



United Nations
Educational, Scientific and
Cultural Organization



Sustainable
Development
Goals

thinkCITY
INSTITUTE



**Ahmedabad
University**

Sustainable Heritage Management Course

Module 5(HED) Session B5

Group Activity Brief



Interpretive Methods

Framework for Evaluating Interpretive Practice

National Association for Interpretation (NAI). 2009.
Standards and Practices for Interpretive Methods;
[https://www.interpnet.com/docs/BP-Methods-
Jan09.pdf](https://www.interpnet.com/docs/BP-Methods-Jan09.pdf)

AUDIENCE INVOLVEMENT

Good Practice

Address the needs and interests of specific target audiences.

Better Practice

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Best Practice

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Involve target audiences in the planning and design process.

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Help people engage with the resource both mentally and physically through a variety of techniques including but not limited to:

- Questioning
- Role-playing
- Sensory experience
- Challenges
- Games
- Participation
- Props

CIVIC ENGAGEMENT

Good Practice

Opinions of local stakeholders are represented in selected interpretive methods through focus groups or collaborative planning.

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Interpretive methods are based on a constructivist model that utilizes what people already know and what is relevant to them to provide a beginning point for concept, theme, emotional, spiritual, and inspirational connections.

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A civic cooperative group including economic, environmental and social stakeholders meet regularly to discuss common challenges and collaborative opportunities.

CULTURAL COMPETENCY

Good Practice

Staff training includes a segment on cultural competencies.

Staff and volunteers understand that personal and professional values may be different from those of site users, site neighbors, under-served groups and/or nontraditional groups.

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Interpretive methods balance and facilitate a dialogue between multiple points of view.

An annual inventory is taken of staff and volunteer language/cultural capabilities to be used as a resource when needed.

Supervisors receive feedback and monitoring of performance and identify features of their own professional style that might impede or enhance their own practice of cultural competence.

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All signage, brochures and websites include language and culturally sensitive options for major market segments from other cultures.

Staff and volunteers develop specialized knowledge and understanding about the history, traditions, values, family systems, communication styles, and cultural expressions of the client groups they serve, including previously underserved groups.

ETHICS

Good Practice

Staff and volunteers affirm and abide by a code of ethics regarding delivery of interpretation.

Better Practice

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Best Practice

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Interpretation delivers multiple perspectives in a culturally compassionate and respectful way.

Interpretation delivers multiple perspectives in a culturally compassionate way.

Information presented is accurate and sources are credited.

EVALUATION

Good Practice

The organization clearly defines interpretive standards and regularly evaluates staff programs.

Better Practice

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Standardized evaluation of interpretive program or product effectiveness is completed through a variety of sources including input from visitors, peers or outside sources, and self-assessment.

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Results of evaluations are incorporated into new or revised programs, products, and services.

Results of evaluations are reported to management and used as a tool to support interpretation efforts in the annual budget.

Results of evaluations are shared with and used in all of the organization's planning and management.

INTERPRETIVE PRINCIPLES

Good Practice

Interpretive methods are organized, enjoyable and appropriate for the audience.

Better Practice

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Best Practice

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Interpretive methods support the mission of the organization and are delivered with passion and enthusiasm.

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Interpretive methods are highly relevant to the audience and actively engage the audience with the resource.

Interpretive methods facilitate a connection between the interests of the visitor and the meanings of the resource, thereby providing spiritual uplift and encouraging resource stewardship.

MANAGEMENT OBJECTIVES

Good Practice

The interpretive program reflects positively on the organization: staff acts professionally and nonpersonal media is well-maintained.

Measurable objectives exist for every interpretive product and service that align with the mission of the organization and measure declarative knowledge and behavioral change.

Management ensures that staff understand the significant resources and messages that the interpretive program should be addressing.

Better Practice

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Management ensures that staff understand the significant resources and messages that the interpretive program should be addressing.

Management is proud of their interpretive program and strives to make it the best it can be.

Management and interpretive staff work together on updating objectives annually.

Interpretive methods align with interpretive plan logic model objectives.

Management prepares orientation materials for the staff that identifies significant resources to be interpreted.

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Interpretation has an integral role in management of the site and resources.

Management routinely looks for opportunity to involve interpretive staff in explaining resource issues and working with the community for solutions.

Successful achievement of management objectives are shared through professional networks with colleagues.

Staff and management meet annually to discuss messages and visitor reactions so that sensitivity is developed between staff, management and visitor regarding the impact of messages.

OPERATIONAL COMMITMENT

Good Practice

Interpretive methods are supported by the annual operations budget.

Better Practice

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Interpretive programming is aligned with specific operational objectives in annual plan of work or business plan.

Maintenance issues are resolved immediately.

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Interpretive staff and other operational staff assist each other as needed and are cross-trained to each other's jobs as appropriate.

SUSTAINABLE BUSINESS PRACTICES

Good Practice

Artifacts, documents, and other resources on display or used in programs are protected from damage by visitors, animals, light, and other sources of deterioration.

Better Practice

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Fabrication of interpretive media incorporates environmentally friendly products and methods to the greatest extent possible.

TERMINOLOGY

Good Practice

Terminology is understood amongst staff.

Better Practice

Terminology is understood amongst staff and used consistently from year to year.

Best Practice

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Employees are proficient in use of professional terminology.

Terminology is consistent with the Definitions Project.

THEME

Good Practice

The site has an identifiable central idea or theme that ties the content of various interpretive methods together in a coherent way.

Each program or product has a theme related to the site's central theme.

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Themes are stated in a single sentence.

Thematic interpretive methods are part of a larger interpretive plan aligned with organizational objectives.

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A site's central theme expresses what it is about the topic that supports the site significance, what is relevant to the audience and what management hopes to convey to the audience.

VISITOR EXPERIENCE

Good Practice

All staff are trained to deliver complete experiences in accordance with the interpretive plan.

Better Practice

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Best Practice

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Individual interpretive methods are part of a larger planned visitor experience.

The quality of the visitor experience is evaluated on a regular basis.

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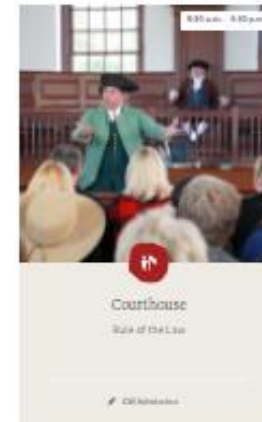
Staff meet regularly to determine and implement ways to improve the quality of visitor experiences based upon evaluation data.

Visitor experience issues are integrated into every aspect of park management (facility maintenance, construction projects, public relations, staffing, programming, etc.).

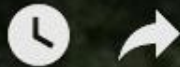
Colonial Williamsburg

- On-site enacted interpretive programmes
- Please watch:

<https://www.colonialwilliamsburg.org/events-calendar/?experiences=places-to-visit&type=sites&date=today>



Colonial Williamsburg Orientation



<https://www.youtube.com/watch?v=rn8GiXvqSy0>

