

FPAN GOALS, OBJECTIVES, AND KEY OUTCOMES

Approved by FPAN Board of Directors at Sarasota, FL, May 29, 2015

GOAL 1: THINK LIKE A NETWORK BY DELIVERY OF STANDARDIZED PROGRAMS

- 1) Adopt standardized templates for uniform delivery of presentations and workshops
 - a) *Expand Archaeology Works model statewide and develop additional topical content*
 - b) *Develop a standard preservation outcome message and ensure it is incorporated into all programming*
- 2) Enhance teacher training
 - a) *Consult with education specialist to evaluate current approach to teacher training*
 - b) *Seek out broad range of partners who would allow us to be content providers*
- 3) Work with SHPO, local governments, and agencies to incorporate public outcomes into archaeological work conducted with public funds or permits.
 - a) *Develop a "Best Practice" guide for public engagement and outcomes for various audiences in Florida.*

GOAL 2: INCREASE PROTECTION OF ARCHAEOLOGICAL RESOURCES BY WORKING AT THE LOCAL LEVEL

- 1) Develop strategies for local governments beyond ordinances
 - a) *Develop a standardized preservation training workshop for local government officials, administration, and staff, including explanation of their options to require and request public outcomes and products.*
 - b) *Work with Certification Maintenance (AACMA) credit granting organizations to offer cultural resource management training for municipal and county planners*
 - c) *Facilitate development of archaeology focused heritage tourism materials such as county maps of heritage sites, interpretive signage, historical markers, special tours, and local museum/library displays.*
 - d) *Develop training for docents and other heritage and eco site staff on how to talk to their client-public about Florida archaeology, history, and environmental.*
 - e) *Develop and/or promote local programs for volunteerism*
- 2) Develop a programmatic approach to sea level rise as a preservation crisis
 - a) *Develop presentations for the public and local government managers on the impacts of sea level rise on cultural resources*
 - b) *Ensure message is included along with discussions of other preservation threats in all programming*

- c) *Participate in the national conversation about the sea level rise issue on behalf of cultural resources*
- 3) Work with University Press of Florida to develop a local/regional book series (*Unearthing Florida*) that reaches out to a general audience with useful summary, with an underlying preservation message.

GOAL 3: PROVIDE FOR THE LONG-TERM VIABILITY OF THE NETWORK

- 1) Improve communication and collaboration within the network
 - a) *Encourage and enable staff collaboration on development and delivery of events and programs in all eight regions*
 - b) *Ensure transfer of knowledge throughout existing FPAN staff and to new FPAN staff through establishing a standardized new-employee manual, and regional updates for each FPAN monthly conference call*
- 2) Provide for staff training
 - a) *Enable new and existing staff to attend workshops and programs in other regions in order to deliver consistent program content*
 - b) *Encourage and staff to attend specialized training to acquire and/or improve professional skills*
- 3) Develop a comprehensive approach to program assessment
 - a) *Consult with an assessment specialist to determine how to measure effectiveness of various types of programming and identify our most important audiences*
 - b) *Develop a layered vision of "success"*
 - c) *Utilize assessment results to make changes to programming as necessary to increase effectiveness*
- 4) Develop a marketing plan to raise visibility and strengthen FPAN brand and the reach of our preservation message
 - a) *Consult with agency that developed "Economic Impacts of Historic Preservation in Florida" document to develop a similar document on archaeology and archaeotourism and disseminate widely*
 - b) *Consult with marketing professional to evaluate current approaches and develop recommendations to improve marketing and branding*
 - c) *Consult with a social media consultant to develop a cohesive, effective, and adaptable social media plan*
- 5) Improve promotion of FPAN to professionals inside and outside of Florida focused on transference of knowledge
 - a) *Expand professional reach to other disciplines with common/shared interests (i.e., planners, climate scientists, environmental advocacy/preservation groups, etc.)*

- b) Share programming ideas and content at conferences (FPAN beyond table swag and paper presentations)*
 - c) Consult and share resources with other states wanting to develop statewide public archaeology programming*
- 6) Establish an FPAN Development program to expand resources available for programming through fundraising, grants, and revenue generating programming.