

CHAPTER 4 - INTERPRETIVE SERVICES AND OUTREACH PROGRAM

4-1. Purpose. This chapter, as well as EP 1130-2-434, Volumes 1-5, DI (Database Instructions), FS (Chittenden Award Fact Sheet), and JS (Job Standards), establish guidance for the operation of the USACE Interpretive Services and Outreach Program (ISOP) program at civil works water resource projects.

4-2. Guidance.

a. All Corps interpretive and outreach efforts should be based on the Freeman Tilden basic principles of effective interpretation as listed below. They include personal, as well as nonpersonal communication and educational activities in written, oral and audiovisual forms.

I. Any interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile.

II. Information, as such, is not Interpretation. Interpretation is revelation based upon information. But they are entirely different things. However, all interpretation includes information.

III. Interpretation is an art, which combines many arts, whether the materials presented are scientific, historical or architectural. Any art is in some degree teachable.

IV. The chief aim of interpretation is not instruction, but provocation.

V. Interpretation should aim to present a whole rather than a part, and must address itself to the whole (person) rather than any phase.

VI. Interpretation addressed to children (say, up to the age of twelve) should not be a dilution of the presentation to adults, but should follow a fundamentally different approach. To be at its best it will require a separate program.”

b. Interpretive programs should be entertaining but not be provided solely for the purpose of entertainment.

c. Suggested program scope and content guidance may be found in the ISOP Strategy and Goals (EP 1130-2-434, Volume 1) provided to all field elements. The interpretive strategy contains ideas to implement interpretive program goals identified herein.

d. While many programs and events take place on Corps sites, it is appropriate for Corps team members to provide interpretive programs outside the boundaries of Corps projects as part of each project's outreach efforts. Examples of appropriate programs include, but are not limited to, presentations at local schools, participation in fairs, parades, conservation events, and other agency or community-sponsored events.

e. It is appropriate for Corps team members to promote project missions through the ISOP.

EP 1130-2-550
15 Nov 96

f. Cooperating associations provide an opportunity to expand visitor service and programming experience. (See ER and EP 1130-2-500, Chapter 9).

g. Coordination is essential between operation and public affairs and other functional elements with public communication responsibilities. Coordination is also encouraged between external agencies and concerned public interests.

h. A Corpswide emphasis theme for the Interpretive Services and Outreach Program will be developed periodically by CECW-ON. CECW-ON will periodically solicit theme suggestions from MSCs and will provide guidance to promote the theme throughout the Corps, as well as to visitors, schools and other audiences. CECW-ON will also suggest a list of sources for resource materials that complement and enhance each theme. Projects are encouraged to use these materials and participate fully in supporting the chosen theme as it relates to the Corps goals outlined in ER 1130-2-550, Chapter 4.

4-3. Hiram M. Chittenden Award for Interpretive Excellence. Nominations for the Hiram M. Chittenden Award for Interpretive Excellence will be made according to the criteria and submittal instructions found in an annual memorandum signed by the Director of Civil Works announcing the award.

4-4. Evaluation. Each project should evaluate its ISOP to assure consistency with ER 1130-2-550, Chapter 4. The program should be evaluated on an annual basis. Each district point of contact should ensure that their project programs are complementary and comprehensive.

4-5. Reporting Requirements. Limited upward reporting such as the number of visitors reached on site and through outreach programs will be included in the Natural Resource Management System (NRMS). See ER 1130-2-550, Chapter 12, Natural Resource Management System for additional information.