

Interpretive Communications

Jay S. Miller

Certified Interpretive Trainer

Certified Interpretive Planner

Certified Public Manager

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Resume

Highlights

- Worked with the state legislature and many boards and commissions.
- Frequent speaker at conferences and in other forums, including the Arkansas Governor's Conference on Tourism, the National Interpreter's Workshop, and Interpreting World Heritage Conferences in Puerto Rico, Mexico, Brazil, Canada, and South Korea.
- Certified Public Manager
- Certified Interpretive Trainer
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- Board of Directors, National Association for Interpretation
- President, National Association for Interpretation

Education

BME, Ouachita Baptist University, 1969

MS, Wildland Recreation with an emphasis in Interpretation, Utah State University, 1980

Certifications and Awards

- Certified Public Manager
- Certified Interpretive Trainer
- Certified Interpretive Planner
- ARPA Certified Recreation Professional
- Past president – Arkansas Recreation and Parks Association
- National Association for Interpretation - Meritorious Service to the Profession
- National Association for Interpretation – Master Interpretive Manager
- National Association for Interpretation – Region 6 Fellow

Experience

Owner, Interpretive Communications, 1988 - present

Interpretive Communications is a consulting and design firm. I assist parks, historic sites and nature centers define their interpretation mission, messages, and methods. Recent projects include training, planning, or exhibit design for The Coastal Bend and Bays Nature Center in Corpus Christi, Texas, New River Trail State Park, Virginia, The National Association for Interpretation, Nashville Arkansas City Parks, Hot Springs National Park, The City of Hot Springs, Arkansas, the Little Rock Audubon Nature Center, Osage Park, and the arboretum at Stephen F. Austin State University.

Adjunct Professor, Arkansas Tech University, Russellville, Arkansas, 2014 - present

Teach Interpretive Methods, America's Public Lands, and field study courses in the Department of Parks, Recreation, and Hospitality Administration.

Administrator of Program Services, Arkansas State Parks, 1984 – 2013 (Retired)

As head of the Program Services Division, I directed interpretation, education, publications, and exhibits, and oversaw training and direction for the interpretation and education programs in the system's 52 state parks, historic sites, and museums. This includes writing job descriptions; hiring, training, and evaluating staff in multiple locations across the state; writing grants; monitoring budgets; purchasing; developing strategic plans; publication review and approval; exhibit planning and approval; and maintaining communications and positive relationships with staff in field locations across the state.

I wrote and received numerous successful grants from a variety of state, federal, and private entities, and monitored those funds and projects through to completion.

Our interpretation staff presents over 50,000 programs, events, and workshops annually, contributing significantly to park visitation and earned revenue. The Arkansas State Park interpretation/education program and staff have received numerous national and regional awards for excellence in exhibits, publications, and interpretation leadership including "Excellence in Interpretive Support" from the National Association for Interpretation (NAI). In 2006, it was my honor to be named NAI's national Master Interpretive Manager, and I received the NAI Region 6 Fellow-Life Achievement Award in February 2008.

With the advent of dedicated sales tax income, the department has been able to work with nationally known engineering, architectural, and exhibit design firms. I have negotiated, written, and managed millions of dollars in contracts, written program plans for building design, and reviewed site plans, architectural drawings, and supervised major exhibit planning, design, fabrication, and installation projects. Our visitor centers/interpretive centers have become icons of the park system and attract and educate millions of visitors annually.

I understand the needs of various population groups and how major exhibits and big events attract them, but I also know that daily programs, community involvement, and detailed workshops keep them coming back week after week. I have worked with parks for 24 years leading staff in developing such programs.

Today, the interpretation program of Arkansas State Parks is the number one provider of curriculum-based/resource-based/hands-on education programs for Arkansas schools. Our goal is to create memorable experiences in nature and correlate those with the frameworks and benchmarks taught in the classroom. Teachers praise our work with their students and our teacher workshops and handbooks get rave reviews.

At one point, my duties included being the department volunteer coordinator. I led the process of formalizing policy and procedure for the state park volunteer program, including publishing a volunteer manual. I have also written numerous successful grants to a variety of federal, state, and private grant sources. In the most recent we were awarded complete funding from the National Park Service for an award-winning mobile camping and interactive program trailer

Being within the state tourism department, I have worked with major ad agencies, written new releases, and worked with a variety of media outlets. I understand how tourists and residents differ and how to attract both.

Adjunct Professor, University of Arkansas at Little Rock, 1995-2000

Taught personal and non-personal interpretation and evaluation of historic sites in the public history graduate program.

State Park Planner, Arkansas State Parks, 1976-1984

The park planner is the lead person in the planning and development of a number of assigned state parks. This includes land acquisition and planning for roads, structures, and recreation facilities and services. The eleven parks under my direction included natural parks and historic sites.

I negotiated with landowners, wrote grants, developed feasibility studies and proposals, master plans, and building program plans. I then coordinated the projects with engineers and architects throughout construction to ensure proper implementation.

My planning position duties included the role of **State Trails Coordinator**. While leading the state trails effort, I coordinated projects with state, federal, and local land managing agencies and a variety of user groups and completed a state trails plan and a state trails inventory, and wrote several technical assistance publications, the state's National Recreation Trails increased six fold, and the 185-mile Ozark Highlands Trail was well underway. I negotiated for rights-of-way to complete the 200-mile Ouachita Trail, and wrote and guided The Arkansas Trails System Act through the state legislature.

Graduate Research Assistant, Utah State University/National Park Service, 1975-1976

I was the graduate research assistant in the study and analysis of motivations and expectations of river users on the Green and Yampa rivers in Dinosaur National Park. The understanding of the roles motivations and expectations play in leisure decisions, including preferred interpretive media, has helped me design exhibits, AV presentations, publications, and facilities that meet the needs of a variety of audiences, and to develop programs, workshops, and marketing strategies to attract those groups.

Public School Teacher, 1969-1974