



OFFICE REPORT

July-September 2013

Submitted by Margo Carlock, Executive Director

Development

The primary development activity during this report period has been the solicitation of exhibitors and sponsors for the NAI Workshop in Reno. To date, we have 36 booth spaces taken with five exhibitors pre-registered from last year's conference.

We have also developed a sponsorship campaign to include sponsor opportunities for specific events and functions. To date, we have 11 conference sponsors: the East Bay Regional Park District; National Oceanic and Atmospheric Agency; the Nevada Department of Tourism & Cultural Affairs; the National Storytelling Network, the Mountains Recreation & Conservation Authority; TourSphere; Acorn Naturalists; KC Emblem Company; EnviroSigns; Interpret This, and OnCell. These sponsors have been added to our website home page for recognition.

Membership

As of September 30, we had 5,005 members. The breakdown is as follows:

Regular Members	3,291
Student Members	691
Senior Members	221
Life Members	292
Institutional	197
Institutional Additional	209
Commercial	81
Commercial Additional	19
Honorary/ Complimentary	4

Deb has been pursuing commercial member renewals, and Jamie has been processing new and renewing members. Jamie has also been working on expanding the use and functionality of the iMIS membership system, and improving the website experience for members from the iMIS platform. She has also prepared a training manual for use by board members of the organizational units to help them utilize the iMIS system for their membership communications.

Certification & Training

Since our last report, the Certification Department has conducted three Certified Interpretive Trainer workshops in Portland, OR, Harrisburg, IL and Sutton, AK. The first two had 12 participants each, and the Alaska course had eight. There was a Certified Interpretive Host Train the Trainers program in Kirkwood, MO, which drew 12. Aside from these workshops, six webinars have also taken place reaching 72 members on the following topics: Interpretive Roving, Brain Science and Interpretation, Graphic Design, and Quality Assurance for CIP and CIT

reviewers. We also held a one-day workshop on Social Interpretation in Kirkwood, MO, which attracted 15 participants.

The BOAT grant (a partnership with Monterey Bay Aquarium, Florida Aquarium and the Alaska SeaLife Center) is nearing the end of its first year of implementation. Aside from the CIT workshops that were conducted in early 2013, the team is now developing three content modules on interpreting topics around climate change. A fourth module will most likely be created next year, focusing on interpreting controversial issues, with NAI taking the lead. As part of this grant, BOAT CIT instructors will also be teaching nine CIG workshops in CA, FL and AK with the first workshop this September.

Staff has been brainstorming about the direction for Certification programs, expansion of training (not related to certification), the possible offering of certificates for achievement in professional development not related to certification, and a “rebranding” and marketing push for the certification program. Emily and Paul are working on updating the instructor site and certification page on NAI’s website.

Emily researched and reviewed demonstrations of various platforms for delivering webinars, streaming conference sessions, and other online learning as we move toward increasing and improving our online professional development offerings. She was assisted in this effort by board members Todd Bridgewater and Jessica Moore. As a result, Adobe Connect has been chosen as our new online learning platform and will make its debut with the NAI National Workshop webinars in November.

Staff has been meeting with various agencies to discuss their training and certification programs, and we will be looking at ways that we can assist with their training needs.

National Conference

This is the cycle of the year in which the events department is fully focused on the NAI National Workshop logistics. With speakers and events selected and confirmed, the events manager is receiving Sourcebook submissions, collecting tax ID numbers from suppliers, finalizing contracts, tracking registrations and hotel reservations, updating the budget, and soliciting exhibitors. 2012 has been a bit different in that we are concentrating on making the exhibit hall “the place to be” during the hours it is open, so there have been additional activities to plan.

As of September 30, we have 425 people registered for the NAI Workshop in Reno. The federal government shutdown has had an impact on many of our members. With a resolution of the budget impasse, we hope to have more of our federal colleagues signing up before the conference. We have extended the Early Bird rate for federal employees due to the difficulties in getting travel approval prior to the beginning of their new fiscal year (Oct. 1); and have extended regular registration rates to all members who may be affected by the shutdown.

There were 61 submissions for the media awards this year, with 15 winners in 6 categories. Paul and Deb are helped with the judging of the media awards.

As we get closer to the conference, planning meetings with the Program Committee have increased and everyone is working hard to make Reno a big success. Thanks to the Committee for all of their hard work!

International Conference

Staff has been working with the International Section and our Korean members on the next international conference to be held in Suncheon Bay, South Korea. We have also been looking at the overall model for the international conference with an eye to making the planning and implementation process more inclusive and adapting the best aspects of the model used in the recent co-convened conference in Sigtuna, Sweden (with Interpret Europe). NAI's International Section is coordinating plans for the conference.

Communications

The electronic version of the Journal of Interpretation Research was distributed in late June; copies are being mailed out to those who requested print copies.

The July-August issue of Legacy was mailed to members in mid-July. The theme of this issue was "Using the Arts in Interpretation". The September-October issue of Legacy ("Interpretation and Technology") was mailed to members in mid-September. There was a meeting of the Legacy associate editors on July 29 to determine future topic or theme areas.

Staff has drafted a Social Media Policy for board review. We continue to maintain Facebook, Twitter, and LinkedIn accounts, as well as the NAI Blog and Media Platypus blog. The latter has expanded to include interpretive organizations in New Zealand, Canada and the United Kingdom.

NAI Now, our electronic newsletter, is typically distributed twice a month. For the months leading up to the NAI Workshop, the first issue of each month is dedicated to covering the upcoming conference and promoting attendance. Inspiring Excellence, our certification newsletter, goes out bimonthly. Our last issue was distributed in late August.

Since May, Paul has sent out newsletters on behalf of the Regions 2 & 3, and is about to send one on behalf of Region 9. He has also sent newsletters for the Nature Center Directors & Administrators Section and the Interpretive Naturalists Section.

Financial Management

The FY 2012 audit has been completed. We will be reworking NAI's accounting process and chart of accounts to begin January 1 (new fiscal year) in order to better budget and do strategic planning. We conducted a review of our internal procedures and bank services to see if there are areas for us to streamline and increase efficiency. In addition, we are now utilizing a cloud-based version of Quickbooks accounting software, which allows access for the account managers from any computer, with access also provided also to the Treasurer and President.

In July, we received a call from Susan Weaver Schwandt that her father Howard Weaver had left a bequest of \$80,000 to NAI, as well as the remainder of his large collection of archival materials and memorabilia. Staff put together a proposal to honor Mr. Weaver and Bruce McHenry for their contributions to the field and determine how best to utilize their generous gifts. The Heritage Library will be renamed the Weaver Heritage Library and Archive, and we will institute a new scholarship fund for interpretation professionals named after Mr. McHenry.

Partnerships

We have completed a Memorandum of Understanding with the American Zoological Association, and a Cooperative Agreement with the National Park Service.

I have also had talks with the Association of Parks and Public Lands and the American Alliance of Museums about collaborating on advocacy efforts. There have also been conversations with the Association of Nature Center Administrators about collaborating on an Institute of Museum and Library Services grant, and with the North American Association for Environmental Education to explore how we might work together.

Emily has been meeting with the Association of History, Living Farm and Agriculture Museums as well as the International Association of Avian Trainers and Educators and the American Public Gardens Association to explore ways that we can cooperate in programs and training.

Office Administration

Our struggle continues to get the iMIS software system fully functional. The membership side of the equation has been up and running for close to a year, with some fine-tuning along the way. However, the Certification Module has stalled. We have decided to switch service providers, and will be soliciting proposals from other iMIS implementers.

I have completed an audit of staff job responsibilities to make sure that we have the best distribution of tasks to match skill sets and staff goals, and to look for areas of overlap where some cross-training and job sharing makes sense. Changes in job descriptions that will result will take effect with the new fiscal year.

The health insurance plan for staff was up for renewal in September. After a review of possible plans, we will continue to use UnitedHealthcare as our insurance provider.

We encountered problems with the air conditioning in the NAI building in August and September. Unfortunately, we needed to replace two of the compressors. We will implement a regular maintenance schedule to help guard against further issues.