



City of Fort Collins
Natural Areas
Introduction to Interpretation



naturally yours

Agenda

- What is Interpretation?
- Your 10 minute presentation
- Evaluations
- Q&A



What is Interpretation?

Through interpretation:
understanding.

Through understanding: appreciation.

Through appreciation: protection.

Freemen Tilden, *Interpreting Our Heritage*

Definition of Interpretation

Interpretation is a communication process that forges emotional and intellectual connections between the interests of the audience and the inherent meanings in the resource.

National Association for Interpretation, 2007

Definition of Interpretation

Interpretation is the revelation of a larger truth that lies behind any statement of fact.

Freeman Tilden, 1957

Definition of Interpretation

Heritage Interpretation is a communication process that guides visitors to discover meaning in objects, places, and landscapes.

Gross, Zimmerman, & Buchholz, 2006

Definition of Interpretation

Interpretation is a mission-based approach to communication aimed at provoking in audiences the discovery of personal meaning and the forging of personal connections with things, places, people and concepts.

Sam Ham, 2013

Our Mission

The Natural Areas Department's mission is to conserve and enhance lands with natural resource, agricultural and scenic values, while providing meaningful education and appropriate recreation opportunities.

Your 10 Minute Presentation

- Select a specific topic before April 16.
 - School lesson or community program.
- Don't memorize your talk.
- You cannot use slides. You can use props if you wish.
- 10 minutes goes much, much faster than you think!
- You get to pick what ages/audience we are.
- You will get an evaluation sheet from everyone in this room.
- You will be recorded on video!

Outline

- We will work on this on April 16- will be around until 4 p.m. if you want 1x1 help.
- Between now and April 16 you need to:
 - Read the handouts
 - Select your specific topic
 - school program or
 - your own community program (define your audience.)

MN Evaluations

- Audience attention
- Stewardship Message
- Welcome and safe in Natural Areas
- Topic
- Theme
- Main Points
- Body
- Conclusion
- Overall Presentation

Participant Evaluations

- Overall Experience
- Attend another program
- Recommend to others
- Know this place exists
- More comfortable visiting natural areas
- Connected to the Fort Collins Community
- Understand more why natural areas are important
- More responsible for taking care of natural areas
- More confident in taking care of natural areas.

Logic Model

Take this course on Engage to learn about the evaluation process Natural Areas completed in 2019 with a consulting agency. Learn about our logic model and some new survey questions we will be asking program participants. There will be time to ask questions and think about how to incorporate these new metrics into programs you lead! This course is geared towards MNs and MNAs.

<https://engage.fcgov.com/CourseDetail/09db1a07-cc0e-4cca-ae7e-c685fc1d1696>

Tips!

- Body Language- posture, eye contact, hand gestures, laughter
- Voice- enunciation, sentence structure
- Use your resource- observation, objects, props, photos, all of the senses
- Techniques- Analogies, compare and contrast, appropriate for audience
- Relax- Don't be hard on yourself, we won't!

CIG Course

You can become more confident, skilled and effective as you give powerful presentations as a Master Naturalist.

CIG training is specifically for those who may not have a lot of experience in interpretation, so it is well suited for volunteers, as well as professionals.

This training usually costs more than \$300.

City of Fort Collins Master Naturalists can take it for \$10!

*32 hours and usually takes place in December or January