

Learning Outreach Continuum*

Interpretation		Conservation Education
Interactive, thematic, often entertaining	Presentation Method	Facilitated, more structured, curriculum or outline driven
Provoke, motivate, spark interest in additional learning and discovery	Desired Outcome	Cognitive gains, desired attitude and/or behavioral change
Usually NF sites, sometimes community locations	Location	Classrooms, outdoor sites
NF visitors, sometimes community members	Audience	Students, members of organized groups. Sometimes visitors.
During leisure Usually shorter in durations (15 min – 3 hrs)	Time	During a dedicated time period, i.e. a class, Scout meeting, etc. which a person commits to attend. May be one program, usually 30-60 min; or may be longer, for instance 20, one hour-classes with the same audience.
Intrinsic (usually for enjoyment)	Rewards	Extrinsic (Often for a grade or a badge or some other reward).

Examples of Interpretive programs: visitor programs/materials at fish or wildlife viewing areas, campgrounds, visitor centers, on the ferries of the Alaska Marine Highway, and on cruise ships; kayak ranger programs with visitors; community events such as Family Fishing Day, Kids' Safety Day, bird festivals, etc. We do not classify as interpretive programs, those presented to Elderhostel and school groups who may also be Forest visitors or ferry passengers at the time.

Examples of Conservation Education programs include: school presentations and materials for all levels, pre-K through college; presentations and materials for youth organizations (Scouts, 4-H, Big Brothers/Sisters, etc); youth camps; adult organizations (OHV Clubs, Rotary, outdoor activity clubs); Elderhostel; etc.

*(Based on continuum perspective presented by Marcella Wells, Wells Resources, Inc., at 2004 National Association for Interpretation Workshop. Synthesized by Kristi Kantola, Alaska Region, 3/05. Modified by Marcella Wells and used with permission, 3/07.)