

Project Summary

Rocky Mountains Cooperative Ecosystem Studies Unit

Project Title: Comparing retail sales operations, merchandising and management of Intermountain Region Cooperating Associations

Discipline: Social

Type of Project: Technical Assistance/Education

Funding Agency: National Park Service

Other Partners/Cooperators: University of Colorado at Denver

Effective Dates: 8/1/2011 - 3/30/2013

Funding Amount: \$7,984

Investigators and Agency Representative:

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Project Abstract: An intern will be responsible for designing, conducting and analyzing a research project that compares retail sales operations, merchandising and management of NPS Cooperating Associations operating in the Intermountain Region. This study aims to provide both quantitative and qualitative data that illustrates how well Associations are performing in the market of retail sales in national parks.

To accomplish this research the intern will be engaged in:

- Telephone and possible in-person interviews with park and Association staff
- Data recording
- Baseline data development
- Data analysis
- Development of marketing and other capacity building tools utilizing current knowledge gained in courses related to retail sales, marketing and nonprofit management
- Participation in partnership trainings, in-person roundtable meetings and/or conference calls

Outcomes with Completion Dates: Final report is due on January 30, 2012

Keywords: National Park Service, University of Colorado at Denver, intern, technical assistance, NPS Cooperating Associations, comparison, retail sales, merchandising, management