

State of California . Natural Resources Agency . California State Parks  
In Partnership with the National Association for Interpretation

# Interpretive Technologies and Innovation AKA InterpTech 2017

May 1-4, 2017

Training Syllabus



William Penn Mott Jr. Training Center



# Memorandum

**Date:** April 12, 2017  
**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.

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



Debbie L. Fredricks  
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 Fredricks.....	Training Section Chief
Ann D. Slaughter .....	Mott Training Center Manager
Jack Futoran .....	EMS and LFG Program Manager
Jeff Beach.....	Training Specialist
Dave Galanti .....	Training Specialist
Karyn Lombard .....	Training Specialist
Sara M. Skinner .....	Training Specialist
Jason Smith.....	Academy Coordinator and FTP Manager
Jeremy Alling .....	Cadet Training Officer
Matt Cardinet .....	Cadet Training Officer
Raymund Nanadiego .....	Cadet Training Officer
Lisa Anthony .....	Program Coordinator
Edith Alhambra .....	Assistant Program Coordinator
Alex Franck.....	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 and will be available from 3:00 p.m. on the date of arrival to 12:00 noon on the date of departure. The Department provides your room and board expenses at the Mott Training Center 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 two weeks before your scheduled arrival if you plan to live off-grounds. No animals are permitted in Asilomar 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 in the buildings unless registered beforehand at the front desk in Asilomar's Administration Building. Quiet hour for lodge living areas is 10:00 p.m.

**Note: You may be assigned a room at a motel while attending training. If so you may be asked to present a valid credit or debit card while checking in to your room. Many motels require a credit card to cover charges incurred such as telephone calls, damages to rooms and/or furnishings, fees to clean rooms that have been smoked in that are not designated as smoking rooms, etc. Be prepared to handle this appropriately.**

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 Consultant 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 Section is committed to ensuring that the reservation that has been made for you is accurate and needed.**

6. OFF-GROUNDS ACCOMMODATIONS: When authorized to stay off-grounds by the Department Training Consultant, the Mott Training Center will absorb the cost of your room and meals at the current CSP Asilomar rate. If you stay off-grounds and have meals on grounds, the Mott Training Center will authorize only what the Department pays Asilomar for lodging.
7. MEALS: Meals will be provided, semi-cafeteria style, from dinner on the date of arrival through lunch on the date of departure. Meals will be 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.

8. CLOTHING: Field uniforms as found in "Description of Required Field Uniforms", DOM Chapter 2300, Uniform Handbooks, not including optional items, will be worn daily by all uniformed employees during formal training sessions **unless otherwise specified in the Program Attendance Checklist**. Non-uniformed employees shall wear apparel normally worn on the job. Appropriate attire includes apparel suitable for professional office dress. It does not include such items as shorts, t-shirts, tank tops, or sandals.

Because we are on the conference grounds with many other groups, and the image we project as State Park employees is important not only during working hours but off duty hours as well, your informal sportswear should be appropriate.

9. ROOM SAFES: Two safes have been installed in each of the lodge rooms used by the Mott Training Center (Live Oak, Tree Tops, and Deer Lodge). These safes are a type that allows the user to input their own combination of numbers to facilitate opening and closing. The Mott Training Center has a master key for emergency entry. Safes are to be left in the open position when checking out of your room.
10. WEAPONS: Weapons are permitted in rooms under the following conditions. Authorized firearms and magazines stored while at the Mott Training Center shall be in a safe condition and stored in one of the following locations: your room safe in Live Oak, Tree Tops, or Deer Lodge, one of the Mott Training Center's safes in the Whitehead Room or secured in your vehicle.
11. ALCOHOLIC BEVERAGES: Participants shall not possess or consume alcoholic beverages in common areas (living room) while on the Asilomar Conference Grounds unless provided and hosted by Concessionaire ARAMARK.

12. **SMOKING:** Smoking is not permitted in the Mott Training Center or in any lodge or guest room on the Asilomar Conference Grounds.
13. **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, and 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.
14. **REGISTRATION:** When you arrive at Asilomar Conference Grounds, proceed directly to the front desk at the Asilomar Administration Building for your room key and dining room ticket. If you require vegetarian meals, notify the front desk representative and your meal ticket will be marked accordingly.
15. **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.
16. **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.
17. **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. Bring your own pens and pencils.

18. 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 Consultant 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.
19. VEHICLES: All vehicles should be parked in the lots adjacent to the Mott Training Center. Any questions regarding use of a State vehicle while at the Mott Training Center should be discussed with your supervisor prior to your departure for training, or with your Program Coordinator while at the Mott Training Center.
20. BICYCLES: If you bring your bicycle, store it in the bicycle shed next to the Mott Training Center (acquire combo from the staff). Bicycles shall not be brought into any building nor chained to lamp posts, trees, etc.
21. MAIL: Mail forwarded to you during your time at the Center should be addressed to you in care of:

California State Parks  
WILLIAM PENN MOTT JR. TRAINING CENTER  
PO Box 699, Pacific Grove, CA 93950
22. CELL PHONES: As a courtesy to your fellow participants and course leaders ensure that your cell phone is turned off during classes. Participants should not receive or make cell phone calls during class time. Limit those calls to your breaks.
23. FAX: The Mott Training Center's FAX number is (831) 649-2824.
24. 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.**
25. LAUNDRY AND DRY CLEANING: May be taken care of by you at one of several local establishments.



26. RECREATION: Facilities available on grounds include a heated swimming pool, pool tables, and a volleyball court. The Monterey area offers horseback riding, golf, tennis, racquetball, deep sea fishing, and many historical landmarks and scenic sights to explore.
27. POST-TRAINING ASSIGNMENTS: In connection with formal training are to be completed under the direction of your supervisor.
28. 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:

*Notify Sara M. Skinner ASAP [Sara.Skinner@parks.ca.gov](mailto:Sara.Skinner@parks.ca.gov) if you can (a) bring a state van to the training and (b) if you can drive participants to the offsite. If you can't drive but can bring a van, that's okay. We need many state vans to transport people.*

- \_\_\_\_\_ 1. Read and understand the Interpretive Technology and Innovation program syllabus prior to your arrival at the Mott Training Center.
- \_\_\_\_\_ 2. Arrange travel through your Unit/District Office.
- \_\_\_\_\_ 3. Complete the following pre-training assignments on page 7 of syllabus:
- \_\_\_\_\_ 4. Bring the following with you to training:
  - Program syllabus
  - Uniforms are not required for this program as noted in the Formal Training Guidelines, No. 8, Clothing, on page 3 of this syllabus. Preferred business casual
  - Reusable coffee cup, refillable water bottle, alarm clock, pens, and pencils

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).

## **PRE-TRAINING ASSIGNMENTS**

- ❑ Download the following apps to your mobile device from the Google Play or Apple Store
  - Agents of Discovery
  - Ricoh Theta
  - California State Parks Audio Tour App
  
- ❑ Be prepared to share examples of 360 photos and videos and extra VR viewers if available
  
- ❑ Visit the following website: [www.learninglab.si.edu](http://www.learninglab.si.edu)
  
- ❑ It will be helpful to be familiar with, download or create an account in:
  - Apple Store
  - Google Play Store
  - Twitter
  - Facebook
  - Snapchat
  - Spotify
  - Video Chat (Skype, Google Hangouts, Vidyo)
  - Periscope
  - Virtual/Augmented Reality (Cardboard, Viewmaster, Oculus Rift)

## **POST-TRAINING ASSIGNMENT**

Prior to ninety days after the completion of this program, the employee and his/her supervisor should sit down and 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 training participant, supervisor, and Training Section in providing a return on the investment the Department has on training.

**INTERPRETIVE TECHNOLOGIES AND INNOVATION GROUP 2 AGENDA**  
**(AKA InterpTech 2017)**

**May 1-4, 2017**

**Monday**

**May 1**

- 1500 REGISTRATION: *Check-in at the Asilomar Administration Building*
- 1500-1800 Check-in for Training and get Material at Kiln Meeting Room
- 1900-2100 Digital Media Madness, Digital Poster Session (optional)

**Tuesday**

**May 2**

- |           |                                                    |                                     |
|-----------|----------------------------------------------------|-------------------------------------|
| 0830-0900 | Opening Remarks                                    | Krey                                |
| 0900-1030 | Keynote Presentation                               | Dilenschneider                      |
| 1030-1200 | Concurrent Sessions-Mobile Application Development | InaDev/OnCell/<br>Discovery Agents  |
| 1200-1300 | LUNCH                                              |                                     |
| 1315-1430 | Concurrent Sessions-Distance Learning Platforms    | PORTS/Skype/<br>Virtual Photo Walks |
| 1430-1545 | Distance Learning Panel Discussion                 | Krey/Anderson<br>Butterill/Gates    |
| 1545-1700 | StoryMaps-ESRI                                     | Bhatia                              |
| 1700      | LIVE DIVE-Reef Aquarium Australia (optional)       | Reef Aquarium<br>Staff              |

**Wednesday**

**May 3**

- |           |                                                    |           |
|-----------|----------------------------------------------------|-----------|
| 0730-0830 | Depart Mott Training Center                        |           |
| 0830-1200 | Monterey Bay Aquarium Interpretive Technology Tour | MBA Staff |
| 1200-1300 | LUNCH / Return to Mott Training Center             |           |
| 1315-1530 | 360 Photo Shootout (A)                             | Langer    |
| 1315-1530 | Images of a Changing Planet (A)                    | Nelson    |
| 1530-1700 | 360 Photo Shootout (B)                             | Langer    |
| 1530-1700 | Images of a Changing Planet (B)                    | Nelson    |

**Thursday**

**May 4**

- |           |                                            |         |
|-----------|--------------------------------------------|---------|
| 0830-0945 | Augmented/Virtual Reality Opportunities    | Minock  |
| 0945-1130 | Smithsonian Learning Lab-Open Ed Resources | Ausland |
| 1130-1200 | Evaluation and Conclusion                  | Krey    |

## **WORKSHOP SESSIONS**

### **Digital Media Madness**

#### **Digital Poster Session**

Sharing currently implemented ideas pertaining to interpretation, technology and innovation. Participants will share and explain projects, programs, campaigns or unique concepts currently working in their interpretive programs.

### **Colleen Dilenschneider**

#### **Chief Marketing Engagement Officer, IMPACTS**

#### **Go Social! The Data-Informed Value of Digital Engagement for Visitor-Serving Organizations**

The data is in! We live in an increasingly connected world - and engagement is no longer limited to the onsite experience. During this keynote, Colleen Dilenschneider - the Chief Market Engagement Officer at IMPACTS Research and author of the popular website, *Know Your Own Bone* - dives into the big data about why digital engagement is anything but optional for visitor-serving organizations today. From increasing reputation, to bumping visitor satisfaction, to driving visitation, to securing donations and aiding in missions to educate and inspire audiences - social media and digital engagement play a big role in the solvency of historical interpretation entities today. You may come knowing generally that technology and digital engagement are important for organizations, but you'll leave this keynote knowing *how* important - and why.

### **Jitesh Sachdev**

#### **President, InaDev**

Highly innovative and educational mobile multimedia experience for state parks, national parks, memorials, monuments, museums, aquariums, and zoos. We use image recognition, lat, long, tilt, pitch, yaw, gps, and a complex mathematical model to recognize objects and deliver an immersive multimedia experience.

### **Chris Holmes**

#### **Director of Interpretation and Outreach**

#### **Texas State Parks**

Trailblazing Innovative Technology with Discovery Agent's Mission Builder Through Discovery Agents unique melding of education and gaming that motivates kids to get moving, the game is a revolutionary addition to interpreters' toolkits. The approach, which requires players to solve location-specific challenges and gain status within their agency, has been proven to be effective at engaging kids in nature. The University of British Columbia evaluated the effectiveness of Discovery Agents (Holder, 2013). Their findings indicated that kids using mobile technology learned more, had more fun and were more engaged than those who participated in traditional interpretation or self-guided tours.

## **WORKSHOP SESSIONS**

### **Monica Barndt**

#### **Director of Marketing, OnCell**

In this interactive session, learn how to leverage mobile technology to engage visitors, tell your site's story, and increase your digital presence. We'll experience firsthand how location-aware beacons paired with native apps can be used to push content to visitors, heighten curiosity, and encourage exploration while visitors are onsite. You'll also learn other tips and tricks to use apps to gather data to improve the visitor experience and engage visitors long after they've left your site.

### **Distance Learning Concurrent Sessions/Panel Discussion**

#### **Kelly Anderson, John Butterill, Erin Gates, Brad Krey, Ben Fenkell, Berndt Stolfi, Jennifer Langer**

Participants will choose to learn more about one of three specialized styles of distance learning. Professionals from each session will convene for a panel discussion after their individual presentations to discuss distance learning trends, opportunities and challenges.

### **Jenn Langer**

#### **California State Parks**

#### **360 Photos/Videos**

Capture your own 360 spherical photos to view in virtual reality! Participants will learn how to create and upload 360 photos and videos for use in interpretive programs and exhibits.

### **Peder Nelson**

#### **Oregon State University**

Satellite based remote sensing provides data and images that can be the basis of compelling student investigations. Participants in this session will take part in a simulation of satellite based remote sensing data collection that can be used with students. They will then use satellite images and skills in visual image literacy and measurement to investigate specific locations—including glacial and volcanic sites—to formulate questions, gather and analyze data, and generate conclusions and arguments from evidence (focusing on NGSS practices and crosscutting concepts). Investigations will be extended to include the use of accessible data sources such as those from NASA, NOAA, USGS, Google Street View, and others to demonstrate how local sites can be used for meaningful investigations of how land surfaces change over time—and how Earth system processes and human activities affect those changes. Participants will explore how Google Expeditions and Google Cardboard can further enhance such investigations.

## **WORKSHOP SESSIONS**

### **Drew Minock Outreach Manager**

Drew is the Outreach Manager for the world's leading augmented reality developer, DAQRI. Drew is responsible for establishing a clear vision and direction for DAQRI's outreach programs, including interacting with multiple audiences to draw in participants from across different communities, to educate the public about augmented reality, to ensure purposeful employee engagement, and to involve the world in DAQRI's mission "redefine what is humanly possible."

### **Brian Ausland / Darren Milligan Smithsonian Learning Lab**

The Smithsonian Wants Teacher as Docents and Student as Curators

In a bold move, the world's most prolific museum just handed over the world's single-largest digital repository (9 million items) to freckly first-graders, moody middle-schoolers, hip high-schoolers, and the wacky adults who teach them every day. The Smithsonian Learning Lab is an open-ended engagement to explore ways to extend the public assets of a single institution to each and every learner in light of the fact that most will never be able to attend any of the 19 museums in person. Armed with the belief that the Smithsonian belongs to everyone, and research supporting educators' desire for an active role in interpreting, designing, and disseminating resources...the long-standing cultural roles of the institution often posed the greatest challenges when "letting go" of the learning experience, structure, and outcomes.

### **Monterey Bay Aquarium Takeover**

#### **Jim Covel, Patrick Webster, Katy Scott, Eric Nardone**

Explore four branches of interpretive technology employed by the Monterey Bay Aquarium:

- Social Media Platforms
- Exhibit Technologies
- K-12 Learning
- Visitor Experiences



## **WORKSHOP SESSIONS**

### **Reef Aquarium Live Dive**

Participate in a live underwater videoconference from Australia's Reef Aquarium. We will experience the live program and then have an opportunity to talk with education staff.

### **Nakul Bhatia**

Esri

StoryMaps

Learn how GIS data can be transformed into compelling interpretive media through the use of Esri's Storymaps tool.

**INTERPRETIVE TECHNOLOGIES AND INNOVATION**  
**(AKA InterpTech 2017)**

**PROGRAM PURPOSE AND OBJECTIVES**

Purpose: In order for interpretation to meet the changing demands of a modern society, interpreters need to be trained on innovative and technology forward approaches to their profession. This training will identify opportunities, showcase best practices, provide a venue for creation of media and foster innovation through high-quality demonstrations, presentations and facilitated discussions. The training directly addresses the following California State Parks Transformation Team Strategic Goal: Create Meaningful Connections and Relevancy to People.

Objectives: By the close of the session, the participant will

1. Identify opportunities to infuse innovation into participants district interpretive programs.
2. Identify specific technologies that can enhance their district interpretive programs.
3. Learn the process for creating digital media for use online and in social media posts.
4. Consider virtual reality and augmented reality applications for their own district interpretive programs.
5. Assess different mobile application platforms.
6. Learn about projects developed by other organizations that have helped enhance interpretation through the use of innovative technology.
7. Engage in discussions with professionals from a variety of organizations.
8. Identify best practices for infusing interpretation with innovative technology.
9. Share projects from their own district interpretive program that currently infuse interpretation and innovation.
10. Identify opportunities for distance learning in park operations.
11. Create digital media for use in virtual reality environment.

# Training Center, 837 Asilomar Blvd., Pacific Grove, CA 93950

