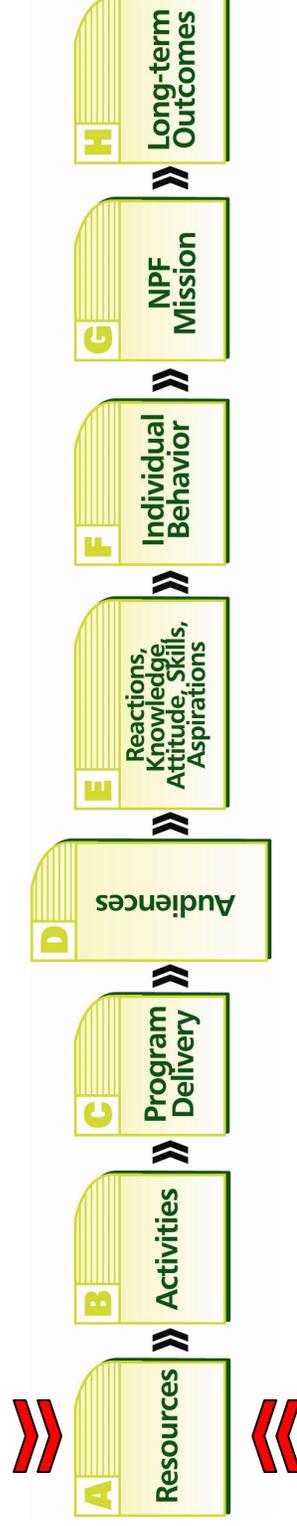


## PROGRAM STRATEGY (LOGIC MODEL) – VISITOR EXPERIENCE

NOTES: Throughout, items in **bold** signify potential NPF Priorities. Also, every park has its own group of underserved audiences (as identified by park units) that may need to be targeted.



### RESOURCES

- People
- Money
- Information
- Equipment
- Facilities
- Materials and Supplies
- Schedule
- Standards and Policy

### Program Specific Concerns:

- Technology – hardware and software



### ACTIVITIES – Leadership

- **Create a welcoming environment**
- Establish priorities
- Define visitor experience message / theme
- Inventory resources / assets
- Provide professional development for staff
- Incorporate/integrate the best practices of the Interpretative Development Program
- Program staff need to pursue leadership support
- Incorporate all levels and type of staff into interpretative programming



### ACTIVITIES – Program Development

- Identify your target and expected audiences
- Conduct subject matter and audience research
- Design media
- Evaluate programs and media Planning
- Long range interpretative planning
- Synthesize research from related areas and incorporate into program
- Listen to stakeholders
- Work with outside experts
- Provide for way finding
- Design full menu of interpretative opportunities
- Create a follow-on learning agenda
- Embrace new and appropriate technologies
- Evaluate IDP best practices and philosophy
- Audit and assess programs
- Improve programs based on evaluation



ACTIVITIES – Community Engagement

- Establish partnerships and strategic alliances
- Educate stakeholders
- **Marketing**



### PROGRAM DELIVERY

- Flexible (in response to unexpected needs)
  - Immerse the visitor in the resource through real experiences and diverse media and programs
  - Accessible
  - Program for the entire leisure (eating, shopping, learning) experience of a visitor – includes the managerial, social, and environmental settings...
  - Authentic
  - Experiential
  - Meaningful
  - Peak experiences – Flow
  - Place-based
  - Participatory
  - Transparent
  - **experiences**
- **Relevant**
  - Comfortable
  - Memorable
  - Personalized
  - Customized
  - Touch all of the senses possible
  - Present multiple points-of-view
  - Visitor-centered; learner-centered
  - Seamless
  - Include encounters with the tangible and intangible resources at the site
  - Thematic, Dynamic, Provoking
  - Connected to contemporary



## AUDIENCES

- Any visitor to a National Park or user of NPS products or services
  - Surrounding neighbors/communities (Park neighbors)
  - Families
  - Youth
    - *Students*
    - *High School*
    - *City kids*
  - Urban communities
  - Tour groups
  - NPS Enthusiasts
- 
- Topic/Resource Enthusiasts
  - People who provide services in the gateway/park communities (Cab drivers, waitresses, gas station attendants)
  - People of color / Ethnic minorities
  - Corporate groups
  - Seniors
  - International visitors
  - Academics
  - Underserved audiences



## REACTIONS

- Relevant
- Enjoyable
- Fun
- Exciting
- Memorable
- Curiosity satisfied – “Wow”
- Authentic
- Provoking
- Inspirational

## KNOWLEDGE

- Science, History, and Culture
- Park facts, resources, meanings
- Knowledge of National Park Service and System
- Understanding NPS mission
- That learning happens across the community, not just in school
- Learning happens across lifetime, not just during school



## ATTITUDE

- Want to share experience with others
  - Desire to return
  - Strengthened commitment to the park
  - Personal, emotional, intellectual connection to park
  - Care about / love for the resource
  - Wants to learn more about the resource
  - Positive attitude toward NPS
  - A sense of feeling that the park will always be there for their pleasure
- Intent to behave – want to do something to help the park
  - Respect / appreciation of other perspectives
  - Re-created
  - Affirmation
  - Reflection on self and heritage
  - Spiritual experience
  - Construct a sense of self as a learner
  - Sense of citizenship



## SKILLS

- How to experience such places (parks, museums, etc.)
- Stewardship
- Citizenship skills
- Open to new ideas

## BEHAVIOR

- Purchase a take away / reminder (insightful books, etc.)
- Share their experience with others
- Continued inquiry – seek more knowledge
- Participate in other park programs
- Life-long visitor
- Cares for the resource
- Promote NPS / advocacy
- Make a donation to the park – time, money, services
- Stewardship
- Promote conservation
- Community involvement/activism
- Moderates and avoids consumption of resource



MISSION

“... to strengthen the enduring connection between the American people and their National Parks...”

LONG-TERM OUTCOMES

- Preserve America’s Heritage
- Conserve Resources
- Promote Learning
- Enhance Quality of Life