

Interpretive Planning Overview



What Is Interpretation?

- The Mission of Interpretation is to provide enhanced opportunities for park audiences to explore their own intellectual and emotional connections to the natural and cultural resources that comprise shared heritage.



What Is Interpretation?

- Interpretation connects the interests of visitors with the meanings of the park.
- Interpretive Program
 - Orientation
 - Personal Services (people to people)
 - Interpretive Media (exhibits, films, websites)
 - Curriculum-based Education Programs (Programs for Schools/Educators)
 - Community Engagement
 - Service through Volunteering
 - Museum Services
 - Public Involvement and Outreach
 - Public Affairs
 - International Relations

Comprehensive Interpretive Plan

- Identifies and describes the foundations of a park's interpretive program
 - Park Purpose
 - Park Significance
 - Interpretive Themes
 - Management Objectives
 - Audiences
 - Visitor Experience Opportunities

Comprehensive Interpretive Plan

- Strategically envisions, organizes, and justifies, interpretive and informational services that achieve the desired outcome of the park's program.



Comprehensive Interpretive Plan

- Long Range Interpretive Plan
 - 5 to 10 Years
- Annual Interpretive Plan
- Interpretive Database



Comprehensive Interpretive Plan

- Tiers Off Yosemite's 1980 General Management Plan
 - Purpose and Significance
 - Visitor Understanding and Enjoyment

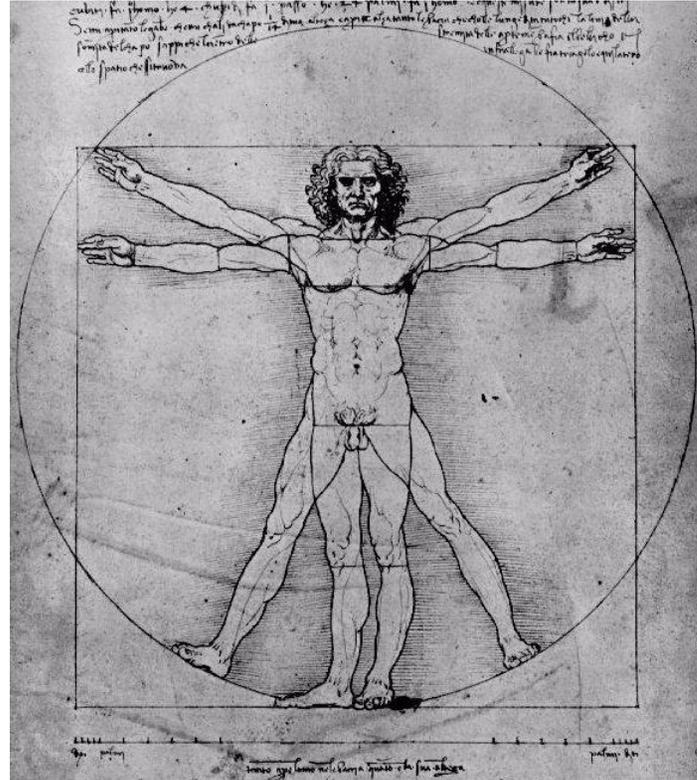


Servicewide Trends

Interpretation and Education Renaissance

“A rebirth,
...revived
intellectual or artistic
achievement or
enthusiasm.”

--American Heritage



Renaissance Tenants

- Engage People to Make Enduring Connections to America's Special Places
- Use Current Technologies
- Embrace Interpretation and Education Partners
- Develop and Implement Professional Standards
- Create a Culture of Evaluation



Service-wide Trends

- **NPS Centennial**
 - Stewardship
 - Environmental leadership
 - Recreational experience
 - Education
 - Professional excellence.



National Trend

- Children and Nature Movement
 - Youth engagement
 - Outdoor recreation
 - Reconnect with nature



Significance Statements

- Significance of places and things — as embedded in their enduring tangible and intangible resource characteristics.
- Distinctiveness of the combined resources of the park, including natural, cultural, inspirational, scientific, historic, recreational, and other aspects.



Primary Interpretive Themes

- Overarching stories that organize the park's largest-scale ideas and meanings
- Provide opportunities for people to explore and relate to *all* park significance statements

