



Elizabeth Siepker  
Chemistry, Biology, Earth Science  
Crestwood High School  
Decorah Fish Hatchery

## Part I: Overview of Business

- The Iowa Department of Natural Resources manages the Decorah Fish Hatchery.
- Built in 1934 it originally served primarily as a bass hatchery.
- Since the 1970s it has served as a hatchery for trout. Annually, the hatchery raises approximately 185,000 rainbow and brook trout for stocking into coldwater streams.
- The hatchery is a popular visitor's attraction to the area.
- It is open to the public from sunrise to sunset on a daily basis.

## Part II: Job Specifics

- Nine interpretive panels are currently on-site but a collaborative effort is underway that will update pre-existing boards and add more displays.
- The purpose is to provide the visitor with an informative tour of the hatchery grounds if they choose to do so.
- Up to 30 more displays will be installed covering a broad array of topics from history of the area to karst topography.

## Part III: Introduce the Problem

- The current interpretive displays are limited in context and do not provide a succinct storyline to the greater area including the hatchery itself but to the surrounding landscape.
- The current signs also leave visitors with many "why" questions. The updated signs will attempt to address the "why" questions with answers in an informative and interactive way.

## Part IV: Background

- The current knowledge base needed is how to conduct research and search for answers when they are not known.
- The business needs to understand their visitors and what experiences or questions they have about the hatchery both before and after visiting.
- Determining storyline priorities. The area is rich in history so picking out key pieces that can engage the visitor in a story are important to highlight.

## Part V: Business Solution

- Research information needs and organize it into topic areas.
- Take the information and prioritize it by creating a cohesive storyline.
- Provide a consistent theme across all displays and provide a "Did you know?" section to serve as the learning component.

## Part VI: Student Solutions

- Students will focus on topics that are most interesting to them.
- Students bring a younger perspective to the visitor experience and ask questions that others might not think about as being relevant, important, or interesting.
- Students can research the content needed for the display, design and format the display in preparation for printing.