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STRATEGY AND GOALS  
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Interpretive Services and Outreach Program (ISOP)

1. This change 1 to EP 1130-2-434, Sept 93:
  - a. Incorporates changes made to page 6, No. 5, ISOP Goals.
2. Substitute the attached pages as shown below:

Remove Page

Insert page

5 and 6

5 and 6

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

## **Interpretive programming.**

*"We can demonstrate our engineering expertise to solve environmental problems and create solutions that give the public hope." Patrick McGinnis, St. Louis District*

*"It is the way in which we become a part of the community." Doug Blount, Mobile District*

Too often, the public is unaware of the contributions the Corps has made to infrastructure in the United States. Fewer still are aware of our contributions overseas. We have countless opportunities to include some of these accomplishments in our interpretive programs. Here are some suggestions.

- Interpret the big picture. Let local visitors know how their project is part of the Corps mission and how it fits into regional and national efforts.

- Be proactive in celebrating our successes! Tell the positive aspects of the Corps story, locally and nationally. Examples: Recognize and tell about Corps contributions to the Nation: flood control, navigation, recreation, hydropower, military construction, etc. Few visitors know the Corps role at Bunker Hill, Yellowstone National Park, construction in the District of Columbia, Kennedy Space Center, Mount St. Helens recovery, Hurricane Andrew recovery and Midwest flooding. We can make it relevant for everyone by comparing our story to what is going on in their hometowns.

- In telling the Corps story, coordination and cooperation between operations, public affairs, information management, engineering, safety team members and other functional areas (as

appropriate) are essential.

- Educate the public about what we are doing for the environment as part of the Army Environmental Strategy. Examples: Environmental Review Guide for Operations, wetlands management, wetlands regulation (the 404 permits), Watchable Wildlife and natural resources management.

- Provide education and mentoring for future generations. Examples: Adopt-a-school and Bring a Daughter to Work Day.

- Corps team members can enhance public knowledge and the image of Corps programs other than Natural Resources Management. Likewise, interpreters are frontline communicators, and can help communicate their audiences' concerns about and perceptions of the Corps back to other functional areas including public affairs, executive office, hydrology, safety office and others, providing a two-way communications channel. Examples: career fairs, dam safety responses after earthquakes and public meetings.

- Place Corps team members in offsite facilities to interpret the Corps story. Examples include tourist trains, steam boats and cruise boats that go past or through Corps projects. Corps team members can also present programs on the Corps story in leased recreation areas in partnership with managing agencies.

- Through interpretive services, promote public support for the missions and programs of the Corps of Engineers. Examples: Young Wetland Scientist, sports show exhibits and presentations to civic groups.

**4. To improve visitor and employee safety using interpretive techniques.**

*"I believe that our water safety school programs, beach demonstrations and picnic pavilion demonstrations have served to reduce our fatalities." Frank Walker, Vicksburg District*

*"Fort Worth district began holding local information exchange meetings... Now, outside groups approach the COE to form water safety councils, work on trails, etc. The success has been incredible." Ron Ruffennach, Fort Worth District*

Just as our award winning water safety program has proven the benefits of interpretation, other safety issues can also be addressed through interpretation and outreach. Opportunities for improving visitor safety include the following:

- Interpretation and outreach can help reduce/prevent public injuries and fatalities on Corps projects. Topics include water safety, camping safety, bicycle safety, prevention of hypothermia and many others.

- Incorporate safety messages into interpretive programs and non-personal interpretation. Explain the reasons for rules and regulations in a positive fashion using interpretive techniques. Use interpretive signs to promote safety messages. Example: Posters and programs to reinforce "Pets on Leash" rules and regulation. Develop an information sheet about how to lock through safely.

- Produce program resources such as brochures, posters, promotional items, exhibits; public safety announcements and videos to improve safety message

delivery to visitors and outreach audiences.

- Work with local Corps safety offices to coordinate activities. Example: Invite safety officers to review plans for special events and accidents.

- Provide job-specific training (Motorboat, First Aid, CPR, Bloodborne Pathogens, etc.) to Corps employees.

**5. 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.**

*"We have a responsibility to play a part in helping to overcome scientific illiteracy, to promote understanding, and to prepare the next generation to deal with these issues." Nancy Rogers, San Francisco*

*"One of the most often asked questions, while doing interpretation is: "Did you go to school for that?" We are without a doubt linking kids with future career options and stimulating their interest in the sciences." Susan McKeon, Fort Worth District*

Corps team members should reach out to more diverse audiences to develop an educated and informed future work force. Corps team members should relate the story of the Corps to nontraditional audiences such as inner city youth, multi-cultural populations and non-English speaking populations as well as persons with disabilities. By participating in the education and mentoring of today's youth we can hope to instill a continuing interest in critical