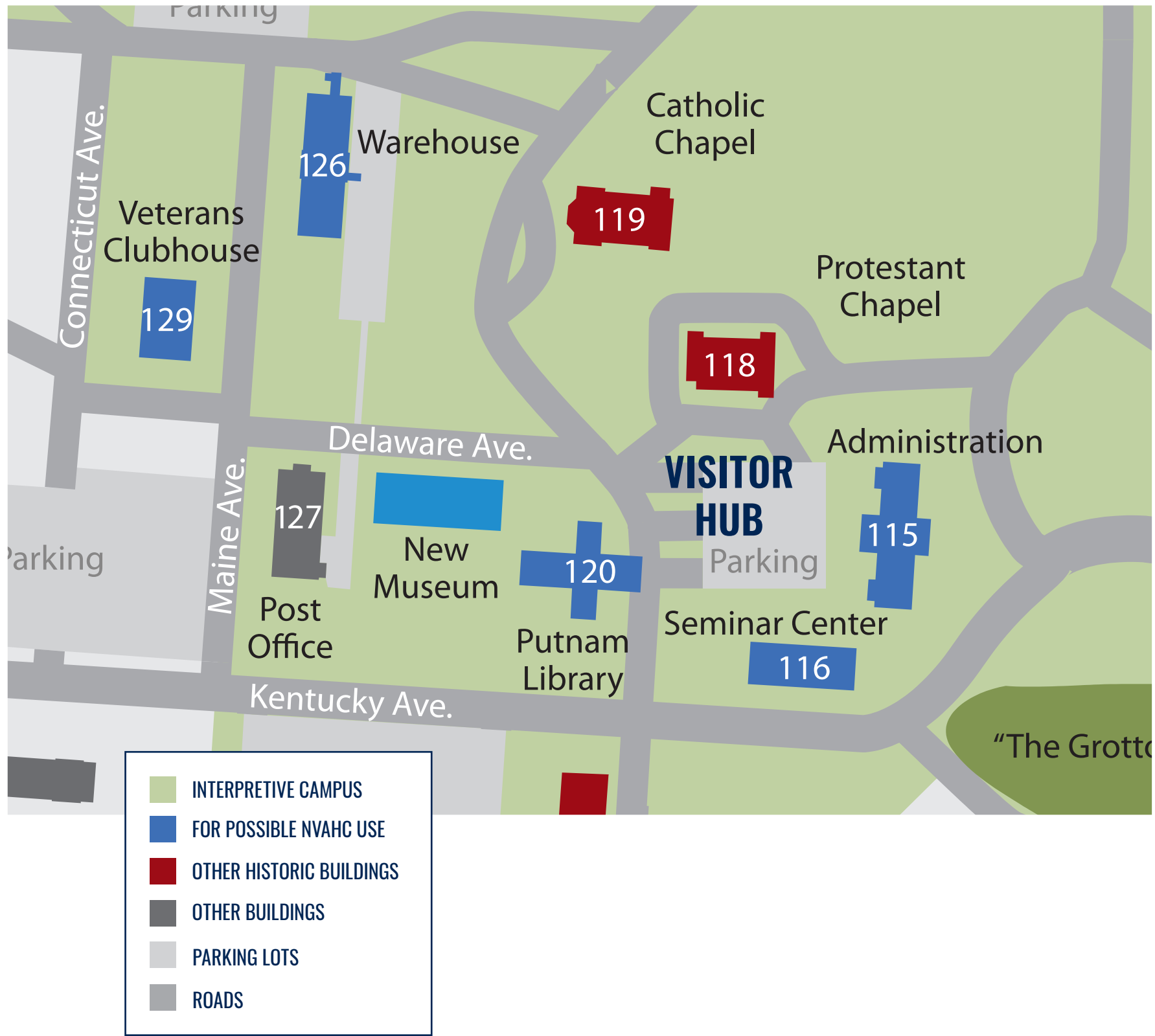
- INTERPRETIVE CAMPUS
- NEW CONSTRUCTION
- HISTORIC STRUCTURES
- OTHER BUILDINGS
- PARKING LOTS
- ROADS

VISITOR EXPERIENCE

The NVAHC will provide a premier visitor experience for audiences to learn about the mission and history of the VA.

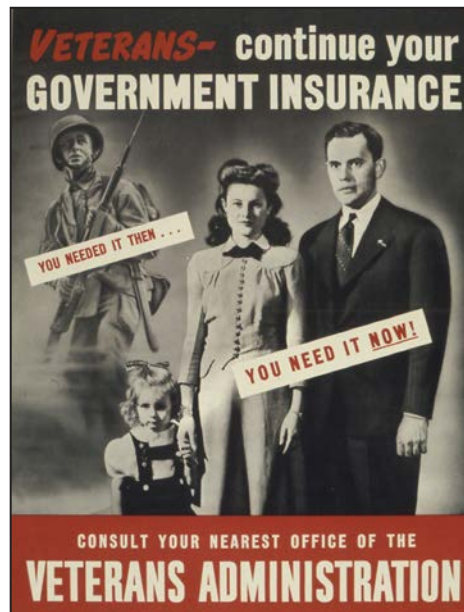
Visitors arriving to the Dayton campus will park at the visitor hub, a centrally located parking lot between the research library (Building 120), seminar center (Building 116), and administration (Building 115). The adjacent museum will take approximately 45-60 minutes to see, but visitors who have more time or other interests may choose to explore a self-guided campus tour and archival exhibits in Putnam Library. Outdoor orientation and wayfinding at the parking lot will welcome visitors and provide general information about the opportunities available to them on campus.

Throughout the experience, interpretation will engage visitors in multiple ways, and tell the authentic VA story through the lens of those who have made it, lived it, and use it. While grounded in the site-specific stories of Dayton, interpretation will convey the national significance of the VA, both historically and today.



INTERPRETIVE THEMES

The interpretive themes connect to the mission, showing how the VA serves those who have served throughout our nation's history. Themes are designed to guide all aspects of the interpretive program, including exhibit and site development, online materials, and educational programming.



Rewarding, supporting, and compensating Veterans for their service is a practice as old as the nation itself. Veteran benefits and programs have fueled social change and economic development.

Providing health care to Veterans has served their changing needs over time, led to pioneering medical innovations, and impacted the larger global community.



Burying Veterans with dignity honors their service in perpetuity.



NATIONAL VA HISTORY MUSEUM

CORE EXHIBITS



CORE EXHIBITS

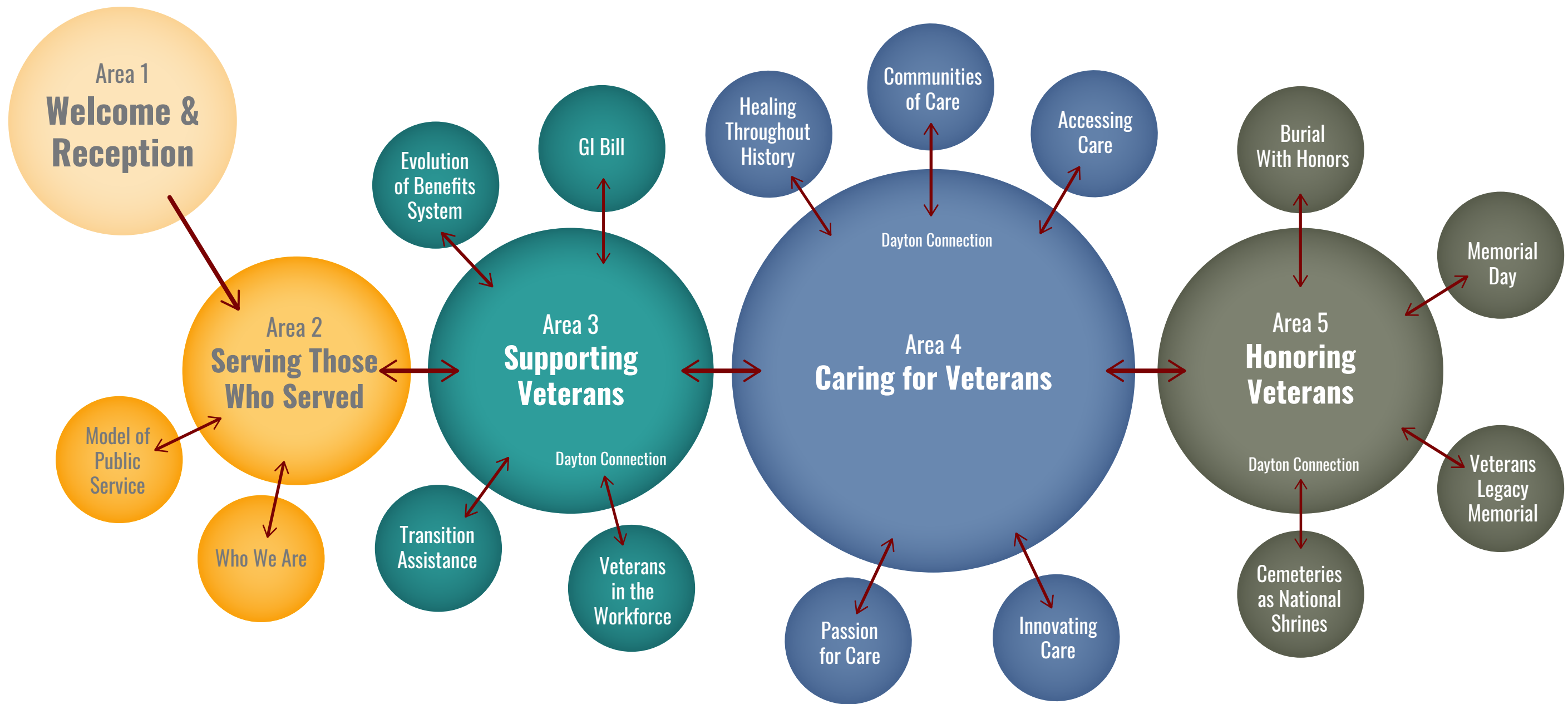
With compassion and a commitment to public service, the VA serves those who served.

The core exhibits walks through how the VA meets the needs of Veterans during their lifetimes and beyond. This experience parallels how a Veteran might move through the VA – from benefits programs like loan assistance and job training, to health care services for medical needs, to burial with honors in a national cemetery.

The experience interweaves historical and modern content, showing the VA and its predecessors as agents of change and connecting the work of the VA to the story of the nation as a whole. While the exhibit will cover successes of the VA, it will also include moments where the VA did not meet expectations and improved as a result. Despite not always having done so in the past, VA continues to make significant improvement in providing benefits and care for all Veterans regardless of race, ethnicity, gender, religion, or sexual orientation. Throughout the experience, impactful data will help convey the scope and scale of the VA and its work serving the nation's Veterans. Each exhibit area also incorporates the local story of the VA in Dayton.



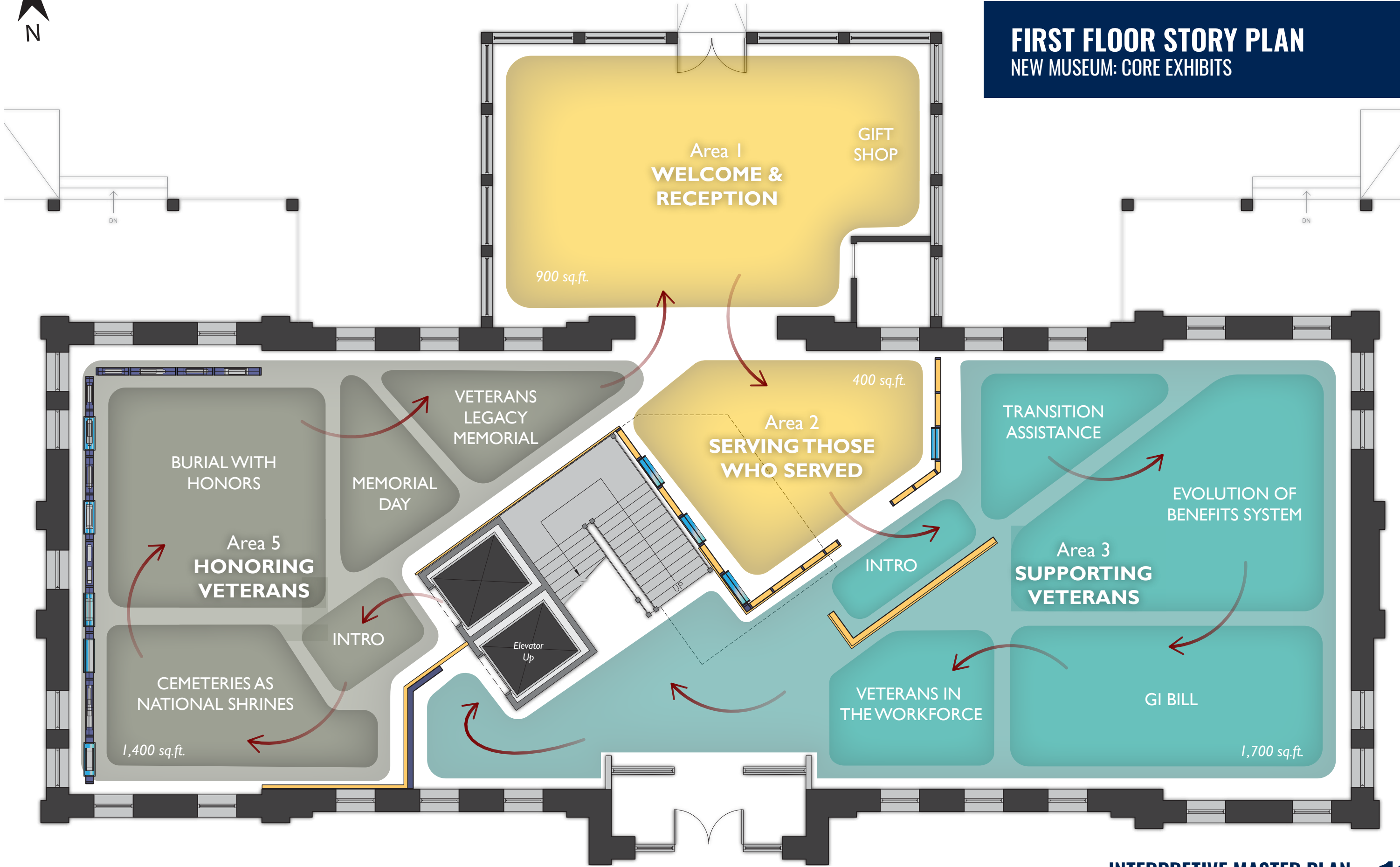
**STORY DIAGRAM:
SERVING THOSE WHO SERVED**





FIRST FLOOR STORY PLAN

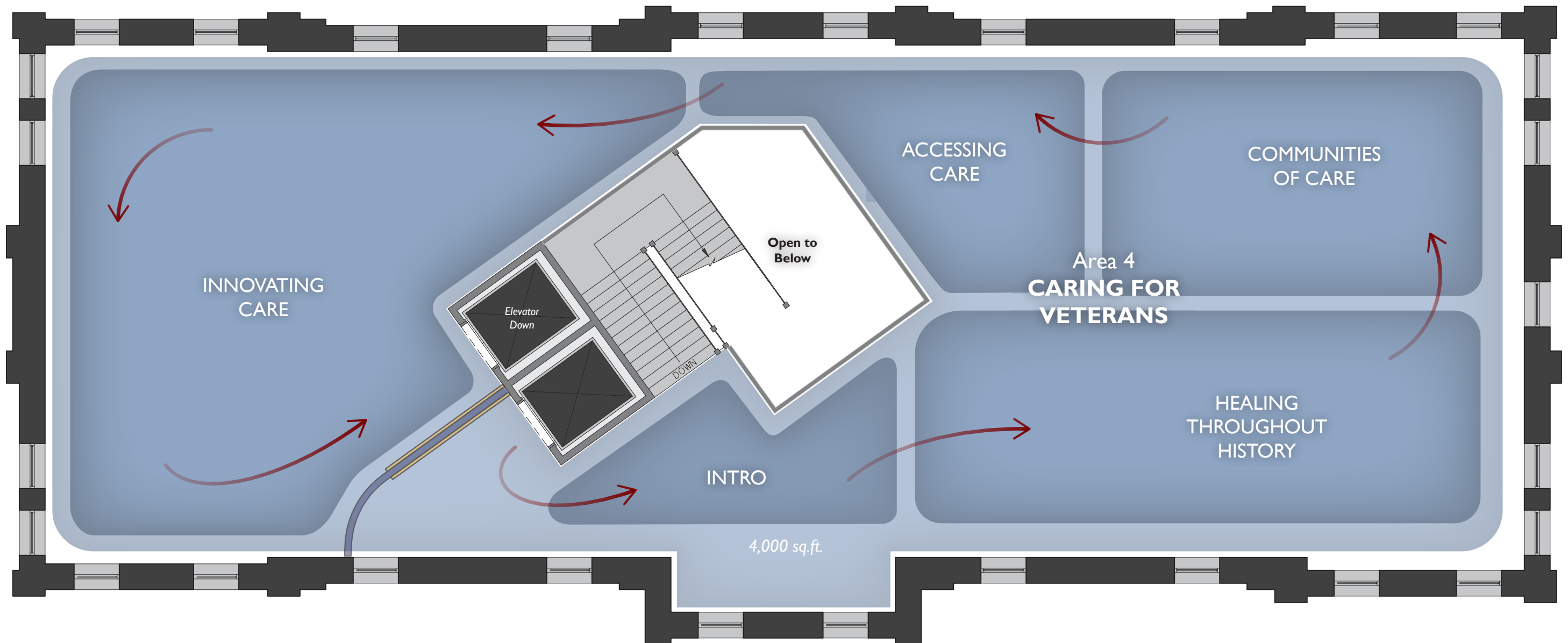
NEW MUSEUM: CORE EXHIBITS



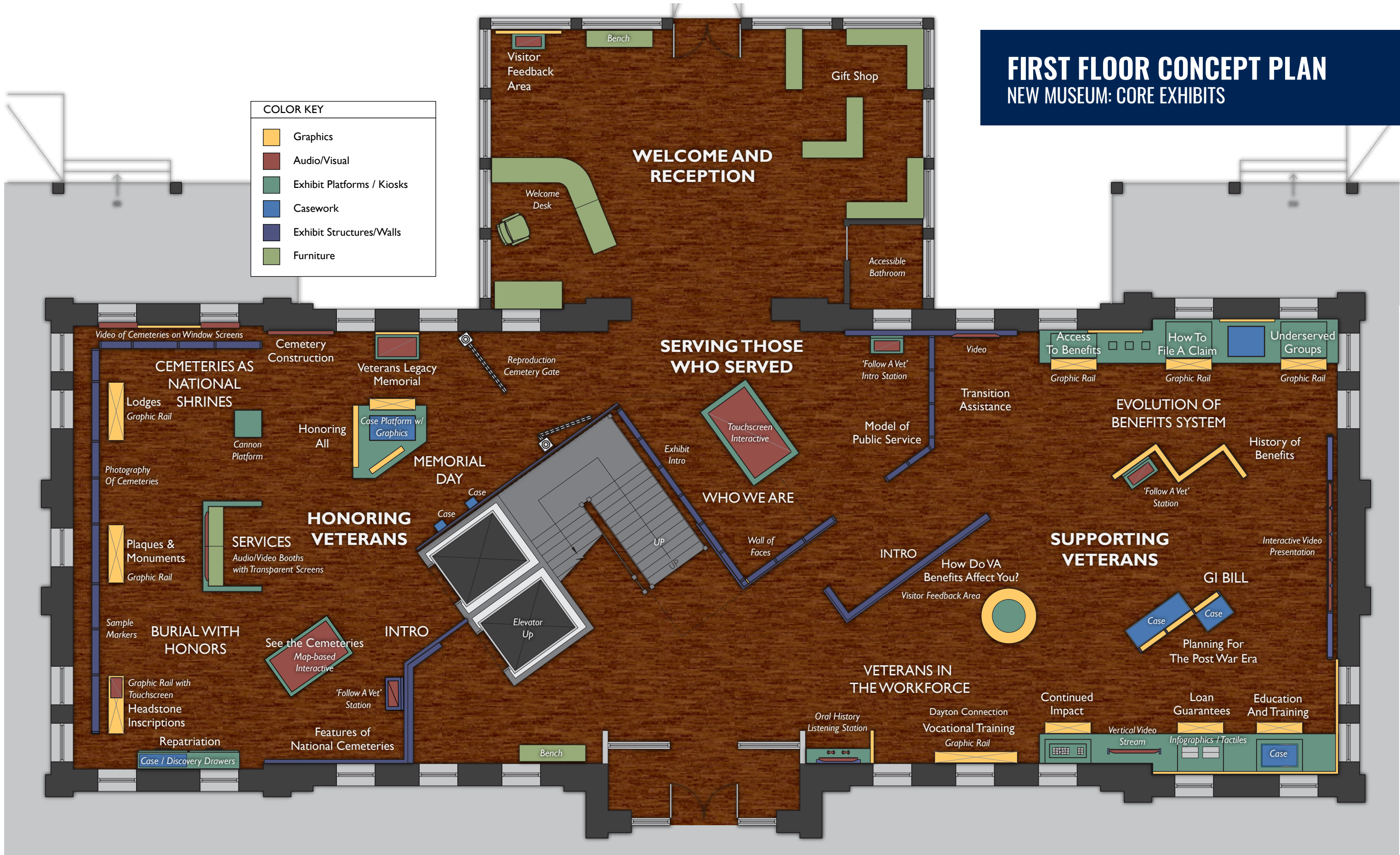


SECOND FLOOR STORY PLAN

NEW MUSEUM: CORE EXHIBITS



FIRST FLOOR CONCEPT PLAN NEW MUSEUM: CORE EXHIBITS

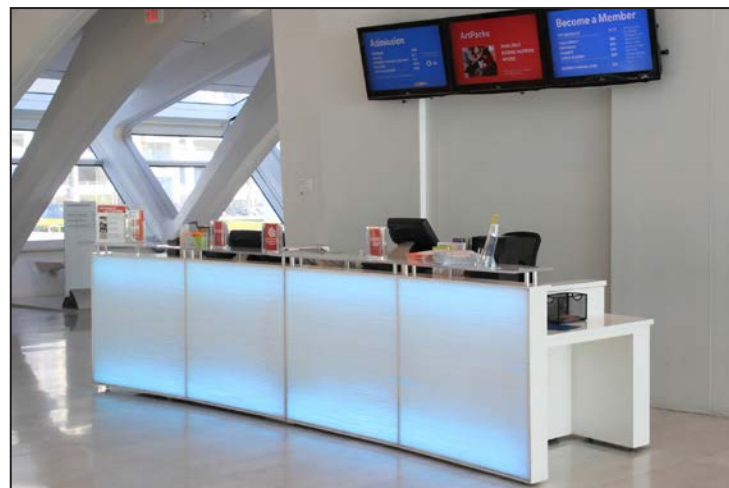
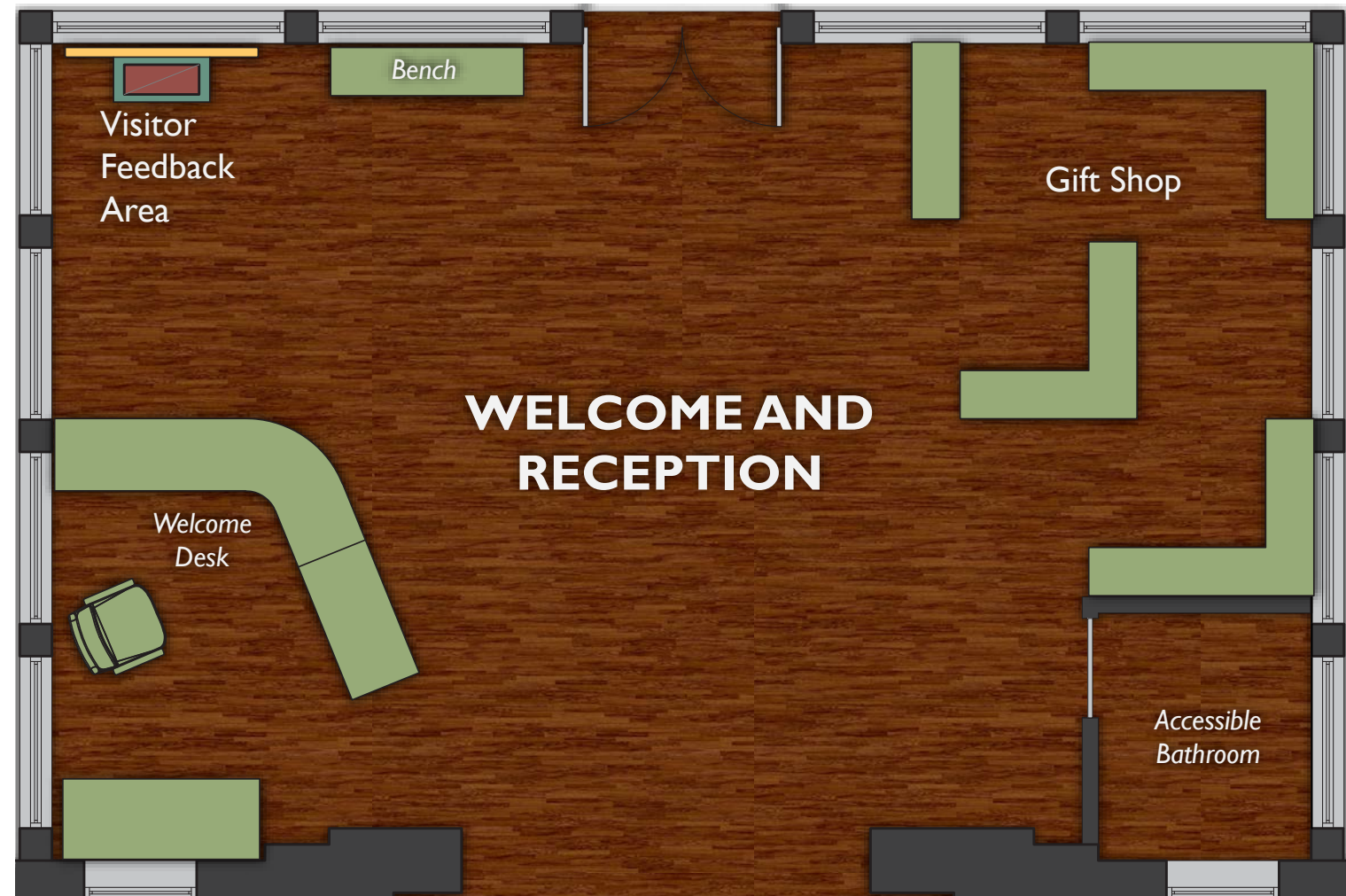


AREA 1

NEW MUSEUM: CORE EXHIBITS

AREA 1 - WELCOME & RECEPTION

This area welcomes and orients visitors to the exhibit experience. At the welcome desk, visitors can learn about the exhibit and campus, ask questions, pick up brochures or other materials, and buy gift shop items. A gift shop includes VA-branded merchandise and Veteran-made artwork. A visitor feedback area gives visitors a chance to offer feedback on the exhibit and the VA at large.



AREA 2 – SERVING THOSE WHO SERVED

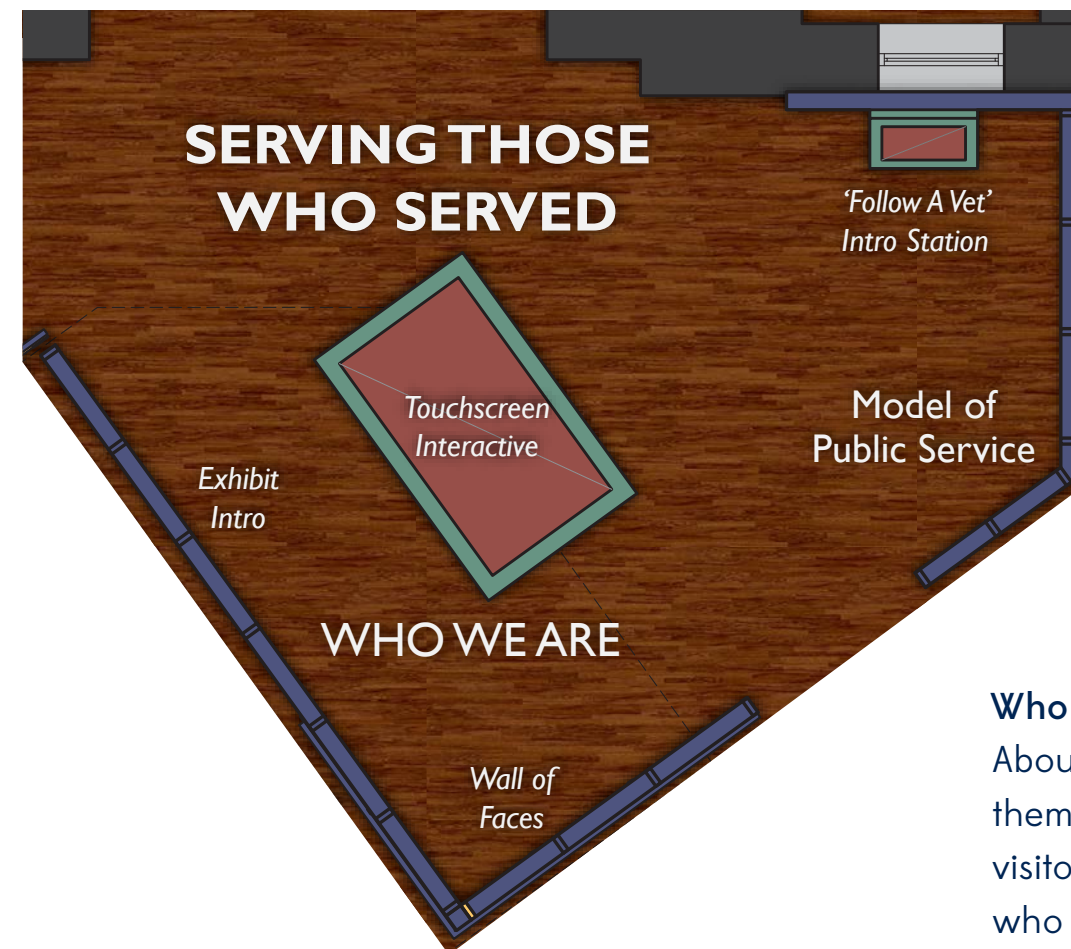
The practice of serving Veterans is as old as the nation itself. Built on several predecessor agencies, the VA has grown to become one of the largest and most important cabinet-level departments in the federal government, serving some 9 million eligible Veterans and employing over 400,000 people at medical facilities, clinics, benefits offices, and cemeteries. This introductory area presents the VA as a model of public service in supporting, caring for, and honoring Veterans. A large mural wall includes faces of employees and Veterans and represents the diversity of the VA today.

“...to bind up the nation’s wounds, to care for him who shall have borne the battle and for his widow, and his orphan...”

– President Abraham Lincoln

“Veterans have always had a strong voice in our government, but it’s time to give them the recognition that they so rightly deserve.”

– President Ronald Reagan, November 10, 1987



Model of Public Service

Making a connection to President Lincoln’s second inaugural address, exhibits introduce the VA’s long tradition of service. Here, visitors learn about the VA’s mission, values (including I CARE and Conscious I-DEA), and the range of services that the VA offers, including some basic information about where Veterans can find these services on campus.

Who We Are

About a third of VA employees are Veterans themselves. At a touchscreen table interactive, visitors can explore data about who the VA is and who they serve. This should include not only information about VA employees, but also about volunteers, partner agencies, VSOs, and stakeholders, showing how the VA works in tandem with other organizations to meet Veterans’ needs. An interactive map also shows VA’s worldwide reach, and shares data about Veterans through the present day. Although the Veteran population is declining, today’s Veterans are more diverse and include a growing percentage of female Veterans.

AREA 2 RENDERING
NEW MUSEUM: CORE EXHIBITS



AREA 2 NEW MUSEUM: CORE EXHIBITS



Follow a Vet:

As part of the exhibit experience, visitors can choose to “Follow a Vet,” picking an individual or family and then learning about their interactions with the VA through a series of touchscreen interactives in all exhibit galleries. These personal stories will be featured across several time periods and reflect the diversity of today’s Veterans. This first station introduces visitors to their vet, and encourages exploration as they move through the space.



AREA 3 – SUPPORTING VETERANS

The U.S. has long recognized the need to reward and compensate Veterans for military service. From land bounties and pensions to insurance and loans, the benefits extended to Veterans have evolved and expanded over time. In this area, visitors learn about the services offered by the Veterans Benefits Administration (VBA) and its predecessors, and how these programs have fueled social change and economic development.

“Our debt to the heroic men and valiant women in the service of our country can never be repaid. They have earned our undying gratitude.”

– President Harry S. Truman, April 17, 1945



Transition Assistance

How do new Veterans know what services are available? As World War II ended, the VA began broadcasting benefits information, particularly through radio broadcasts. Today, the Transition Assistance Program (TAP) fills this important role. A video in this area features recent Veterans discussing the transition to civilian life and how the VA supported them through this adjustment.

“After taking the uniform off, I suddenly found myself without a strong sense of community, purpose, and identity, and I had to redefine my sense of self... Finding out what is truly important to you at your core and what you are good at are keys to success.”

– Rob Otto, Air Force Veteran and VA Suicide Prevention Coordinator, 2022

Evolution of Benefits System

In this section, visitors learn about the many benefits offered to Veterans, and how these benefits have changed and expanded over time. Artifacts could include reproduction bounty land applications and pension files.

- **Access to Benefits** – How Veterans learn about benefits; connect to Here’s To Veterans radio broadcasts and TAP today.
- **How to File a Claim** – Use historic documents; include connection to VSOs.
- **Underserved Groups** – Access issues and how underserved groups have sought benefits; women who served as nurses in the Union Army became eligible for military pensions in 1892.
- **Bounty Lands, Pensions, Insurance, and More** – History of the benefits system from the Revolutionary War to today; include predecessor agencies; how Veterans pushed for benefits (such as the Bonus Army); how VA benefits paved the way for services for other groups and the general public.

AREA 3 – SUPPORTING VETERANS [Continued]

GI Bill

On the far wall, an interactive multi-screen video presentation connects early VA services to the most well-known of VA benefits: the GI Bill. The top half, which is out of reach to visitors, shows video and moving imagery while the bottom half features interactive touchscreens for visitors to explore timelines, documents, data, and more.

As visitors move around this area, graphics and artifacts offer more information about the GI Bill. Tactile models and infographics represent data related to home purchases, educational degrees, and generational wealth, helping visitors understand the wide-ranging and long-lasting impact of the GI Bill. A vertical column of screens displays diverse scrolling imagery and video of benefits recipients' everyday lives. A communal feedback wall will allow visitors to post written notes about how VA benefits have affected them personally.

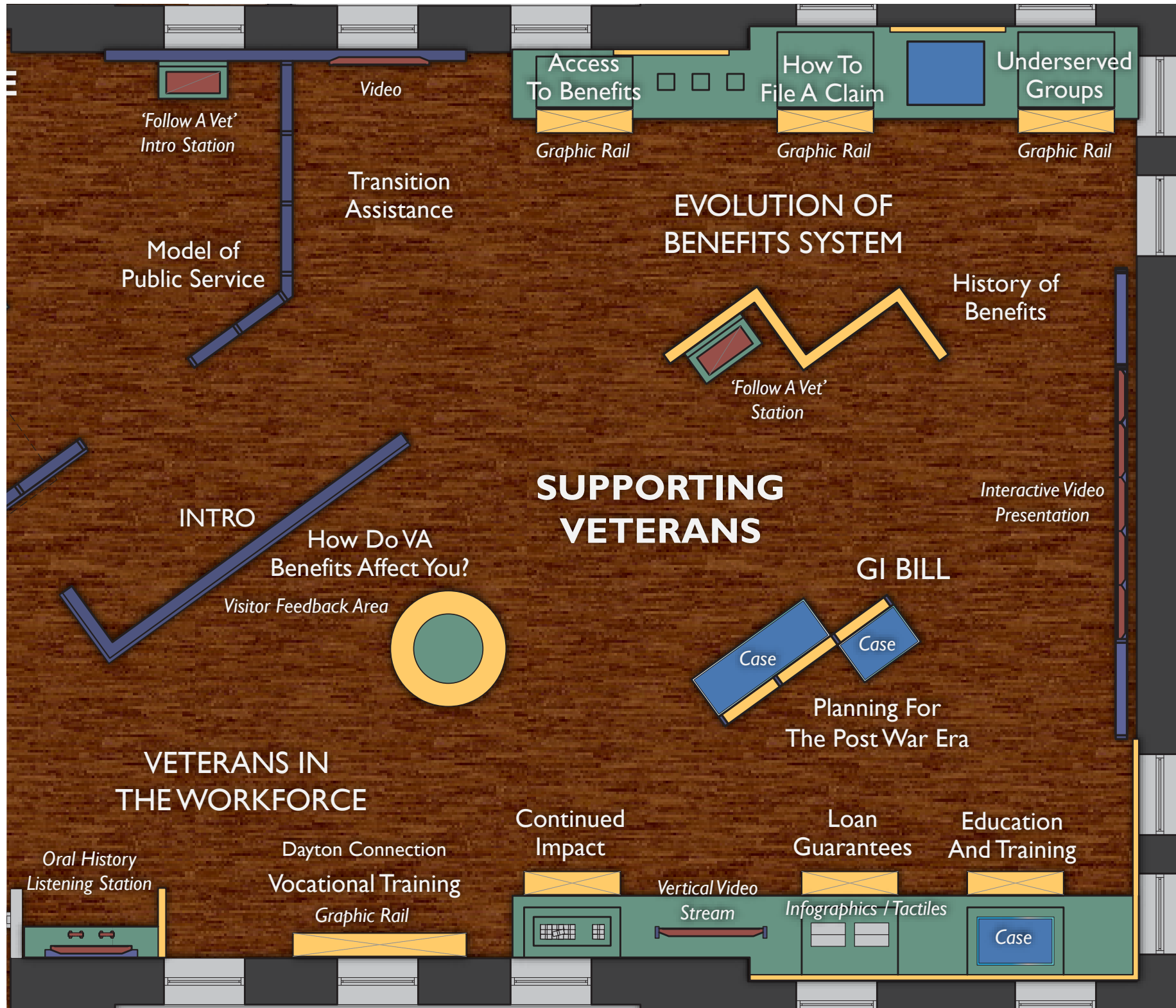
- **Planning for the Postwar Era** – What the government learned from the Bonus Army; need for the GI Bill; demobilization solutions and avoiding a possible postwar depression; main components of the bill; casework could include recreated historical documents related to the bill.
- **Education and Training** – Tuition assistance; vocational training and on-the-job training; number of degrees awarded by U.S. colleges and universities more than doubled between 1940 and 1950.
- **Loan Guarantees** – Purchases of homes, farms, or businesses; Veterans bought 20 percent of all new homes built after WWII; growth of the suburbs (Levittown, NY example); home ownership critical to wealth accumulation
- **Continued Impact** – Data about how the GI Bill changed American society; shortcomings of GI Bill for minority Veterans, including redlining and home loans; GI Bill extended several times – 2.3 million Veterans participated in Korean War and more than 8 million during Vietnam era; show the multi-generational impact of the GI Bill

- **How Do VA Benefits Affect You?** – Feedback area for visitors to leave their thoughts about the personal impact of the GI Bill and other VA benefits.

Veterans in the Workforce

Readying Veterans for the civilian workforce has long been a VA goal. Exhibits here connect to the Dayton story about vocational training offered by the Central Branch of the National Homes for Disabled Volunteer Soldiers. Exhibits also discuss careers and employment for Veterans today, with mention of VA benefits like financial counseling and fiduciary assistance. An oral history listening station allows visitors to hear personal stories of Veterans in the workforce.

AREA 3 CONCEPT PLAN
NEW MUSEUM: CORE EXHIBITS

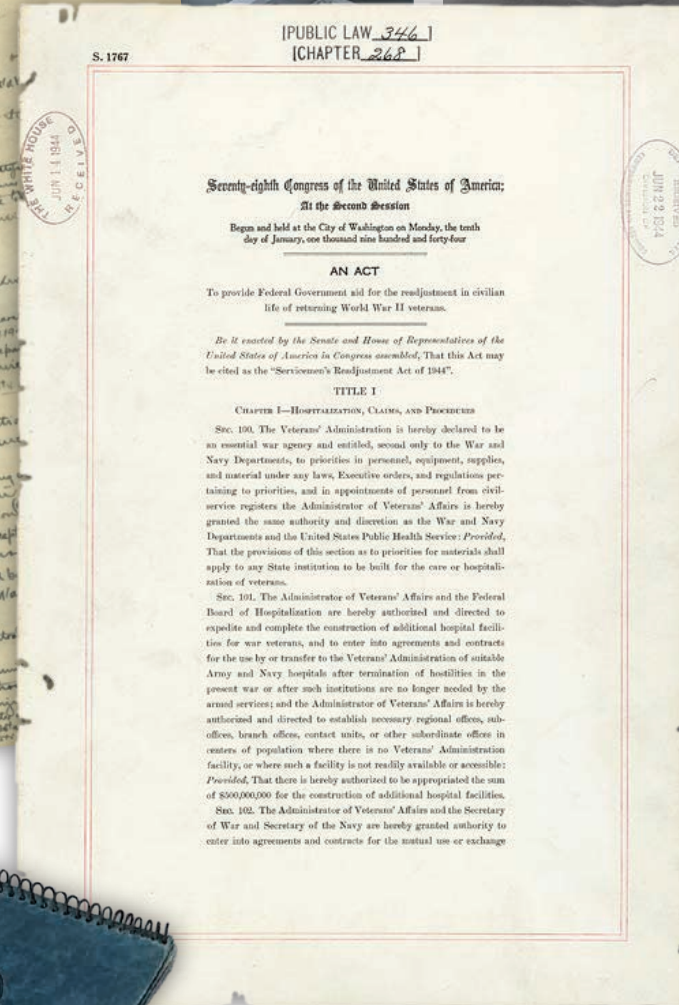
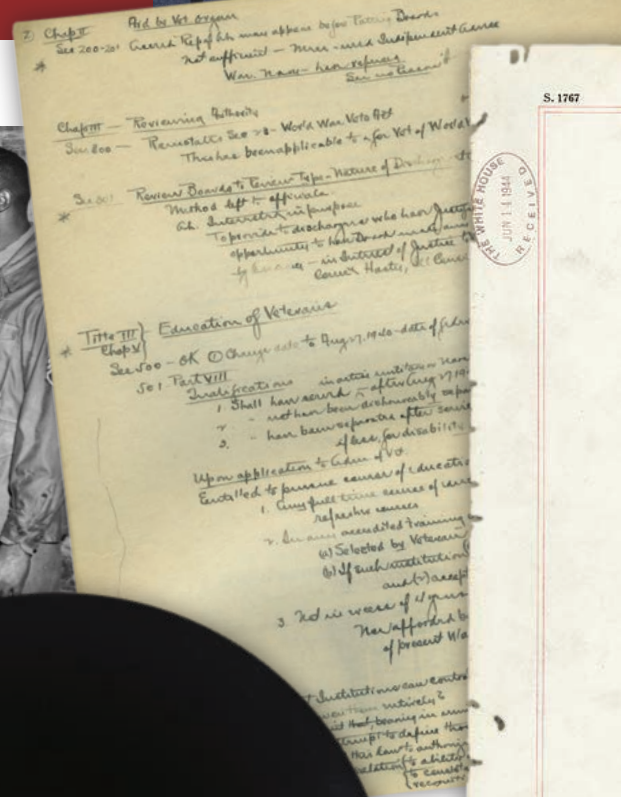
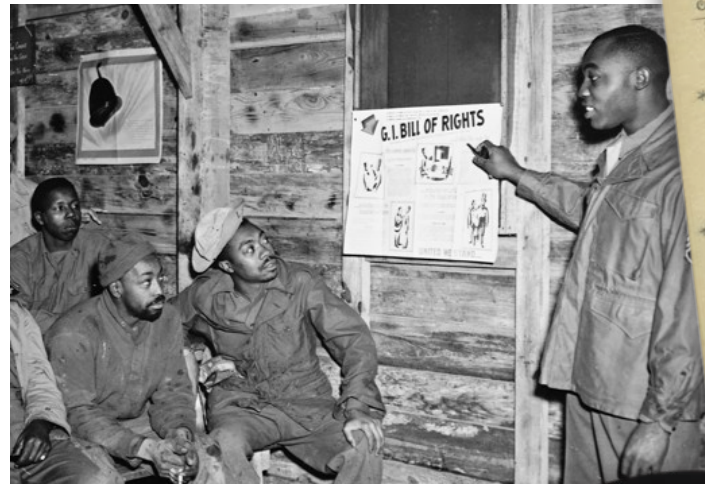


AREA 3 RENDERING
NEW MUSEUM: CORE EXHIBITS



AREA 3: SUPPORTING VETERANS

VISUAL REFERENCES



AREA 4 – CARING FOR VETERANS

Military service can be arduous, hazardous, and lead to lifelong illnesses, physical disabilities, and mental health issues. After the Civil War, the federal government established a network of National Homes for Disabled Volunteer Soldiers (NHDVS), solidifying the nation's commitment to the civilian soldier. These homes formed the foundation upon which the modern Veterans Health Administration (VHA) was built. Today, VHA is the largest integrated health care system in the U.S., with nearly 1,300 facilities nationwide.

From Area 3, visitors move up the stairs or elevator to the second floor, which houses Area 4. In this area, visitors learn about how VHA and its predecessors have met Veterans' changing needs and impacted the larger medical community.

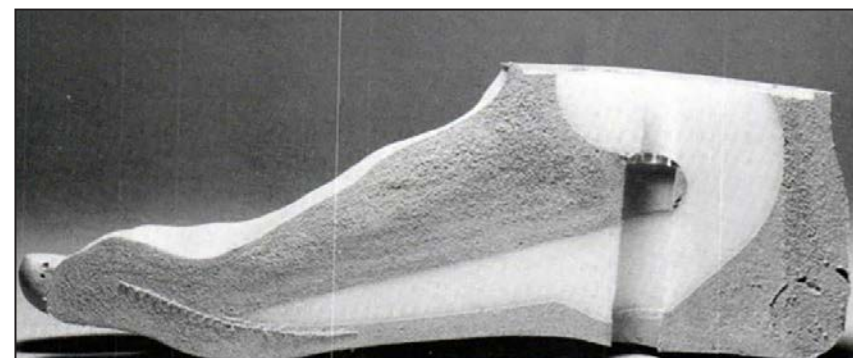
“Being a Veteran with a disability helps me build a rapport with other Veterans.... Life is difficult with a disability. It's nice to be able to make their lives a bit easier.”

– Dr. Rory Cooper, Army Veteran and Electrical Engineer, 2017

Healing Throughout History

As war and military service have changed, so have health needs. This exhibit area explores Veterans health issues past and present through the eyes of patients and their providers. Low barrier platforms display wheelchairs and other equipment, while a large artifact case feature prosthetics, sensory aid devices, and other items. Artifacts are often presented in sets of 3 or more to show an evolution in design and function over time.

- **Injury and Mobility** – Showcase wheelchairs and artificial limbs from different eras; Seattle foot.
- **Rehabilitation** – Exercise equipment, vocational equipment, VR, recreational therapy and adaptive sports
- **Trauma and Mental Health** – PTSD, addiction/substance abuse, suicide prevention
- **Health and Medicine** – VA treatment of everything from tuberculous and “trench mouth” to surgeries and preventative care



Communities of Care

The National Homes for Disabled Volunteer Soldiers were built on sprawling campuses that became the foundation for succeeding generations of VA hospitals. A model table animated with overhead projection focuses particularly on the local Dayton story of the Central Branch of NHDVS, telling the story of the Veterans and employees who built a community here. Artifacts could include historic postcards, beer tokens, and the Dayton Bible.

- **National Home** – Discuss National Homes for Disabled Volunteer Soldiers with the focus on Dayton; topics include work and social life; ministries; recreation; rehabilitation, medical care, and PTSD; horticulture therapy; entertainment and tourism. Story placement takes advantage of sightlines out the window to the Protestant Chapel and Cemetery beyond.
- **Building Care** – Hospitals and landscapes as reflections of care; show different generations of hospitals – 1920s, 1940s, 1990s-present.

AREA 4 – CARING FOR VETERANS *[Continued]*

Passion for Care

With compassion, commitment, and patriotism, VA employees, volunteers, and stakeholders work together to advocate and care for Veterans. This area focuses not only on medical professionals, but also chaplains, caregivers, and others who dedicate themselves to Veteran care. Exhibits also touch on the importance of training and education in VHA facilities and how this affects the larger medical community. An audio interactive lets visitors listen to personal stories of people who have worked within VHA.

Accessing Care

The VA has not always served everyone equally. Exhibits in this area look at how African Americans, women, Native Americans, and other underserved groups have fought for health equity – and pushed the VA to improve. An artifact case can be used to display artwork or other items from minority Veterans. In the transitional space around the open stairwell, a panel introduces VA's fourth mission.

- **Fighting Segregation** – The Central Branch of NHDVS was one of the nation's first racially integrated federal institutions after the Civil War; however, segregation later became adopted at many Veterans hospitals in the early 20th century. The Tuskegee Veterans Hospital, which opened in 1923, became the only hospital dedicated to African American Veteran care. With the armed forces desegregating in 1948, the VA formally ended racial segregation at hospitals in 1954.
- **Gender** – While women have served in nearly all of America's wars, they were not provided with medical care until 1923, when the NHDVS began accepting women Veterans for the first time. After World War II, VA hired female physicians and dedicated more spaces to their care. However, a 1982 study found that women did not have equal access to VA care and services resulting in a push for gender-specific care, building a culture of respect, and the establishment of the Center for Women Veterans.
- **LGBTQ** – Until 2011, the controversial “don't ask, don't tell” policy, banned gay, lesbian, and bisexual individuals from openly serving in the military. Transgender individuals were also banned from serving in the military from 1960 until 2016. These policies placed an immense toll on both mental and physical health and kept many away from VA, despite these Veterans suffering higher rates of PTSD and mental health trauma. Today VA is making strides to ensure their care.
- **Native Americans** – While serving with distinction and one of the highest representations in the post-9/11 armed forces, Native American Veterans have faced challenges in care due to hospital location, backlogs, and language barriers. In 2003, VA and Indian Health Service developed a Memorandum of Understanding outlining five mutual goals for Veteran care. In 2022 the *Native American Veteran (PACT) Act* eliminated copayments for Native American Veterans accessing VA health care, bringing parity between services provided at VA and other government providers.
- **Rural Access** – Bringing care to rural communities; mobile ops.
- **Standing Ready** – Fourth Mission and how VA can furnish medical care to the public in times of national disaster or national emergency (COVID-19).

AREA 4 – CARING FOR VETERANS [Continued]

Innovating Care:

The VA’s research and development advances have impacted Veterans and the world. As visitors pass to the other half of the second floor, they enter a lab-styled space, which includes elements of a 1960s-era lab at the entry, as well as a more contemporary research facility in the larger space. An intro panel emphasizes the Nobel prizes won by VA researchers and casework features key innovations such as the cardiac pacemaker. Within the lab space, work tables and countertop displays encourage visitor interaction.

In one corner, a platform includes operable robotics prototypes; in the other corner, visitors can use VR stations to learn about immersive therapy and training. Research and other health care breakthroughs are featured on the back wall, while a projection overhead includes video and moving imagery from labs across the country.



- **Made in the VA** – Long history of R&D in the VA; emphasize Nobel prizes and include a tactile replica; showcase key innovations; such as the cardiac pacemaker and nicotine patch.
- **Robotics** – DaVinci surgical machine; personal mobility devices.
- **Mobility** – Could feature modern prosthetics but also movable physical therapy bars, smart canes for the blind, etc.
- **3D and Bioprinting** – Surgical planning (kidney with tumor artifact), creating bone grafts, prosthetics, etc. Includes an active 3D printer for demonstrations.



- **AI and Machine Learning** – Use of AI in physical therapy, seizure detection, surgery, data analysis, suicide prevention, and more. Exhibit uses an interactive digital whiteboard to allow visitors to explore intangible concepts.
- **Research and Health Care Breakthroughs** – VA research in areas such as cancer, transplants and surgical care, endocrinology, cardiology, hormones, radioimmunoassay; genomics and Million Veteran Program, etc.; pioneering electronic medical records.
- **Immersive Technology** – AR and VR in therapy and simulation training.

“Keep exploring, move the research forward, and provide the best care possible for our Veterans. Now is not the time to quit.”

– Dr. Stephen Plymate, Army Veteran and Endocrinologist, 2021

AREA 4 CONCEPT PLAN

NEW MUSEUM: CORE EXHIBITS

COLOR KEY	
	Graphics
	Audio/Visual
	Exhibit Platforms / Kiosks
	Casework
	Exhibit Structures/Walls
	Furniture

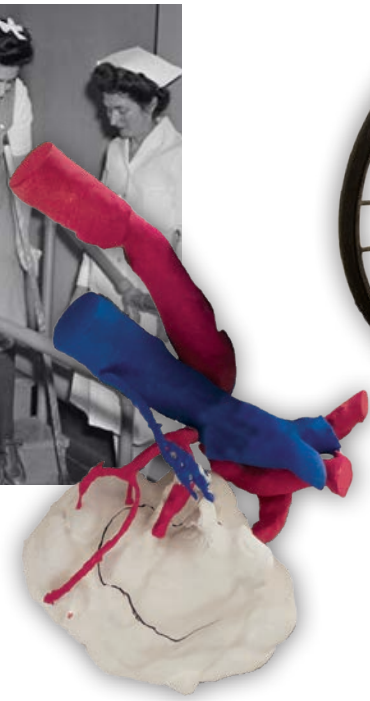
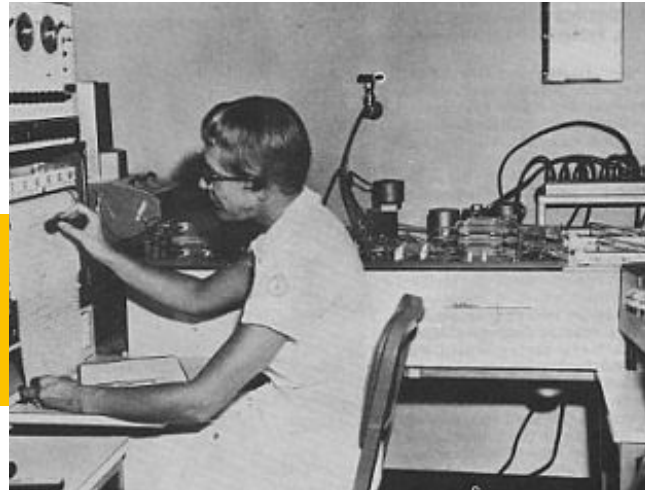


AREA 4 RENDERING
NEW MUSEUM: CORE EXHIBITS



AREA 4: CARING FOR VETERANS

VISUAL REFERENCES



AREA 5: HONORING VETERANS

NEW MUSEUM: CORE EXHIBITS

AREA 5 – HONORING VETERANS

The U.S. government has provided burial and cemetery services for Veterans since 1862 when Congress enacted legislation to create national cemeteries for soldiers who died in service of the country. Today, the National Cemetery Administration (NCA) maintains 155 national cemeteries and 34 soldier's lots. It also provides funds for states and tribes to establish Veterans cemeteries. This exhibit area includes beautiful imagery of cemeteries throughout the United States. Images will be captioned throughout. In the introductory area, a map-based interactive allows visitors to explore cemeteries around the nation.



Burial with Honors

The meaningful rites of burial with military honors dates to the nineteenth century. In this area, visitors learn about how NCA buries Veterans and honors their service through headstones, markers, and monuments. An audio/video booth with transparent screens allows people to experience elements of a funeral service, including listening to “Taps” and a traditional gun salute. Visitors can also touch sample markers and medallions to learn about different types of headstones and emblems of belief, as well as explore these elements on a small touchscreen. Cases and discovery drawers include instruments and items related to WWI/WWII repatriation of servicemembers who died overseas.

- **Repatriation** – Return and reinternment of Americans killed overseas; repatriation program reached unprecedented size after World War II when 60 percent of families opted to have the remains of their loved ones returned home.
- **Headstone Inscriptions** – Every headstone tells a story; includes sample headstones of differing types, organized by era; a small touchscreen to explore elements of different markers.



- **Services** – Elements of burial with honors; audio/video to capture sights and sounds of a military funeral service; include Presidential Memorial Certificates.
- **Honoring All** – Discuss how women, African Americans, and other underserved groups sought access to burial benefits.

“We are not contrabands, but soldiers of the U.S. Army...we are now sharing equally the dangers and hardships in this mighty contest, and should share the same privileges and rights of burial in every way with our fellow soldiers who only differ from us in color.”

– Civil War U.S. Colored Troops Burial Petition, 1864

AREA 5 – HONORING VETERANS [Continued]

Cemeteries as National Shrines

National cemeteries were designed as commemorative landscapes. Across the nation, cemeteries feature iron gates, monuments, flagpoles, and other elements that contribute to a solemn and contemplative atmosphere. In this area, a vertical Civil War cannon with a bronze replica shield is on display, and images of various cemeteries activate screens set within the windows, as if looking out at different scenes. Casework includes an historic visitor register, connecting today’s visitors to a long history of people who have visited national cemeteries. Interpretation also reminds visitors that they can walk or drive through the Dayton National Cemetery while on campus.

“The cemetery program in the Army was a very small program compared to the Army’s total responsibilities... It was an important thing, but it was not a real big thing. And when it came to the Veterans Administration, it became a big thing.”

– Rufus Wilson, NCS Director, 2005



- **Lodges** – First permanent cemetery buildings; served as office and residence for superintendents, who were initially disabled volunteer Veterans.
- **Plaques and Monuments** – Features some of the unique monuments around the national cemeteries.
- **Cemetery Construction** – Discuss early cemetery construction and landscape features; transition from the U.S. Army to NCA.

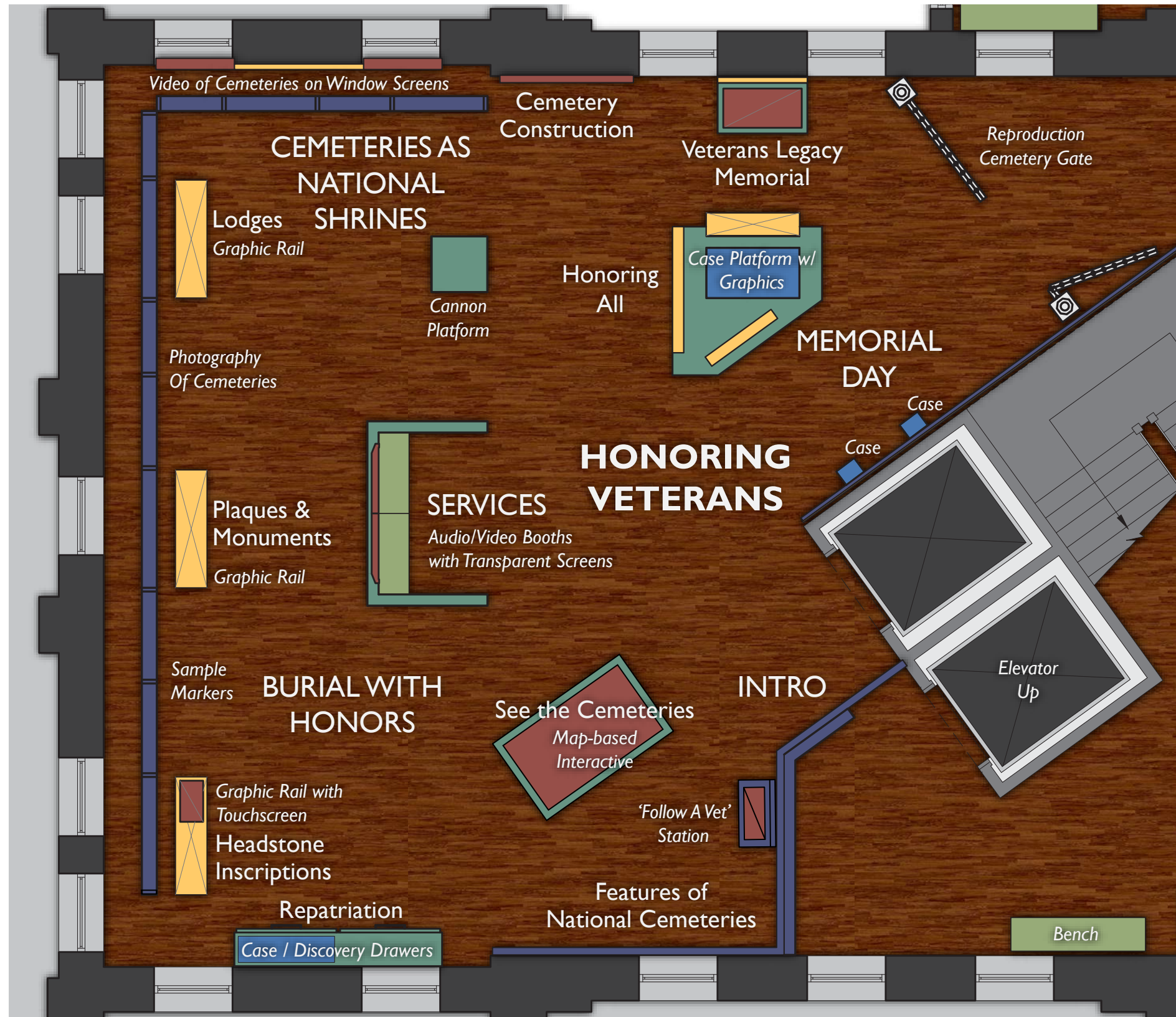
Memorial Day

Memorial Day ceremonies have a long history at national cemeteries. Beginning in the 1860s, the public came to leave flowers on Veterans’ graves, and at least 100 NCA monuments were dedicated on Memorial Day. Exhibits in this area include a case platform, featuring postcards and programs, flags, and other artifacts associated with how the nation remembers and honors its Veterans on this U.S. holiday.

Veterans Legacy Memorial

NCA honors Veterans’ service in perpetuity. The Veterans Legacy Memorial (VLM) is an online memorial that honors the more than 4.4 million Veterans interred at VA national cemeteries and other associated locations. An interactive touchscreen allows visitors to access and explore VLM. Interpretation highlights some notable burials to convey the diversity of Veterans interred at NCA cemeteries and generate interest in VLM.

AREA 5 CONCEPT PLAN
NEW MUSEUM: CORE EXHIBITS



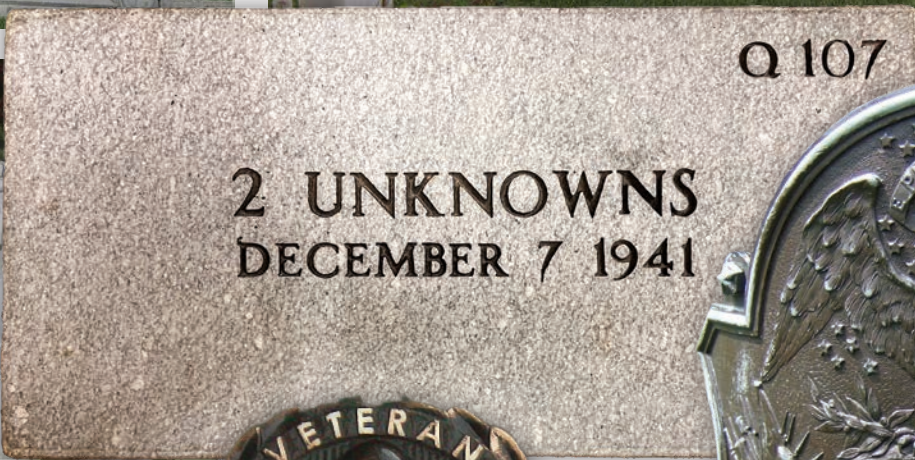
AREA 5 RENDERING

NEW MUSEUM: CORE EXHIBITS



AREA 5: HONORING VETERANS

VISUAL REFERENCES



PUTNAM LIBRARY / BUILDING 120

RESEARCH & ARCHIVAL EXHIBITS



BUILDING 120: PUTNAM LIBRARY RESEARCH & ARCHIVAL EXHIBITS



Recent Acquisitions



Archival display cases



Research Spaces



Veteran artwork

NVAHC will be a hub for VA assets from around the nation. Researchers will have access to these records on the first floor of the historic Putnam Library. A reception area and desk welcomes researchers to the research room, which includes a public access wing for accessing the catalog and other online resources. Historical graphics and artwork enliven the space and connect to the building's longtime use as a library. Across from the public access wing, an archival resources room allows for cart and temporary record storage.

The second floor includes spaces for administration and VA History Center offices.

The third floor of the library offers a space for temporary exhibits and changing displays. Casework could feature special archival collections, or be a place to showcase new acquisitions in the collection. NVAHC may also want to design certain temporary exhibits with re-use in mind – ultimately, some “pop-up” exhibits used at Putnam could later be sent to other VA locations for temporary display.

BUILDING 120: PUTNAM LIBRARY FIRST FLOOR

RESEARCH & ARCHIVAL EXHIBITS



2,750 sq.ft.

BUILDING 120: PUTNAM LIBRARY FIRST FLOOR RENDERING



BUILDING 120: PUTNAM LIBRARY
SECOND FLOOR

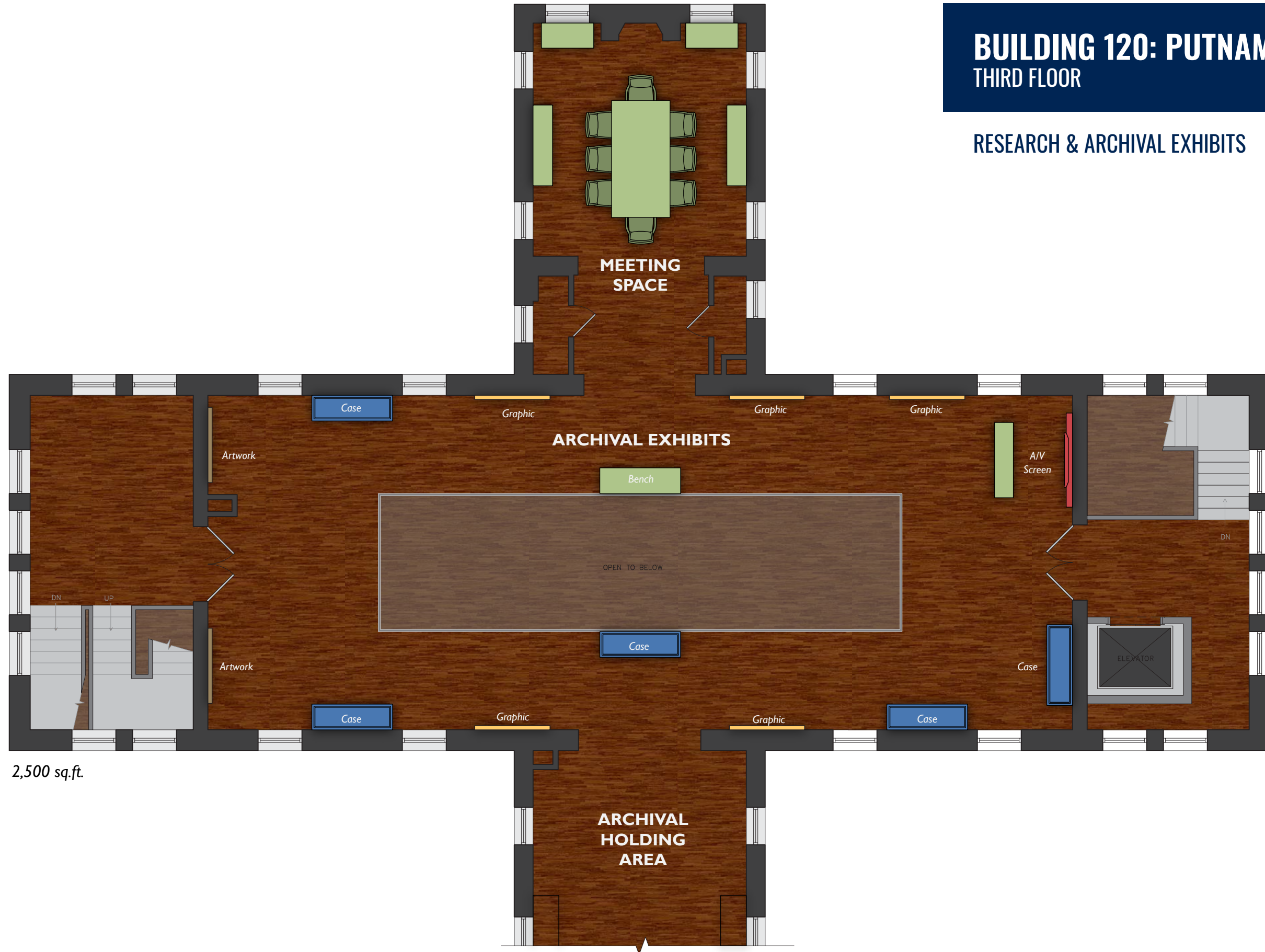
RESEARCH & ARCHIVAL EXHIBITS



2,500 sq.ft.

BUILDING 120: PUTNAM LIBRARY THIRD FLOOR

RESEARCH & ARCHIVAL EXHIBITS

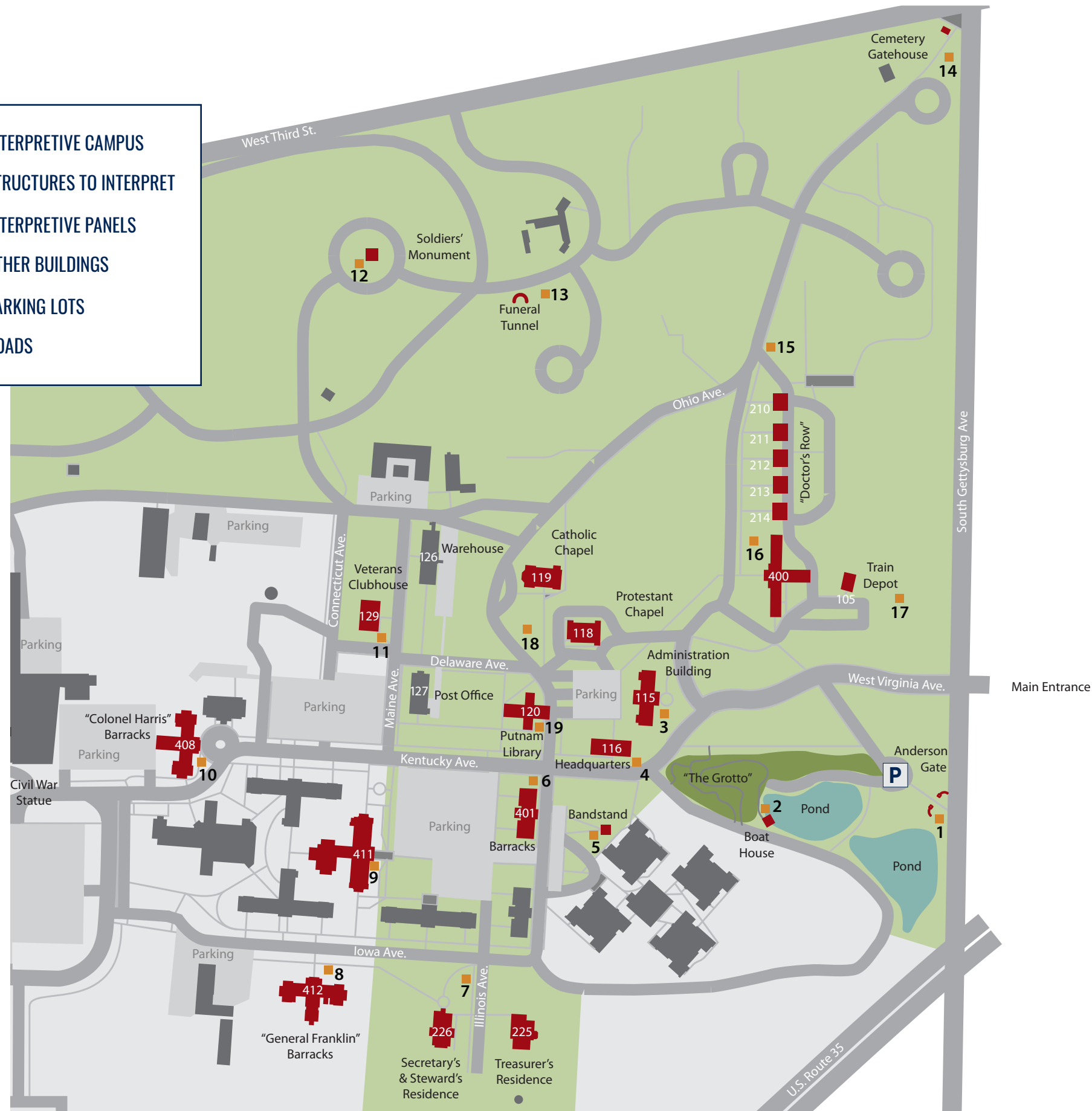


2,500 sq.ft.

OTHER INTERPRETIVE OPPORTUNITIES

INTERPRETIVE CAMPUS TOUR

- INTERPRETIVE CAMPUS
- STRUCTURES TO INTERPRET
- INTERPRETIVE PANELS
- OTHER BUILDINGS
- PARKING LOTS
- ROADS



- 01 Anderson Gate
- 02 "The Grotto" & Boat House
- 03 Administration Building (Building 115)
- 04 Headquarters (Building 116)
- 05 Bandstand
- 06 Barracks (Building 401)
- 07 Secretary's & Stewards Residences (226) / Treasurer's Residence (225)
- 08 "General Franklin" Barracks (Building 412)
- 09 Dining Hall (Building 411)
- 10 "Colonel Harris" Barracks (Building 408)
- 11 Veterans Clubhouse (Building 129)
- 12 Soldiers' Monument
- 13 Funeral Tunnel
- 14 Cemetery Gatehouse
- 15 National Cemetery
- 16 Doctors' Row (Buildings 210-214) / Miller Cottage (Building 400)
- 17 Train Depot (Building 105)
- 18 Protestant Chapel (Building 118) / Catholic Chapel (Building 119)
- 19 Putnam Library (Building 120)

INTERPRETIVE CAMPUS TOUR

Many elements of Dayton's historic NHDVS campus remain, including historic buildings. A self-guided tour lets visitors explore the historic campus and learn more about the VA's history. This tour will rely on existing sidewalks where available, with waysides providing interpretation at key locations. The tour is designed to see in any order, allowing visitors to explore the campus based on their time and interests. An accompanying app offers accessibility features and additional information, with Augmented Reality (AR) to help visitors envision how the campus would have looked in other eras, and locate any grave in the cemetery.

Interpretation should cover the history of the VA in Dayton, using this local story to make connections to the overall history of the VA where appropriate. Stories focus on the people who worked and lived on campus over time, covering topics like medical care, training, benefits, social life, religion, recreation, rehabilitation, entertainment, tourism, and cemetery burials. Waysides could include tactile elements, such as recreated small-scale headstones or an enlarged artifact replica like the beer token.



Enliven a static view with video and animation



Overlay information on the scene before you



Find points of interest near your location

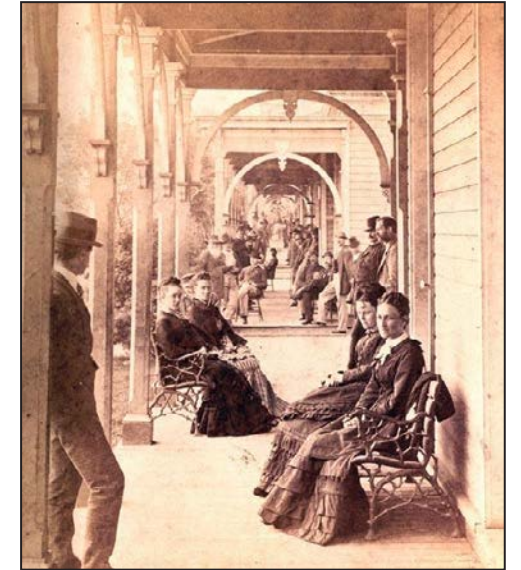
Add tactile components to support the visuals



1 Anderson Gate



4 Headquarters (Building 116)



2 Pond / Boathouse



7

Secretary's & Steward's Residences (Building 226)



Treasurer's Residence (Building 225)



"The Grotto"

INTERPRETIVE CAMPUS TOUR

8 "General Franklin" Barracks (Building 412)



10 "Colonel Harris" Barracks (Building 408)



11 Veteran's Clubhouse (Building 129)



12 Soldier's Monument



13 Funeral Tunnel

INTERPRETIVE CAMPUS TOUR

16 Doctors' Row (Building 210-214)



Miller Cottage (Building 400)



17 Train Depot (Building 105)



18 Protestant Chapel (Building 118)

Catholic Chapel (Building 119)



19 Putnam Library (Building 120)

SEMINAR CENTER

While not a core interpretive space, the seminar center could include a symposium space for events, meetings, and leadership training, as well as a classroom for school group tours and other educational events. Ultimately, adding food service to this building could help turn NVAHC into a true destination for hosting VA training and events. This could also provide a space for local community partners to hold events in this space.



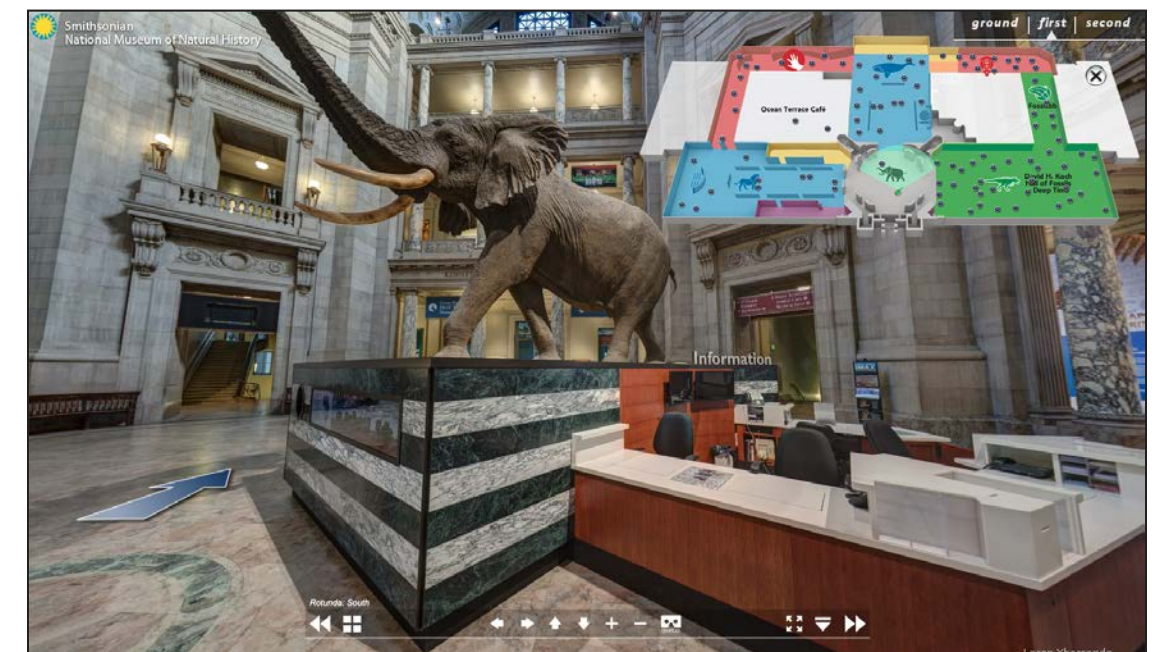
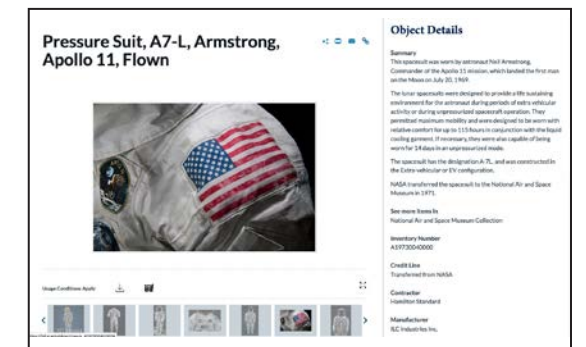
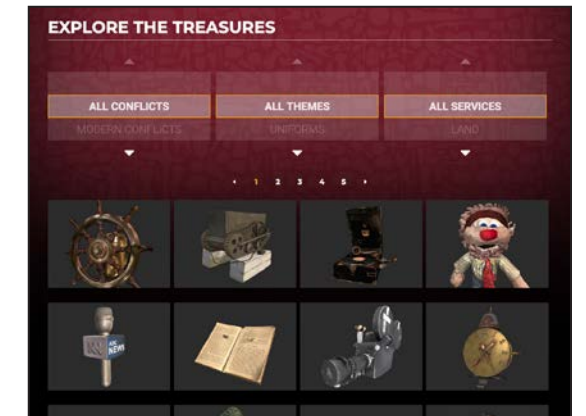
VIRTUAL MUSEUM

NVAHC will develop a virtual museum that will make the history of the VA accessible to people across the country and around the world. Virtual museum galleries will feature objects, records, and stories to appeal to off-site researchers, students, educators, and the general public. These online galleries can allow NVAHC to tell stories that do not fit in the physical museum and showcase content that ties into contemporary topics and current events.

Engaging virtual galleries may also encourage online visitors – many of whom are searching for VA stories – to come see the museum or research facility in person, as well as give in-person visitors an opportunity to learn more after their visit.

Examples

- Thematic exhibitions around specific collections or events
- History of specific programs within the VA
- Personal stories from staff, volunteers, and veterans
- Work of Veterans Service Organizations



PROGRAMS

NVAHC has opportunities to offer a wide array of programs – both online and on-site. This includes walking tours, reenactments of historical events (such as Civil War medicine, parades, or funerals), book signings, seminar talks, educational programs for K-12 students, and special events for Memorial Day and Veterans Day. Both formal and informal experiences can help appeal to audiences of various ages, backgrounds, and learning styles.



EXHIBIT TECHNIQUES

Studies have found that varying exhibit techniques can lengthen visitor interest in a museum.

Casework and Artifact Display:
Create an authentic connection with the story.



EXHIBIT TECHNIQUES

Waysides & Outdoor Exhibits:
Connect visible resources with storylines to emphasize the power of place.



EXHIBIT TECHNIQUES

Interpretive Graphics:
Present text and imagery,
often in an organized hierarchy.



Tactile Elements & Hands-on Activities:
Let visitors to touch, feel, or manipulate something.

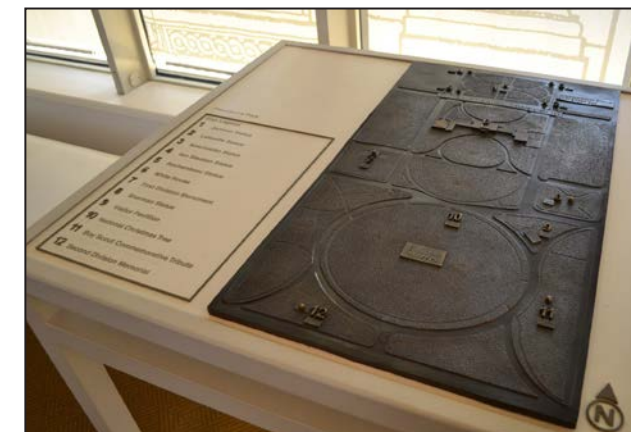


EXHIBIT TECHNIQUES



Audio-Visual & Interactive Media:
Convey content in a dynamic way.



APPENDIX A

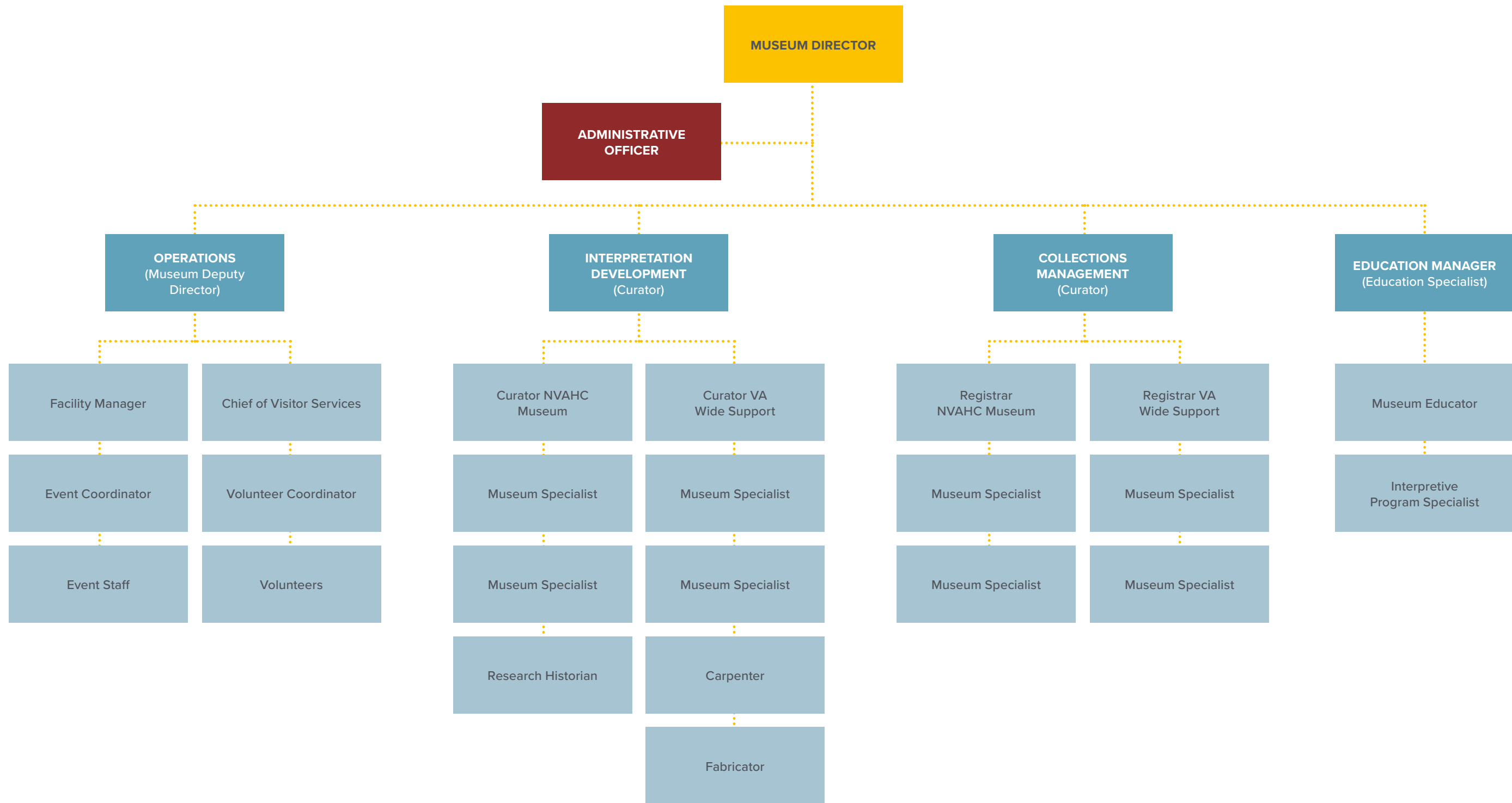
Estimated Costs and Staffing Plans

PLANNING BUDGET

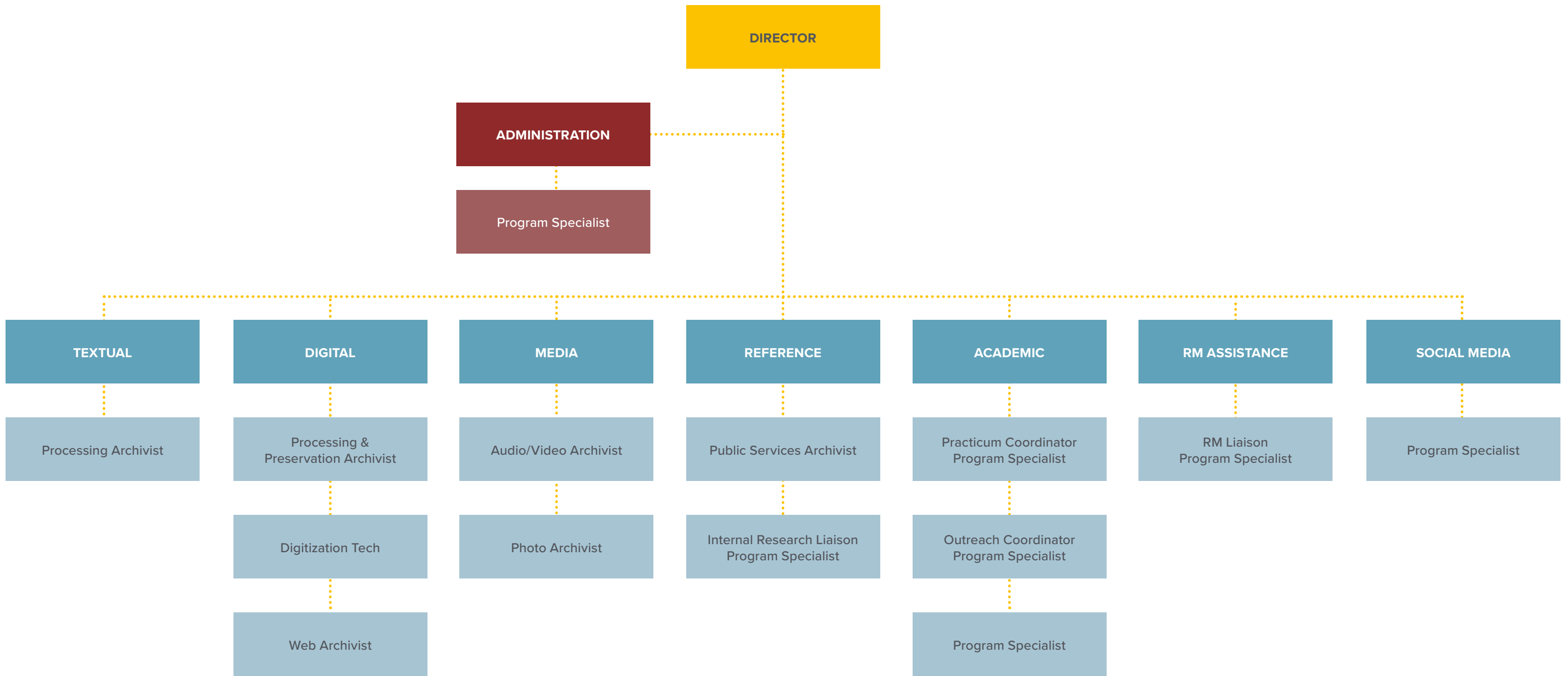
The following represents the anticipated Fundraising needed to successfully complete the National VA History Center museum.

NEW MUSEUM		
MUSEUM BUILDING CONSTRUCTION	Building Design / Engineering	\$1,750,000
	Project Management	\$3,500,000
	Construction	\$29,750,000
	SUBTOTAL	\$35,000,000
CORE EXHIBITS	Area 1: Welcome / Reception	\$220,000
	Area 2: Exhibit Intro / Serving Those Who Served	\$365,000
	Area 3: Supporting Veterans	\$1,110,000
	Area 4: Caring for Veterans	\$2,545,000
	Area 5: Honoring Veterans	\$1,120,000
	Throughout Exhibits	\$342,000
	SUBTOTAL	\$5,702,000
OTHER DEVELOPMENT / PRODUCTION COSTS	Exhibit Design, Construction Documents, Construction Administration, and Final Digital Artwork	\$920,000
	AV Integration	\$235,000
	Exhibit Lighting	\$650,000
	General Conditions / Fabrication Costs	\$513,000
	Exhibit Shipping and Installation	\$798,000
	Campus Tour: Wayside Design, Production, and Installation + App with Accessibility Features and AR Experience	\$1,000,000
	SUBTOTAL	\$3,116,000
TOTAL MUSEUM COST		\$44,818,000

STAFFING PLAN: MUSEUM



STAFFING PLAN: ARCHIVES



DEVELOPMENT SCHEDULE

