

# Urban Interpretation

January 8-12, 2018

Training Syllabus



**William Penn Mott Jr. Training Center**



# Memorandum

**Date:** December 18, 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 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  
Jack Futoran ..... EMS and LFG Training Coordinator  
Jeff Beach..... Training Consultant  
Dave Galanti ..... Training Consultant  
Karyn Lombard ..... Training Consultant  
Sara M. Skinner ..... Training 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  
Alex Franck..... Assistant Program Coordinator  
Jessica Kohls..... Assistant Program Coordinator  
Nate Steffen..... 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.

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.

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 Tomaes Bay*

◆ **EMERGENCIES**

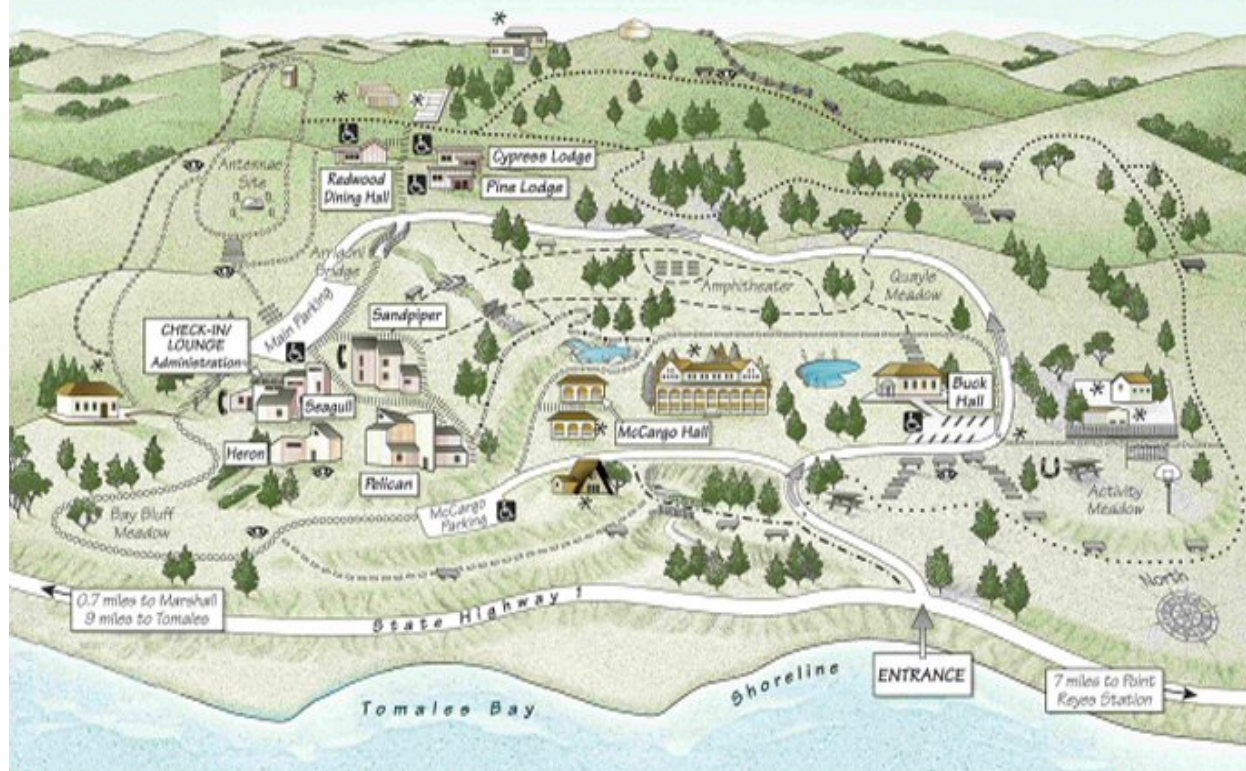
Between 11 p.m. and 7 a.m., the recorded message on (415) 663-9020 tells callers how to contact a guest or Marconi staff member in an emergency.

◆ **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



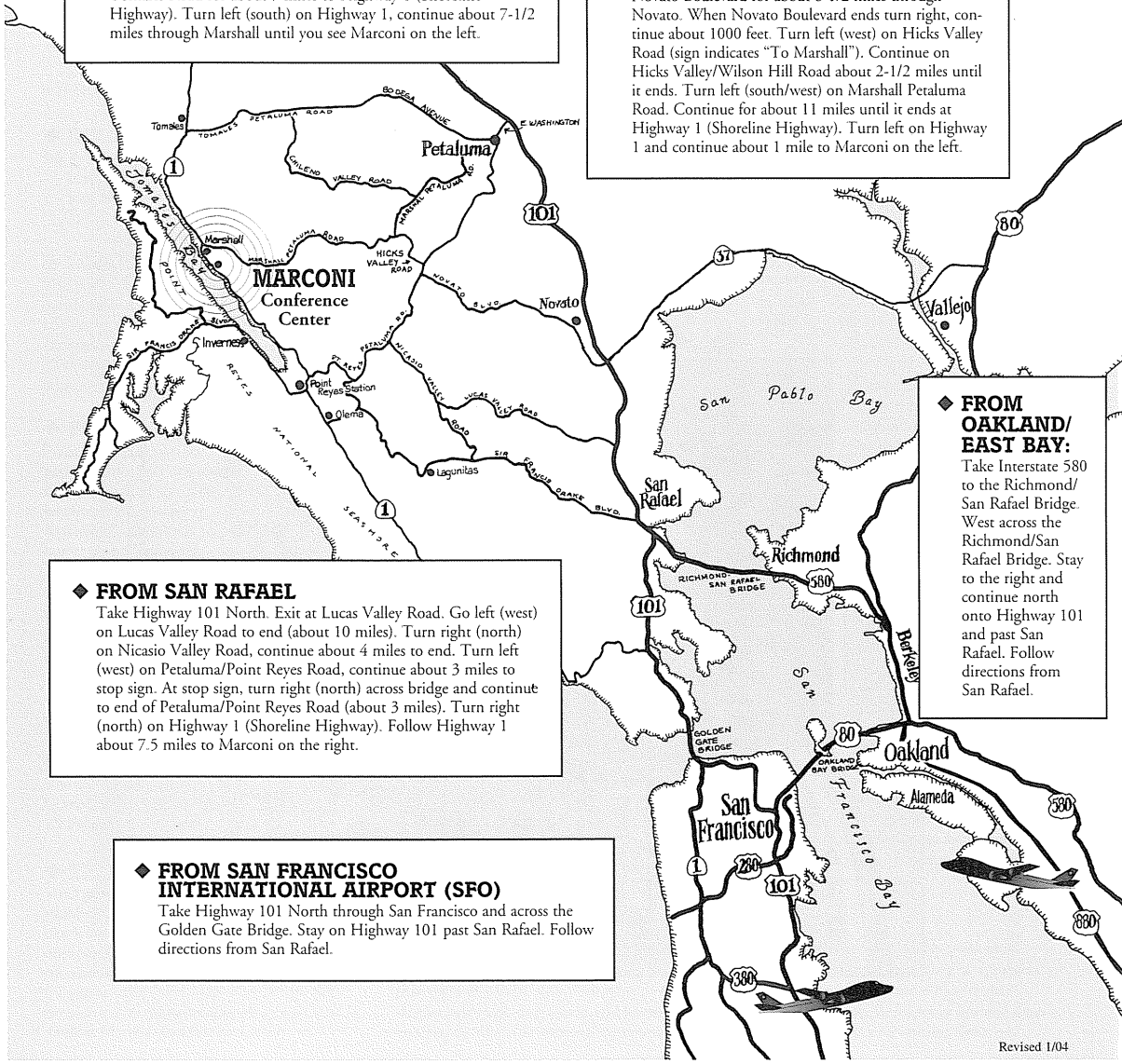


◆ **Marconi Conference Center**  
 ◆ **GETTING TO MARCONI**  
**(415) 663-9020**



◆ **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/Tomales Road. Continue on Petaluma/Tomales 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 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 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 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 the Marconi Conference Center, the following list is provided:

- \_\_\_\_\_ 1. Read and understand Urban Interpretation program syllabus prior to your arrival.
- \_\_\_\_\_ 2. Arrange your travel through your District Unit/Office.
- \_\_\_\_\_ 3. Complete pre-training assignments on page 8 of syllabus.
- \_\_\_\_\_ 4. Uniforms are not required for this program as noted in the Formal Training Guidelines, Number 7, Clothing, on page 2 of syllabus.
- \_\_\_\_\_ 5. Bring with you to training:
  - Reusable coffee cup, refillable water bottle, flashlight, notepads, pens, and pencils.
  - We will be off-site for two of the days. Bring appropriate walking shoes, rain gear, hat, sunscreen, etc.

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

**Note:** *If you do not work at a specific park, pick one park on which you would like to focus.*

Bring a written document addressing the following questions:

- What types of interpretive and educational programs are presented in your park?
- What are the main interpretive themes addressed at your park?
- Are any historical figures interpreted at your park? If so, who are they? How and where are they interpreted?
- Where does funding for your interpretive programs and interpretive special events come from?
- What groups are currently utilizing your park? Who is not coming to the park?

Visit the following websites:

- Angel Island State Park: [www.parks.ca.gov/AngellIsland](http://www.parks.ca.gov/AngellIsland)
- Crissy Field: <http://www.parksconservancy.org/programs/crissyfield-center/>
- Healthy Parks, Healthy People: <http://www.ebparks.org/activities/hphp>
- Rosie the Riveter WWII Home Front National Park: <http://www.nps.gov/rori/index.htm>
- Otterbourg, Ken. "How Urban Parks Are Bringing Nature Close to Home." National Geographic, April 2016, <https://www.nationalgeographic.com/magazine/2016/04/nature-urban-national-parks/>

Read the following documents:

- <https://www.npr.org/2016/03/09/463851006/dont-care-about-national-parks-the-park-service-needs-you-to>
- <https://www.nationalgeographic.com/magazine/2016/04/nature-urban-national-parks/>

## **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.

**URBAN INTERPRETATION GROUP 2 AGENDA**  
**January 8-12, 2018**

**Monday**

**January 8**

1500      *REGISTRATION:* Check-in at Marconi Conference Center  
Administration Building

**Tuesday**

**January 9**

0800-0815	Introductions to Site and Course	Skinner
0815-1000	Urban Interpretation Overview	Fenkell/Wilson
1000-1100	PORTS	Fenkell
1100-1200	Environmental Literacy and Cultural Competency	Fenkell
1200-1300	Lunch	
1300-1400	Breaking Down Barriers in Urban Environments	All
1400-1500	Social Media and Marketing	All
1500-1700	Urban Campfire Program	All

**Wednesday**

**January**

0800-0930	Travel to Angel Island State Park	All
0930-1200	Program at Angel Island	Dexter-Lee
1200-1300	Lunch	
1300-1530	Program at Angel Island Continued	Dexter-Lee
1530-1700	Travel back to Marconi Conference Center	All

**Thursday**

**January 11**

0800-0930	Travel to Crissy Field GGNRA	All
0930-1200	Program at Crissy Field	Tucker
1200-1300	Lunch	
1300-1330	Travel to Rosie the Riveter WWII Home Front NHP	All
1330-1530	Program at Rosie the Riveter	Maybury
1530-1700	Travel Back to Marconi Conference Center	All

**Friday**

**January 12**

0800-0900	Relevancy and Community Engagement	Llanes/Mowry
0900-1000	Funding Opportunities in Urban Environments	All
1000-1200	Planning for Interpretation in your Urban Area	Wilson/All

## **URBAN INTERPRETATION GROUP 2**

### **PROGRAM PURPOSE AND OBJECTIVES**

**Purpose:** This course is a highly interactive training workshop designed for field interpreters and interpretive planners. The training takes place in a variety of urban park settings, taking advantage of on-site programs and trainers. The course will focus on community involvement, youth organizations, underserved visitor populations, and the factors influencing interpretation and education in urban environments.

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

1. Identify the value of interpreting to our urban audiences.
2. Discuss the initiatives, programs, and policies that exist within California State Parks in relation to interpreting for urban audiences.
3. Describe changing urban landscapes and how to prepare programming to meet the needs of our visitors.
4. Identify cultural competencies and how to use them to enhance interpretive presentations.
5. Identify methods to market interpretive programs, plan projects, and find creative funding strategies.
6. Participate in a field-training excursion to Golden Gate National Recreation Area-Crissy Field and engage in their programming.
7. List the California State Parks that are engaging urban audiences through interpretation.
8. Participate in a field-training excursion to Angel Island State Park and Rosie the Riveter WWII Home Front National Historic Park and engage in their programming.