

# INTERPRETIVE PLANNING PROCESS

## PLAN DEVELOPMENT

## FACILITATED WORKSHOPS

**1**

**Prepare For Planning** | 1-2 Months

*Museum director/site administrator, IS principals*

- Detailed review of the planning process
- Background material on museum/site assembled
- Establish schedule
- Determine who will participate in each step; invite participants
- Meeting logistics and preparations

**2**

**First Workshop** | 1-2 Days: Foundation for Interpretation

*Stakeholders; Core Interpretation Planning Group*

- Introductions
- The Interpretive Planning Process explained
- Develop significance statements: What is important or special about museum/site? Why should visitors visit?
- Begin to discuss interpretive themes
- Discuss visitors: Who visits and why? Are there potential audiences who do not visit? What are visitors looking for? What kind of experience do we want for them?
- Hear stakeholder issues and suggestions

**3**

**Reflect & Refine, Edit & Evaluate** | 2-8 Weeks

*Core Interpretation Planning Group; stakeholder review*

- IS compiles info gathered during 1st workshop; submits draft to museum/site
- Museum/site edits/refines draft with IS's help
- IS updates draft; circulates to stakeholders for review
- IS collects & compiles stakeholder comments; submits to museum/site
- Meeting logistics & preparations

**Remaining Sessions** | 1-3 Days: Foundation continued

*Core Interpretation Planning Group*

- Revisit/refine significance statements
- Develop/finish developing interpretive themes
- Develop subthemes (if desired)
- Hear management goals for interpretive program
- Discuss internal & external issues, factors & influences that might impact interp. program
- Identify resources for interpretation: references, library, archives, prior research, images, collection objects
- Identify research needs
- Review existing visitor research; assess need for additional visitor research

**5**

**Write Interpretation Plan** | 3-6 Months

*Museum director/site administrator, museum/site staff, IS principals and staff*

- IS compiles info gathered during 2nd workshop; submits draft to museum/site
- Museum/site edits/refines draft w/IS's help
- IS writes, edits & assembles draft interpretation plan w/input from museum/site director & staff
- IS circulates draft to stakeholders
- IS collects & compiles stakeholders comments; submits to museum/site
- IS writes final Interpretation Plan based on final museum/site comments
- Design and print plan

**4**

**Second Workshop** | 3-6 Daylong Sessions: Recommendations

*Core Interpretation Planning Group*

- Review stakeholder comments
- Review/revisit interpretive themes
- Review/revisit existing and potential audience segments
- Review desired visitor experience
- Determine best method/venue for presentation of each interpretive theme
- Develop implementation plan
- Discuss budget implications
- Discuss interpretive tie-ins with partners

**Plan Implementation Begins**