**Certification Assessment for a Conducted Activity** (showing edits)

Product Number: 15907
Park/Site: JELA

**Results for this review:** **The certifiers determined that this submission is approaching certification standards.** **The submission...**

* Is successful in providing 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 resources
* Is not fully successful in cohesively developing a relevant idea through purposeful sequencing of directed experiences

*Keep in mind that this is only a "point-in-time" assessment, and should not be construed as more than that. The standards for certification vary with each competency, and may take practice to understand and/or demonstrate consistently. The combined analysis of the reviewers is provided below.*

**The certifiers identified the following ways in which the submission partially meets the certification standards:**

**Identify Opportunities for Connections to Resource Meanings through Directed Experiences:**

The program used the following directed experience/resource immersion techniques to engage the audience with the site’s tangible resources: **maps and sketches of New Orleans on a wayside exhibit were explained and the audience was encouraged to look and compare the current landscape to the sketches**. This experience provided opportunities for **insight and understanding** (intellectual connections) and opportunities to feel **admiration**  (emotional connections) in relation to the following resource and its meanings: **The French and Spanish cultural influence of New Orleans is evident in maps, sketches, and the architectural features in the landscape of today. An admirable example of this are the carriage ways with their logical design and air flow properties.**

The program used the following directed experience/resource immersion techniques to engage the audience with the site’s tangible resources: **comparison of an image of an advertising broadside and directing audience attention to differences between the image and the actual landscape**. This experience provided opportunities for **understanding and insight** (intellectual connections) and opportunities to feel **surprise** (emotional connections) in relation to the following resource and its meanings: **The French and Spanish made every attempt to bring immigrants to New Orleans to settle-- even resorting to exaggerations in their advertising such as depicting mountains of gold and silver.**

**Identify The Cohesive Development of a Relevant Idea through Sequencing of Directed Experiences**

The cohesive development of a relevant idea, through purposeful sequencing of directed experiences, was not identified. Please see the suggestions section for details.

**Suggestions or Additional Comments:**
*The certifiers may not be familiar with your park or the specific constraints of your program. Their suggestions are intended to offer ideas which may or may not be adaptable for your program. Please consider these coaching ideas with an open mind toward how your program might be strengthened.*

Cohesive development of a relevant idea—through purposeful sequencing of directed experiences:
**A relevant idea that seemed to be presented was that New Orleans represents a rich mixing of cultures and traditions worthy of preservation. However, this idea did not seem to be developed through the purposeful sequencing of directed experiences. It seems that many of the stops rely heavily upon narration with little reference to the features in the resource. Are there ways to incorporate other senses at each of the stops and while moving from stop to stop? Might visitors be able to smell cultural influences in the food around them? Consider ways to incorporate multiple senses into the conducted activity so that it would be impossible for a visitor to have the same opportunities for intellectual and emotional connections to resource meanings without the experience of walking through the streets of New Orleans.

The program contains many compelling stories. Consider how each story, anecdote and technique can reinforce a central idea or ideas. For example, how does the story of Don Andres daughter and her tumultuous relationship with her father-in-law support a cohesively developed relevant idea?**Other comments or suggestions:
**For the most effective resource immersion, strive to construct your narrative in ways that direct and encourage visitor attention toward the wonders and rich meanings of the resources or scenes around them.

Additionally, consider how meaningful transitions can be used in at least three ways: 1) to engage visitors with their surroundings between stops (invitations and encouragement to look, listen, ponder, etc as they move between stops--resource immersion), 2) as links between the meanings of one stop and the next in support of the program's overarching relevant idea, and 3) as forecasting to hint at or build anticipation for meaningful opportunities ahead.**