



Chapter 6: Tactics

Introduction

Tactics is a term introduced by staff at Prince Albert National Park. This chapter defines tactics and describes them in detail in a series of tactic statements.

The final section of this chapter summarizes what tactics are most effective for each of the park's Visitor Experience and Outreach audiences.

Staff will use this chapter extensively when planning and evaluating products.

Definitions

What Tactics Are

Tactics are central ideas for Visitor Experience and Outreach products. These ideas are general and should not constrain flexibility and creativity. They may include a reference to a specific medium or method and at their core, they identify one or more:

- target audiences
- theme/subthemes
- possible locations

What Tactics Are Not

Tactics are not:

- detailed program outlines or simple plans that include learning outcomes
- training and professional development activities

What Tactics Will Be Used For

Planning for Individual Products

Tactics will be used throughout the next five years as an initial part of the planning process for developing individual products. All tactics must be compatible with the Interpretive Master Plan's objectives.

Annual Planning for a Suite of Products

Tactics statements will be used in annual planning. Each year the Visitor Experience team and the Outreach team will work together to produce an integrated work plan that develops a suite of new and repeat products that cover the park's audiences and the priority themes and subthemes.

New tactics can be developed over the next five years and existing tactics may be retired. However, these actions can only take place during annual planning sessions.

The Process Used to Develop Tactics Statements

This chapter is based on a series of workshops in which park staff:

- identified current products
- brainstormed ideas for future products

With the aid of the contractor, staff then assessed the listed existing and potential products based on their:

- fit to identified audience segments
- fit to park interpretive themes
- level of success
- cost effectiveness
- age and condition

Based on these criteria, each product was given a priority rating between 1 (poor/discontinue) to 5 (high priority for development or retention).

Products were then grouped by the consultant into high and moderate priority personal and non-personal tactics.

Each tactic statement has the following sections:

Critical Success Factors

These are infrastructures, structures, processes, events and/or information that must be in place for a tactic to be achievable.

Core Competencies

These are the areas of service, core knowledge and skills where staff must excel in order to meet the park's requirements of competency and professionalism.

Primary Target Audiences

These include only the clearly defined target audience groupings identified in Chapter 2: Audience Analysis.



Ideal Locations

These are generally places and times where specific target audiences are likely to congregate.

Linkages

These include other tactics, products that complement a specific tactic, make it more effective or extend and enrich a visitor's or outreach audience's experience.

Support

This includes policy and procedures, professional development/training, technology and equipment, maintenance, evaluation and budget that is required to make this tactic work effectively.

Current Offerings (2010)

This section lists products related to this tactic that are already being delivered.

Potential Offerings

This section lists products and media that may be developed over the next five years within this tactic area.

Tactics Focusing on Personal Media

High Priority Tactics

Tactic: Aboriginal Focused Programming

Brief Description

These products feature the history, culture and traditional knowledge of Aboriginal people of the area, especially those aspects related to Prince Albert National Park.

The intended outcomes of Aboriginal-Focused programming include to:

- communicate Aboriginal history knowledge and perspective to all audiences
- encourage the participation of local story-tellers and experts in development and delivery of programs
- continue the work of making trusting connections with Aboriginal communities through their involvement in the development and delivery of Visitor Experience products
- continued development of awareness and cultural sensitivity of staff

Used For

- Visitor Experience

Themes

- Theme 4
- National Theme
- Theme 3

Primary Target Audiences

- Park Experience Visitors
- New Canadians
- Townsite Visitors

Potential Media and Methods

Visitor Experience Offerings

- Activity-Based Program
- Courses and Workshops
- Dramatic Presentation
- Guided Tour
- Talk (Seminar)
- Campfire Program
- Discovery Activity
- Demonstration
- Interpretive Roving

Ideal Locations

- Townsite Main Beach
- Nature Centre
- Townsite Day Use Area
- Paspipwin Cultural Heritage Site

Critical Success Factors

Visitor Experience Offerings

- knowledgeable, culturally sensitive presenters
- space for special events (e.g., Paspipwin Cultural Heritage Site, Townsite dayuse area)

Staff Core Competencies

- knowledge
 - understand Aboriginal culture and history
- skills
 - strong communicators
 - project management
- experience in working with Aboriginal communities

Linkages

Aboriginal Programming can be linked to exhibits in the Nature Centre and Visitor Centre, traveling exhibits from other agencies (e.g., the Saskatchewan Archeological Society).



Budget

Budget ranges broadly, depending on the topics covered. That said equipment models, artifacts and props are vital as visitor engagement and learning tools. Quality, well maintained equipment is a must. As a result, budget for materials for a major point duty product may range well over \$500 —e.g., if wildlife pelts are to be used.

Partners

No specific partners are recommended.

Tactic: School Program

Brief Description

This tactic includes all curriculum-based school personal interpretation products delivered by park staff in Prince Albert National Park. Classes from Grade 1–12:

- visit the park for a half-day to a full day and take part in hands-on discovery activities based on the curriculum of their grade (mostly social studies and science)
- are visited by park staff at their school (to pilot new products)

Used For

- Visitor Experience

Themes

- National Theme
- Theme 1
- Theme 2
- Theme 3
- Theme 4

Primary Target Audiences

Schools or Community groups travelling to the park as a day trip or staying overnight in the park. This includes Aboriginal Communities.

Potential Media and Methods

- Activity-Based Program
- Characterization
- Discovery Activity
- Demonstration
- Living History
- Projects
- Citizen Science Projects
- Visual and Performing Arts
- Visitor Centre/Nature Centre (Participatory Setting)
- Campfire Program
- Courses and Workshops
- Dramatic Presentation
- Guided Tour
- Long Term Program
- Talk (Seminar)
- Workshop

Ideal Locations

Locations will vary depending on theme and curriculum connections, but may include:

- indoors for start and finish (Nature Centre, Visitor Centre)
- meeting room in main compound (for indoor classroom)
- day-use areas, beaches, trails

Current Offerings (2010)

In 2010, the park offered many roving and point duty programs.

Potential Offerings

Priority

Current levels and locations of interpretive roving and point duty should be continued, but using the strategy developed under policy and procedures.

As well, roving and point duty in dayuse and campsites along Highway 263 is likely to be the best way of contacting the small and elusive Area Sightseeing Visitor segment.

Critical Success Factors

All school program locations must have facilities that can accommodate class-size or multiple class-sized groups. Facilities must include:

- toilets
- drinking water
- wildlife-proof garbage disposal
- trails and activity sites designed to handle class-sized groups
- nearby shelter (shade/warmth)
- picnic tables

Booking system*:

- system for booking
- coupled with statistic recording system recording:
 - number of students served
 - grades served
 - number and type of curriculum-based programs delivered
 - weekly, monthly, seasonal, annual contacts
 - schools and communities served
 - comparison of current stats compared to previous years

* Part of a park-wide Visitor Experience statistics system

Staff Core Competencies

- knowledge
 - familiarity with curriculum
 - understand ages and stages of child cognitive, emotional and skill capacity at all grade levels
 - clear understanding of current learning models
 - knowledge of park natural and cultural themes and core messages
- skills: able to understand and lead students Grades 1-12
- experience in leading groups of children

Linkages

Linkages can be made to:

- most other products developed for children of similar ages to each school grade
- exhibits in the Nature Centre and Visitor Centre
- Outreach products
 - teacher's resources
 - website, blogs

Support

Policy and Procedures

The park will have to update its process for booking, keeping stats, gathering evaluations by teachers and students.



Professional Development/Training

All Visitor Experience staff should review the support materials for developing effective interpretation for children in:

- *Guidelines and Tools Parks Canada Xplorers Program*, February 8th, 2011
- *Planning a Comprehensive Interpretation Program - Version 1.4*, September 2009

Regular attendance of conferences or workshops on:

- current best practice in environmental education
- current understanding of learning theory in formal and informal learning settings
- early childhood development
- use of technology in learning

Technology and Equipment

Current equipment used in outdoor learning situations (may include cellphones, GPS equipment, tablet computers).

Maintenance

Regular (at least each season) maintenance of all equipment used in school programming (e.g., dip nets, binoculars, etc.).

Evaluation

Annual evaluation of all school products is required to ensure:

- that products actually do deliver curriculum connections advertised
- that identified themes and subthemes are incorporated
- planned student learning outcomes are achieved
- school programs are delivered in a professional manner
- students and teachers are satisfied with products delivered

Proposed Evaluation Methods

- informal evaluation by students and teachers at end of the program (e.g., program high and low from each student in a sharing circle)
- formal questionnaire filled out by teachers and students at end of the program
- formal evaluation by park Visitor Experience supervisors
- formal self-evaluation form filled out by Visitor Experience staff after each program

Budget

Must have budget line items for regular maintenance/replacement of current equipment, and acquisition of new equipment.

Partners

May include Sturgeon River Plains Bison Stewards, Saskatchewan Boreal Forest Education Centre, Friends of Prince Albert National Park.

Additional partnerships could include:

- regional school boards
 - part of Parks Canada's initiative to better engage with youth
- Ducks Unlimited
 - work together to develop Saskatchewan curriculum-based wetland education program that could serve students across the province
- University of Saskatchewan and University of Regina Departments of Education
 - work with education researchers to develop effective environmental education and Aboriginal education programming in the park
 - act as a test bed for new education methods and technology in outdoor education

Current Offerings (2010)

In 2010 and before, the park offered curriculum-based school programming for grades 1–12, including Wildlife Management program with Nutana Collegiate.

Potential Offerings

Priority

The entire school programming offer should be reviewed and revised to incorporate:

- the Saskatchewan Ministry of Education new curricula
- new park interpretive themes and a focus on *Reconnecting* themes
- new technologies
- the My Parks Pass program with the park's Grade 8 school products

Optional

The park's Wildlife Management program with Nutana Collegiate should be reviewed and consideration given to developing more relationships like this one.

In special circumstances off-site school programs may be delivered to priority audiences such as Aboriginal communities or to pilot new products.

Tactic: Skill Development Workshops

Brief Description

These are workshops led by park staff or guest experts on one or more of the following:

- outdoor skills (e.g., snowshoeing, cross-country skiing, etc.)
- outdoor safety and navigation (e.g., winter survival skills, map reading/orientation, etc.)
- wildlife-watching skills
- traditional skills (e.g., flint tool making, traditional pottery, canoe-building)
- stewardship and citizen science skills (e.g., bird identification, plant identification, plant and wildlife census techniques, native plant planting techniques)

Although skill development is stressed, these products will include significant amounts of discovery learning activities.

Used For

- Visitor Experience

Themes

- National Theme
- Theme 3
- Theme 1
- Theme 2
- Theme 4

Primary Target Audiences

- Townsite Visitors
- Townsite Leaseholders
- Youth (13-17 yrs)
- Schools and Youth Groups
- Park Experience Visitors
 - Youth (8-12 yrs)
 - Youth (18-34 yrs)



Moderate Priority Tactics

Tactic: Citizen Science Activities

Brief Description

Citizen science consists of real scientific research conducted with the aid of volunteers, some of whom may not have formal scientific training, but have a keen interest in the topic of study and a desire to meet and work with professional scientists and make real positive contributions to the research. In all citizen science projects professional scientists are involved, either leading the project, designing the scientific procedures or acting as advisors and mentors to experienced citizen science groups. The bottom line is that rigorous research is conducted providing dependable and usable results.

Projects can be short term seasonal endeavours or may be long-term multi-year projects. Projects may be simple monitoring of species population numbers to much more complex research involving habitat restoration, removal of invasive species or looking at the health and social effects of visiting natural areas. Fields of study can range from paleontology, archeology, anthropology, ethnology, biology and ecology.

Some ready-made citizen science programs exist with pre-made reporting templates and procedures. These include FrogWatch, PlantWatch, WormWatch, and IceWatch sponsored by Nature Saskatchewan.

Used For

- Visitor Experience
- Outreach

Themes

- National Theme
- Theme 1
- Theme 2
- Theme 3
- Theme 4

Primary Target Audiences

- Park Experience Visitors
- Townsite Leaseholders
- Youth (8-12 yrs)
- Schools and Youth Groups

Potential Media and Methods

Participatory scientific research

Ideal Locations

Locations will vary depending on the project.

Critical Success Factors

All park-specific research (i.e., all projects other than Frog/Watch, PlantWatch, WormWatch and IceWatch) must be associated with at least one professional scientist who will ensure that research is low impact, accurate and uses current best practice.

Ideally, the park should have its own Citizen Science lead acting as the major coordinator and organizer.

Staff Core Competencies

The project will also require a Visitor Experience coordinator. If the park is working with an established program (e.g., FrogWatch), this position may be limited to liaising with the project lead and park visitors. Ideally the park liaison should have interest and experience on science research projects, and working with and maintaining volunteers.

Linkages

All citizen science projects in the park should have links to ongoing or necessary new scientific research identified by park resource managers. Citizen science activities must contribute to the understanding and management of the park's ecological and commemorative integrity.

Support

Policy and Procedures

This type of project would be greatly assisted and enabled by a park-level policy and procedures for engaging and managing citizen science projects.

Professional Development/Training

Visitor experience staff would benefit by attending regular professional development sessions on:

- project management
- volunteer management
- evaluation of citizen science projects

Technology and Equipment

This will depend on the project.

Evaluation

All citizen science projects should be evaluated annually to determine the effectiveness of the research and levels of volunteer engagement.

Partners

Key partners will include Nature Saskatchewan and perhaps local researchers specializing in the program (e.g., local herpetologists may be interested in working with the park's FrogWatch program).

Current Offerings (2010)

The park's Christmas Bird Count has taken place with limited participation by non-park staff.

Potential Offerings

Priority

Park staff should consider piloting, at some time in the next five years, an established Citizen Science project such as:

- Christmas Bird Count
- FrogWatch
- PlantWach
- IceWatch

Optional

Visitor Experience

Consider other projects based on park research priorities.

Outreach

- Publicizing and displaying citizen science projects through mass media, on the park's website, FaceBook pages and YouTube channel can provide Canadians especially urban Canadians and new Canadians in distant locations an opportunity to virtually participate in citizen science projects and perhaps support some projects with financial contributions.



Tactic: Special Guided Outing

Brief Description

A guided outing is any Visitor Experience product that includes a leader (Visitor Experience staff, other park staff, volunteer or contracted third party) who provides instruction in use of specialized equipment (e.g., snowshoes), guides park visitors around a location in the park and delivers interpretive content based on the parks interpretive themes and subthemes.

Used For

- Visitor Experience

Themes

- National Theme
- Theme 1
- Theme 2
- Theme 3
- Theme 4

Primary Target Audiences

- Park Experience Visitors
- Youth (8-12 yrs)
- Youth (13-17 yrs)

Potential Media and Methods

Personal Media and Methods

Guided Outings can incorporate a wide array of personal interpretation media and methods including:

- Activity-Based Program
- Workshops
- Dramatic Presentation
- Living History
- Visual and Performing Arts
- Characterization
- Discovery Activity
- Demonstration
- Talk (Seminar)

Ideal Locations

Locations will depend on the themes and target audiences.

Critical Success Factors

Key factors will include:

- knowledgeable skilled leaders
- a source of equipment (e.g., snowshoes, GPS units, etc.)
- a strong promotional system to attract participants

Staff Core Competencies

Visitor Experience staff will need:

Knowledge

- extensive knowledge of the park's natural and cultural history
- training and certification in delivering training in specific skills
- safety and first-aid training and certification

Skills

- at least an intermediate skill level in the use of the outdoor equipment highlighted in the outing
- high levels of skill in interpretation and leading groups in the outdoors

Linkages

Special Guided Outings can be linked with a wide variety of other products and services:

- programs and exhibits at the Nature Centre and Visitor Centre
- upcoming special events and personal Visitor Experience products
- self-guided activities in the townsite and at various visitor activity nodes in the park
- Park website, blogs, Facebook pages

Support

Professional Development/Training

Visitor Experience staff should receive regular training in:

- developing skills using the specific outdoor equipment used in guided outings
- group dynamics and leading groups in the outdoors
- current best practice in interpretation and environmental education

Non-Personal Media

Guided Outings can be supported by a wide array of non personal media including:

- Artifacts/Models
- Exhibits
- Exploration/Discovery Kits
- Mass Media (books)
- Podcasts
- Interpretive Signs
- eBooks
- Brochures
- Smartphone/tablet computer applications

Evaluation

All special guided outings should be evaluated at least twice each season.

Partners

Partnerships with individuals and groups who have experience in instructing people in the use of specific equipment may become important to the success of this tactic when Visitor Experience staff do not have the background to teach.

Local outdoor stores could partner in terms of providing equipment.

Current Offerings (2010)

In 2010, the park offered two different special guided outings including:

- Snowshoe Hike
- Night Hike

Potential Offerings

Priority

Activities focusing on winter and shoulder seasons and reaching audiences that are not being well served (ie youth).



Tactics Focusing on Non-Personal Media

High Priority Tactics

Tactic: Interpretive Play Park and Outdoor Activity Stations

Brief Description

In 2011, the park will be working with the Waskesiu Foundation to develop several new infrastructure features in the townsite. These include:

- an interpretive playground
 - located at the site of the current playground adjacent to the main beach
- a mini amphitheatre
 - to be located in the townsite day use area close to the new playground
- a series of interpretive activity stations
 - similar to the Fox Jump activity station located adjacent to the Nature Centre

There will be two phases for this project. Phase 1 installation will occur in 2012. Phase 2 will occur in 2013. The project will be take place in conjunction with redevelopment of the park Nature Centre.

Ideally, these infrastructure components will each have their own interpretive plan or Visitor Experience staff may decide to develop an integrated interpretive plan for all four components.

Used For

- Visitor Experience

Themes

- National Theme
- Theme 1
- Theme 2
- Theme 3
- Theme 4

Primary Target Audiences

- Townsite Visitors
- Park Experience Visitors
- Youth (8-12 yrs)
- new Canadians
- Park Sightseeing Visitors
- Townsite Leaseholders
- Schools and Youth Groups

Ideal Locations

See Brief Description above.

Critical Success Factors

- knowledgeable skilled staff who are willing to take chances
- interpretive playground
 - requires working with a landscape architect who has experience in developing natural playgrounds
 - staff should view as many examples of this type of structure as possible before making final design decisions
- mini amphitheatre
 - simple design that allows flexibility and supports a wide variety of programming options
- series of interpretive activity stations
 - must be located in places where large numbers of people gather (e.g., on the edges of the townsite main day use area)

- should be safe for participants and easily spotted by passersby

Staff Core Competencies

- interpretive playground
 - project management skills
 - clear understanding of needs and interests of target playground users
 - ability be creative and imaginative
- mini amphitheatre
 - an understanding of multi-purpose stage design
 - long-time experience in program delivery to understand the design features needed and pitfalls of overly complicated design
- interpretive activity stations
 - clear picture of target audiences and their needs and interests
 - experience developing activity stations

Linkages

- Nature Centre exhibits

Support

Policy and Procedures

All infrastructure features must conform to Parks Canada and national building standards.

Professional Development/Training

All of these projects will begin in 2011. There will be no time available for professional development.

Maintenance

All new infrastructure should be designed to be highly durable, requiring low maintenance. As well, design should be such as to make maintenance easy (e.g., structures should be close to sources of water and power, thereby making them easier to clean).

Evaluation

Ideally, each project should undergo formative evaluation during the design process.

Budget

Budget was not available at the time of writing.

Partners

Funding partners can include the Waskesiu Foundation.

Potential Offerings

Will be determined based on this project's interpretive plan.



Tactic: Web Presence

Brief Description

As more and more Canadians turn to the internet as their main source of information and entertainment, organizations including Parks Canada and sites such as Prince Albert National Park have found that they must increase their web presence to keep in the eye of their audiences. In the past, organizations were content to provide the digital equivalent of information brochures on their websites. However, the web has moved beyond the model of a billboard where information is posted. Today, the internet is a place of two-way and multidirectional discussion between agencies, site users and a huge number of Virtual viewers. Of extra importance, studies show that youth are much more active and dependant on internet connection for learning and social networking.

To be relevant, Prince Albert National Park must use a wide spectrum of internet media to contact and converse with park visitors at various stages of the visitor cycle and with outreach audiences who currently do not visit the park.

Park Website

More and more Canadians are using the web as the place where they get pre-trip information. They are not just going to corporate sites for information, they are also looking for evaluations and comments from visitors like themselves. After a visit, park visitors often look for forums where they can share their experiences.

This suggests that a park website should not only transmit a wide variety of information about the site, it should also provide a place where visitors can ask questions of park staff and share their experiences with other visitors and potential visitors. The park can support this through having:

- moderated discussion areas
- photo and video sharing areas

The park can encourage participation in on-line photo sharing and perhaps a picture of the week section where the best photos are shown. The park could also post the best video clips submitted by visitors onto its YouTube channel. FaceBook is another location where the park can encourage the posting of appropriate photos and videos.

User participation and change are important aspects of websites. Many studies show that websites that show little new content have very little repeat visitation. On the other hand, websites with constantly changing, interesting content can have huge levels of visitation, including significant numbers of return visitors.

Blogs

Blogs are areas where park staff can post current information and ideas and show the status of important park initiatives such as bison management. Blog sites can display both text and images. As time passes, many blogs, if they have engaging writing and cover interesting topics, develop huge followings of interested readers. Many bloggers choose to open their blog sites to discussion. This format encourages readers to ask questions and make comments similar to what occurs during a rove or point duty activity.

Twitter

Tweets are short text-based posts of up to 140 characters long. They are used by bloggers to bring attention to new blog posts. They can also be used by park staff to communicate changes in program schedules, news about wildlife sightings and alerts about weather and fire conditions.

YouTube

The park can feature quality video clips of the park through its YouTube channel and make selected visitor YouTube video clips available through hotlinks on the park website.

FaceBook

This social marketing medium can be used to share information, photos with park followers.

Photo Sharing Sites

The park can highlight photos of the park through a number of on-line photo sharing websites.

Used For

- Outreach
- Visitor Experience

Themes

- National Theme
- Theme 3
- Theme 1
- Theme 2
- Theme 4

Primary Target Audiences

Visitor Experience

- Townsite Visitors
- Park Experience Visitors
- Area Sightseer
- Youth (13-17 yrs)
- Park Sightseeing Visitors
- Townsite Leaseholders
- Youth (8-12 yrs)
- Youth (18-34 yrs)

Outreach Audiences

- Youth (8-12 yrs)
- Youth (13-17 yrs)
- Urban Canadians
- Youth (18-34 yrs)
- New Canadians

Potential Media and Methods

Web presence must include:

- the park website
- Parks Canada's website
- Parks Canada's YouTube site
- Parks Canada's FaceBook pages
- blogs by staff available through the park's webpages
- a Prince Albert National Park Twitter account

Critical Success Factors

The park will need to develop a broad web presence using all the tools listed in potential media and methods section of this entry.

Clean, simple uncluttered design of the park website and the park's section of the Parks Canada FaceBook pages is crucial. A confusing non-intuitive design will shed viewers who will simply go elsewhere in their search for information and entertainment.

Staff Core Competencies

The design of the park website will be handled by regional Parks Canada staff. But park staff involved with the park's web presence initiatives should become familiar with a wide variety of successful websites to get a feel for what designs are effective. This will help them work with the web experts to develop effective user-friendly web pages.

Park staff engaged in Blogs should have excellent writing and communication skills.



Tactics Sorted by Target Audience

Tactics Best Suited for Visitor Experience Audiences

Tactics For Area Sightseeing Visitors

Personal Tactics

High Priority Tactics

Interpretive Rove/Point Duty

Non- Personal Tactics

High Priority Tactics

Nature Centre

Self Guided Discovery

- West Side Field Trip Guide

Short Information/Interpretive Products

Virtual Wildlife Viewing

Moderate Priority

Geocaching

Interpretive Trails

Self-Guided Discovery

- Hwy 263 Driving Guide

Tactics Engaging Aboriginal Communities

Personal Tactics

High Priority Tactics

School Program

Special Events

- Paspiwin Community Feast and National Aboriginal Day

Tactics For New Canadians

Personal Tactics

High Priority Tactics

Aboriginal Focused Programs

Interpretive Rover/Point Duty

Special Events

Non- Personal Tactics

High Priority Tactics

Interpretive Play Park and Outdoor Activity Stations

Interpretive Trails (near the townsite)

Nature Centre

Short Informational/Interpretive Products

Virtual Wildlife Viewing

Videos

Tactics For Park Experience Visitors

Personal Tactics

High Priority Tactics

Aboriginal Focused Programming

Children's Programs

- Junior Naturalists

Interpretive Rove/Point Duty

Skill Development Workshops

Special Events

- all current special events

Wildlife-Viewing Tours

Moderate Priority

Citizen Science Activities

Evening Interpretive Program

Special Guided Outing

Non- Personal Tactics

High Priority Tactics

Interpretive Play Park and Outdoor Activity Stations

Nature Centre

Self-Guided Discovery

- West Side Field Trip Guide
- West Side Interpretive Panel
- Townsite Walking Guide

Short Information/Interpretation Products

Virtual Wildlife Viewing

Videos

Moderate Priority

Geocaching

Interpretive Trails

- all interpretive trails

Self Guided Discovery:

- Highway 263 Driving Guide
- Discovery Packs



Tactics Best Suited for Outreach Audiences

Tactics For Aboriginal Communities

Non- Personal Tactics

High Priority Tactics

- Teacher Resources
- Mass Media Contact

Tactics For Canadian Youth

Youth Ages 8-34

Non- Personal Tactics

High Priority Tactics

- Virtual Wildlife Viewing
- Videos
- Web Presence

Moderate Priority

- Art Projects

Outreach Tactics For Schools and Community Groups

Personal Tactics

High Priority Tactics

- Educational Conferences

Non- Personal Tactics

High Priority Tactics

- Teacher Resources
- Travelling Exhibits
- Badges for Youth Groups
- Art Projects

Tactics For New Canadians (mostly in MTV)

Non- Personal Tactics

High Priority Tactics

- Mass Media Contact
- Travelling Exhibits
- Virtual Wildlife Viewing
- Web Presence

Moderate Priority

- English as a Second Language

Tactics For Urban Audiences (particularly MTV)

Non- Personal Tactics

High Priority Tactics

- Mass Media Contact
- Travelling Exhibits
- Virtual Wildlife Viewing
- Web Presence

Tactics For Urban Canadians (in Saskatchewan)

Non- Personal Tactics

High Priority Tactics

- Mass Media Contact
- Travelling Exhibits
- Virtual Wildlife Viewing
- Web Presence

Moderate Priority

- Art Projects