

# Interpretive Design Considerations, Accessibility, and Management

December 3-7, 2018

Training Syllabus



William Penn Mott Jr. Training Center



# Memorandum

**Date:** November 9, 2018  
**To:** Supervisor  
**From:** Debbie L. Fredricks, Chief  
Training Section  
California State Parks  
**Subject:** Employee Attendance at Formal Training

An employee from your office will soon be attending the formal training program described in the attached. Ensure that the employee is fully prepared to attend the session and that the groundwork is laid for the employee's implementation of the training upon returning to work. You can assist with capturing the full value of the training by taking the following steps:

### Prior to Training

1. Make sure that **specific** employee needs are identified and, if necessary, called immediately to the attention of the Training Coordinator.
2. Review with the employee the reason for the employee's attendance.
3. Review objectives and agenda with the employee.
4. Discuss objectives and performance expected after the training.

### Immediately Following Attendance

1. Discuss what was learned and intended uses of the training.
2. Review the employee's assessment of the training program for its impact at the workplace.
3. Support the employee's use of the training at the work place.

### Three Months Following Training

1. Supervisor evaluates the effectiveness of the training on the employee's job performance and login to the ETMS to complete the Training Effectiveness Assessment form.

Thank you for your assistance in seeing that the full benefit of training is realized.



Debbie L. Fredericks  
Training Section Chief

Attachment  
cc: Participant

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***Mission Statement  
Training Section***

***The mission of the Training Section is to improve  
organizational and individual performance and  
productivity through consulting, collaboration,  
training, and development.***

**TRAINING SECTION STAFF**

Debbie L. Fredricks ..... Training Section Chief

Ann D. Slaughter ..... Mott Training Center Manager

Eric Marks ..... Leadership and Development Manager

Jack Futoran ..... EMS and LFG Training Coordinator

Jeff Beach ..... Training Consultant

Joel Dinnauer ..... Training Consultant

Dave Galanti ..... Training Consultant

Karyn Lombard..... Training Consultant

Sara M. Skinner ..... Training Consultant

Vernon Reyes ..... Instructional Consultant

Jason Smith ..... Academy Coordinator

Jeremy Alling..... Cadet Training Officer

Matt Cardinet..... Cadet Training Officer

Raymund Nanadiego ..... Cadet Training Officer

Lisa Anthony ..... Program Coordinator

Edith Alhambra..... Assistant Program Coordinator

Sam Guida ..... Assistant Program Coordinator

Jessica Kohls ..... Assistant Program Coordinator

Pamela Yaeger ..... Assistant Program Coordinator

## THE MISSION

*of the California State Parks is to provide for the health, inspiration, and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high quality outdoor recreation.*



## FORMAL TRAINING GUIDELINES

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Welcome to formal training, an essential component in your career development.

Since 1969, our Department has been providing a continuously changing number of diverse training programs at its main training facility, the William Penn Mott Jr. Training Center, and other locations including Marconi Conference Center. The Department strives to enhance your learning and job performance with formal training of the highest quality.

Our Department's dedication to training is only one aspect of its commitment to you and to the public. This commitment is costly and represents an important investment in you and your career. You and the Department realize a return on that investment by your positive participation in formal training itself and post training follow-through.

The program you will be participating in is described in this training syllabus, which outlines what you can expect from this training and what is expected of you. This syllabus details what you should do before you leave for training; what to do when you arrive; what you will be doing while in training; and, importantly, what you should be able to do when you return to your work site. Specifically:

1. **SYLLABUS:** The syllabus is now accessible on the Employee Training Management System (ETMS). Your copy of this syllabus is an important part of your training experience and should be brought with you to training. Read it before you arrive and review it following the program along with material you received at training.
2. **PRE-TRAINING ASSIGNMENTS:** Your completion of pre-training assignments is essential to the success of your training. You are responsible for all reading assignments in preparation for classroom sessions. Time will be provided during working hours to accomplish any assignments which involve either individual or group efforts and resources.
3. **TRAVEL:** Arrange your travel to and from the training site through your District or Office. (No reimbursement for travel expense – including per diem costs – will be approved for travel not specifically authorized in advance by the District Superintendent).

Individuals may claim reimbursement for incidental expenses incurred as outlined in DAM 0410.6. The Mott Training Center does not have the capability to provide transportation to/from Monterey Airport.

The cost of your travel (airfare, mileage, rental car, etc.) is paid by your District or Office **to** and **from** the location of training.

4. HOUSING: Housing will be assigned to you on a shared-room basis and will be available from 3:00 p.m. on the date of arrival to 11:00 a.m. on the date of departure. The Department provides your room and board expenses at Deer Haven Inn only. No per diem allowance will be authorized for living off-grounds. This does not preclude living off-grounds at your own expense. Advise the Training Consultant no later than one week before your scheduled arrival if you plan to live off-grounds. No animals are permitted in housing. In the event of an emergency, staff must know your room assignment; therefore, you may not switch rooms without staff approval. Overnight guests are not allowed. Quiet hour is 10:00 p.m.
5. **ENROLLMENT OR HOUSING CANCELLATION POLICY:** To cancel participation in a course, the participant must have their District Superintendent or Section/Office Manager send an email to the Training Specialist assigned to the course requesting to remove the participant. If you do not need lodging or must change or cancel your reservation for lodging, you must contact the Mott Training Center or Training Consultant assigned to the course at least 2 weeks prior to your date of arrival. Lodging, registration, and associated fees will be charged to the employee's District or Section/Office if a training cancellation is received with less than two weeks' notice.

**The Mott Training Center is committed to ensuring that the reservation that has been made for you is accurate and needed.**

6. MEALS: Meals provided, semi-cafeteria style, from dinner on the date of arrival through lunch on the date of departure. Meals served at 7:15 a.m. for breakfast, 12:00 noon for lunch, and 6:00 p.m. for dinner. Hot or box lunches may be provided on some days. If you require a special diet, contact the Training Consultant Sara M. Skinner to request the Asilomar Dietary Restriction form no later than two weeks prior to the course start date. The Training Consultant will forward the form to the appropriate Asilomar Conference Grounds staff.

In order to assist participants with limited mobility, Asilomar provides a shuttle to and from the dining hall. Contact either Asilomar staff upon check-in, or Mott Training Center staff upon your arrival, for instructions on arranging a transport.

7. SMOKING: Smoking not permitted in the Mott Training Center or in any lodge or guest room on the Asilomar Conference Grounds.

8. **TRAINING CENTER:** The Mott Training Center is located on Asilomar Conference Grounds, part of Asilomar State Beach. The Conference Grounds are operated for our Department by a concessionaire. All lodging and food services are provided to us by employees of the concessionaire. Constant efforts are made to maintain a sound, harmonious working relationship between the Department and concessionaire. None of us can expect preferential treatment for any reason and, as a departmental employee; you will be expected to join in our continuing effort toward an effective relationship with each Asilomar concession staff member. On occasion, non-departmental groups may be staying in the same lodges. It is imperative that you represent the Department well on and off duty.
9. **REGISTRATION:** When you arrive at Asilomar Conference Grounds, proceed directly to the front desk at the Asilomar Administration Building for your dining room tickets. If you require vegetarian meals, notify the front desk representative and your meal ticket will be marked accordingly.
10. **COURSE LEADERS:** The formal training you will attend is developed and, for the most part, conducted by experienced State Park employees in field and staff positions. Some courses will be conducted by qualified instructors from other agencies and educational institutions. Your course leaders have proven their ability and knowledge in their profession, and provide a level of expertise difficult to match.
11. **TRAINING SECTION STAFF:** Sara M. Skinner is your Training Consultant and has been assigned the responsibility for your training group. That staff member usually serves as a Course Leader as well as a Coordinator. During the program, you may be asked to assist Training Section Staff in the logistics of your training program (organizing field trip transportation, supervising classroom breaks, etc.).  
  
Training Section Staff will do all within their power to make your training experience pleasant and meaningful.
12. **TRAINING MATERIALS:** May be made available to you at both your unit and the Mott Training Center. Handout materials issued at your unit should be brought to training for possible use. A conference binder or notebook will be issued to you at the training session for note taking and convenience in handling materials. Copies of DAM and DOM will be available to you for self-study. Bring your own pens and pencils.
13. **ATTENDANCE:** Regular attendance is a critical course requirement and your participation is important to the success of this training. An absence of more than 10% of the course hours constitutes grounds for dropping a participant from the course. The Department Training Officer may modify this requirement based upon participant knowledge level and/or the portion of the course missed. All absences, except those of an emergency nature, must be approved in advance by the Training Consultant.

14. TELEPHONE: Limit phone calls during classroom hours to urgent business or emergencies. Anyone wishing to contact you by telephone during working hours should call the Center at (831) 649-2954. Calls after 5:00 p.m. or during weekends should be made to (831) 372-8016, Asilomar Conference Grounds, and the caller should tell the switchboard operator you are with a California State Parks training group. **Note: There are no longer pay telephones outside of the Mott Training Center. There are pay telephones located at the Asilomar Administration Building.**
15. POST-TRAINING ASSIGNMENTS: In connection with formal training are to be completed under the direction of your supervisor.
16. COFFEE BREAK REFRESHMENTS: Will be available throughout each session. You will be asked to contribute to the "Hospitality Fund" to defray expenses. Bring your own coffee cup.

## **PROGRAM ATTENDANCE CHECKLIST**

To assist you in your preparation for formal training session at the William Penn Mott Jr. Training Center, the following list is provided:

- \_\_\_\_\_1. Read the Interpretive Design Considerations, Accessibility and Management Training program syllabus prior to your arrival at Mott Training Center.
- \_\_\_\_\_2. Arrange your travel through your Unit/District Office.
- \_\_\_\_\_3. **Complete the pre-training assignments.**
- \_\_\_\_\_4. Bring the following with you to training:
  - Program syllabus
  - Uniforms are not required. Appropriate business attire.
  - Reusable coffee mug, refillable water bottle, notepaper, pens, and pencils

## **PRE-TRAINING ASSIGNMENTS**

1. Interpretive design survey will be sent via email.
2. Samples of interpretive medium projects.

If you have any questions or need assistance, contact Training Consultant Sara M. Skinner at (831) 649-2961 or [Sara.Skinner@parks.ca.gov](mailto:Sara.Skinner@parks.ca.gov).



## **POST-TRAINING ASSIGNMENT**

Prior to ninety days after the completion of this program, the employee and his/her supervisor should discuss the impact and assess the effectiveness this program has had on the employee.

The post-training evaluation process is intended to provide a bridge between classroom instruction and the on-the-job application of training. The information obtained through this process will assist the employee, supervisor, and Training Section in providing a return on the training investment to the Department.

**INTERPRETIVE DESIGN CONSIDERATIONS, ACCESSIBILITY AND MANAGEMENT**  
**GROUP 1**

**December 3-7, 2018**

**Sunday**

**December 2**

REGISTRATION: *Check-in at Asilomar Administration Building*

**Monday**

**December 3**

0800-0840	Overview, Logistics, Framework	Skinner/Lopez
0850-0900	Meet and Greet	
0900-0930	What is Non-Personal Interpretation? Definitions	Lopez
0930-1000	Interpretive Design Observation	Fitzpatrick
1000-1100	Preparing for a project: PEF, Gathering the Team, Identifying Resources, Handbook, Resources at Fingertips	Holm/Lopez
1100-1200	Native American Consultation	Tejada
1200-1300	Lunch	
1300-1400	Contracts	Brynes
1400-1500	Purchasing	Ptomey
1500-1700	Interpretive Contracts 101: Types, RFP Process	Lopez

**Tuesday**

**December 4**

0800-0815	Review and Continuation	All
0815-0930	Intellectual Property	Jorae/Holm
0940-1200	Contract Management	Lopez/Holm
1200-1300	Lunch	
1300-1700	Interpretive Writing	Bartlett

**Wednesday**

**December 5**

0800-0815	Review and Continuation	All
0815-0915	Introduction to Design Elements	Perez
0915-1000	Panel Material Considerations	Bell/Miller
1000-1200	Exhibit Design and Production	Bell/Miller
1200-1300	Lunch	
1300-1400	Researching Images	Miller
1400-1500	Accessibility	Stora
1500-1630	Interpretive Design Panel	Bell/Perez/ Stora/Miller
1630-1700	Interpretive Design Discussion/Summary	All

**INTERPRETIVE DESIGN CONSIDERATIONS, ACCESSIBILITY AND MANAGEMENT**  
**GROUP 1**

**December 3-7, 2018**

**Thursday**

**December 6**

0800-1200	Field Project	
1200-1300	Lunch	
1300-1400	Designing for Social Media	King/Imura/Biehl
1400-1500	Integrating Collections into Your Story: Labels	Lopez
1500-1700	Group Project	All

**Friday**

**December 7**

0800-0815	Review and Continuation	All
0815-0845	Translations	Holm
0845-0930	PID and Maximo	Holm
0930-1130	Group Presentations	All
1130-1200	Summary	

## **INTERPRETIVE DESIGN CONSIDERATIONS, ACCESSIBILITY, AND MANAGEMENT GROUP 1**

### **PROGRAM PURPOSE AND PERFORMANCE OBJECTIVES**

Purpose: Participants will learn key essentials in interpretive planning including topics such as identifying target audiences, developing a specific project plan that provides theme hierarchy, choosing appropriate interpretive non-personal visual media, project management and evaluating impact. This training is designed for interpreters who have little to no training in visual media design, but find themselves responsible for creating non-personal media. Participants will understand how to cater their message to a desired audience, enhancing visitor experience and the effectiveness on non-personal visual communication, with specific emphasis on typography, color usage, image usage, layout, visual hierarchy, and catering messages to the appropriate medium.

Performance Objectives: By the close of the training participants will

1. Define what is non-personal interpretation.
2. List the roles of park staff, district staff, and Service Center staff in coordinating an interpretive project.
3. Define the role and responsibilities of a project manager.
4. Describe methods of consulting with Native American tribal groups prior to and during the design development process.
5. Identify the Department policies, guidelines, and resources to meet accessibility requirements in California State Parks.
6. Describe effective techniques in design element considerations that will meet the department's accessibility guidelines and provide clear readability for park visitor.
7. Examine the types, process, components and effective management of a state contract for an interpretive project.
8. Practice effective interpretive writing techniques for various mediums and audiences.
9. Evaluate existing interpretive media to identify needed improvements and changes.
10. Describe effective techniques and design for social media posts.

**INTERPRETIVE DESIGN CONSIDERATIONS, ACCESSIBILITY, AND  
MANAGEMENT GROUP 1**

11. Describe and identify the different product materials available and best choices to consider for their park environment.
12. Identify appropriate images to support the chosen interpretive mediums and audience messaging.



