

# District Interpretive Coordinators Workshop

February 12-16, 2007

Training Syllabus



William Penn Mott Jr. Training Center



State of California

# Memorandum

**Date:** January 31, 2007

**To:** Supervisor

**From:** **Department of Parks and Recreation**  
William Penn Mott Jr. Training Center

**Subject:** Employee Attendance at Formal Training  
District Interpretive Coordinators Workshop Group 4

An employee from your office will soon be attending the formal training program described in the attached. Please insure that the employee is fully prepared to attend the session and that the groundwork is laid for the employee's implementation of the training upon returning to work.

You can assist with capturing the full value of the training by taking the following steps:

### Prior to Training

1. Make sure that **specific** employee needs are identified and, if necessary, called immediately to the attention of the Training Coordinator.
2. Review with the employee the reason for the employee's attendance.
3. Review objectives and agenda with the employee.
4. Discuss objectives and performance expected after the training.

### Immediately Following Attendance

1. Discuss what was learned and intended uses of the training.
2. Review the employee's assessment of the training program for its impact at the workplace and review the due date of the Post-Training Evaluation form.
3. Support the employee's use of the training at the work place.

### Prior to Three Months Following Training

1. Employee, after discussion with supervisor, must login to the Employee Training Management System (ETMS) to complete the Post-Training Evaluation form.
2. Supervisor evaluates the effectiveness of the training on the employee's job performance and logs in to the ETMS to complete the Training Effectiveness Assessment form.

Thank you for your assistance in seeing that the full benefit of training is realized.



Michael D. Green  
Acting Department Training Officer

Attachment

cc: Participant

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***Mission Statement  
Training Office***

***The mission of the Training Office is to improve  
organizational and individual performance through  
consulting, collaboration, training and development.***

**MOTT TRAINING CENTER STAFF**

Michael Green..... Acting Department Training Officer  
Joanne Danielson ..... Academy Coordinator  
Chuck Combs..... Training Specialist  
Dave Galanti ..... Training Specialist  
Sara Skinner ..... Training Specialist  
Michelle Gardner..... Cadet Training Officer  
Connie Breakfield..... Cadet Training Officer  
Pat Bost ..... Assistant Program Coordinator  
Pamela Yaeger ..... Assistant Program Coordinator  
Bill Spencer ..... Assistant Program Coordinator  
Edith Alhambra..... Assistant Program Coordinator  
Summer Kincaid..... Assistant Program Coordinator  
Brian Petersen ..... Program Assistant

## THE MISSION

*of the California Department of Parks and Recreation is to provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high quality outdoor recreation.*



## FORMAL TRAINING GUIDELINES

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Welcome to formal training, an essential component in your career development.

Since 1969, our Department has been providing a continuously changing number of diverse training programs at its main training facility, the William Penn Mott Jr. Training Center, and other locations including Marconi Conference Center and, most recently, the Two Rivers Training Facility in Sacramento. The Department strives to enhance your learning and job performance with formal training of the highest quality.

Our Department's dedication to training is only one aspect of its commitment to you and to the public. This commitment is costly and represents an important investment in you and your career. You and the Department realize a return on that investment by your positive participation in formal training itself and post training follow-through.

The program you will be participating in is described in this training syllabus, which outlines what you can expect from this training and what is expected of you. This syllabus details what you should do before you leave for training; what to do when you arrive; what you will be doing while in training; and, importantly, what you should be able to do when you return to your work site. Specifically:

1. **SYLLABUS:** Your copy of this syllabus is an important part of your training experience and should be brought with you to Training. Read it before you arrive and review it following the program along with material you received at training.
2. **PRE-TRAINING ASSIGNMENTS:** Your completion of pre-training assignments is essential to the success of your training. You are responsible for all reading assignments in preparation for classroom sessions. Time will be provided during working hours to accomplish any assignments which involve either individual or group efforts and resources.
3. **TRAVEL:** Arrange your travel to and from the training site through your District or Office. (No reimbursement for travel expense – including per diem costs – will be approved for travel not specifically authorized in advance by the District Superintendent). Individuals may claim reimbursement for incidental expenses incurred as outlined in DAM 0410.6.

4. HOUSING: Housing will be assigned to you on a shared-room basis and will be available from 3:00 p.m. on the date of arrival to 10:00 a.m. on the date of departure. The Department provides your room and board expenses at the Marconi Conference Center only. No per diem allowance will be authorized for living off-grounds. This does not preclude living off-grounds at your own expense. Please advise the Department Training Officer no later than one week before your scheduled arrival if you plan to live off-grounds. In the event of an emergency, staff must know your room assignment; therefore, you may not switch rooms without staff approval. Overnight guests are not allowed in the buildings unless registered beforehand at the front desk in the Marconi Conference Center Administration Building.

**HOUSING CANCELLATION POLICY: If you do not need lodging or must change or cancel your reservation, you must contact the Training Center at least 72 hours prior to your date of arrival. The Training Center is committed to ensuring that the reservation that has been made for you is accurate and needed.**

5. MEALS: Meals will be provided from dinner on the date of arrival through lunch on the date of departure. Meals will be served at 7:00 a.m. for breakfast, 12:00 noon for lunch, and 6:00 p.m. for dinner. Hot or box lunches may be provided on some days. If you require a special diet, notify the Marconi Conference Center no later than one week before your scheduled arrival.
6. CLOTHING: Field uniforms will be worn daily by all uniformed employees during formal training sessions **unless specified in the Program Attendance Checklist**. Non-uniformed employees should wear apparel normally worn on the job. Appropriate attire includes apparel suitable for casual office dress. It does not include such items as shorts, T-shirts, tank tops, or sandals.

Because we are on the conference grounds with many other groups, and the image we project as State Park employees is important not only during working hours but off duty hours as well, your informal sportswear should be appropriate.

7. COURSE LEADERS: The formal training you will attend is developed and, for the most part, conducted by experienced State Park employees in field and staff positions. Some courses will be conducted by qualified instructors from other agencies and educational institutions. Your course leaders have proven their ability and knowledge in their profession, and provide a level of expertise difficult to match.

8. TRAINING OFFICE STAFF: Sara Skinner is your Training Specialist and has been assigned the responsibility for your training group. You may be asked to assist Training Staff in the logistics of your training program, please work with Training Staff to help make your training experience pleasant and meaningful.
9. ATTENDANCE: Regular attendance is a critical course requirement and your participation is important to the success of this training. All absences, except those of an emergency nature, must be approved in advance by the Training Specialist.
10. TRAINING MATERIALS: May be made available to you at both your unit and at the Marconi Conference Center. Handout materials issued at your unit should be brought to training for possible use. A conference binder or notebook will be issued to you at the training session for note taking and convenience in handling materials. Please bring your own pens and pencils.
11. CELL PHONES: As a courtesy to your fellow participants and course leaders ensure that your cell phone is turned off during classes. Participants should not be receiving or making cell phone calls during class time. Please limit those calls to your breaks.
12. TELEPHONE: Limit phone calls during classroom hours to urgent business or emergencies. Anyone wishing to contact you by telephone during working hours should call (415) 663-9020.
13. COLLEGE CREDIT: Most Training Office programs are accredited by Monterey Peninsula College for lower division credit. If you successfully complete an accredited program, you will receive either a letter grade or a credit/no-credit designation.
14. POST-TRAINING ASSIGNMENTS: In connection with formal training are to be completed under the direction of your supervisor.

◆ **Marconi Conference Center**  
 ◆ **GETTING TO MARCONI**  
**(415) 663-9020**



◆ **FROM SANTA ROSA**

Highway 101 South to Petaluma. Exit at East Washington Street. Turn right (west) on Washington Street, continue about 1.5 miles. Washington Street becomes Bodega Avenue. Continue on Bodega Avenue for about 7 miles. At Coast Guard sign, turn left (west) on Petaluma/Tomales Road. Continue on Petaluma/Tomales Road for about 7 miles to Highway 1 (Shoreline Highway). Turn left (south) on Highway 1, continue about 7-1/2 miles through Marshall until you see Marconi on the left.

◆ **FROM SACRAMENTO**

Take Interstate 80 West. Just before Vallejo, take Highway 37 west toward San Rafael. Continue west on Highway 37 over Highway 101 (stay to the right). Take South Novato Boulevard exit. Continue north on Novato Boulevard for about 8-1/2 miles through Novato. When Novato Boulevard ends turn right, continue about 1000 feet. Turn left (west) on Hicks Valley Road (sign indicates "To Marshall"). Continue on Hicks Valley/Wilson Hill Road about 2-1/2 miles until it ends. Turn left (south/west) on Marshall Petaluma Road. Continue for about 11 miles until it ends at Highway 1 (Shoreline Highway). Turn left on Highway 1 and continue about 1 mile to Marconi on the left.

◆ **FROM OAKLAND/EAST BAY:**

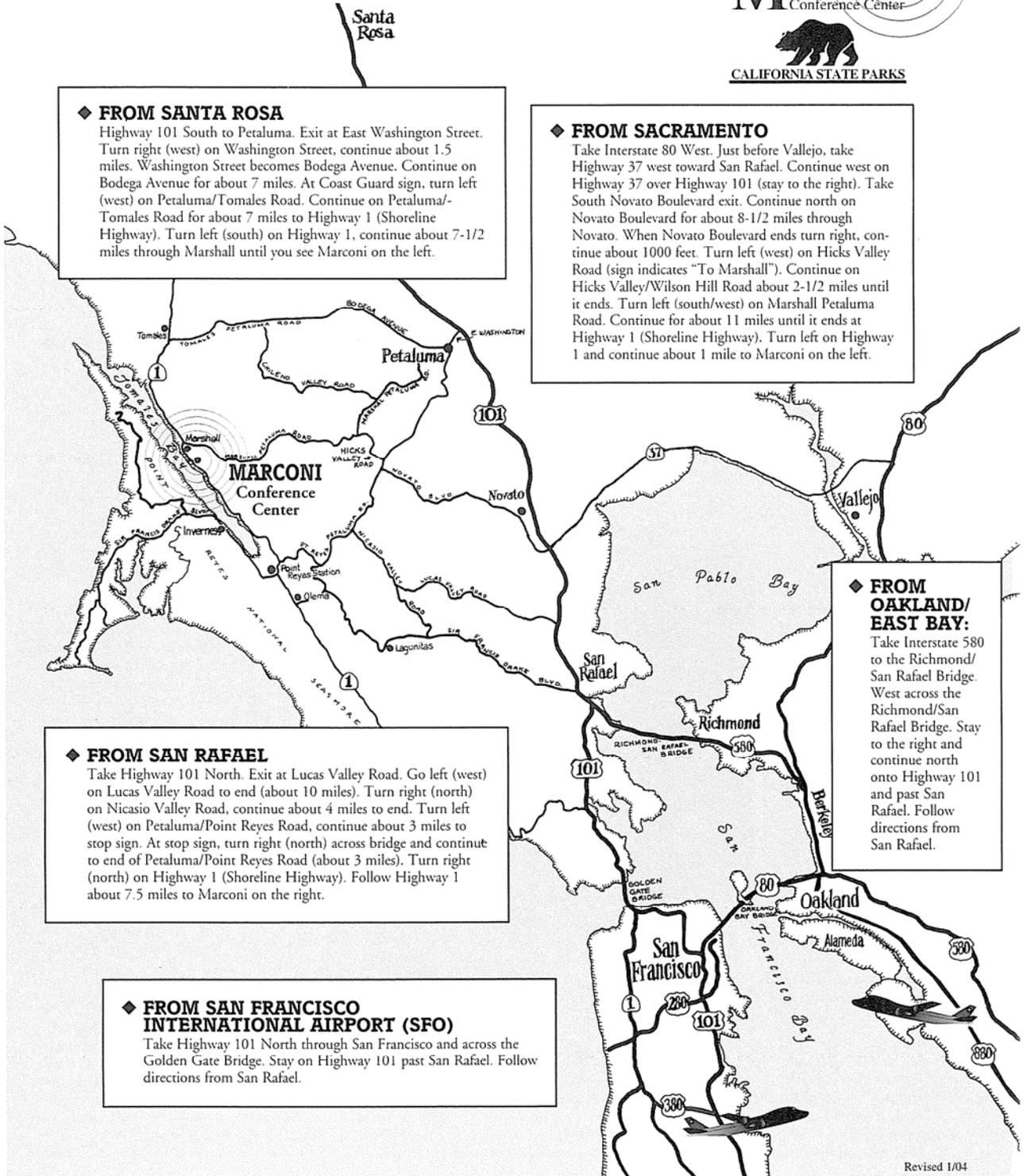
Take Interstate 580 to the Richmond/San Rafael Bridge. West across the Richmond/San Rafael Bridge. Stay to the right and continue north onto Highway 101 and past San Rafael. Follow directions from San Rafael.

◆ **FROM SAN RAFAEL**

Take Highway 101 North. Exit at Lucas Valley Road. Go left (west) on Lucas Valley Road to end (about 10 miles). Turn right (north) on Nicasio Valley Road, continue about 4 miles to end. Turn left (west) on Petaluma/Point Reyes Road, continue about 3 miles to stop sign. At stop sign, turn right (north) across bridge and continue to end of Petaluma/Point Reyes Road (about 3 miles). Turn right (north) on Highway 1 (Shoreline Highway). Follow Highway 1 about 7.5 miles to Marconi on the right.

◆ **FROM SAN FRANCISCO INTERNATIONAL AIRPORT (SFO)**

Take Highway 101 North through San Francisco and across the Golden Gate Bridge. Stay on Highway 101 past San Rafael. Follow directions from San Rafael.

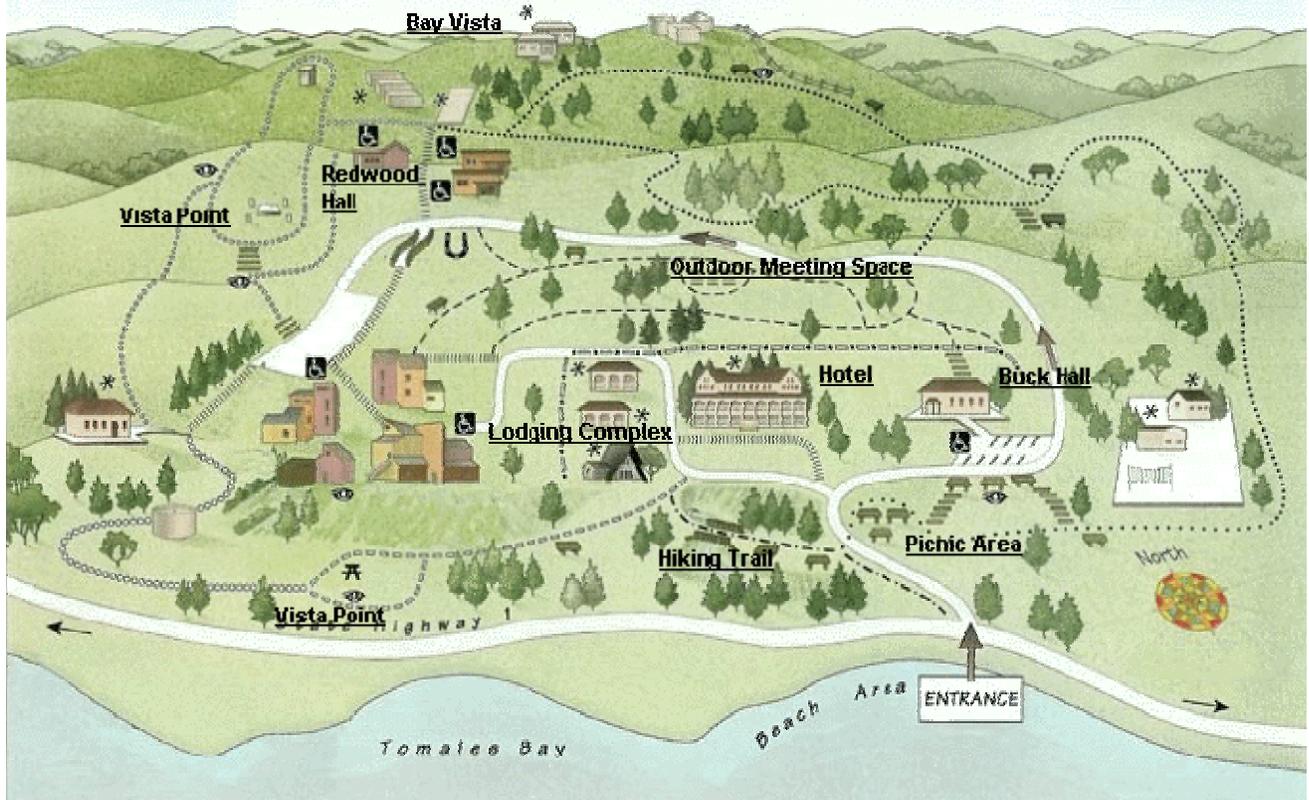


Revised 1/04

*Click on a link to see a photo*

# Marconi Conference Center

368 Photo Tour



## PROGRAM ATTENDANCE CHECKLIST

To assist you in preparation for formal training sessions at the Marconi Conference Center, the following checklist is provided.

1. Read and understand the District Interpretive Coordinators syllabus prior to your arrival.
2. Pre-Training Assignment: Bring a PowerPoint Program with no more than 4 slides on a CD, or a handheld object, to share a recent interpretive project or resource. This will be used in the "What's New in Your World?" presentations on Thursday and Friday.
3. If you have interpretive DVDs you would like to share with the group during the evening film fests, please bring them.
4. Bring the following to training:
  - Training syllabus
  - Appropriate professional attire (uniforms are not required for this workshop)
  - Pre-Training Assignment
  - Coffee cup
5. Uniforms not required – suitable office attire.

## **POST-TRAINING ASSIGNMENT**

Prior to ninety days after the completion of this program, the employee and his/her supervisor should sit down and discuss the impact and assess the effectiveness this program has had on the employee. Then both the supervisor and employee should login to the Employee Training Management System (ETMS) and complete the Post-Training Evaluation form (an email will be sent to both employee and supervisor notifying them that the evaluation needs to be completed). Once you login to the ETMS, you will need to fill out the evaluation form before you will be able to do anything else.

The post-training evaluation process is intended to provide a bridge between classroom instruction and the on-the-job application of training. The information obtained through this process will assist the training participant, supervisor, and Training Center in providing a return on the investment the Department has on training.

**DISTRICT INTERPRETIVE COORDINATORS WORKSHOP GROUP 4 AGENDA**  
**February 12–16, 2007**

**Monday**

**February 12**

1500-	<i>For people traveling great distances you have the opportunity of checking-in Monday night at the Marconi Administration Building</i>	All
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**Tuesday**

**February 13**

1200-1300	<i>Lunch/Check-in at the Marconi Administration Building</i>	All Others
1300-1330	Welcome, Registration and Orientation	Skinner/Pozzi
1330-1500	Using Technology to Reach New Audiences	Krey
1500-1600	Interpretive Performance Improvement Team Report	Team Members
1600-1700	Annual Interpretive Action Plans	Chapin
1800-1930	Dinner	
1930-2100	Using Multi-Disciplinary Musical Performances to Convey Environmental Messages	Banana Slug String Band

**Wednesday**

**February 14**

0800-1100	Beyond Panels and Programs: A Creative Look at Interpretive Media	Service Center
1100-1200	Deferred Maintenance Program (DMP) Requirements and Computerized Asset Management Program (CAMP) Implementation	Williams
1200-1300	Lunch	
1300-1600	Use of New Technology to Enhance Interpretation	Ittelson
1600-1700	Working with the State Parks Foundation	Keller
1800-1930	Dinner	
1930-2100	Film Fest: Demonstration of Classic Movies with Descriptive Video Service and Captions	Saunders

**Thursday**

**February 15**

0800-0900	"The Coloma Diorama: It's About Time!"	Carey
0900-1030	What's New in Your World?	All
1030-1200	Discussion with the Director	Coleman
1200-1300	Lunch	
1300-1400	Training Section Focus	Green
1400-1600	Web Page Development	Ferguson

**DISTRICT INTERPRETIVE COORDINATORS WORKSHOP GROUP 4 AGENDA**  
**February 12–16, 2007**

**Thursday**

**February 15**

1600-1700	New Branding Departmental Notice	Saunders
1800-1930	Dinner	
1930-2100	Film Fest Part II (optional evening session)	Saunders

**Friday**

**February 16**

0800-0900	What's New in Your World?	All
0900-1130	Introduction to Visitor Studies	Ward
1130-1200	Conclusion and Evaluation	Skinner
1200-	Lunch and Departure	All

PROGRAM OUTLINE

INTERPRETIVE REPORTS AND UPDATES .....8.0

Annual Interpretive Action Plan .....  
Deferred Maintenance Program (DMP) Requirements and Computerized  
Asset Management .....  
Program (CAMP) Implementation .....  
Discussion with the Director .....  
Interpretive Performance Improvement Team Report .....  
New Branding Departmental Notice .....  
Update on Training.....

TECHNOLOGY, COMPUTERS, AND MEDIA .....12.5

Beyond Panels and Programs: A Creative Look at Interpretive Media.....  
Film Fest: Demonstrations of Classic Movies with Descriptive Video  
Service and Captions .....  
Using Multi-Disciplinary Musical Performances to Convey Environmental  
Messages.....  
Using Technology to Reach New Audiences .....  
Use of New Technology to Enhance Interpretation .....  
Web-page Development.....

COLLABORATIONS AND DEMONSTRATIONS .....6.5

Introduction to Visitor Studies.....  
"The Coloma Diorama: It's About Time!" .....  
Working with the California State Parks Foundation .....  
What's New in Your World? .....

**TOTAL HOURS** .....**27.0**

## **DISTRICT INTERPRETIVE COORDINATORS WORKSHOP OBJECTIVES**

### **USING TECHNOLOGY TO REACH NEW AUDIENCES**

**Purpose:** To show examples of ways to use new and upcoming technology to appeal to non-traditional park users, especially urban youth.

**Performance Objectives:** By the close of the session participants will

1. Define the variety of new technology available for delivery of interpretive programs.
2. Identify opportunities for the use of new technology in the specific park units in their districts.
3. Demonstrate to the people in their districts/division how they can use new technology to improve outreach.

### **INTERPRETIVE PERFORMANCE IMPROVEMENT TEAM REPORT**

**Purpose:** To bring participants up to date on the directives being formulated and promoted by the Interpretive Performance Improvement Team.

**Performance Objectives:** By the close of the session participants will

1. Identify the value of the Interpretive Performance Improvement Team.
2. Brainstorm and give feedback to the Interpretive Performance Improvement Team on opportunities for improvement based on situations in their specific districts.
3. Demonstrate to the people in their district/division what the Interpretive Performance Improvement Team is and what it's currently working on.

### **ANNUAL INTERPRETIVE ACTION PLANS**

**Purpose:** To introduce participants to the idea of creating and using interpretive action plans.

**Performance Objectives:** By the close of the session participants will

1. Identify what an interpretive action plan is and what it can achieve.
2. List ways in which they could use an interpretive action plan in their district.

3. Instruct people in their district/division about the purpose and value of an interpretive action plan.

### USING MULTI-DISCIPLINARY MUSICAL PERFORMANCES TO CONVEY ENVIRONMENTAL MESSAGES

Purpose: To give participants a specific, concrete example of how music and a musical performance can be a fun way to convey park messages.

Performance Objectives: By the close of the session participants will

1. Sing along with original songs that convey an environmental ethic.
2. Identify the power of music to both inspire people and motivate action.
3. Discuss ways to convey this understanding to people in their district/division.

### BEYOND PANELS AND PROGRAMS: A CREATIVE LOOK AT INTERPRETIVE MEDIA

Purpose: To inform participants about out-of-the-box approaches to creating and improving interpretive media.

Performance Objectives: By the close of the session participants will

1. Review new methods for creating and using interpretive media.
2. Identify park units in their district where interpretive media could be improved using the approaches taught in this session.
3. Inform people in their district/division about these new approaches and methods.

### DEFERRED MAINTENANCE PROGRAM (DMP) REQUIREMENTS AND COMPUTERIZED ASSET MANAGEMENT PROGRAM (CAMP) IMPLEMENTATION

Purpose: To provide participants with updates and new information on how the Deferred Maintenance Program and the CAMP database are being implemented.

Performance Objectives: By the close of the session participants will

1. Identify how the Deferred Maintenance Program is going to be administered and what it will mean for interpreters in districts and park units.

2. Demonstrate how the CAMP database is being updated and what content is the responsibility of interpretive staff.
3. Update people in their district/division about the DMP and CAMP programs.

### USE OF NEW TECHNOLOGY TO ENHANCE INTERPRETATION

Purpose: To discuss ideas about using new and emerging technology to improve our interpretive programs, services, and facilities.

Performance Objectives: By the close of the session participants will

1. Identify ways new technology could be used in the parks in their districts as a means of enhancing interpretation.
2. Define a variety of emerging technologies that can enhance, and open new opportunities for delivery of interpretation in and about parks.
3. Help people in their district/division understand the value of this technology and help them use it, where possible.

### WORKING WITH THE STATE PARKS FOUNDATION

Purpose: To help participants understand how the State Parks Foundation operates, in order to facilitate efficient and effective working relationships between the foundation and park staff.

Performance Objectives: By the close of the session participants will

1. Identify the organization and processes of the State Parks Foundation.
2. Define best ways to plan for and work with Foundation staff to carry out projects and programs.
3. Explain to people in their district/division how best to work with the Foundation.

### FILM FEST: DEMONSTRATION OF CLASSIC MOVIES WITH DESCRIPTIVE VIDEO SERVICE AND CAPTIONS

Purpose: To help participants better understand how people who are visually and/or hearing impaired experience watching a video.

Performance Objectives: By the close of the session participants will

1. Use only captions to experience a video audibly.
2. Use only what they can hear to experience a video—without being able to see it.
3. Describe these experiences to people in their district/division.

### "THE COLOMA DIORAMA: IT'S ABOUT TIME!"

Purpose: To use a case study to examine the many details and personalities involved in the creation of a major visitor center exhibit.

Performance Objectives: By the close of the session participants will

1. Identify, based on one case study, how much cooperation and communication are required to carry out a major visitor center exhibit.
2. Discuss lessons learned from this one example and how they can be applied to other situations.
3. Discuss this case study with people in their district/division as a way to better plan for such projects in the future.

### WHAT'S NEW IN YOUR WORLD?

Purpose: To provide an opportunity to share specific examples of new projects and programs taking place in parks in order to learn from one another's experiences.

Performance Objectives: By the close of the session participants will

1. Learn about projects and programs taking place throughout the State Park System.
2. Discuss how this information can be applied in their own situations.
3. Share this information with people in their district/division.

### DISCUSSION WITH THE DIRECTOR

Purpose: To provide participants with an opportunity to hear from and ask questions of the Director of California State Parks, Ruth Coleman.

Performance Objectives: By the close of the session participants will

1. Define "big picture" plans for the future direction of the Department.

2. Discuss with the director their questions and concerns about the direction and vision of the department.
3. Discuss with people in their district/division plans for the future direction of the department.

### UPDATE ON TRAINING

Purpose: To inform participants about programs and priorities at the Training Center and how these pertain to interpretation.

Performance Objectives: By the close of the session participants will

1. Identify upcoming changes and plans for Department training, especially as it pertains to interpretation.
2. Discuss with the Acting Department Training Officer their questions and concerns about how training is handled in the Department.
3. Discuss training issues with people in their district/division.

### WEB PAGE DEVELOPMENT

Purpose: To introduce participants to the many changes being planned for the State Parks' website and how this affects interpreters in the Department.

Performance Objectives: By the close of the session participants will

1. Identify what changes are being planned for the State Parks' website and how those changes will help visitors get more complete information about our parks.
2. Discuss how the changes to the State Parks' website will impact and affect Department staff in terms of their responsibilities for web content.
3. Discuss with people in their district/division how the website will be changed and what it means for them.

### NEW BRANDING DEPARTMENTAL NOTICE

Purpose: To help participants understand the new branding campaign and what their responsibilities are in relation to it.

Performance Objectives: By the close of the session participants will

1. Define the policies and guidelines in the new Brand Standards Handbook.
2. Discuss how those policies and guidelines might apply to projects in their districts.
3. Inform people in their district/division about the new brand standards.

### INTRODUCTION TO VISITOR STUDIES

Purpose: To inform participants about the methods and value of visitor studies as a part of the planning process for interpretation.

Performance Objectives: By the close of the session participants will

1. Identify what visitor studies are and how they can be used as part of the planning process for interpretive projects and programs.
2. Discuss ways they could implement visitor studies in park units in their districts.
3. Inform people in their district/division about the value and purpose of visitor studies.