Michael Ryczkowski, T ’15  
Golden Gate National Recreation Area  
San Francisco, California

“I was able to experience both the positives and the challenges which come with public service. It will shape my career.”

The National Park Service (NPS) is housed within the U.S. Department of the Interior and is comprised of 84 million acres and 401 sites. The fundamental purpose of the NPS “is to conserve the scenery and the natural and historic objects and the wild life therein and to…leave them unimpaired for the enjoyment of future generations.” Golden Gate National Recreation Area (GGNRA) is located in and around the San Francisco Bay Area and is considered an Urban National Park.

Mike was tasked with solving the following question for his summer project: Which nonprofit organizations are best positioned to be facility-based partners with GGNRA? During the summer, he:

• developed a strategy for new partnership development, then executed on the strategy after approval
• identified and performed market analyses for four programmatic categories (Climate Change, Accessibility, Safety, and Alternative Transportation), building on previously stalled attempts
• performed targeted outreach on behalf of the park; talked with CEOs and executive directors from nonprofits across the San Francisco Bay area about the strategic match between their organizations and the Park