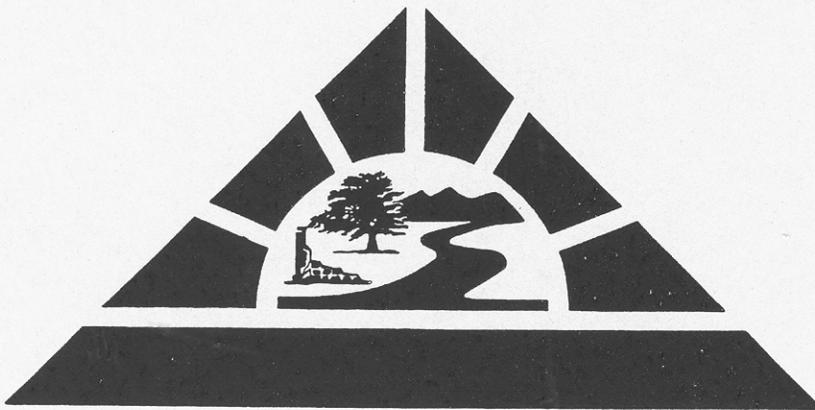




**US Army Corps
of Engineers**

EP 1130-2-434 (AR)
September 1993

Additional Resources



INTERPRETIVE SERVICES AND OUTREACH PROGRAM (ISOP)

DEPARTMENT OF THE ARMY

U.S. Army Corps of Engineers
WASHINGTON, D.C. 20314-1000



REPLY TO
ATTENTION OF:

CECW-ON

10 MAY 1994

MEMORANDUM FOR ALL MAJOR SUBORDINATE COMMANDS AND DISTRICT COMMANDS

SUBJECT: Interpretive Services and Outreach Program (ISOP)

1. The enclosed information and materials provide support to strengthen the U.S. Army Corps of Engineers Interpretive Services and Outreach Program (ISOP). First, we have revised ER 1130-2-428, which includes a Change 1. In the regulation, interpretive services and outreach activities are defined, and program goals are spelled out. Secondly, we have provided an Interpretive Strategy and ideas to help implement the ISOP goals found in the regulation.

2. The strengthened ISOP program focuses on two major subject areas: environmental education and outreach. These focal points are reflected in the revised regulation ISOP goals.

a. Environmental Education. The initial Corps-wide ISOP theme, environmental education, complements the Army Environmental Strategy into the 21st Century, which emphasizes environmental compliance, restoration, prevention and conservation. This strategy identifies spreading the environmental ethic as one of the critical elements for success. It also states that "Stewardship - wisely using and managing environmental resources - is a natural outgrowth of the Army's role as a protector of U.S. national and economic security."

b. Outreach. Outreach activities are communication efforts involving interpretive programs that reach diverse populations such as students, teachers, organized groups such as Boy Scouts, Girl Scouts, 4-H and the general public beyond the physical boundaries of Corps projects and facilities.

3. Why is the Interpretive Services and Outreach Program so important to the Corps? What is the Corps role? The National Environmental Policy Act encourages us to "enrich the understanding of the ecological systems and natural resources important to the Nation." By virtue of the land and water resources under Corps administration, we have a responsibility to take an active part in the process of creating a more knowledgeable public and educating the next generation about environmental matters.

4. The youth of today, who will serve as tomorrow's leaders, are part of a far more diverse population than in the past. Corps team members are in a strong position to encourage an understanding and appreciation of natural and physical sciences and mathematics. Understanding and appreciation may lead to interest in mathematics

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and science related careers, ultimately benefitting the Corps by creating a future recruitment base.

5. There are two immediate goals of the Corps ISOP. First, to foster both a local and global understanding of the interdependence of life on our planet. Second, to dramatically reduce management problems on public lands.

6. Other important goals in the ISOP program include achieving management objectives using interpretive techniques, communicating the Corps Civil Works and Military missions and accomplishments to the public, decreasing visitor and team member injuries, and enhancing the experiences and enjoyment of visitors to Corps projects. Outreach is a means of accomplishing these goals beyond the boundaries of Corps projects.

7. How can you accomplish these goals? In addition to the revised ER 1130-2-428 and the ISOP strategy contained in EP 1130-2-434, Volume 1, a number of tools have been developed to help you in your ISOP efforts:

a. Bulletin Board. Realizing that workloads are heavy, and time to prepare programs is at a premium, we have created an interpretive services resources electronic bulletin board under the heading of Natural Resources Management. The bulletin board allows Corps team members to share valuable interpretive resources with others around the country.

b. Environmental Education Manual. The environmental education manual is designed to assist team members in working with our schools through teacher education. Building partnerships with teachers and students will encourage the next generation of policy-makers to better understand environmental concepts and therefore, take a more active and educated stewardship role. While the examples in the packet are targeted toward the school environment, participation by Girl Scouts, Boy Scouts, 4-H, other youth groups and the general public is certainly encouraged. The Outdoors Fun Book is a new tool that emphasizes natural resources management and good stewardship of our resources.

c. Guidebooks. Guidebooks to assist Corps team members involved in interpretive and outreach efforts are part of the tool kit as well. The guidebooks provide information and techniques to improve interpretive programming.

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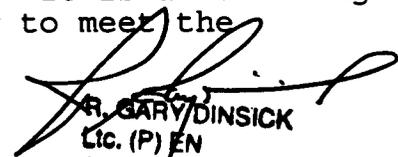
d. Introductory Training Manual and Evaluation Procedures Manual. Both of these documents provide valuable information about two integral aspects of any interpretive services and outreach program. The training manual is designed to provide a one day introductory training course for the ISOP, while the evaluation procedures manual is an aid to evaluating your interpretive program.

e. Recruitment Materials. The Directorate of Human Resources has developed exciting materials to be used in outreach efforts. The recruitment portfolio, EP 690-1-11, contains information designed to be used in support of outreach activities. The portfolio contains materials about the Corps history and Corps vision, employment and career opportunities with the Corps, information about responsibilities and accomplishments in specific mission areas, and career profiles.

8. In addition to the above, we are also providing source listings for exhibits, information about possible resources and sample job standards.

9. Corps team members are providing an important service to the public. To recognize excellence in ISOP performance we have initiated the Hiram M. Chittenden Award. This award honors Hiram M. Chittenden, an officer of the Corps, historian, and a champion for the national parks and our natural resources.

10. We in the Corps are in a unique position to continue the tradition of Corps excellence in the ISOP arena. It is an exciting time to be a member of the Corps team - exciting to meet the challenges of entering the 21st Century!



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Directorate of Civil Works

CECW-ON

DEPARTMENT OF THE ARMY
U.S. Army Corps of Engineers
Washington, D.C. 20314-1000

ER 1130-2-428
Change 1

Regulation
No. 1130-2-428

30 Mar 1994

Project Operations
INTERPRETIVE SERVICES AND OUTREACH PROGRAM (ISOP)

1. This change 1 to ER 1130-2-428, 30 Sept 93:
 - a. Incorporates changes made to page 1, number 4., Definitions, para. b., Outreach Activities.
 - b. Incorporates changes made to page 1, number 5., Policy.
 - c. Incorporates changes made to page 2, number 7., Program Goals, letter e.
2. Substitute the attached pages as shown below:

Remove Page	Insert page
1 and 2	1 and 2
3. File this change sheet in front of the publication for reference purposes.

FOR THE COMMANDER:



WILLIAM D. BROWN
Colonel, Corps of Engineers
Chief of Staff

Project Operations
INTERPRETIVE SERVICES AND OUTREACH PROGRAM (ISOP)

Supplementation to this regulation is permitted but not required. If supplements are issued, USACE Commanders will provide a copy of their supplement to HQUSACE (CECW-ON), WASH DC 20314-1000, through chain of command channels.

1. Purpose. This regulation establishes policy and provides guidance for the operation of the Interpretive Services and Outreach Program (ISOP) at U.S. Army Corps of Engineers Civil Works water resource projects.

2. Applicability. This regulation applies to HQUSACE/OCE elements, major subordinate commands (MSCs), districts, laboratories and field operating activities (FOA) having Civil Works responsibilities.

3. References. See Appendix A.

4. Definitions.

a. Interpretive Services. Communication and education processes provided to internal and external audiences, which support the accomplishment of Corps missions, tell the Corps story, and reveal the meanings of, and relationships between, natural, cultural, and created environments and their features.

b. Outreach Activities. Communication efforts involving interpretive programs that reach diverse populations such as students, teachers, organized groups such as Boy Scouts, Girl Scouts, 4-H and the general public beyond the physical boundaries of Corps projects and facilities.

5. Policy. It is the policy of the Corps that an Interpretive services program be implemented at each Corps operated project. Interpretive programs may include outreach efforts. The type and magnitude of this program will be determined by the district commander and will be commensurate with the type and size of the project, project visitation, funding and human resources available. In addition, all ISOP efforts should provide for universal accessibility where practical.

This regulation supersedes ER 1130-2-428, 11 February 1983.

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6. Responsibility. Districts are primarily responsible for the administration and management of the Interpretive Services and Outreach Program. Project offices are primarily responsible for implementation of the ISOP program.

7. Program Goals. All activities under this program will be designed to accomplish one or more of the following goals:

a. Achieve management objectives using interpretive techniques.

b. Provide environmental education to foster voluntary stewardship of natural, cultural, and created resources.

c. Incorporate Corps Civil Works and military missions and accomplishments into interpretive programming.

d. Improve visitor and employee safety using interpretive techniques.

e. Use outreach to accomplish ISOP goals, including interpreting Corps missions, promoting stewardship, saving lives, and solving management problems. As part of the interpretive process, encourage interest in math and science, including career interest.

f. Enhance the visitors' experience and enjoyment by anticipating their needs and providing interpretive resources to meet those needs.

8. Program Guidelines.

a. All Corps interpretive and outreach efforts should follow 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.