

# Route 66 RETA Curriculum Guide

## Harvey House Adventure

### Middle School Social Studies



### Introduction

This lesson introduces students to Harvey Houses, one of the most successful businesses along Route 66. First established along railroad lines, they accommodated change as car transportation replaced rail travel. Three of their showpieces in New Mexico, La Fonda in Santa Fe, El Navajo in Gallup, and the Alvarado in Albuquerque, stand as monuments of local cultural influences incorporated into economic practices. Students will work in collaborative groups, each playing a role of key personnel in establishing a business plan to create their own Harvey Houses.

### Student Outcomes

- Understand the historical aspects of Harvey Houses;
- Use deductive reasoning to develop a business plan;
- Use economic principles and cultural factors to design a business.

### Technology Usage

- Internet access
- Inspiration© or Kidspiration©
- Presentation software such as MS PowerPoint©

### Resources

A Harvey House Home Page

<http://www.harveyhouses.net/index.html>

Arizona Journal: Personal Accounts from Harvey Girls

[http://www.azjournal.com/harvey\\_girls.htm](http://www.azjournal.com/harvey_girls.htm)

Slaton Railroad Heritage Association: Harvey Houses

<http://www.rypn.org/SRHA/harvey.htm>

Historic Route 66 site

<http://route66.netvision.be/> (this site contains a map with cities listed)

*The Harvey Girls*, a movie made in 1946 starring Judy Garland. Not-rated. The first 30 to 45 minutes is sufficient to create background knowledge.

Poling-Kemps, L. (1989). *The Harvey Girls: Women who opened the West*. New York: Paragon House.

## Preparation and Tips

- Prepare a map of Route 66, ideally wall-sized.
- Demonstrate book marking an Internet site.

## Task

1. As a class or within groups, brainstorm prior knowledge about Route 66, leading the discussion to include knowledge about lodging, trends, and restaurants.
2. Group students. Students choose a role for the project:
  - **Architect:** researches architectural features of historic Harvey Houses and decides final architectural design of group project.
  - **Public Relations:** researches advertising and news features of historic Harvey Houses and creates news releases and advertising for group project.
  - **Business Manager:** researches business operations and determines business operations of group project.
  - **Chef/Restaurant Manager:** researches identifying features of restaurants in historic Harvey Houses and decides on final restaurant operations of group project.
3. Research Harvey Houses in New Mexico. Pay special attention to identifying characteristics of each lodging in relation to role of group.
4. Complete Business Plan. Download a pdf. Version of Route 66 Business Plan outline here. **LINK TO [nwo/rt\\_66/HarveyHouse/harvebp.doc](#)**

Create a business plan by answering the following questions:

### Name

How does the name of your resort/Harvey House reflect a positive image?

### Mission Statement

What are the goals of your resort/Harvey House?

What you are selling?

How will your resort/Harvey House benefit the customer?

How is your resort/Harvey House different from current competition? What unique services do you have to offer?

### Target Market

Who are the customers of your resort/Harvey House? Where do they live?

Describe their age, gender, income and educational level.

### Competition

Who are your three nearest direct competitors? Who are your indirect competitors?

### Pricing

Describe the price range for all services offered. For example: gift shop, hotel rooms, spa services, etc.

### **Advertising**

Which advertising medium - print, television, radio, or Internet - would be most effective for reaching your target market?

Groups will present their business plans to their class. Illustrations, floor plans, maps, news releases, and menus for the new resort/Harvey House should be included in the proposal.

### **Presentation**

Each group's business plan will be presented in a PowerPoint slide show. If students do not have access to PowerPoint or some other presentation software, students will create a model of a business plan for a present day Harvey House.

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### **Extension**

- Create a chart that compares and contrasts original Harvey Houses with major lodging facilities along Route 66 today. Divide your chart into categories such as location, business policies, restaurant operations, advertising, and facilities.
- Create a Harvey House restaurant in your school cafeteria. Advertise for customers, potentially parents or another class, create a menu and plan for seating.

## Assessment

Teachers and students together should create a rubric to evaluate the final presentations. Possible categories might include:

- Initial research questions
- Addressing of researching questions
- Creativity of presentation
- Synthesis of information
- Final presentation

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## New Mexico Content Standards

Social Studies

**Content Standard 1:** Students are able to identify important people and events in order to analyze significant patterns, relationships, themes, ideas, beliefs, and turning points in New Mexico, United States and world history in order to understand the complexity of the human experience.

Analyze the way individual, households, business, governments and societies make decisions, are influenced by others.

5) Students will know and understand relationships and patterns in history in order to understand the past and present and to prepare for the future.