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| **Interpretive Product Plan** |
| *This planning tool is designed for small scale interpretive products such as a guided tour, public program, discovery station, hands-on activity, workshop or small exhibit. This tool was created in 2016/17.* |

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| **Overview Note:** | |
| **Working Title:** |  |
| **Type of Product:** | □ Exhibits and Self-Directed Interpretive Products |
| □ Public Programs and Special Events |
| □ Personal Interpretation |
| □ Outreach  □ Other: |
| **Brief Description:**  (How you would explain the program to visitor.) |  |

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| **Content** | |
| **Program Theme (based on IMP):**  (1 sentence with 1 idea that describes what the program is about.) |  |
| **Objectives:**  (2-5 measurable objectives.  What will the visitor learn or experience?) | **Visitors will…**  1)  2)  3)  4)  5) |

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| **Audience** | |
| **Target Audience(s):**  Categories:  (Max = 2)  Motivations:  (See IMP p. 64-66)  Other: | □ Business □ Children □ Elderly □ Local Residents  □ Members □ Organized Tours □ Schools □ Tourists  □ Youth □ Other: |
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| □ Explorers □ Facilitators □ Experience Seekers  □ Hobbyists □ Spiritual Pilgrims |
|
| □ Special physical / intellectual need  Describe: |

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| **Logistics:** | | | |
| **Created by:** |  | **Date of Implementation:** |  |
| **Date(s) Offered:** |  | **Program Length:** |  |
| **Location:** |  | | |
| **Anticipated # of Staff:**  **Facilitation:** |  | **# Volunteers:** |  |
| **Group Size:** | **Min:** | **Max:** | |
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| **Set-up** |  | | |
| **Safety Concerns** |  | | |

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| **Project Planning Milestones & Set-Up**  (List the steps required to prepare your interpretive product.) | | |
| **Estimated hours of research and development time** |  | |
| **Activity (Outcome)** | **Anticipated Completion Date** | **Person Responsible** |
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| **Research** (Expand boxes or add additional pages as necessary) | |
| **Background Information:** |  |
| **Glossary:**  (List and define jargon or specialized language that the average visitor may not know.) |  |
| **Sources and References:**  (Consider a broad range of resources including: artifact and archival collections, secondary publications, content experts (NSM curators), oral histories, internet, etc.) |  |
| **Making it Relevant:**  (Connections to pop culture, current events, hot issues, etc.) |  |

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| **Artifacts** | | | | | |
| **Name** | **Accession Number** | **Loaned from NSM /Other Museum?** | | | **Any Special Needs**  (Conservation, Security, Care & Handling, etc.) |
| **No** | **Yes – Loan**  **Agreement Number & Date** | **Date**  **Returned** |
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| **Materials and Supplies:** | |
| **Supplies:**  (Balls, Puppets, Dishes, etc.) |  |
| **Structural Items:**  (Tables, Chairs, Tents, etc.) |  |
| **Consumable Resources:**  (Craft Supplies, Food, etc.) |  |
| **Intangible Heritage:**  (Songs, Stories, Music, etc.) |  |
| **Display Pieces:**  (Cases, Mounts, Labels, etc.) |  |
| **Archival Materials:** |  |
| **Props, Replicas & Costumes:** |  |

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| **Community, Resources & Partners** | | | |
| **Organization:** | **Contact Person:** | **Email/Phone:** | **Resource Provided:** |
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| **Detailed Product Description**  (Expand this box or add additional pages as necessary. Use the below space to fully describe the product. Depending on the product this could include when appropriate a procedure, craft instructions, suggested script, exhibit text/labels, schedule of events, etc.) |
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| **Plan to Evaluate** | | | | | |
| **Type of Evaluation:** | **Formal Evaluation Options:** | | | | |
| □ On-Site Visitor Survey | □ Online Visitor Survey | | □ Focus Group | |
| □ Other: |  | | | |
| **Informal Evaluation Options:** | | | | |
| □ Debrief Meeting | □ Visitor Comments | | □ Staff Comments | |
| □ Other: | | | | |
| **Evaluation Activity** | **Anticipated Completion Date** | | **Person Responsible** | | **Is completed evaluation attached to this document?** |
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| **List any future/long-term maintenance or sustainability issues:** |  | | | | |