

URBAN INTERPRETATION

March 10-15, 2013

Training Syllabus



William Penn Mott Jr. Training Center



East Bay 
Regional Park District

Memorandum

Date: February 21, 2013
To: Supervisor
From: William Penn Mott Jr. Training Center
California State Parks
Urban Interpretation Group 1
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.

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

Joanne Danielson Acting Department Training Officer
Juventino Ortiz..... Acting Academy Coordinator
Pat Bost..... Office Manager
Chuck Combs Training Specialist
Sara M. Skinner..... Training Specialist
Dave Galanti..... Training Specialist
Karyn Lombard Training Specialist
Matt Cardinet Cadet Training Officer
Dan Kraft..... Cadet Training Officer
Nicole Shannon Cadet Training Officer
Dan Raducanu..... Cadet Training Officer
Pamela Yaeger Assistant Program Coordinator
Edith Alhambra Assistant Program Coordinator
Ellen Dewsnap..... Assistant Program Coordinator
Socorro Wallace Program Assistant
Joanne Ciccone Program Assistant
Ginger Henry Program Assistant
Rogers Williams..... Program Assistant

THE MISSION

of 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.



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 the 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:** 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 Specialist assigned to the course requesting to remove the participant. If you do not need lodging or must change or cancel your reservation for lodging, you must contact the Mott Training Center or Training Specialist assigned to the course at least 72 hours 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 72 hours' notice.

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

6. **MEALS:** Meals 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:** Uniforms are not required. 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 Specialist 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. Please 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 receiving or making cell phone calls during class time. Please limit those calls to your breaks.

Please remember that cell reception is poor at Marconi. There is a payphone 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 Wi-Fi access, which requires a pre-established account or a fee for use which cannot be charged to your room.

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.



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

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.

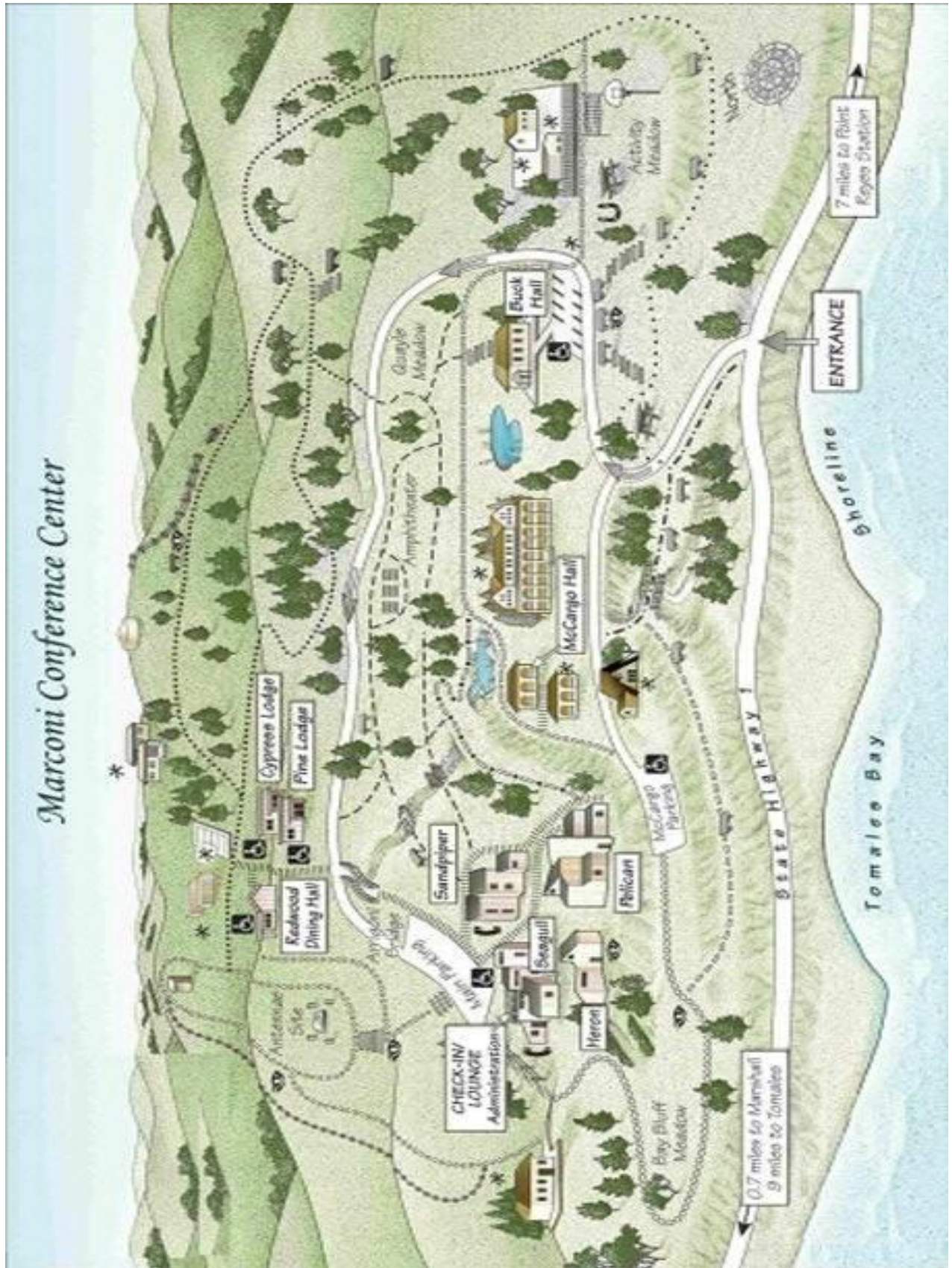
◆ **PETS**

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**
 ◆ **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 OAKLAND/EAST BAY:**

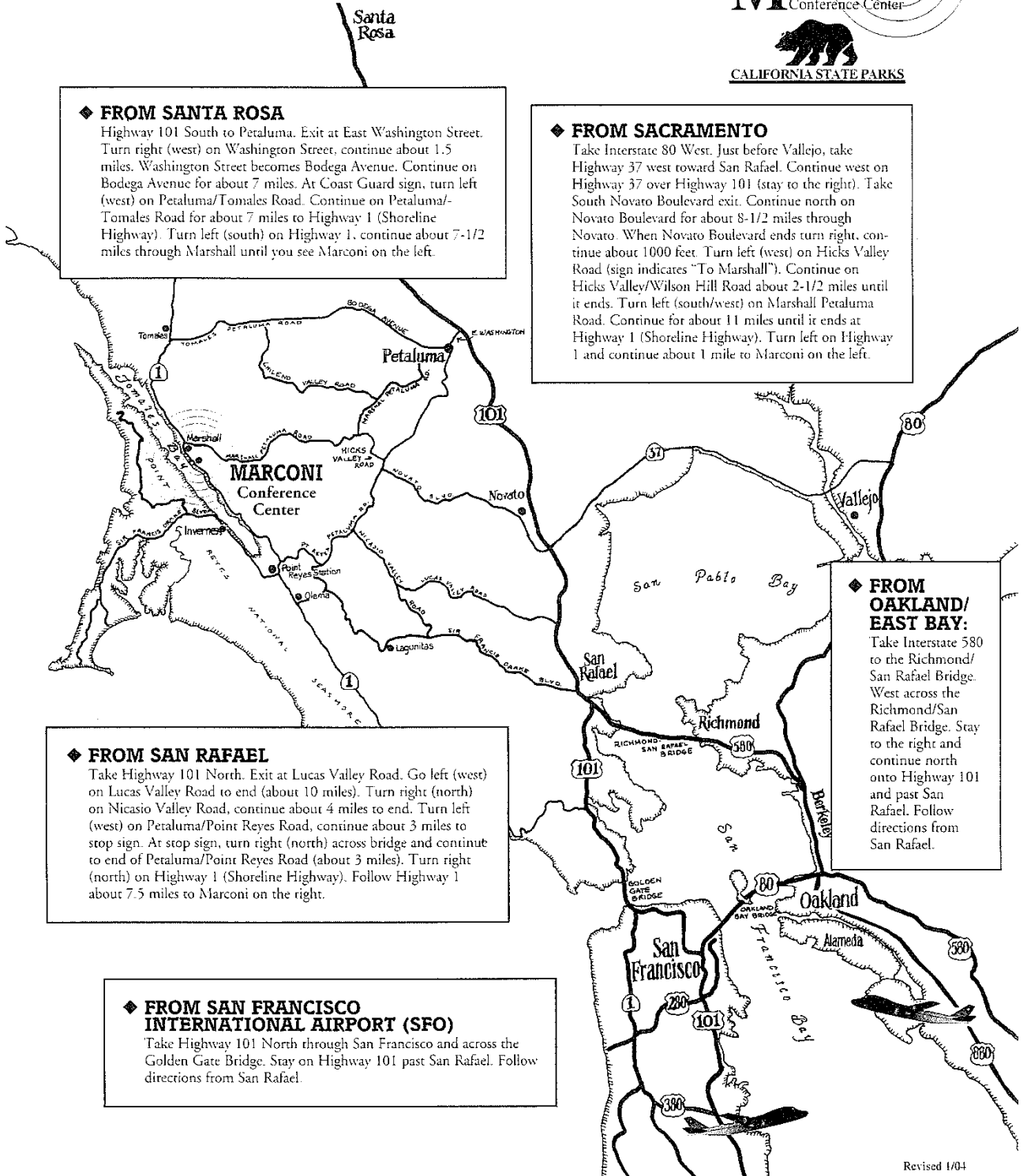
Take Interstate 580 to the Richmond/San Rafael Bridge. West across the Richmond/San Rafael Bridge. Stay to the right and continue north onto Highway 101 and past San Rafael. Follow directions from San Rafael.

◆ **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 the Marconi Conference Center State Historic Park, the following list is provided:

- _____ 1. Arrange travel through your District/Office.
- _____ 2. Pre-Training Assignments:
 - Please rate your overall canoeing experience (using the list below), specify any needs (in terms of mobility, hearing, language, or visual), and email/phone your level to Sharon Nelson-Embry at snelson-embry@ebparks.org or 510-544-3181
 - 1-This is my first time, and I'm scared
 - 2-I've never been, but I'm comfortable on the water
 - 3-I've been before, and I'm still getting used to it
 - 4-I've gone a lot, and I'm comfortable on the water
 - 5-I go all the time, and my skills and comfort level are at their highest
 - Please read the Beyond Outreach Handbook included as an attachment in the email sent out with the syllabus.
 - Visit the following websites:
 - Outdoor Afro: www.outdoorafro.com
 - Crissy Field: <http://www.parksconservancy.org/programs/crissy-field-center/>
 - Healthy Parks, Healthy People: <http://www.ebparks.org/activities/hphp>
 - Tidewater Boating Center: <http://www.ebparks.org/parks/martiniking>
 - Rosie the Riveter WWII Home Front National Park: <http://www.nps.gov/rori/index.htm>
 - Landpaths: <http://landpaths.org/get-kids-outside.aspx>
- _____ 3. Uniforms are not required.
- _____ 4. Remember to bring the following with you to training:
 - Program syllabus, reusable water bottle, coffee cup, pencils, pens, and alarm clock.
 - We will be off-site for two of the days, please bring appropriate walking shoes, rain gear, hat, sunscreen, etc.

If you have any questions or need assistance, contact Training Specialist Sara M. Skinner, sara.skinner@parks.ca.gov or 831-649-2961.

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).

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

URBAN INTERPRETATION GROUP 1
March 10-15, 2012

Sunday
March 10

1500- REGISTRATION: Check-in at Marconi Conference Center All

Monday
March 11

0800-0815 Introductions to Site and Course Skinner
0815-1000 Urban Interpretation Overview TBA
East Bay Regional Park District and
California State Parks Initiatives and Policies
1000-1200 Outdoor Afro Mapp
1200-1300 Lunch
1300-1400 Outdoor Afro - Continued
1400-1700 Cultural Competency Overview Thapar

Tuesday
March 12

0800-0930 Travel to Crissy Field GGNRA
0930-1200 Program at Crissy Field GGNRA Pepito/Maybury
1200-1300 Lunch
1300-1530 Crissy Field GGNRA - Continued Pepito/Maybury
1530-1700 Travel to Marconi Conference Center

Wednesday
March 13

0800-1030 TBA TBA
1030-1200 Healthy Parks, Healthy People Kaiser/Wheeler
1200-1300 Lunch
1300-1500 California State Park Examples Perry/Munoz
1500-1700 East Bay Regional Parks District Examples Frank/Damstra
After Dinner *Optional Evening Activity* Damstra

Thursday
March 14

0800-0930 Travel to Tidewater Boating Center - Oakland
0930-1200 Program at Tidewater Boating Center - EBRPD
1200-1300 Lunch

URBAN INTERPRETATION GROUP 1
March 10-15, 2012

Thursday

March 14 (Continued)

1300-1400	Travel to Rosie the Riveter WWII Home Front National Historic Park
1400-1530	Tour at Rosie the Riveter WWII Home Front National Historic Park
1530-1700	Travel to Marconi Conference Center

Friday

March 15

0800-0930	Marketing and Relations	Koh
0930-1100	TBA	TBA
1100-1200	Sharing Stories and Evaluation	
1200-	Lunch and Departure	

PROGRAM: URBAN INTERPRETATION

36 HOURS

PROGRAM OUTLINE

Total Hours

<u>PROGRAM ADMINISTRATION AND PLANNING</u>	19.0
The Changing Urban Landscape	
Cultural Competency Overview	
CSP and EBRPD Programming	
Outdoor Afro.....	
Healthy Parks, Healthy People.....	
California State Park Examples.....	
East Bay Regional Parks District Examples	
Marketing and Relations.....	
Landpaths	
<u>INTERPRETIVE TRAINING AND FIELD TRAINING EXCURSIONS</u>	16.0
Golden Gate National Recreation Area	
Tidewater Boating Center.....	
Rosie the Riveter (Rosie's Girls)	
<u>EVALUATION</u>	1.0
TOTAL HOURS	36.0

URBAN INTERPRETATION

Purpose: This course, presented by California State Parks and East Bay Regional Park District, is a highly interactive training program designed for journey-level field interpreters. 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, low-income user groups, and underserved visitor populations.

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 East Bay Regional Park District and California State Parks in relation to interpreting for urban audiences.
3. Describe the changing urban landscape 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 ways 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. Describe the Outdoor Afro program and the social community that Rue Mapp is using to reconnect African-Americans with natural spaces and one another through recreational activities.
8. Identify how you can implement the Healthy Parks, Healthy People worldwide campaign into your programming. The campaign encourages healthy active fun in the outdoors while appreciating and taking care of our parks and open space areas.
9. List the programs that East Bay Regional Park District and California State Parks currently have that are engaging urban audiences through interpretation.
10. Participate in a field-training excursion to Tidewater Boating Center (EBRPD) and Rosie the Riveter WWII Home Front National Historic Park and engage in their programming.

11. Describe how the Landpaths program and their unique partnerships connect urban youth with the open space in their area.