

Office of Strategic Partnerships

## Announcing the 2017 Smithsonian Institution's NMAAHC "Interpreting African American History & Culture" Workshop

The National Museum of African American History and Culture, Smithsonian Institution (NMAAHC) is pleased to announce a professional development opportunity for AAAM members (or those who work at an AAAM member organization) in Interpretive Training, in partnership with the Charleston County Park and Recreation Commission at James Island County Park in Charleston, SC.

The 2017 Smithsonian Institution's NMAAHC "Interpreting African American History & Culture" Workshop is for museum professionals who are engaged in historical and cultural interpretation or a closely related field, with career aspirations that involve the field of interpretation. The goal of the program is to recognize professionals with the potential to make an outstanding contribution to their museum or historic site in the field of interpretation by exposing them to resources and providing training related to personal interpretation.

Participants who successfully complete the 32-hour Interpretation Workshop will receive [National Association for Interpretation \(NAI\)](#) certification. As a result of the knowledge acquired from this workshop, participants will:

- Learn about the history of the interpretation profession
- Acquire an understanding of the basic principles of interpretation
- Be able to demonstrate a thematic approach to developing and delivering interpretation that connects audiences to historical resources in meaningful ways
- Become familiar with current literature in the field of interpretation

In addition to the 32-hour certification training course, the workshop will include 18 hours visiting and analyzing the interpretation of African American history and culture, including methodology, utilized at a variety of historic sites in Charleston, SC. The workshop will take place January 15-22, 2017. The fee to participate in the workshop will be \$300. This fee will include the workshop itself; travel to and from local historic sites; all breakfast and lunches throughout the week, as well as dinner on the first and last nights, and 7-nights, shared accommodations in the cabins located at James Island County Park. The fee does not include participant travel to and from Charleston, SC or ground transportation to the workshop site.

### **From the National Association for Interpretation Certification (NAI) website:**

*Interpreters connect visitors to important natural, cultural, and historical resources at parks, nature centers, historical sites, aquariums, zoos, and anywhere that people come to learn about places. NAI defines interpretation as "a mission-based communication process that forges emotional and intellectual connections between the interests of the audience and the meanings inherent in the resource."*

### **For more information on Workshop Co-sponsors:**

National Museum of African American History & Culture (NMAAHC):

[www.nmaahc.si.edu](http://www.nmaahc.si.edu)

Association of African American Museums (AAAM):

[www.blackmuseums.org](http://www.blackmuseums.org)

McLeod Plantation Historic Site:

<https://www.ccprc.com/1447/McLeod-Plantation-Historic-Site>

## Eligibility Criteria

- Applicants must be members of AAAM or on staff at an AAAM member institution at the time of application. Please see below for membership information.
- Applicants must be staff engaged in the field of interpretation or a related field. Applicants/Applicant institutions must be members of AAAM through August 2017.
- Applicants must be able to attend the AAAM Annual Conference: July 31-August 5, 2017 in Washington, DC.
- Applicants should have at least 2 years of professional experience in the museum field.
- AAAM board officers, workshop committee members, and members of their families are not eligible.
- Federal employees and students currently enrolled in full-time academic programs are not eligible.
- Those that currently hold NAI Interpretive Guide Certification are not eligible.

## AAAM Membership Information

To become a member of the Association of African American Museums please visit [www.blackmuseums.org](http://www.blackmuseums.org).

## To Apply

All applications must be received by **5:00 pm EDT Monday, November 14, 2016**.

Please combine all documents into one pdf file and email it to [Zazo-BrownJ@si.edu](mailto:Zazo-BrownJ@si.edu) with subject "2017 NMAAHC Interpretation Workshop".

- Attached application form
- Letter of recommendation from your immediate supervisor/director
- Resume or CV
- Statement of interest that states why you are interested in attending the interpretation workshop and how you and your institution will benefit from your attendance at the workshop. (500 word maximum)
- A statement of your vision for how you will apply newly acquired interpretation tools/ skills at your institution (500 word maximum)

## Review Criteria

We particularly encourage emerging, new and mid-career museum professionals to apply. Applications are reviewed according to the following criteria:

- Leadership Potential
- Knowledge of interpretation
- Personal vision
- Professional experience

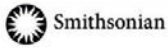
## Selection Procedure & Timetable

- |  |                        |
|--|------------------------|
| • Workshop announced and application process opens                   | October 18, 2016       |
| • Applications received by Program Coordinator                       | November 14, 2016      |
| • Applicants notified by Program Coordinator                         | November 30, 2016      |
| • Applicant acceptance letters received by Program Coordinator       | December 12, 2016      |
| • Applicants attend interpretation workshop in Charleston SC         | January 15-22, 2017    |
| • Certified participants present at the AAAM Annual Conference in DC | July 31-August 5, 2017 |

**Additional Details**

All participants are welcome and encouraged to apply. Persons with disabilities who anticipate needing accommodations or who have questions about physical access may contact Shawn Halifax, Cultural History Interpretation Coordinator at the Charleston County Park and Recreation Commission at (843)762-9508.

Certified participants will be asked to present their work at the AAAM Annual Conference: July 31-August 5, 2017 in Washington, DC. Certified participants will receive complimentary full conference registration for the conference. Successful participants will make a formal presentation at an AAAM conference poster session focused on the outcome of this Interpretation Workshop.



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2017 Smithsonian  
Institution's NMAAHC  
"Interpreting African  
American History & Culture"  
Workshop Application

**Name:**

**Email:**

**Phone:**

**Address:**

**Organization:**

**Job Title:**

**Previous NAI Certification?**                      **NO** \_\_\_\_\_                      **YES** \_\_\_\_\_                      **If YES, what year?** \_\_\_\_\_

(Please remember to attach required supplemental materials as listed below into one PDF File and email it to Zazo-BrownJ@si.edu with subject "2017 NMAAHC Interpretation Workshop" by 5:00pm on Monday, November 14, 2016.)

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- Resume or CV
- Statement of interest that states why you are interested in attending the interpretation workshop and how you and your institution will benefit from your attendance at the workshop. (500 word maximum)
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