

PTRM 310: Natural Resource Interpretation and Communication

Monday, Wednesday, Friday from 09:00 to 09:50 AM in HS 207

The FCFC acknowledges that we are in the aboriginal territories of the Salish and Kalispel people. We honor the path they have always shown us in caring for this place for the generations to come.

Instructor Information:

Instructor: Dr. Elena A. Bigart

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Office Phone: 406.243.6210

Office Hours: Wednesdays 2-3 pm, or by appointment

Course Description:

The overall objective of the course is to provide understanding of the guiding principles of interpretation, and demonstrate how to successfully utilize multiple interpretive techniques.

Course Overview:

This course is intended to educate about the connection between people, communication, and natural resource management. One goal of natural resource management is communicating the importance of stewardship of public and private lands. This course is based on the idea that it is more effective to engage the public on natural resource decisions when the public is enlightened. The focus of this class will be on the foundation of how managers effectively communicate using appropriate methods for natural resource settings and topics.

Course Goals:

- To introduce you to the field of interpretation.
- To give you an appreciation for interpretation as a management tool, public relations device, and as a way to enhance public understanding of natural resource management.
- To understand and practice the practical skills required for successful interpretation, by designing and presenting interpretive materials and programs.
- To be able to evaluate the effectiveness of various interpretive techniques.

Learning Objectives:

By the conclusion of the course you should be able to:

- Understand and explain the role of environmental interpretation in managing our natural resources
- Understand and explain the theoretical basis of an interpretive approach to communication
- Know several methods and techniques of interpretation, including waysides exhibits, interpretive messages, guided walks/tours, illustrated talks, and the use of other visual aids
- Make intelligent decisions regarding the application of various communication techniques to situations encountered in natural resource management
- Critically analyze interpretive programs and facilities

Materials:

The readings for this course will be available on Moodle as indicated in the schedule below.

We will draw upon the following two books:

- Ham, S., 2016. *Interpretation: Making a difference on purpose*. Fulcrum publishing.
- Knudson, D.M., Cable, T.T. and Beck, L., 2003. *Interpretation of cultural and natural resources*. Venture Publishing, Inc., State College, PA

Requirements and Evaluations:

- Reading materials and assignments are posted to the Moodle site every week. Please make a habit of checking and downloading each week.
- The assignments and exams for this course will be used to measure your understanding of the topics covered and your ability to communicate that understanding verbally and through writing.
- All assignments will be posted in advance, and must be submitted before due dates mentioned below (at the beginning of class) and late assignments will not be accepted unless the student has a written and verifiable excuse. Extraordinary circumstance should be discussed with the instructor in advance.
- Both exams must be taken as scheduled. Midterm exam will be open for 50 minutes at class time on October 4th. Final exam will be open for 2 hours from 8 to 10 am on December 14th. Please make arrangements with the instructor prior to the due date if special circumstances require an alternative time.

Grading:

| <i>Total points</i> | <i>Description</i> |
|---------------------|------------------------------------|
| 10 | Class Participation |
| 40 | Interpretive Non-verbal assignment |
| 40 | Interpretive Talk |
| 15 | Website Critique |
| 15 | Out of class assignment |
| 40 | Midterm exam |
| 40 | Final exam |
| 200 total points | |

Total percentage of grade at the end of the course will be used to determine your grade.

Grade Scale:

The grading scale is consistent with that used on the University of Montana campus. The traditional letter grade scale is below. Please note, this class is offered for traditional letter grade only, it is not offered under the credit/no credit option.

| Grade | Points | GPA | Grade | Points | GPA | Grade | Points | GPA |
|-------|------------|-----|-------|----------|-----|-------|----------|------|
| A | 93 – 100 % | 4.0 | C | 77 – 79% | 2.3 | D- | 60 – 62% | 0.7 |
| A- | 90 – 92 % | 3.7 | C | 73 – 76% | 2.0 | F | < 60 % | 0.00 |
| B+ | 87 – 89 % | 3.3 | C- | 70 – 72% | 1.7 | | | |
| B | 83 – 86 % | 3.0 | D+ | 67 – 69% | 1.3 | | | |
| B- | 80 – 82 % | 2.7 | D | 63 – 66% | 1.0 | | | |

Policies and Guidelines:

Attendance:

Attendance is mandatory in this class! Exceptions will only be made if there is a documented excuse (i.e. doctor's note). The success of this course depends on lively in-class discussion. Therefore, students are expected to come to class everyday well-prepared and ready to discuss the assigned readings and topics from the lectures. Please arrive and leave on time, and allow for diverse opinions during discussions.

Devices:

Please do not use cell phones during class time; they are a serious distraction in college classes and cannot be tolerated. Please instruct relatives or friends to call campus security in case of an emergency. Security will look up the class in the system and then send someone to the class. If you want to use a laptop during class to take notes, please talk to the instructor.

Plagiarism:

Students should always make sure that their work is original. This is important because the instructor must be able to gauge what the student has learned. Therefore, copying the work of another person, whether in an assignment or during an exam, without referencing this person, is considered plagiarism. Plagiarism is a form of cheating. Any time a student uses someone else's work and does not give that person credit, it is plagiarism. You must give due credit to other people's ideas by referencing or quoting the source.

Cultural Leave Policy:

Cultural or ceremonial leave allows excused absences for cultural, religious, and ceremonial purposes to meet the student's customs and traditions or to participate in related activities. To receive an authorized absence for a cultural, religious or ceremonial event the student or their advisor (proxy) must submit a formal written request to the instructor. This must include a brief description (with inclusive dates) of the cultural event or ceremony and the importance of the student's attendance or participation. Authorization for the absence is subject to approval by the instructor. Appeals may be made to the Chair, Dean or Provost. The excused absence or leave may not exceed five academic calendar days (not including weekends or holidays). Students remain responsible for completion or make-up of assignments as defined in the syllabus, at the discretion of the instructor.

Disability Equity:

The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and the Office for Disability Equity (ODE). If you anticipate or experience barriers based on disability, please contact the ODE at: (406) 243-2243, ode@umontana.edu, or visit www.umt.edu/disability for more information. Retroactive accommodation requests will not be honored, so please, do not delay. As your instructor, I will work with you and the ODE to implement an effective accommodation, and you are welcome to contact me privately if you wish.

Food and Housing Insecurity:

Any student who faces challenges securing food or housing, and believes that this could affect their performance in this course, is urged to contact any or all of the following campuses resources:

Food Pantry Program

UM offers a food pantry that students can access for emergency food. The pantry is open on Tuesdays from 12 to 5 PM and Fridays from 10 AM to 5 PM. The pantry is located in UC 119 (in the former ASUM Childcare offices). Pantry staff operate several satellite food cupboards on campus (including one at Missoula College). For more information about this program, email umpantry@mso.umt.edu, visit the [UM Food Pantry website](http://umpantry.org) or contact the pantry on social media (@pantryUm on twitter, @UMPantry on Facebook, um_pantry on Instagram).

ASUM Renter Center

The Renter Center has compiled a [list of resources](https://medium.com/griz-renter-blog) (<https://medium.com/griz-renter-blog>) for UM students at risk of homelessness or food insecurity. Students can schedule an appointment with Renter Center staff to discuss their situation and receive information, support, and referrals.

TRiO Student Support Services

TRiO serves UM students who are low-income, first-generation college students or have documented disabilities. TRiO services include a textbook loan program, scholarships and financial aid help, academic advising, coaching, and tutoring. Students can [check their eligibility](http://www.umt.edu/triosss/apply.php) (www.umt.edu/triosss/apply.php) for TRiO services online. If you are comfortable, please come see members of the teaching team. We will do our best to help connect you with additional resources.

Course Withdrawal Deadlines Statement: For full policy see [Withdraw deadline policy link](#).

If you need to drop this course, we recommend you do so as soon as possible. The following deadlines apply this semester.

Important Dates and Deadlines:

| Deadline | Description | Date |
|----------------------------------|---|----------------------------|
| To 15th instructional day | Students can drop classes on CyberBear with refund and no “W” on transcript, last day to change to Audit. | 09/19, 2022 at 5 pm |
| 16th to 45th instructional day | A class drop requires a form with instructor and advisor signature, a \$10 fee from registrar’s office, student will receive a ‘W’ on transcript, no refund. | 09/20 – 10/31/22 at 5 pm |
| Beginning 46th instructional day | <u><i>Students are only allowed to drop a class under very limited and unusual circumstances.</i></u> Not doing well in the class, deciding you are concerned about how the class grade might affect your GPA, deciding you did not want to take the class after all, switching majors, and similar reasons are NOT among those limited and unusual circumstances. If you want to drop the class for these sorts of reasons, make sure you do so by the end of the 45th instructional day of the semester. Requests to drop must be signed by the instructor, advisor, and Associate Dean (in that order) so if you pursue this request, <i>leave sufficient time to schedule meetings with each of these individuals</i> (generally this will take at least 3-5 working days). A \$10 fee applies if approved. Instructors must indicate whether the individual is Passing or Failing the class at the time of request. | 11/ 1 – 12/9, 2022 at 5 pm |

COURSE SCHEDULE – Subject to Change (Please check Moodle regularly!)

| Date | Section/Topic | Readings for this class | Assignment |
|---------------------------|--|--|---|
| Week 1: Aug 29, Mon | Introduction to interpretation | | Read Class syllabus and explore Moodle page |
| Week 1: Aug 31, Wed | <i>No class</i> | | |
| Week 1: Sept 2, Fri | History and goals of interpretation | | |
| Week 2: Sept 5, Mon | <i>No class - Labor Day</i> | | |
| Week 2: Sept 7, Wed | Interpretive organizations | Knudson (2003), Ch. 2 | |
| Week 2: Sept 9, Fri | <i>Recorded lecture - Interpretation and communication</i> | Ham (2016), Ch. 1 | |
| Week 3: Sept 12, Mon | Understanding your audience | | |
| Week 3: Sept 14, Wed | TORÉ approach to interpretation | Ham (2016), Ch. 2 | |
| Week 3: Sept 16, Fri | <i>No class - work morning on Out of class assignment</i> | | |
| Week 4: Sept 19, Mon | TORÉ practice | | Out of class assignment is due 9/19 at 9 am |
| Week 4: Sept 21, Wed | Theories behind interpretation | | |
| Week 4: Sept 23, Fri | <i>Recorded lecture - Theories behind interpretation (continued)</i> | | |
| Week 5: Sept 26, Mon | How people learn | Knudsen (2003), Ch. 7 | |
| Week 5: Sept 28, Wed | <i>Guest speaker –Loren Flynn, MT state parks</i> | | |
| Week 5: Sept 30, Fri | <i>No class – use this time to prepare for exam</i> | Exam Study Guide | Review all class materials |
| Week 6: Oct 3, Mon | Midterm exam | | |
| Week 6: Oct 5, Wed | Making a difference through interpretation | Ham (2016), Ch. 5 | |
| Week 6: Oct 7, Fri | <i>Recorded lecture – Theme development</i> | | |
| Week 7, Oct 10, Mon | Theme development practice | Ham (2016), Ch. 6 | |
| Week 7, Oct 12, Wed | <i>Field Trip to Travelers' Rest State Park: 8 am -11 am</i> | | |
| Week 7, Oct 14, Fri | <i>No class</i> | | |
| Week 8, Oct 17, Mon | Writing for interpretation | Knudsen (2003), Ch. 9 | |
| Week 8, Oct 19, Wed | Museums, visitor centers, and exhibits | Knudsen (2003), Ch. 10 Knudsen (2003), Ch. 11 | |
| Week 8, Oct 21, Fri | <i>No class –visit Montana Natural History Center (open 11 am – 4 pm) to check out their exhibits!</i> | | |

| Date | Section/Topic | Readings for this class | Assignment |
|--|--|--|---|
| Week 9, Oct 24, Mon | Design basics | Caputo (2008), Ch. 4 | |
| Week 9, Oct 26, Wed | Designing self-guiding trail Signs, trails and wayside exhibits | Gross (1994), Ch 3&4 Knudsen (2003), Ch. 12 | |
| Week 9, Oct 28, Fri | Work morning on non-verbal assignments – <i>Q&A on Zoom</i> (optional) | | |
| Week 10, Oct 31, Mon | <i>Presentation of non-verbal assignments</i> | | Non-verbal assignment is due 10/31 at 9 am |
| Week 10, Nov 2, Wed | <i>Presentation of non-verbal assignments</i> | | |
| Week 10, Nov 4, Fri | <i>Recorded lecture - Performance interpretation</i> | | |
| Week 11, Nov 7, Mon | Planning interpretive talk | Knudsen (2003), Ch. 13 | |
| Week 11, Nov 9, Wed | Interpreting history and culture Interpretive talk critique | Knudsen (2003), Ch. 14 | |
| Week 11, Nov 11, Fri | <i>No class - Veterans' Day</i> | | |
| Week 12, Nov 14, Mon | <i>Verbal presentations</i> | | Verbal assignment is due 11/14 at 9 am |
| Week 12, Nov 16, Wed | <i>Verbal presentations</i> | | |
| Week 12, Nov 18, Fri | <i>Verbal presentations</i> | | |
| Week 13, Nov 21, Mon | <i>Verbal presentations</i> | | |
| Week 13, Nov 23, Wed | No class – Thanksgiving | | |
| Week 13, Nov 25, Fri | No class – Thanksgiving | | |
| Week 14, Nov 28, Mon | <i>Verbal presentations</i> | | |
| Week 14, Nov 30, Wed | Websites and online media | Media Guide | |
| Week 14, Dec 2, Fri | <i>No class - use this time to complete your website assignment</i> | | |
| Week 15, Dec 5, Mon | Technology and communication | | Website critique is due 12/5 at 9 am |
| Week 15, Dec 7, Wed | Evaluating interpretation | Knudsen (2003), Ch. 19 | |
| Week 15, Dec 9, Fri | Final review | Exam study guide | Review all class materials |
| December 15 08:00 am - 10:00 am | Final Exam | | |