

Training for District Interpreters

February 11-15, 2019

Training Syllabus



William Penn Mott Jr. Training Center



Memorandum

Date: January 31, 2019
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 Staff 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
Robert Waller.....	Training Consultant
Vernon Reyes.....	Instructional Designer
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
Samantha Guida.....	Assistant Program Coordinator
Jessica Kohls.....	Assistant Program Coordinator
Ricky Roldan.....	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

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.

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 10:00 a.m. on the date of departure. The Department provides your room and board expenses at the Marconi Conference Center only. No per diem allowance will be authorized for living off-grounds. This does not preclude living off-grounds at your own expense. 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 the Marconi Conference Center Administration Building.
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 Training Section is committed to ensuring that the reservation that has been made for you is accurate and needed.

6. MEALS: Meals will be provided from dinner on the date of arrival through lunch on the date of departure. Meals will be served at 7:00 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, notify the Marconi Conference Center no later than one week before your scheduled arrival.
7. CLOTHING: Field uniforms as found in "Description of Required Field Uniforms", DOM Chapter 2300, Uniform Handbooks, 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.

8. **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.
9. **TRAINING SECTION STAFF:** Sara M. Skinner is your Training Consultant and has been assigned the responsibility for your training group. 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.
10. **ATTENDANCE:** Regular attendance is a critical course requirement and your participation is important to the success of this training. All absences, except those of an emergency nature, must be approved in advance by the Training Specialist.
11. **TRAINING MATERIALS:** May be made available to you at both your unit and at the Marconi Conference 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.
12. **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 be receive or make cell phone calls during class time. Limit those calls to your breaks.

Remember that cell reception is poor at Marconi. There is a pay telephone which takes prepaid phone cards or coins. If you have a phone in your room you can also use a prepaid calling card. There is one computer available for checking email in the Administration Building. There is also free wi-fi access.

13. **TELEPHONE:** Limit phone calls during classroom hours to urgent business or emergencies. Anyone wishing to contact you by telephone during working hours should call (415) 663-9020.
14. **POST-TRAINING ASSIGNMENTS:** In connection with formal training are to be completed under the direction of your supervisor.

◆ **Marconi Conference Center**
 ◆ **PLANNING INFORMATION**

To make your visit as comfortable and satisfying as possible, please take a few moments to read the following.

◆ **CHECK-IN/CHECK-OUT**

Please check in at the Front Desk. Follow the signs for Check-in.

Check-in: 3 p.m. to 11 p.m.
 Check-out: 7 a.m. to 10 a.m.
 (Bring your key)

Late check-out (*after 10 a.m.*) will incur an additional day's charge.

◆ **DINING**

Meals are served in Redwood Dining Hall.

Breakfast buffet: 7 a.m. to 9 a.m.
 Lunch buffet: 11:30 a.m. to 1:30 p.m.
 Full service dinner: 6 p.m. to 8 p.m.

◆ **LODGING**

You may wish to bring: shampoo, flashlight, comfortable shoes for hilly trails. Please note cooking and other appliances, candles and incense are not allowed, and food should not be kept in your room as it attracts insects.

◆ **PARKING**

Please park in designated parking spaces only and observe the law regarding spaces for the handicapped. Campers, recreational vehicles and motor homes are not permitted.

◆ **DRIVING**

Please drive slowly and carefully, yielding to pedestrians, bicyclists and animals. The speed limit is 15 mph, and all signs and barriers must be observed.

◆ **GAS STATIONS**

The closest gas station is located in Point Reyes Station, 15 minutes to the south.

◆ **TELEPHONES**

Your guestroom has a private telephone number which you can give callers after you check in, as well as a port for your modem. All outbound telephone and modem calls require a toll-free 800 number. Bring your calling card for phone calls; check with your ISP for 800-number access. Most cellular phones DO NOT work at Marconi Conference Center.

◆ **MESSAGES, FAXES, MAIL**

If your callers would like to leave a message, give them this number:

Front Desk Telephone: (415) 663-9020

You may also want to give them your lodging building, room number and name of conference, to expedite receiving emergency messages.

If we post messages for guests on the message board. We'll also post a notice if you receive mail or a package. *Emergency messages will be delivered.*

If you wish to receive a fax, use this number:

Front Desk Fax: (415) 663-1731

We will post a notice on the message board when your fax arrives and collect the service charge when you pick it up.

If you wish to receive mail, use this address:

(your name), (conference name)
 c/o Marconi Conference Center
 P.O. Box 789, 18500 State Route 1
 Marshall, CA 94940

We will post a notice on the message board and hold your mail at the Front Desk.

no charge. Our commissary sells snacks, cold drinks, personal hygiene items, flashlights/batteries, writing supplies, stamps. We have a selection of Marconi souvenirs such as shirts, hats, mugs and other items that make wonderful remembrances of your stay with us. Our Front Desk staff can also help you with local information.

◆ **BUSINESS CENTER**

The Business Center is located in the Pelican Building lounge and is open 7 am to 11 pm. For your convenience, we are pleased to provide **free of charge**, the following services:

- ◆ Internet / E-mail
- ◆ Computer with MS Office
- ◆ LaserJet Printer
- ◆ Photocopier

◆ **WALKING & EXPLORING**

Marconi Conference Center is a unit of the California State Park system and all natural elements such as branches, pine cones, mushrooms and flowers are protected by state law and may not be removed. Camping and campfires are not permitted. We suggest walking on designated footpaths to avoid poison oak. The pine needles can be slippery—please use caution. We recommend flashlights at night.

◆ **SMOKING**

State law prohibits smoking in or within 50 feet of Marconi Conference Center buildings. Ashtrays are located at entrances, on decks and on patios. Smoke only in paved areas and please use extreme caution when smoking on the property.

◆ **PETS**

With the exception of guide dogs for the handicapped, *pets are not permitted* in Marconi

Conference Center buildings and cannot remain on the property overnight. Dogs must be on a leash at all times.

◆ **ENJOY!**

We hope that between highly productive meetings you'll have some time to appreciate the rich human and natural history that surrounds us here. Please let us know if there is anything we can do to enhance your stay.



Marconi Conference Center's guestrooms overlook Tomales Bay

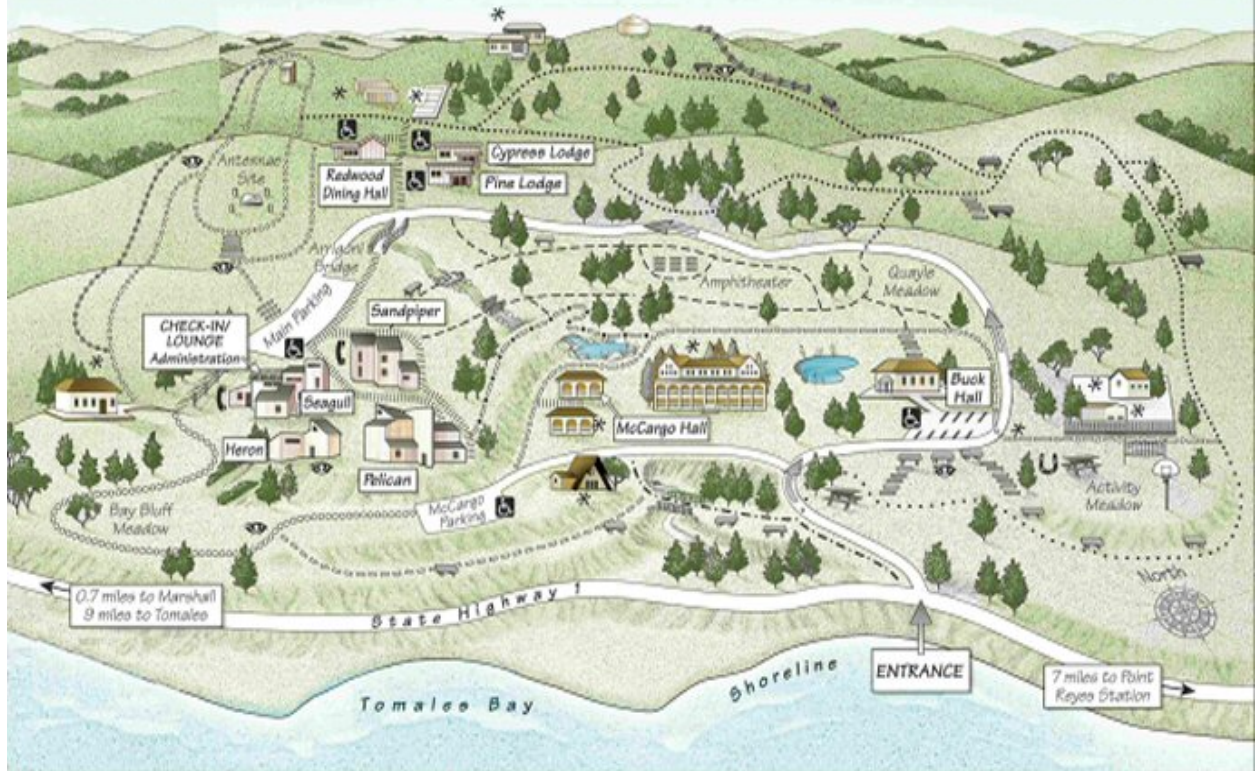
◆ **EMERGENCIES**

Between 11 p.m. and 7 a.m., the recorded message on (415) 663-9020 tells callers how to contact a guest or Marconi staff member in an emergency.

◆ **GUEST SERVICES**

In the front desk area we have games, reading material and a VCR with a selection of movie videos; volleyball, badminton and horseshoe equipment; ice, irons and ironing boards, all at

Marconi Conference Center



◆ **Marconi Conference Center**
 ◆ **GETTING TO MARCONI**
 (415) 663-9020



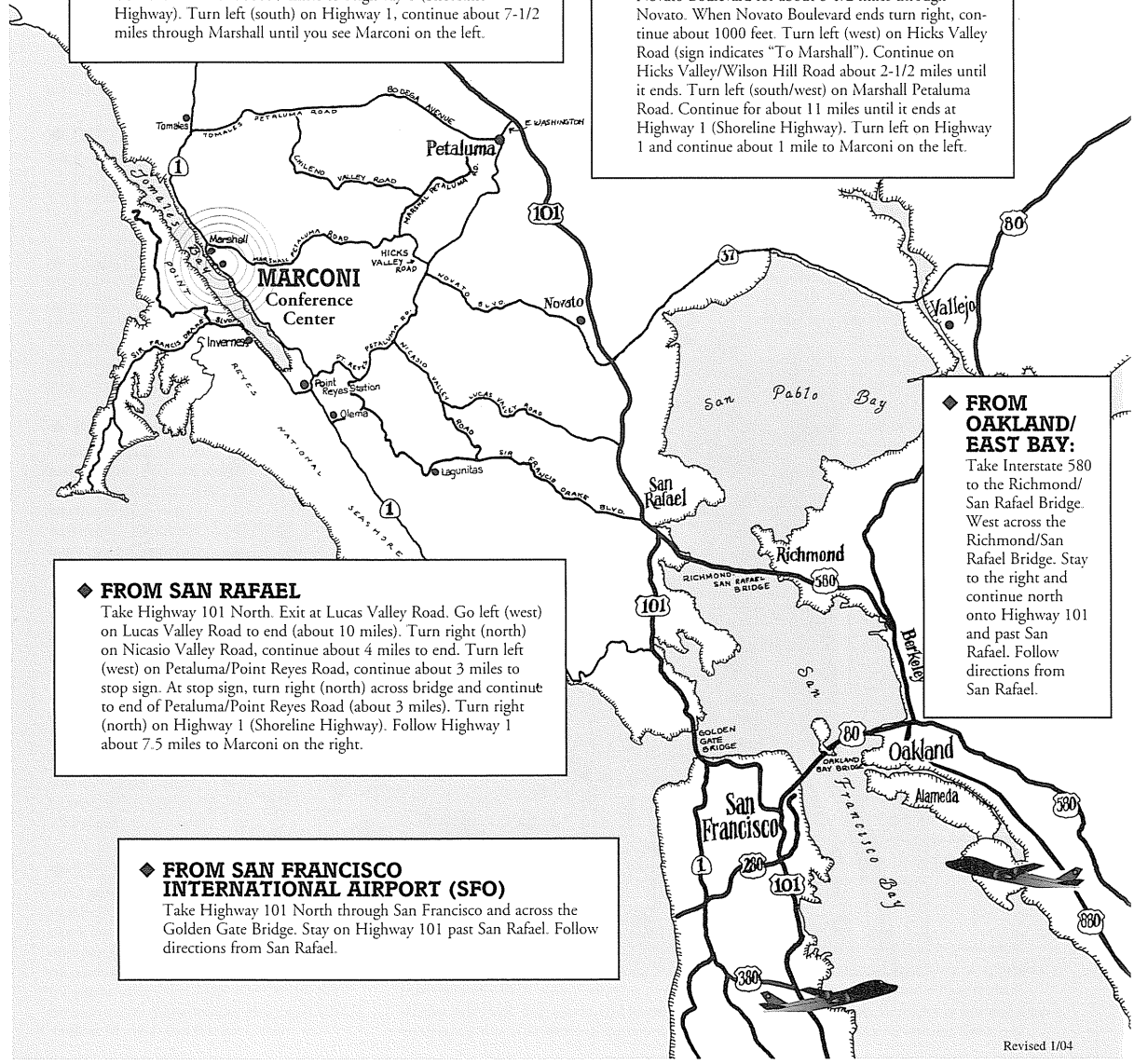
◆ **FROM SANTA ROSA**
 Highway 101 South to Petaluma. Exit at East Washington Street. Turn right (west) on Washington Street, continue about 1.5 miles. Washington Street becomes Bodega Avenue. Continue on Bodega Avenue for about 7 miles. At Coast Guard sign, turn left (west) on Petaluma/Tomas Road. Continue on Petaluma/Tomas Road for about 7 miles to Highway 1 (Shoreline Highway). Turn left (south) on Highway 1, continue about 7-1/2 miles through Marshall until you see Marconi on the left.

◆ **FROM SACRAMENTO**
 Take Interstate 80 West. Just before Vallejo, take Highway 37 west toward San Rafael. Continue west on Highway 37 over Highway 101 (stay to the right). Take South Novato Boulevard exit. Continue north on Novato Boulevard for about 8-1/2 miles through Novato. When Novato Boulevard ends turn right, continue about 1000 feet. Turn left (west) on Hicks Valley Road (sign indicates "To Marshall"). Continue on Hicks Valley/Wilson Hill Road about 2-1/2 miles until it ends. Turn left (south/west) on Marshall Petaluma Road. Continue for about 11 miles until it ends at Highway 1 (Shoreline Highway). Turn left on Highway 1 and continue about 1 mile to Marconi on the left.

◆ **FROM OAKLAND/EAST BAY:**
 Take Interstate 580 to the Richmond/San Rafael Bridge. West across the Richmond/San Rafael Bridge. Stay to the right and continue north onto Highway 101 and past San Rafael. Follow directions from San Rafael.

◆ **FROM SAN RAFAEL**
 Take Highway 101 North. Exit at Lucas Valley Road. Go left (west) on Lucas Valley Road to end (about 10 miles). Turn right (north) on Nicasio Valley Road, continue about 4 miles to end. Turn left (west) on Petaluma/Point Reyes Road, continue about 3 miles to stop sign. At stop sign, turn right (north) across bridge and continue to end of Petaluma/Point Reyes Road (about 3 miles). Turn right (north) on Highway 1 (Shoreline Highway). Follow Highway 1 about 7.5 miles to Marconi on the right.

◆ **FROM SAN FRANCISCO INTERNATIONAL AIRPORT (SFO)**
 Take Highway 101 North through San Francisco and across the Golden Gate Bridge. Stay on Highway 101 past San Rafael. Follow directions from San Rafael.



Revised 1/04

PROGRAM ATTENDANCE CHECKLIST

To assist you in your preparation for formal training session at Marconi Conference Center, the following list is provided:

- _____ 1. Read and understand the Training for District Interpreters program syllabus prior to your arrival.
- _____ 2. Arrange travel through your Unit/District Office.
- _____ 3. Complete the pre-training assignments.
- _____ 4. Bring the following with you to training:
 - Training for District Interpreters Group 14 program syllabus.
 - Foul weather gear (due to the possibility of rain during this time of year).
 - Uniforms are not required, wear appropriate business attire.
 - Reusable coffee cup, refillable water bottle, flashlight, notepads, pens, and pencils.

PRE-TRAINING ASSIGNMENTS

Digital Poster Session/Project Sharing

- Be prepared to share a district project or program that is embracing the idea of inclusivity/diversity during this session.

OF/FOR/BY ALL

- Prior to the workshop, we encourage all participants to try the [OF/BY/FOR ALL organizational self-assessment](#). This 7-minute free, confidential assessment will give you a sense of your starting point in becoming OF/BY/FOR ALL. If at least 20 park leaders take the assessment prior to the workshop, Nina will customize the content to the specific opportunities and challenges faced by California State Parks.

If you have any questions or need assistance, contact Training Consultant Sara M. Skinner at (831) 649-2961 or 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 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.

TRAINING FOR DISTRICT INTERPRETERS GROUP 14 AGENDA
FEBRUARY 11-15, 2019

Monday

February 11

1300-1400	Introductions/Meet the New Chief	All
1400-1530	Department Updates/Initiatives	Heather Holm
1530-1700	Leadership-Building an Effective Team	Mary Bodvarsson
1700	REGISTRATION: <i>Check-in at Marconi Conference Center Front Desk</i>	

Tuesday

February 12

0800-1200	Dialogic Interpretation	Sarah Phaoroan
1200-1300	Lunch	
1300-1700	Dialogic Interpretation	Sarah Phaoroan
1700	Optional Reception Hosted by NAI Sierra Region	

Wednesday

February 13

0800-0900	NAI Sierra Region Director's Message
0900-1030	Travel to Santa Rosa
1030-1200	Children's Museum of Sonoma County
1200-1300	Lunch
1300-1530	Charles Schultz Museum
1530-1700	Travel back to MCCSHP

Thursday

February 14

0800-0915	Maslow in the 21st Century	Erin Gates
0915-1030	Partnership Approach	TBD
1030-1200	Digital Newbie by Default: Living in Beta	Martin Cisneros
1200-1300	Lunch	
1300-1400	Videoconference Tennessee Elephant Sanctuary	
1400-1500	360 and VR Content Development	PORTS
1500-1530	Humboldt State University Environmental Education and Interpretation Program	Jenn Tarlton
1530-1700	Project Sharing (Inclusivity/Diversity)	All

TRAINING FOR DISTRICT INTERPRETERS GROUP 14 AGENDA
FEBRUARY 11-15, 2019

Friday

February 15

0800-0930 Fostering Partnerships and Capacity Building

Jason Urroz

0930-1130 OF/FOR/BY ALL

Nina Simon

1130-1200 Discussion/Summary

All

TRAINING FOR DISTRICT INTERPRETERS GROUP 14

OVERALL TRAINING PURPOSE AND PROGRAM OBJECTIVES

Purpose: Instruct District Interpretive Coordinators (DIC) and other key interpretive leaders and managers in up-to-date trends in resource interpretation and education framed by California State Parks strategic initiatives. Tactics will include exploring best practices, collaborations, demonstrations, and training techniques with a focus on innovation, relevancy, diversity and inclusion, partnerships and leadership. The course meets the requirements of DOM 0901.7, and provides DIC's with resources to take back to local districts to engage and train district staff, volunteers, and partners in order to maintain high quality interpretation, education, and public service.

Program Objectives: By the close of the training program participants will

1. Receive current information on Department initiatives, strategies, and plans for implementation of current efforts and funding sources.
2. Examine how to build an effective team as a leader.
3. Develop strategies to activate K-12 learners and teachers in the storytelling process through multimedia and digital content integration.
4. Assess viability for park interpretation programs through specific case studies.
5. Receive up-to-date information on marketing, digital and social media efforts of the Department.
6. Experience 360 degree photos and videos and audio tour for use in virtual reality and immersive web environments.
7. Hear from park partners and identify strategies for cultivating relationships to build capacity.
8. Assess the International Sites of Conscience approach to community building through dialogue for use in local operations.

TRAINING FOR DISTRICT INTERPRETERS GROUP 14

9. Share a district project that embodies the concept of innovation, relevancy, partnerships, or interpretive leadership.
10. Experience local museums to gain exposure to similar resources and assess effective interpretive content.
11. Examine how evaluation can help build capacity and support for programs.
12. Identify approaches to bolster inclusion and embrace diversity across a district program.

PROGRAM OUTLINE/DESCRIPTIONS

Department Updates and Discussion

Hear from and engage with Department executive staff, senior leadership, and program leaders on the current status of transition plans, department initiatives, funding, leadership opportunities, and interpretation, education and outreach program updates.

The afternoon will feature:

- Executive Staff
- Cultural Resource Division
- Natural Resource Division
- Facilities Division
- Interpretation and Education Division

Leadership-Building an Effective Team

As program leaders we are often putting together teams. Through interactive discussion and activities, we will learn during this session the functions of a high performing team, and techniques for how you can build an effective team.

Dialogic Interpretation

Dialogue is a mode of communication which invites people with varied experiences and often differing perspectives to engage in an open-ended conversation toward the express goal of personal and collective learning.

This workshop will explore how the intentional combination of questions, techniques, activities and ground rules can ensure that all park visitors can communicate with integrity - especially around difficult or contested topics.

As Senior Director of the International Coalition of Sites of Conscience, **Sarah Pharaon** leads Coalition efforts in building a global community of practice. She directs the Coalition's work in North America and has led two national dialogue initiatives, *From Brown v. Board to Ferguson* and the *National Dialogues on Immigration*. She consulted on the design of Eastern State Penitentiary's *Prisons Today: Questions in the Age of Mass Incarceration* which garnered the American Alliance of Museum's top prize in 2016 and created programming for the 2018 *Americans* exhibit at the National Museum of the American Indian. Sarah recently managed the reinterpretation of the home of Nobel and Pulitzer Prize winner, Pearl S. Buck to emphasize Buck's work in civil and human rights. Prior to her work at the Coalition, Sarah worked as Director of Education at the Lower East Side Tenement Museum and was the founding curator of the Arab American National Museum. She is a consulting expert on dialogue, community engagement and telling marginalized stories for the National Park Service and serves on the Leadership Council for the American Association of State and Local History as well as the Council of American Jewish Museums Advisory Council.

Field Excursion

We will explore two museums dedicated to play and exhibition. We will hear from museum education and curatorial staff on how they develop tours, design exhibits, and curate collections to meet the changing demographics of visitors while touring both the facilities.

Addressing Maslow's Hierarchy of Needs in the 21st Century

We will explore the following questions as a part of this session:

- What is Maslow and how has it been incorporated into Interpretation traditionally?
- How can we use digital tools to address Maslow's needs in addition to traditional methods?
- What digital tools are available to help us accomplish this goal?
- Why it is imperative that we implement digital tools into our interpretive programs?

360 Degree Content Development

Following up on past years, we will learn how virtual reality opportunities have advanced over the past year. We will discuss how you can develop an immersive online experience through various DIY platforms to provide interpretive information, prepare an online audience for an in-person visit and enhance your digital presence. Currently developed field examples will be provided.

<http://www.lapurisimavirtualtour.com/>

<http://www.casasoberanes.com/>

[Año Nuevo Island](#)

[A Walk Among the Giants](#)

[La Purisima Poly Tour](#)

Digital Newbie by Default: Living in Beta

An inspiring look at the state of learning and innovative technology integration through the lens of adventure, designed to help educators rethink lifelong learning, success and change in education and beyond.

<https://www.thetechprofe.com/>

Videoconference with Tennessee Elephant Sanctuary

The Tennessee Elephant Sanctuary will provide a demonstration of their Skype in the Classroom distance learning program. We will interact with experts and discuss how this organization is using distance learning to deliver educational content to an online audience.

<https://education.microsoft.com/elephantsanctuary>

Humboldt State University Environmental Education and Interpretation Program

We'll explore the university program that provides students with a degree in Interpretation and start a dialogue on how HSU professors can prepare their students to enter the interpretive workforce.

<https://environment.humboldt.edu/program-overview#concentrations>

Digital Poster Session/Project Sharing

This is your opportunity to share projects, programs, exhibits, people and places that exemplify your local interpretive efforts. We'd like to encourage digital storytelling but understand the need to use paper, pen and poster. Table space, WiFi, and power will be provided. Laptops, tablets or TV's may be available upon request.

Be prepared to share a district project or program that is embracing the idea of inclusivity/diversity during this session.

OF/FOR/BY ALL

<https://www.ofbyforall.org/>

Do you want to involve new communities with your park in authentic ways? OF/BY/FOR ALL is a new global initiative to help public-serving organizations become OF, BY, and FOR their communities. In this interactive workshop, we'll dive into how to become OF/BY/FOR ALL.

We will define and map communities of interest. We'll unpack the opportunities and challenges involved in changing to become more representative OF your community, more co-created BY them, and more welcoming FOR them. We'll share some of the most pernicious obstacles to doing this work well, and we'll tackle your toughest questions about how to make inclusive change at your site.

You will leave with a clearer sense of who you want to involve and how to do so. We will also provide you with resources to tap into the community of professionals striving to build OF/BY/FOR ALL organizations around the world.

Prior to the workshop, we encourage all participants to try the [OF/BY/FOR ALL organizational self-assessment](#). This 7-minute free, confidential assessment will give you a sense of your starting point in becoming OF/BY/FOR ALL. If at least 20 park leaders take the assessment prior to the workshop, Nina will customize the content to the specific opportunities and challenges faced by California State Parks.

Nina Simon has been called a “museum visionary” by Smithsonian Magazine, a Silicon Valley Business Journal “40 under 40,” and Santa Cruz County Woman of the Year for her innovative community leadership. She is the Executive Director of the Santa Cruz Museum of Art and History and the founder of the OF/BY/FOR ALL movement. Nina is the best-selling author of *The Participatory Museum* (2010), *The Art of Relevance* (2016) and the popular Museum 2.0 blog. She lives off-the-grid in the Santa Cruz mountains with 20 people, 24 chickens, 5 dogs, and 1 zipline.

A Case Study from a Self-Guided Interpretive Trail Program that gets Kids in Parks

<https://www.kidsinparks.com/>

In 2009, the Blue Ridge Parkway Foundation partnered with the National Park Service and the Blue Cross and Blue Shield of North Carolina Foundation to create a kids hiking program--Kids in Parks--designed to engage families in outdoor recreation through a self-guided interpretive program that got them unplugged, active outdoors, and meaningfully connected to nature in an attempt to increase both their health and the health of the park.

The initial pilot program was so successful that Kids in Parks was readily adopted by parks and public lands across the country, creating a national network of more than 175 trails that cross state and agency boundaries and link public land sites together through a common mission. Program assessment was purposely built-in to the design of the program through an online registration system that incentivizes kids to "TRACK" their trail adventures, allowing the program to demonstrate success to funding agencies and to current and future partners. Since the program's inception, more than one million people have hiked the program's TRACK Trails, spending nearly 500,000 hours outdoors while burning more than 80 million calories.

During this presentation, the Kids in Parks program director will discuss the research and best-practices used to design the program, outline the history and growth of the program, provide detail about assessment strategies and analyze data collected to date, and explore opportunities to use interpretation as a tool to get more kids and families in your parks.

Jason Urroz is an interpreter who loves providing people with meaningful connections to nature through outdoor exploration. A former National Park Service interpretive ranger in Yosemite, Jason Urroz is now the Director of the Blue Ridge Parkway Foundation's Kids in Parks program—a self-guided, brochure-led program designed to get kids and families unplugged, outdoors, and reconnected to nature for both their overall health and the health of our parks and public lands. Over the past 9.5 years, Jason has taken the Kids in Parks program from an idea grounded in theory and research, and grown it into a national network of more than 175 trails in 10 states and Washington, D.C. His program has crossed agency boundaries through partnerships formed with various national parks, state parks, city/county parks, and other land management agencies, creating a network of outdoor opportunities that have helped hundreds of thousands of kids and families get active outdoors.