

Quarterly Report

Contract Number 7496

**Florida Public Archaeology Network
Southeast Regional Center
at
Florida Atlantic University – Ft. Lauderdale
111 East Las Olas Blvd.
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October 20, 2010

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Reporting Period – July 1, 2010 to Sept 30, 2010

The Florida Public Archaeology Network – Southeast (FPAN-SE) is well into the third year of operation. With this in mind, we continue to grow and expand our activities: we introduced nearly 2,000 people to FPAN and its goals through 13 lectures, 12 meetings, 11 separate training sessions including an FPAN-wide Outreach Coordinator meeting, two events, and 17 youth education opportunities. We also have had contact with the county archaeologists in all of our counties and had a meeting with the Executive Director of the Historic Florida Keys Foundation. Our efforts with local governments have been increased and inroads continue to be made. Finally, we participated in the DHR and FPAN meetings in late September; contacts and concepts developed there will be of great assistance to our programming in the upcoming months.

Public Outreach

FPAN-SE continues to foster public involvement through a number of avenues including booths at public events, lectures, trainings, meetings, and a variety of youth programs. Information about our social media efforts are summarized in the “Media” section this report.

The FPAN-SE booth was set up at two events in this past quarter. We participated in the Oakland Park 81st Birthday Party in support of their Senior Planner who is working through the Certified Local Government (CLG) process for the community. Our second public event was in cooperation with the Southwest Region of FPAN and their Public Archaeology Day at Fort Center. While these two public events did not generate a huge number of additional contacts, they did serve as good outreach efforts to areas in need of support.

Public lectures were less frequent during this quarter due to a number of organizations which do not meet in the later portion of the summer. Ms. Nohe gave two lectures for local groups: Covenant Village and Cascade Lake Men’s Club. Dr. Williams spoke to the Palm Beach Rare Fruit Council. Requests for presentations have picked up significantly for the upcoming quarters, and we are already booking talks through April 2011. These requests are due in part to mailings to local historical societies and FAS chapters in which we (re)introduced FPAN-SE to nearly 60 organizations.

This quarter was very active with summertime and “start of the school year” programming; nearly 500 children and educators participated in events over the past three months. Sarah Nohe and Crystal Geiger took on the majority of this programming over the summer, allowing time for efforts with local governments to intensify. Our youth education efforts are summarized below:

Activity	Partner	County	# of Contacts
Two BECON televised presentations	Broward County Public School and Stranahan House	Broward	186
Broward County Educators Environmental Showcase	NatureScape Broward	Broward	40
Programming meeting with Stranahan House	Stranahan House	Broward	2
Youth programming with Key Largo Library	Monroe Public Library System	Monroe	47
Youth programming with Marathon Library	Monroe Public Library System	Monroe	62
Youth programming with Islamorada Library	Monroe Public Library System	Monroe	21
Boy Scout Merit Badge workshop	Boy Scout Troup 306	Palm Beach	25
Two days of youth programming with Busch Wildlife Sanctuary	Busch Wildlife Sanctuary	Palm Beach	11
Two days of youth programming for Lake Park Library	Lake Park Library	Palm Beach	30
Meeting with Palm Beach Co School Teacher	Palm Beach County Schools	Palm Beach	1

Two teacher training with Palm Beach Juvenile Corrections Facility	Palm Beach Juvenile Corrections Facility	Palm Beach	19
Two days of youth programming for Sawgrass Nature Center	Sawgrass Nature Center	Palm Beach	41

Staff from the Southeast Region participated in ten training opportunities resulting in 110 contacts. We are very proud of our Teacher Training in cooperation with Palm Beach Juvenile Corrections Facility, and our presence at the Broward County Educators Environmental Showcase as noted above. We co-hosted two “Preservation Days” at the Broward County Historical Commission and three at Palm Beach Historical Commission.

Finally, Ms. Nohe organized and hosted a hugely successful educational retreat for the FPAN Outreach Coordinators from across the state. Presentations made during our ‘Innovations in Outreach’ segment included the following:

- “How to integrate archaeology into existing curricula” presented by Rae Harper
- “Lesson plan distribution and discussion” presented by Amber Grafft-Weiss
- “New Festival activities” presented by Matt Schuld
- “Underwater activities” presented by Irina Sorset
- “FCSS and FAST presentation and discussion” led by Gregg Harding
- “A Simple Photoshop/Twitpic Tutorial” presented by Sarah Nohe
- “Site Files working session” presented by Zaida Darley
- “Intro to Public GPR” presented by Greg Mount (FAU PhD candidate)

The Media Relations Workshop, which was dubbed ‘#idigsocialmedia’, took place on Saturday morning. Toby Srebnik, Manager of Social Media at Tilson Communications gave an informative presentation on communication, publicity and marketing. Two additional experts in the social media, Chris Tiedje, Social Media Coordinator at the Sun-Sentinel and Augustina Prigoshin, Owner of KOA Public Relations, were on hand to answer questions and judge the group activity. In discussing the impact of social media, one of the most telling moments was when we tracked how many people had been exposed to our #idigsocialmedia tweets and found that it had reached 16,291 people. Participants commented on the well-organized and informative nature of the retreat and we hope it will become an annual event. Ms. Nohe additionally has taken the lead in organizing monthly Outreach Coordinator’s conference calls to ensure that regional educational conferences are being staffed effectively.

Meetings were arranged with several existing heritage partners as summarized below:

Partner	County	# of Contacts
Historical Societies from across Broward County	Broward	35
Ft. Lauderdale Centennial	Broward	2
HistoryMiami	Miami-Dade	40
Historic Florida Keys Foundation	Monroe	1
Key Largo Chamber of Commerce	Monroe	1
Belle Glade Library and Museum	Palm Beach	3
BLM and FAU	Palm Beach	5
FAU - Anthropology	Palm Beach	3
Gumbo Limbo Nature Center	Palm Beach	6
DHR and FPAN	Outside of Region	100

These meetings reflect our attempts to maintain contacts across the region and improve ties with local governments. Importantly, Ms. Nohe and Dr. Williams spent two days in Tallahassee at the end of September in meeting with various DHR and FPAN staff. These meetings allowed the DHR to better express on how FPAN can assist with the preservation of state-wide archaeological resources.

Assistance to Local Governments

During this quarter, our office has made contact with all three of the area County Archaeologists and the Executive Director of the Historic Florida Keys Foundation to check on issues impacting archaeological resources in the area. The Certified Local Government (CLG) and incorporated municipalities database was completed by Summer Intern, Cynthia Wilson. We are using the database to contact individuals in place to influence preservation of archaeological sites within our region. Of special note was our recognition by the Palm Beach County Commission which took place in a September public ceremony; Chris Davenport had nominated us for our work with the County on the DuBois project. Assistance to Oakland Park and Ft. Lauderdale in developing appropriate ordinances to protect their respective archaeological resources has begun.

This quarter's assistance to local governments, many of which overlap with earlier categories, are summarized below:

Activities	Government Organization	County
Two Broward County Public Archaeology Days	Broward County Historical Commission	Broward
Meeting with Ft. Lauderdale Centennial Committee Members	Ft. Lauderdale Centennial	Broward
Booth at Oakland Park Historic Birthday Party	Oakland Park Historical Society	Broward
Meeting with Historic Florida Keys Foundation	Historic Florida Keys Foundation	Monroe
Meeting with Key Largo Chamber of Commerce	Key Largo Chamber of Commerce	Monroe
Meeting with BLM and FAU	BLM	Palm Beach
Two days of assisting with GPR survey at DuBois Park with FAU graduate student	Palm Beach County	Palm Beach
Letter of support for education grant	John MacArthur State Park	Palm Beach
Three Palm Beach County Public Archaeology Days	Palm Beach County Archaeologist	Palm Beach
Palm Beach County Commission recognition ceremony	Palm Beach County Commission	Palm Beach
Two days of meetings with in Tallahassee	DHR	Outside of Region

Assistance to DHR

Assistance to the DHR has continued in the form of providing information on DHR projects such as the Underwater Archaeological Preserves to interested parties. In addition, we attended two days of meetings with DHR representative in Tallahassee along with other FPAN staff. We will be working with DHR staff over the next few months to develop some of our concepts into regional programs. Finally, we already have scheduled 15 separate events/lectures for Archaeology Month 2011.

Media

During this quarter, our office continues to increase FPAN's visibility through various media including YouTube videos, Facebook postings and Twitters as noted below:

Media Type	Media Outlet	# of Contacts
Facebook likes in July	Facebook	94
Facebook likes in August	Facebook	101
Facebook likes in September	Facebook	115
July Twitter followers	Twitter	113
August Twitter followers	Twitter	142
September Twitter followers	Twitter	172
"Stranahan House" video	YouTube	57
"Archaeology Technique: Ground Penetrating Radar " video	YouTube	122

It is important to note that our Twitter and Facebook presence continues to steadily grow through time. Ms. Nohe has worked with Tilson Communications during the Outreach Coordinator's retreat to develop the #idigsocialmedia hashtag which reached over 16,000 people during the meeting. Our nine YouTube videos shows have been collectively viewed over 1,100 times since they were posted.

Administrative

This quarter has required a variety of administrative tasks including monthly FPAN conference calls and bi-weekly staff meetings. Quarterly reports and administrative meetings with our host institution have required some effort in this past quarter as well. Finally we placed the Outreach Coordinator meeting in this category; all of our staff helped support Ms. Nohe's project over the course of this quarter.

Conclusion

This final quarter of the 2009-2010 fiscal year has been productive and we have initiated the process, outlined in the Strategic Planning Retreat, of articulating more firmly with the CLGS and governmental entities at state and local levels. We have been able to participate in a much broader range of activities with our fully staffed office including our FAU interns. We are already booking trainings, lectures, and events into the spring, so we look forward to another busy quarter.

SE-FPAN Executive Summary – October 2010

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Type of Activity/Event	Count	Attendees #
Public Presentations	4	270
Public Events	2	150
Adult Training/Workshops	10	110
School/Youth Programs/Workshops	17	485
Volunteer opportunities	5	28
Electronic Media	11	795
Meetings	11	196