National Park Service

U.S. Department of the Interior

Interpretive Development Program

Conducted Activities

Developmental Worksheet

**Program Self-Assessment⎯ Conducted Activity**

**The effective conducted activity:**

**1) provides opportunities for audience members to form their own intellectual and emotional connections with resource meanings, through directed experiences that engage them with the site’s tangible resource(s)**

AND

2) cohesively develops a relevant idea(s) through purposeful sequencing of directed experiences.

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 assessment standard (above):

* How does the program use directed experiences to engage audience members with the site’s tangible resources? (Describe places in the program where interpretive narration is effectively used to guide/direct resource immersion experiences for the audience. How does the program use group interaction, sensory involvement, spontaneous situations and transitions to provide meaningful experiences?)

* How do the directed experiences described above provide opportunities for the audience to form their own intellectual connections to the resource meanings? (Be specific – describe what meanings are revealed by which directed experiences, and what types of intellectual responses visitors are likely to experience (understanding, awareness, discovery, etc.)
* How do the directed experiences described above provide opportunities for the audience to form their own emotional connections to the resource meanings? (Be specific – describe what meanings are revealed by which directed experiences, and what types of emotional responses visitors are likely to experience (empathy, concern, hope, awe, etc.)
* How does the program cohesively development of a relevant idea through purposeful sequencing of the directed experiences identified above? (What is the relevant idea that the program develops? How is it relevant to the audience? What strategy or program architecture is used to sequence the directed experiences in a meaningful way to develop the relevant idea? How do transitions between stops/experiences support the cohesive development?)

Questions to consider for further development of this program:

How can I strengthen opportunities for both intellectual AND emotional connections to resource meanings?

How can I enhance opportunities for resource immersion through directed experiences?

How can I strengthen the use of group interaction, sensory involvement, spontaneous situations and transitions to provide access to audience-relevant resource meanings?

How can I strengthen the sequencing of directed experiences in support of the program’s central idea?

How can I strengthen the program’s central idea to be more relevant to the audience?

How can I strengthen the use of transitions to support the cohesive development of the relevant idea?

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

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

# Assessment Rubric Terms

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

**Resource meanings** - 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.

Connection – Occurs within the visitor when they perceive a link between a meaning of the resource and their own experience, interests or beliefs. Connections can 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 (above), as prompted by an identifiable action or technique used by the interpreter.

Directed experience – A directed experience is a special type of interpretive opportunity in which the interpreter effectively integrates interpretive narration with resource immersion techniques to focus visitor attention on the surrounding resources. Directed experiences enhance access to resource meanings by encouraging visitors to engage and interact with the resource and with each other.

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

**Relevant idea(s)** – a program’s central idea, relevant to the audience and the resource; best communicated through universal concepts.