

CIP

G U I D E

Planner's Assistant

Templates and other support materials useful to planners conducting
the comprehensive interpretive planning process used by
the Intermountain Support Office of the National Park Service

JUNE 2001 EDITION

Richard Kohen & Kim Sikoryak

CIP Guide Planner's Assistant

This publication equips interpretive planners with templates and other support materials useful in conducting the comprehensive interpretive planning process used by the Intermountain Support Office of the National Park Service. It is designed as a companion to *CIP Guide*, which describes this process.

Contents

Welcome	4
Using this guide	4
Planners' preparation checklist	4
Stakeholder invitation example	4
Interpretive planners' workshop guide (first workshop).....	4
Are you really here?	4
Do you know something we don't know?	5
Daily agendas (first workshop).....	5
Current statements of significance	5
Foundational information to be edited between workshops	5
Interpretive planners' workshop guide (second workshop)	5
Daily agendas (second workshop)	5
Archive of the comprehensive interpretive planning process	5
Draft Long-Range Interpretive Plan	5
Draft Interpretive Database	6
Write or call us	6
Initiating the CIP planning process	7
The first workshop builds the foundation of the CIP.....	10
The second workshop develops the desired future interpretive program.....	18

Welcome

This publication is a companion to *CIP Guide*, which describes in detail the comprehensive interpretive planning process used by the Intermountain Support Office of the National Park Service (NPS). The function of *CIP Guide Planner's Assistant* is to aid interpretive planners who are, or will be conducting comprehensive interpretive planning using the above-mentioned approach. Inside you'll find a checklist, example invitation letter to stakeholders, templates for sign-in sheets, agenda, and more — materials used by the authors when conducting the workshops specified by the process.

Using this guide

This guide is composed of templates used to produce customized handouts for the workshops in the comprehensive interpretive planning process. They are designed to be printed and used directly from this publication; the reader may modify them as needed. Some of them contain *{Parkname}*. This word-in-braces is a placeholder that allows the planner to use the search-and-replace function to add a specific site's name to all of the forms containing the placeholder. You will also note that the word planner is almost always used in plural form — we conduct comprehensive interpretive planning in teams of two planners and suggest this method for all those doing this work.

Below is a quick reference to the templates and their intended uses.

Planners' preparation checklist

This form is used by the planners to ensure that specific discussions and actions occur before the first interpretive planning workshop.

Stakeholder invitation example

This is an example of the text a park might use in an invitation letter to stakeholders requesting their participation in the first workshop.

Interpretive planners' workshop guide (first workshop)

While not included in this publication, this file is a template of the “script” used by the interpretive planners conducting the first workshop. It is currently available only as a stand-alone file.

Are you really here?

This handout is a daily attendance sheet used in both workshops.

Do you know something we don't know?

This handout is used to provide an opportunity for participants to comment to the planners in written form during the workshops, or at any other time.

Daily agendas (first workshop)

These three handouts are daily agendas for each day of the first workshop.

Current statements of significance

This handout is used to convey the park's current set of significance statements and, in certain situations, earlier versions of these statements. Sometimes the statements are photocopied from the park document of which they are a part or printed directly from an electronic file; in those cases, this template is not used.

Foundational information to be edited between workshops

While not included in this publication, this file is a template used by the interpretive planners to transcribe flipchart notes and report back to the park between the first and second workshops. The park staff then uses this file as the basis for their editing tasks before the second workshop begins. It is currently available only as a stand-alone file.

Interpretive planners' workshop guide (second workshop)

While not included in this publication, this file is a template of the "script" used by the interpretive planners conducting the second workshop. It is currently available only as a stand-alone file.

Daily agendas (second workshop)

These three handouts are daily agendas for each day of the second workshop.

Archive of the comprehensive interpretive planning process

While not included in this publication, this file is a template used by the interpretive planners to transcribe all information from both workshops into a permanent record of the planning process to date. It is currently available only as a stand-alone file.

Draft Long-Range Interpretive Plan

While not included in this publication, this file is a template used by the interpretive planners to draft the first LRIP from the workshops' proceedings — the archive file. It is currently available only as a stand-alone file.

Draft Interpretive Database

While not included in this publication, this file is a template used by the interpretive planners to initially draft the ID for the park staff, who will then use it as a template for individual service plans and the other elements of their ID. It is currently available only as a stand-alone file.

Write or call us

Please write or call us with ideas about improving the materials presented in this publication. Contact information appears at the back of this publication.

For more information on our publication series, “Essential Tools for Interpreters,” of which this publication is a part, please see the contact information at the back of this publication. •

Initiating the CIP planning process

The templates on the following pages are used in the period that precedes the first workshop of the comprehensive interpretive planning process.

Planners' preparation checklist

Park: _____ Contact name: _____ Telephone: _____
Contact title: _____ FAX number: _____

DOCUMENTS NEEDED BY THE PLANNERS

- ___ Park folder
- ___ Other publications for general orientation of the planners / visitors
- ___ Enabling legislation (photocopy)
- ___ *General Management Plan (GMP)* and *Statement for Management (SFM)* (if park is still using it)
- ___ *Strategic Plan (5-Year, GPRA)* ***electronically!*** and associated documents as needed (workplans?)
- ___ *Annual Statement for Interpretation (ASFI)*
- ___ *Interpretive Prospectus (IP)*
- ___ Organizational chart of the park's interpretation staff

DOCUMENTS NEEDED BY THE PARK INTERPRETIVE STAFF

- ___ *CIP Guide* (highlight that this document includes a *Scope of Work* template. (Sent on: _____))

INITIAL CONSIDERATIONS FOR THE PARK, AND WORKSHOP SET-UP SPECIFICATIONS

- ___ **CIP Process?** Briefly discuss process and ask what customization may be needed.
- ___ **Who should be invited?** Discuss stakeholder possibilities. • **Note: Uniforms discouraged.**
- ___ **Where?** Suggest the workshop be held away from the park (to maintain focus of participants).
- ___ **Room size.** Room should accommodate anticipated size of group (___ people), with tables.
- ___ **Walls.** Room needs to be able to accommodate posting about 20 flipchart sheets.
- ___ **Flipcharts.** Need two (2) sturdy easels, with paper pads, and tape/pins to hang sheets.
- ___ **Table tents, paper pads, pens.** Can the park provide these? (We'll provide markers.)

- ___ **First workshop:** Day 1 / Date _____ / Start (8:00) _____ / End (5:00) _____
- ___ **First workshop:** Day 2 / Date _____ / Start (8:00) _____ / End (4:30) _____
- ___ **First workshop:** Day 3 / Date _____ / Start (8:00) _____ / End (4:30) _____

- ___ **Second workshop:** Day 1 / Date _____ / Start (8:00) _____ / End (4:30) _____
- ___ **Second workshop:** Day 2 / Date _____ / Start (8:00) _____ / End (4:30) _____
- ___ **Second workshop:** Day 3 / Date _____ / Start (8:00) _____ / End (4:00) _____

TRAVEL CONSIDERATIONS

- ___ **Park account for first workshop?** Account # _____.
(discuss travel authorization process; SO planners make their own arrangements/documents).
- ___ **Transportation recommendations?** Fly? Drive (rental, GOV)? Both? Particulars:

- ___ **Lodging recommendations?** Particulars:

Stakeholder invitation example

{Letterhead imagery & text}

{Date}

{Name & address}

Dear {Name}:

The National Park Service is preparing to develop a *Comprehensive Interpretive Plan* for {Parkname}. The plan will describe what the interpretive program intends to accomplish over the next 5 to 10 years. It will serve as a long-range blueprint for the function of interpretation at {Parkname}.

This long-range plan requires the participation of a variety of stakeholders and cannot be accomplished solely by park staff. This effort needs to involve our neighbors, supporters, partners, and friends who know and use the park. We are inviting local agencies, organizations, and individuals to participate in a two-day workshop that will lay the foundation for this plan. We will be discussing the significance of the park's resources, how best to facilitate visitor exploration of those significances, and visitor expectations of the interpretive program.

We invite you to join us as a workshop participant to help lay the groundwork for developing this plan. The workshop is scheduled for {Date} and {Date} from 8:00 a.m. to 5:00 p.m. The meetings will take place in the {Name} Room of the {Hotel name} located at {Location}. Refreshments {and lunch?} will be provided to participants both days. Please contact Chief Interpreter {Name} at {telephone} or {e-mail address} prior to {Date} to confirm your participation, or to answer any questions. If you cannot attend, you may designate another person to attend in your place.

We realize that you are busy and that this workshop will require a commitment of time on your part. Your participation is critical to making this planning process meaningful. We are confident that you will enjoy the satisfaction of being part of the team that develops the plan that will guide the interpretive program at {Parkname} for years to come. We hope you will agree to join us so that, together, we might better serve the public and provide improved interpretive services.

Sincerely,

{Name}
Superintendent

The first workshop builds the foundation of the CIP

The templates on the following pages are used in the first workshop of the comprehensive interpretive planning process.

Today's Agenda

{Parkname}

First interpretive planning workshop

SCHEDULE FOR DAY ONE

8:00	Morning Sessions Begin
11:45	Lunch Break
1:00	Afternoon Sessions Begin
5:00	Adjourn

SUBJECTS ADDRESSED TODAY

Welcome and Introductions

Overview of the Workshop

Significances of Park Resources

Fundamentals of Interpretation

Communicating Significances through Story —
Primary Parkwide Interpretive Themes

Today's Agenda

{Parkname}

First interpretive planning workshop

SCHEDULE FOR DAY TWO

8:00	Morning Sessions Begin
11:45	Lunch Break
1:00	Afternoon Sessions Begin
4:30	Adjourn

SUBJECTS ADDRESSED TODAY

Resource Significances and Primary Interpretive Themes (*continued*)

Who Visits This Place?

Desired Visitor Experiences

Stakeholder Issues and Suggestions for Improving the Interpretive Operation

Next Steps in the Process

Today's Agenda

{Parkname}

First interpretive planning workshop

SCHEDULE FOR DAY THREE

8:00	Morning Sessions Begin
11:45	Lunch Break
1:00	Afternoon Sessions Begin
4:30	Adjourn

SUBJECTS ADDRESSED TODAY

Audiences for Use in Strategic Interpretive Planning

Management Goals for the
Interpretive Function of the Park

Issues and Influences Affecting the
Interpretive Operation

Actions for Improvement —
Resource-Focused Research Used in
the Interpretive Operation
Visitor-Focused Research Used in
the Interpretive Operation
Park and Interpretation Libraries
Interpretive Image Collection
Interpretive Object Collection
Museum Collection and Archives
Used in Interpretation

CIP Section Three: Interpretive Database (ID)

The Next Steps in the Process

Current statements of significance

{Parkname}

Statements from the park's *Strategic Plan (2001-2005)*

X...

Previous statements from {management documents...}

X...

The second workshop develops the desired future interpretive program

The templates on the following pages are used in the first workshop of the comprehensive interpretive planning process.

Today's Agenda

{Parkname}

Second interpretive planning workshop

SCHEDULE FOR DAY ONE

8:00	Morning Sessions Begin
11:45	Lunch Break
1:00	Afternoon Sessions Begin
4:30	Adjourn

SUBJECTS ADDRESSED TODAY

Welcome

The Mission of Interpretation and Management Goals
for the Interpretive Function *(review)*

Comprehensive Interpretive Planning and
Overview of the Second Workshop

Significances of Park Resources *(finalize)*

Primary Interpretive Themes *(finalize)*

Interpretive Audiences *(finalize)*

Visitor Experience Considerations

Operational Considerations

Locations for Interpretive Services

Types of Interpretive Services

Partnerships in Accomplishing Interpretation

Desired Future Interpretive Program —
Introducing the Program Overview

Today's Agenda

{Parkname}

Second interpretive planning workshop

SCHEDULE FOR DAY TWO

8:00	Morning Sessions Begin
11:45	Lunch Break
1:00	Afternoon Sessions Begin
4:30	Adjourn

SUBJECTS ADDRESSED TODAY

Developing the Draft Desired Future Interpretive Program by Brainstorming the Program Overview

Today's Agenda

{Parkname}

Second interpretive planning workshop

SCHEDULE FOR DAY THREE

8:00	Morning Sessions Begin
11:45	Lunch Break
1:00	Afternoon Sessions Begin
4:00	Adjourn

SUBJECTS ADDRESSED TODAY

Draft Desired Future Interpretive Program:
Brainstorming the Program Overview (*continued*)

Next Steps in Developing the Desired Future
Interpretive program

Long-Range Schedule of Actions

Individual Service Plans and Service-Group Plans

The Role of Cooperating Associations in the
Park's Interpretive Program

Connecting Individual Efforts to the Operations
Described in the CIP

CIP Section Two: Annual Implementation Plan (AIP)

Revision Cycles of a CIP

The Next Steps in the Process

Essential Tools for Interpreters

Interp Guide

An introduction to the profession of interpretation as presented and conducted by the Intermountain Support Office of the National Park Service. *This publication explores the relationships between people, places, and interpretation — a useful introduction for those interested in better understanding the profession of interpretation. June 2001 edition; 8 pages.*

Theme Guide

A guide to the thematic approach to interpretation used by the Intermountain Support Office of the National Park Service. *This publication addresses significances, primary interpretive themes, subthemes, and theme-based interpretive services. It includes numerous park examples — complete sets of significance statements and the primary themes derived from them. An excellent resource for frontline interpreters, seasonal training, and theme workshops, this guide is a useful tool for all those involved in managing and conducting daily interpretive operations. June 2001 edition; 56 pages.*

Theme Guide

Abstract

A brief description of the thematic approach to interpretation used by the Intermountain Support Office of the National Park Service. *June 2001 edition; 8 pages.*

CIP Guide

A guide to the comprehensive interpretive planning process used by the Intermountain Support Office of the National Park Service. *This publication addresses how to conduct and implement comprehensive interpretive planning. It includes the appendix, “The Role of Cooperating Associations in Accomplishing the Interpretive Mission of Parks,” which serves as a guide to developing a Scope of Sales Statement for educational sales outlets in parks. June 2001 edition; 100 pages.*

CIP Guide

Abstract

A brief description of the comprehensive interpretive planning process used by the Intermountain Support Office of the National Park Service. *June 2001 edition; 12 pages.*

CIP Guide

Planner’s Assistant

Templates and other support materials useful to planners conducting the comprehensive interpretive planning process used by the Intermountain Support Office of the National Park Service. *June 2001 edition; 24 pages.*

The publications in this series are designed to be electronically distributed and printed using Microsoft Word 6.0/95[®] or newer version. The electronic files are formatted as “Word 97-2000 & 6.0/95 – RTF (*.doc).” Listed page counts are measured cover-to-cover. Updated publications are distributed as they are produced. Federal government agencies can download these files from the Intermountain Support Office Intranet page at “http://im.den.nps.gov/den_interptools.cfm”. Please direct inquiries and comments to the authors at:

richard_kohen@nps.gov — Richard Kohen, Lead Interpretive Planner, 303-969-2579.

kim_sikoryak@nps.gov — Kim Sikoryak, Interpretive Specialist, 303-969-2636.

National Park Service, Intermountain Support Office, 12795 West Alameda Parkway, Lakewood, Colorado 80228.

About the Authors

Richard Kohen is the Lead Interpretive Planner for the Intermountain Support Office of the National Park Service. He entered the Service in 1991 and worked in the areas of cultural resources, park planning, and ranger activities before joining interpretation in 1995. With a background in communication arts — theater, music, art direction, illustration, graphic design, typography, and sculpture — he draws from a rich palette to craft solutions to interpretive communication challenges. His special skill in organizing and clearly depicting processes is valuable in helping others achieve their desired outcomes.

Kim Sikoryak is a 25-year veteran with the National Park Service and has worked as Chief of Interpretation and Interpretive Specialist at parks and regional offices in Oregon, California, Hawaii, Colorado, and New Mexico. Kim's varied background in secondary and college education, public radio and television, field biology, and theater provides him with an opportunity to view interpretive challenges and opportunities from diverse, and sometimes unusual, perspectives. Since 1997 he has worked with Richard Kohen to develop a set of essential tools for interpreters that are tightly focused on outcomes, yet intimately tied to operational realities.



Experience Your America

U.S. Department of the Interior
National Park Service
Intermountain Support Office

CIP Guide Planner's Assistant: Templates and other support materials useful to planners conducting the comprehensive interpretive planning process used by the Intermountain Support Office of the National Park Service (*originally published as "CIP Guide: Supplemental Materials"*).

June 2001, February 2000.

CIP Guide Planner's Assistant is updated periodically in response to the evolving nature of the profession. This publication was written electronically using Microsoft Word 2000[®] and type families CG Times, Arial, and Arial Black. The file was formatted as version "Word 97-2000 & 6.0/95 – RTF (*.doc)," and was designed to print two-sided on a Hewlett-Packard LaserJet 5 Si NX printer.

CIP Guide
Planner's Assistant