CLM8244 - Process of Interpretive Planning

**Course Code**: CLM8244  
**Course Title**: Process of Interpretive Planning

**Description**: This 5-day workshop builds upon your experience and knowledge of interpretation to build an understanding of a basic, comprehensive, interpretive planning process. During this course, participants will learn key essentials in interpretive planning including topics such as identifying and profiling target audiences, developing a theme hierarchy, choosing media and evaluating impact. Throughout the course, participants will take part in practicums designed to put new content into practice, utilizing our host site to develop key aspects of an interpretive plan.

**OBJECTIVES:**

- Participants will be able to participate fully in a interpretive planning process
- Participants will be able to identify each element in a interpretive planning process and explain why the element needs to be addressed
- Participants will be able to identify who should be involved in the interpretive planning process

**TARGET AUDIENCE:**

All FWS employees who are involved in Visitor Services.

**Delivery Method**: Instructor Led

**Non-FWS Fee**: $995.00

**Instructional Hours**: 36

**Credits/CEUs**: 3.0

**Course Content Contact**: Laurie Heupel: laurie_heupel@fws.gov; (304) 876-7486

**Curriculum Category**: Visitor Services

**Registration Link**: Register in DOI Talent

**DOI TALENT Course Type**: ILT

**College Credit Name**: Semester Hours

**College Credit Value**: 2

**Schedule: CLM8244 - Process of Interpretive Planning**

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<td>11/18/2019</td>
<td>11/22/2019</td>
<td>For course content: <a href="mailto:laurie_heupel@fws.gov">laurie_heupel@fws.gov</a> For registration: <a href="mailto:wendy_contrael@fws.gov">wendy_contrael@fws.gov</a></td>
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