SAMPLE
PAGES

Chapter 7: Implementation

Introduction

The purpose of this chapter is to act as a snapshot of Visitor Experience and Outreach activities for the next five years.

The objectives of this chapter are to:

- develop products that truly help park visitors and Outreach audiences make meaningful connections with Prince Albert National Park and Parks Canada
- develop products that engage the full spectrum of the park's audience segments
- develop an effective system for planning and evaluating products
- build a culture of learning and excellence in staff

The chapter includes a tactic table developed by park staff that lists the timing of planning, delivery and assessment of products that are:

- ongoing—continued from previous years
- new—commitments from major projects that were already in place when this interpretive master plan was commissioned
- new—resulting from the planning process initiated through this interpretive master plan

The matrices will be used by staff as a quick reference to what tactics must be initiated, delivered or completed throughout the five year period of this plan.

The second section outlines additional activities that will be carried out over the five years of the plan.

The final section is a checklist of activities that will take place each year.

Five Year Implementation and Operations Strategy Matrix Part 1

Tactic		2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Aboriginal Focused Programs		• Engage in discussion with ERVE and Aboriginal Affairs to discuss approach • Develop RFP to hire a program developer • Plan new programming.	• Deliver new pilot programs to Aboriginal communities • Evaluate • Revise	• Deliver revised programs to a wider scope of Aboriginal Communities		• Offer to all Paspiwin Cultural Heritage Site member communities
Art Projects		• Co-operate with Sask South • Evaluate	→	→	→	→
Education Conferences		• Present at conferences • Evaluate and revise	→	→	→	→
Evening Interpretive Programs		• Pilot in townsite location	• Evaluate pilot and apply action research	• Assess and evaluate, decide if this tactic will continue		
Children's Visitor Experience Programs	Junior Naturalists	• Pilot programs for two age groups	• Evaluate, revise and deliver	• Deliver →	→	→
Citizen Science			• Research potential pilot	• Pilot and evaluate	• Deliver	• Deliver
Conservation Badges For Youth Groups				• Build relationship, research	• Plan, organize content, develop	• Pilot, evaluate
English As A Second Language		Build relationship with ethnic communities	Research	Co-develop, plan, organize content	Pilot, evaluate	• Deliver
Geocaching	Standard Geocaching	• Develop new geocache sites	• Assess	• Continue →	→	→
	Interpretive Geocaching		• Research and identify pilot program	• Pilot	• Assess and deliver	• Deliver
Interpretive Give Aways	Placemat Grey Owl Postcard Footprint Magnets	• Gather/review feedback on current products	• Redevelop and produce if warranted	• Redevelop and produce based on need →	→	→
Interpretive Trails	West Side Interpretive Trail	• Complete West Side trail design	• Construct trail and develop interpretive media (specific media to be decided)	• Install trail media	• Evaluate and revise	
Interpretive Play Park And Satellite Activity Stations		• Plan phase 1	• Install phase 1 in summer Plan phase 2	• Install phase 2	• Evaluate	• If possible modify based on evaluation
Mass Media Contact/ Media Content Development		• Build relationship with editors, writers, provide content →	→	→	→	→
Nature Centre	Nature Centre Exhibits	• Plan	• Design/fabrication	• Fabrication/installation	• Evaluate	• If possible modify based on evaluation
	Nature Centre Personal Products	• Plan (integrate with exhibits and non-personal products)	• Develop	• Deliver →	→	→

Other Major Activities

Year 1: 2011–2012

Aboriginal Sensitivity and Knowledge Training

- work with Aboriginal Affairs Manager to build a collection of information and literature on the history and culture of Northern Saskatchewan's Aboriginal people

Annual Planning Cycle

- initiate an annual cycle of planning a suite of products for:
  - summer season
  - shoulder seasons
  - winter
  - the planning cycle must include:
    - selecting one or more of the park's interpretive themes for special emphasis over the year
    - retaining programs from the previous year that:
      - were successful
      - fit the selected interpretive themes and cover the park's major target audiences

Evaluation Tools

- pilot sample personal evaluation tool provide by EcoLeaders Interpretation and Evaluation
  - following the action research model, staff will make modifications to the prototype to fit the park's needs
  - evaluate all personal programs
- develop a system for easy recording and recall of program evaluations
- modify evaluation tool prototype to be used to evaluate non-personal products

Complete Curriculum Links

- work with Education Specialist to review changes in Saskatchewan Ministry of Education Science and Social Studies curriculum and make links to the park's Interpretive Themes and Subthemes
- apply this information to update current education products and develop new ones

Interpretive Signs

- complete/update the park's interpretive sign standards document
  - incorporate the Parks Canada Brand Book standards
- develop a strategy for implementing new sign products and retiring out-of date and damaged products
  - need for the product must be stated and evaluated
  - all media and methods must be considered before choosing a sign panel or sign system- all new products must have a plan stating the objectives (cognitive, emotive and behavioural)
- develop a process for evaluating the effectiveness of existing and future signs

Major Projects

Nature Centre, Townsite Interpretive Playground and Interpretive Activity Stations

- work with regional specialists to define the functions and operational parameters of these key infrastructure projects
- work with regional specialists to:

Park Visitor Survey (2011)

- work with regional social science specialists to design a new Visitor Information Program (VIP)
- ensure that as many as possible outstanding questions about park visitors in Appendix 2.2 are addressed

Park Web Presence Initiative

- work with regional specialists to define the functions and operational parameters of:
  - the revised park website
  - other web-presence components such as FaceBook, blogs and a Twitter feed
- refer to the book *Blur* by Stan Davis and Christopher Meyer (1998, Warner Books) —it describes ten criteria that a virtual environment and an offering on the internet should take into account (these features are still valid today)

Product Planning Forms

- pilot the draft planning forms provided in this plan for all new programs developed for 2011-2012

Point Duty/Roving Strategy

- develop a strategy for effective deployment of Point Duty and Roving Products
  - include an evaluation strategy

Annual Activity Checklist

Staff shall do the following each year:

Aboriginal Research Project

- ❑ be prepared to continue this project if partners are ready to take part

Annual Planning Cycle

- ❑ review and analyze last year's annual planning cycle
  - use an adaptive management approach: identify problems and weaknesses and make changes for improvement
- ❑ choose new set of priority interpretive themes
- ❑ review last year's set of visitor experience program evaluations
  - look at evaluations focus on effectiveness of learning
  - look at attractiveness to visitors (include visitation statistics and one measure)

Keep Up-To-Date

Park Issues and Initiatives

- ❑ meet with park management team to identify:
  - ongoing and potential public safety and resource management issues for the upcoming year
  - potential stewardship projects that could involve public participation
- ❑ take part in regular staff outings in the park, especially with resource specialists and experts conducting research in the park in order to keep abreast of current knowledge and initiatives regarding the park's natural and cultural features

Photo Library

- ❑ collect new photos taken over the past year
- ❑ sort and cull poor quality images
- ❑ apply metadata, description, key words following instruction in the photo archives plan
- ❑ store and back-up
- ❑ continue the process of scanning and cataloguing hard copy photos

Product Evaluation

- ❑ evaluate all Visitor Experience and Outreach products (including the Nature Centre and all interpretive signs) at least one per year
- ❑ use evaluation results to make decisions on making improvements, continuing or retiring each product
  - e.g., apply new strategy for assessing interpretive signs and panels
- ❑ review and improve current evaluation tools

Professional Development

- ❑ purchase memberships for local and national professional associations, such as Interpretation Canada, and the Saskatchewan Outdoor and Environmental Education Association
  - attend meetings and/or conference of these organizations
- ❑ continue regular in-house staff seminar program
- ❑ continue to visit other parks in the system to maintain professional connectivity and contact with other portions of the Parks Canada network in order to be able to promote them
- ❑ work with Aboriginal Affairs Manager to schedule Aboriginal cultural and history awareness workshops for all staff
- ❑ work with Aboriginal Affairs Manager to build a collection of information and literature on the history and culture of Northern Saskatchewan's Aboriginal people

Refine Audience Profiles

- ❑ review and analyse all new data on park visitors and outreach audiences and integrate new information into audience profiles and use this information to refine current products.
- ❑ continue to work with regional social science experts to review the literature to further develop profiles of major outreach audience segments (urban Canadians, New Canadians and Youth)
- ❑ review all information and directives from national office regarding audience segmentation (e.g., updated on Explorer Quotient, information on new Canadians, etc.) and integrate this information into the product planning and evaluation process