

**TEL Broadcast – Informal Visitor Contacts**  
**Interpretive Development Program**  
**May 15, 2008 12:00-4:00 PM EDT**  
**Participant Materials**

*(TEL POC's -- please make sure that participants at your site receive this information)*

⇒ **Pre-Course Assignment!**

- Find and bring your parks copy of the book *Handles* a compendium of Interpretive Techniques. If you can't find one see the link below.
- Be prepared to discuss your best/worst examples of informal visitor contacts you have personally experienced/witnessed.

⇒ **Print and bring handouts for use during the TEL broadcast (attached below).**

- Best Practices in Customer Service Activity
- Maslow's Hierarchy of Needs for Informal Visitor Contacts
- Know Your Site Activity
- Informal Visitor Contact Techniques
- Know Your Site: Interpretive Techniques
- Informal Visitor Contact Standard

⇒ **Pre-Course reading** – we recommend that you review these materials prior to the course:

*Opportunities for Intellectual and Emotional Connections*  
<http://www.nps.gov/idp/interp/101/ConnectionOps.doc>

*Handles – A Survey of Interpretive Techniques*  
<http://www.nps.gov/idp/interp/handlesupdate.pdf>

*Module 102 Competency Description*  
<http://www.nps.gov/idp/interp/102/module.htm>

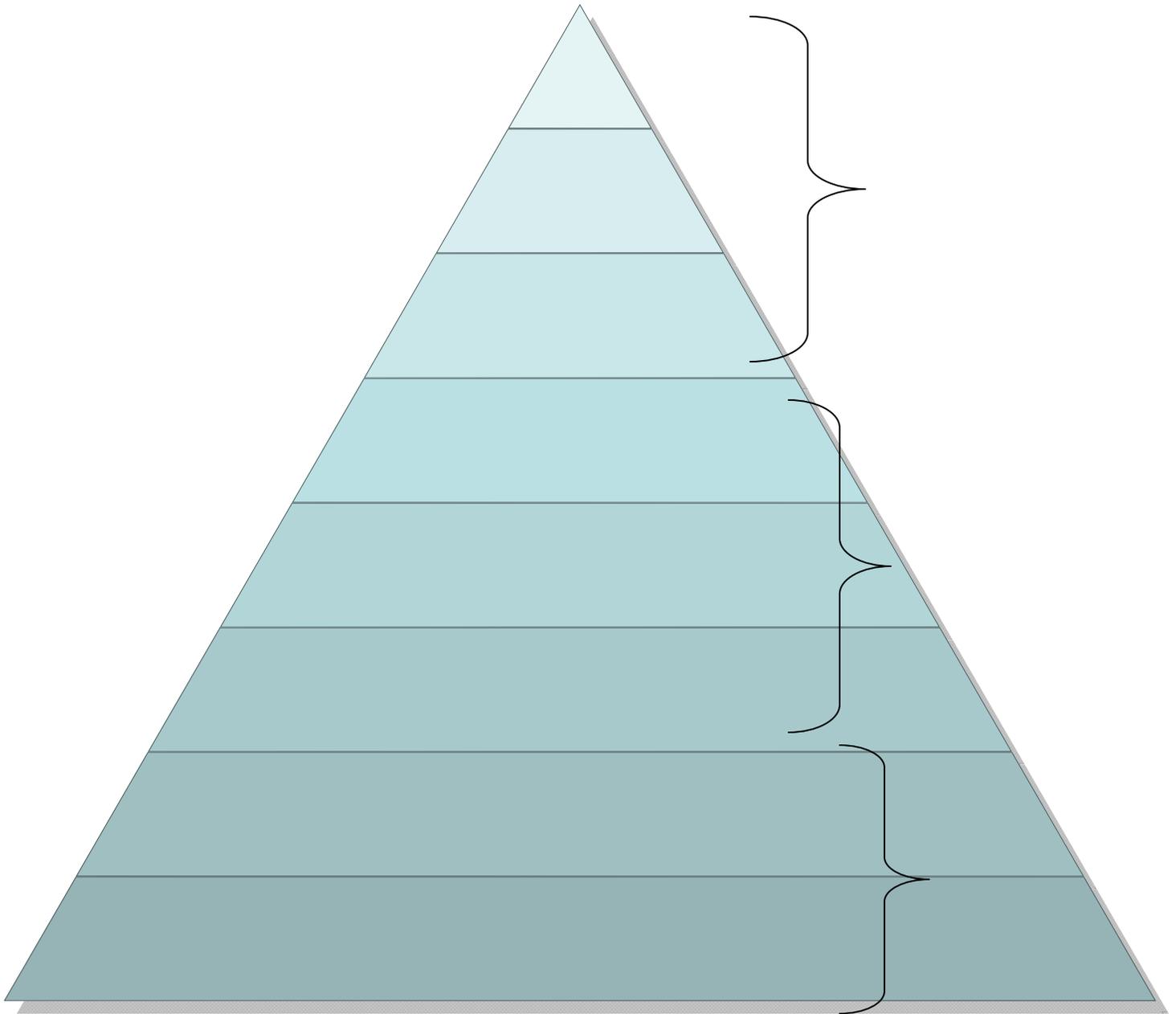
**NOTE:** If you are not familiar with the foundational material of the Interpretive Development Program, we recommend you take the free two-hour course on the **Foundations of Interpretation** at [www.interptraining.org](http://www.interptraining.org)

Or you may wish to review this material in-depth in the workbook entitled “Meaningful Interpretation,” edited by David Larsen. Each park received a copy of this book in 2004. The following link contains information about purchasing additional copies: <http://www.easternnational.org/meaningful.htm>

# Best Practices in Customer Service Activity

Component	Rating	Strength/Weakness	Plan for Improvement
Personal Grooming			
Posture			
Attire			
Accessories			
Courteousness			
Helpfulness			
Knowledge			
Neutrality			
Objectivity			
Patience			
Personal Safety			
Body Language Skills			
Conflict Resolution			
Listening Skills			
Verbal Skills			

# Maslow's Hierarchy of Needs for Informal Visitor Contacts



# Know Your Site Activity

## Orientation Questions

Frequently Asked Question	Basic Answer	In-depth Answer

## Information Questions

Frequently Asked Question	Basic Answer	In-depth Answer

## Interpretation Questions

Frequently Asked Question	Potential Tangibles	Potential Intangibles



# Know Your Site: Interpretive Techniques

For each frequently asked question you have that could easily progress to interpretation, develop an answer designed to facilitate an opportunity for the visitor to form an intellectual or emotional connection with the meaning or significance of the resource. Then identify the following:

- Which interpretive technique you used
- For which audience it would be appropriate
- Which type of connection you tried to facilitate (emotional and/or intellectual)
- Which tangible resources you attempted to link to which intangible meanings

<b>Interpretive Question</b>	<b>Interpretive Answer</b>
Which interpretive techniques did you choose?	
For which audiences would this be appropriate?	
Which type of connection did you attempt to facilitate?	
Which tangible resources did you attempt to link to which intangible meanings?	

# **Informal Visitor Contact Standard**

In order to demonstrate successful performance in this competency, informal visitor contacts must demonstrate an understanding of the orientation-information-interpretation continuum by describing:

- **When, why, and how to provide basic and/or in-depth information; and**
- **When, why, and how to provide opportunities for the audience to form their own intellectual and/or emotional connections with the meanings/significance inherent in the resource.**

Characteristics that contribute to the success of an Informal Visitor Contact include:

- Uses cues from the audience to read each situation accurately
- Assesses needs of audience
- Evaluates options effectively
- Communicates an appropriate depth and amount of relevant information
- Carries interaction to a logical and appropriate conclusion
- Identifies and describes when, why and how opportunities for intellectual and/or emotional connections were provided
- Encourages or moves audience toward higher-level concepts, such as resource protection, stewardship, and global issues