Program Self-Assessment—Effective Interpretive Talk

The effective interpretive presentation is:

1) successful as a catalyst in creating an opportunity for the audience to form their own intellectual and emotional connections with meanings/significance inherent in the resource;

**AND**

2) appropriate for the audience, and provides a clear focus for their connection with the resource(s) by demonstrating the cohesive development of a relevant idea or ideas, rather than relying primarily on a recital of a chronological narrative or a series of related facts.

**Address the following questions to describe how you think your program fulfills the requirements for success as stated in the key words/phrases of the Effective Interpretive Talk assessment standard:**

- **How is the program a catalyst in creating opportunities for the audience to form their own intellectual connections to the meanings/significance inherent in the resource?** (Be specific – describe what meanings are revealed by which tangible-intangible links, universal concepts and/or multiple perspectives)

- **How is the program a catalyst in creating opportunities for the audience to form their own emotional connections to the meanings/significance inherent in the resource?** (Be specific – describe what meanings are revealed by which tangible-intangible links, universal concepts and/or multiple perspectives)

- **How is the program appropriate for the audience?**

- **How does the program provide a clear focus for the audience to connect to the resource by cohesively developing a relevant idea or ideas?** (What is the relevant idea or ideas that the program develops? How is it relevant to the resource and to the audience? How are the tangible-intangible links and the meanings they reveal organized? Do they build to a larger point? Do they support your theme? Are they arranged sequentially to say something meaningful about the resource? How does your arrangement convey the specific idea or ideas you want to convey?)

- **How does the program go beyond being primarily a chronological narrative or a series of related facts?**

Questions to consider for further development of this program:

How can I strengthen opportunities for intellectual connections to resource meanings/significance?

How can I strengthen opportunities for emotional connections to resource meanings/significance?

How can the program better facilitate opportunities for visitors to make *their own* connections to resource meanings/significance?

How can the program's focus/relevant ideas be more cohesively developed?

Is there an alternative focus and/or different relevant ideas that would be more effective for this audience?

Do I need to know more about my audience? How might I find this information?

How could I change this program for a different audience?

Do I need to know more about the resource (i.e. additional meanings that visitors/non-visitors may associate with this resource; more in-depth information about the resource; more primary research about the resource)?

Assessment Rubric Terms

Catalyst - Initiates or accelerates a connection between a visitor and the meanings in a resource.

Connection - A link between visitor experience/interests and a meaning of the resource. Connections can be subtle or sublime and relate to places, things, and ideas. May be described as moments of intellectual and/or emotional revelation, perception, insight or discovery related to the meanings of the resource.

Opportunity – A favorable set of circumstances that sets up a potential connection (see above), as prompted by an identifiable action or technique used by the interpreter.

Meanings/significance inherent in the resource - Meanings are intangible ideas, concepts, and/or relevance associated with a resource; meanings transcend the physical presence/description of a place or object; meanings may be evoked within a visitor through interpretive efforts.

Cohesive development – woven or held together by the development of a relevant idea or ideas; sequenced and planned to reveal a relevant idea or ideas.

Relevant idea(s) – relevant to the audience and the resource; best communicated through universal concepts

Resource - Representative of a site's significance, a resource may be an object, place, process, idea, event or concept. Resources may be tangible or intangible, and possess meaning and relevance.

For further reference, see Modules 101 and 103 of the Interpretive Development Curriculum.