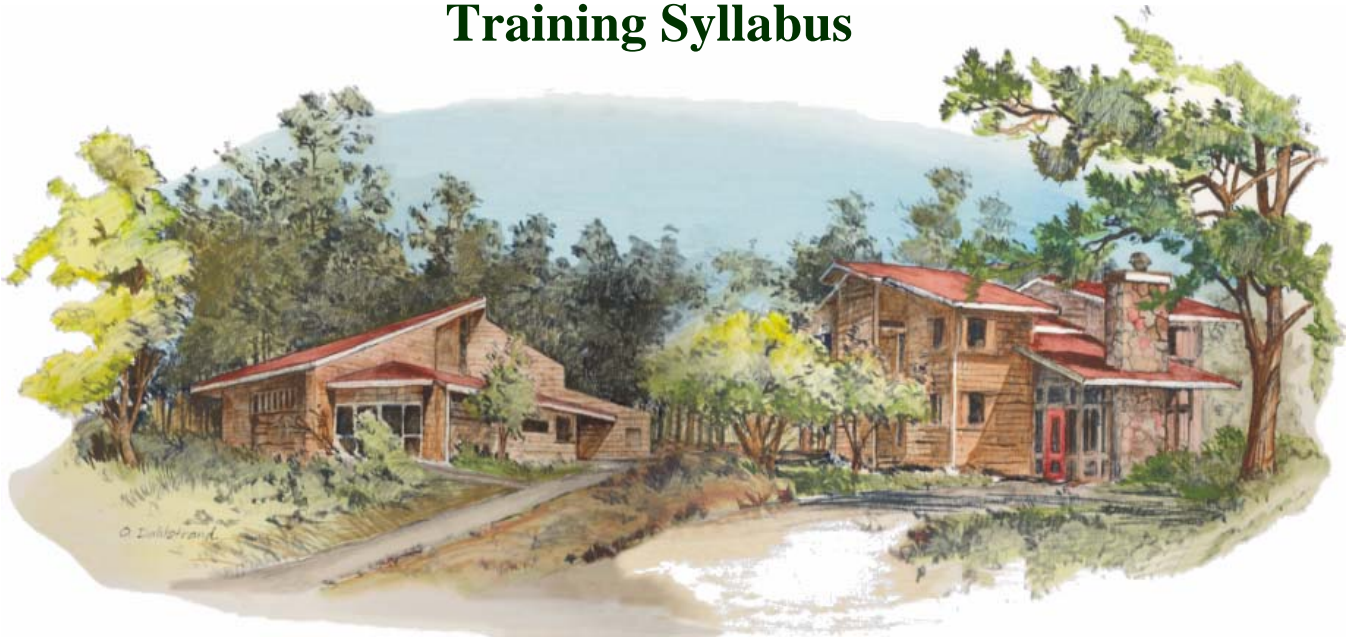


Intellectual Property Rights

October 10 - 13, 2006

Training Syllabus



William Penn Mott Jr. Training Center



Memorandum

Date: September 28, 2006

To: Supervisor

From: Department of Parks and Recreation
William Penn Mott Jr. Training Center

Subject: Employee Attendance at Formal Training

An employee from your office will soon be attending the formal training program described in the attached. Please insure 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.

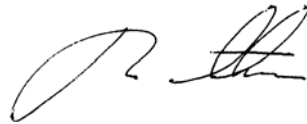
Immediately Following Attendance

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 and review the due date of the Post-Training Evaluation form.
3. Support the employee's use of the training at the work place.

Prior to Three Months Following Training

1. Employee after discussion with the supervisor login to the Employee Training Management System (ETMS) to complete the Post-Training Evaluation form.
2. 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.



Broc E. Stenman
Department Training Officer

Attachment

cc: Participant

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***Mission Statement
Training Office***

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

TRAINING CENTER STAFF

Broc Stenman Department Training Officer

Michael Green..... Assistant Department Training Officer

Joanne Danielson Academy Coordinator

Chuck Combs..... Training Specialist

Dave Galanti Training Specialist

Michelle Gardner..... Cadet Training Officer

Connie Breakfield..... Cadet Training Officer

Pat Bost Assistant Program Coordinator

Pamela Yaeger Assistant Program Coordinator

Bill Spencer..... Assistant Program Coordinator

Summer Kincaid..... Assistant Program Coordinator

Brian Petersen Assistant Program Coordinator

THE MISSION

of the California Department of Parks and Recreation 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 Training Center. The Department strives to enhance your learning and job performance with formal training of the highest quality. This fact demonstrates the commitment your Department has made to you in your service 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 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). You should print a copy of the syllabus to bring with you to class. 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. (Pre-training assignments are listed in the "Training Attendance Requirements" section.)
3. **TRAVEL:** Arrange your travel to and from the training 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 Training Center does not have the capability to provide transportation to or from the Sacramento International Airport.

4. **HOUSING: The Training Center has reserved rooms at the Hawthorn Suites (two-bedroom, two-bathroom suites) for individuals who reside outside of the Sacramento region only. You will need to call Hawthorn Suites at 1-800-767-1777 before September 28, 2006 to secure your lodging. Please state that you are with the Department of Parks and Recreation Intellectual Property Rights Group and confirm your lodging request.**

Your accommodations will be paid for by the Training Office. This does not preclude living in another facility; however, securing lodging at another location will be at the participant's own expense. Housing will be available from 3:00 p.m. on the date of arrival until 12:00 noon on the date of departure. If you need to cancel or change your reservation, you must contact the Hawthorn Suites directly. When you arrive at the Hawthorn Suites, go directly to the front desk for your room key.

5. **MEALS:** Meals are arranged at the discretion of the participant. The Training Office will reimburse the cost of your meals at the current per diem rate. Send a Travel Expense Claim (Std. 262a) to the Training Center for approval and processing. (The Training Center will reimburse meals starting with dinner on the first day and ending with lunch on the last day.)
6. **TRAINING LOCATION:** The training for this program will occur at the Resources Building (1416 9th Street, Sacramento, CA 95814) in the Redwood Training Room, 1404-17.
7. **PARKING:** There are several city lots located near the Resources Building. Please see attachment for exact locations and cost. You will be reimbursed for parking.
8. **CLOTHING:** Field Uniforms are not required. Professional business attire may be worn.

Because we are in the Resources Building with many other Departments, 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. **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.
10. **TRAINING OFFICE STAFF:** Summer Kincaid (916-651-6725) is your Training Specialist and has been assigned responsibility for your training group as well as

for your training program. During the program, you may be asked to assist Training Office staff in the logistics of your training program; please work with Training Staff to help make your training experience pleasant and meaningful.

11. **TRAINING MATERIALS:** May be made available to you at both your unit and the 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.
12. **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.
13. **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 receiving or making cell phone calls during class time. Please limit those calls to your breaks.
14. **FAX:** The Training Office's FAX number is (916) 654-6021.
15. **TELEPHONE:** Limit phone calls during classroom hours to urgent business or emergencies. Anyone wishing to contact you by telephone during working hours should call (916) 651-6725.
16. **COLLEGE CREDIT:** Most Training Office programs are accredited by Monterey Peninsula College for lower division credit. If you successfully complete an accredited program, you will receive either a letter grade or a credit/no-credit designation.
17. **POST-TRAINING ASSIGNMENTS:** In connection with formal training are to be completed under the direction of your supervisor.

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. Then both the supervisor and employee should login to the Employee Training Management System (ETMS) and complete the Post-Training Evaluation form (an email will be sent to both employee and supervisor notifying them that the evaluation needs to be completed). Once you login to the ETMS, you will need to fill out the evaluation form before you will be able to do anything else.

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 Center in providing a return on the investment the Department has on training.

**California State Parks
Located in the Resources Building
1416 9th Street, Room 1404-17
Sacramento, CA 95814**

Directions

The Downtown streets are labeled numerically and alphabetically. The numbers start from the west and increase toward the east. (The street letters go from the north to the south) The Resources Building is located at the corner of 9th and N Streets. N Street is a one-way street following west to east; 9th Street is one-way, following north to south.

From the airport, traveling South on I-5 to the Resources Building:

Take the J Street exit towards Downtown. At the bottom of the exit, turn a sharp right onto 3rd St. Turn left onto Capitol Mall, (the Capitol building will be on your left side). Turn right onto 9th St. The Resources Building is located at the corner of 9th and N Streets.

Parking

The following rates are subject to change without notice:

The closest parking lots are located at 1500 10th Street and 1517 11th Street. Both lots are located between O and P Streets. All day rates for each lot: \$20.

The most economical lot is located at the northwest corner of 7th and Capitol. This is a City Parking Lot. Daily rate: \$8.

Another economical lot is located on J Street, between 7th and 8th. Entrance into the lot is on the right hand side. There is a large green and white sign affixed to the parking structure, entitled PARKING. The entrance is very close to 8th Street. The Early Bird Special, prior to 9:30 am: \$9.

A City Parking Lot is located between 5th and 7th Streets. There are three entrances into the lot. Enter on the right hand side, on J, 7th and L Streets. All day rates are \$14.

Visitor's Badge

The program will be presented in the Redwood Training Room which is located on the 14th floor of the Resources Building, 1416 9th Street, Sacramento, CA 95814, in Room 1404-17. It is required that you check-in at the Security Station on the first floor of the Resources Building. Please present photo identification (State Driver's License or I.D. Card) to receive a Visitor's Badge.

PROGRAM ATTENDANCE CHECKLIST

To assist you in your preparation for formal training session at the Redwood Training Room, the following checklist is provided.

- Call the Hawthorn Suites at 1-800-767-1777 before September 28, 2006 to secure your lodging (two-bedroom, two-bathroom suites). State that you are with the Department of Parks and Recreation Intellectual Property Rights Group and confirm your lodging. Securing lodging at another location will be at participant's own expense.**

- Be sure you have read and understand the Intellectual Property Rights Program Syllabus prior to the first scheduled session.

- Arrange your travel through your District/Section Office.

- Bring the following with you to training:
 - Intellectual Property Rights Program Syllabus

 - Professional Business Attire (uniforms are not required for this program)

 - Pens and pencils

If you have questions or need assistance, contact Summer Kincaid, Training Specialist:

Phone: 916-651-6725
Fax: 916-654-6021
Email: skincaid@parks.ca.gov

Intellectual Property Rights – Agenda
October 10-13, 2006

Tuesday
October 10
1500-

Check-in at the Hawthorn Suites

Wednesday
October 11
0800-0830
0830-1130
1130-1230
1230-1600

Welcome and Orientation	Kincaid
Basics of Intellectual Property	Saunders
LUNCH	
<u>Legal Session:</u>	Reimche
▪ Rights of Publicity/Privacy in Brief	
▪ Copyright Creators and Owners	
▪ Using the Property of Others - Fair Use	
▪ Trademarks - How to Recognize, Use and Protect	
▪ Licensing	
▪ Intellectual Property and the Internet	
“The Power of Branding California State Parks”	Garlock

Thursday
October 12
0800-1130
1130-1230
1230-1500
1500-1700

Use of Photographic Materials	Jorae
LUNCH	
Filming and Permits	Hernandez
Questions and Answer	Staff

Friday
October 13
0800-1100

Information Technology Issues	Friedman/ Ferguson/ Thorn
1100-1200	Kincaid

TRAINING PROGRAM: INTELLECTUAL PROPERTY RIGHTS

PROGRAM OUTLINE

<u>ORIENTATION AND COURSE INTRODUCTION</u>5
Orientation/Introduction/Objectives/Requirements/Expectations/Norms	
<u>BASICS OF INTELLECTUAL PROPERTY</u>	3
<u>LEGAL SESSION</u>	3.5
<u>DEPARTMENT BRANDING GUIDELINES</u>	1
<u>USE OF PHOTOGRAPHIC MATERIALS</u>	3.5
<u>FILMING AND PERMITS</u>	2.5
<u>QUESTION AND ANSWER SESSION</u>	2
<u>INFORMATION TECHNOLOGY ISSUES</u>	3
<u>WRAP-UP AND EVALUATION</u>	1
Total Hours	20

INTELLECTUAL PROPERTY RIGHTS

INTELLECTUAL PROPERTY BASICS

Purpose: To provide participants with general information on intellectual property rights issues and on the Department's policies related to intellectual property.

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

1. Be able to identify the various types of intellectual property commonly used or created by the Department.
2. Understand the Department's policies related to intellectual property, including the Department logo.
3. Be generally familiar with the various forms used to manage intellectual property owned or used by the Department.

LEGAL

Purpose: To provide an overview of legal issues impacting how copyrights and trademarks are created, owned, used and protected in connection with State Park operations.

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

1. Understand how and when copyrights and trademarks are created and how ownership is determined and/or secured.
2. Understand the concept of "fair use" in connection with copyrighted materials.
3. Know how to recognize, use and contribute to the protection of Department trademarks.
4. Know the basic concepts associated with licensing copyrights and trademarks.
5. Be familiar with tools available to assist with licensing intellectual property rights.
6. Gain a basic understanding of how the concepts of copyright and trademarks interface with the internet.

THE POWER OF BRANDING CALIFORNIA STATE PARKS

Purpose: To provide participants with an overview of the Department's new Brand guidelines to support the Clear and Consistent Image Initiative.

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

1. Understand the importance of a clear and consistent image for California State Parks.
2. Communicate the wide range of Brand Elements such as logo, headline, tagline, colors, etc., for internal and external use.
3. Provide guidelines and examples of how the Brand Elements are used, i.e., publications, signs, etc.

PHOTOGRAPHIC ARCHIVES

Purpose: To provide participants with an overview of the Department's Photographic Archives and demonstrate our role in the Department.

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

1. Understand the role of Photographic Archives in the Department.
2. Be familiar with documentation related to Department created materials and images.
3. Understand the general processes for permission to use images.
4. Know how to use TMS as a research tool.
5. Be familiar with how to select database software for photos created by park staff.

INFORMATION TECHNOLOGY

Purpose: To provide participants with an overview of intellectual property issues concerning the web.

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

1. Be familiar with the history of the Internet and the World Wide Web.
2. Be familiar with the history on California State Parks Web Presence.

3. Understand some Intellectual Property issues of the Web.
4. Be familiar with intellectual property issues specific to California State Parks' Web Presence.