

NRM 760
Management of Interpretive Resources

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Course Description:

Principles of interpretation and an examination of the resources used for interpretive services. There will be an overview of the application of management principles to interpretive services. Sociological concepts, relevant innovations, resource inventory, and master planning will be explored. Emphasis will be placed on the role of interpretation to accomplish an organization's mission.

Course Objectives:

- Develop an understanding of the art and science of interpretation.
- Develop a perspective of interpretation from a managerial point of view.
- Develop managerial skills through the development of a master plan.
- Develop inventory skills through the completion of a site survey.
- Develop writing skills through reports and the master plan.
- Help students to understand the difference between management and leadership.

Required Textbook:

Interpretive Master Planning by John Veverka

This book is at www.acornnaturalists.com with the item # IN-3028.

Other Readings as Assigned

Course Grading

Mid-term Exam	20%
Final Exam	20%
Weekly Quizzes	20%
Assignments	20%
<u>Management Plan</u>	<u>20%</u>
TOTAL	100%

Course Policies and Procedures

Students are encouraged to access course materials regularly.

Students are expected to complete all reading assignments as assigned.

All homework is expected on the date due. Homework may be turned in early but is not to be turned in late.

Students are expected to complete all examinations and individual projects without the aid of fellow students or by using any means not made available to all students in the class. Any violations of this policy will result in a grade of 0 being recorded for that examination or exercise.

Each student will be responsible for reading quizzes that will cover material from articles assigned to the class. These will be short and will cover material specifically covered in the assigned readings. Some material will be covered in class prior to the quiz, but this will not always be the case.

Students will be responsible for online quizzes covering class material. These will be timed quizzes and require you to access material frequently.

No make up exams will be given in this course. If you have to miss an exam you must contact me BEFORE the exam is given to make arrangements.

If you have a disability that may require assistance or accommodation, or you have questions related to any accommodations for testing, note takers, readers, etc., please speak with me as soon as possible.

Each student will be responsible for developing a written management plan of their choosing. I would suggest that you choose a site you are familiar with.

SERVICE LEARNING:

Part of the college experience is learning by doing. To accomplish this you will do 10 (ten) hours of community service. This volunteer service should be related to your career desires and require instructor approval. There is an expectation of professionalism and it will be reflected in your assignment grade. These hours must be completed before the last day of class.

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Fall 2008

Tentative Course Modules

- Introduction to Interpretation
- Understanding the Profession including Associations and Certification
- Thematic Interpretation
- Human Resources Management and Volunteers
- Understanding Populations
- Visitor Services
- Facilities Management
- Inventory of Resources
- Master Planning
- Protecting Interpretive Resources
- The Connection Between Interpretation and Your Organization
- Interpretation and Public Relations
- Conducting Research