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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 |
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| □ Special physical / intellectual needDescribe: |

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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:** |  |