

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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Ft. Lauderdale, Florida 33301**

October 25, 2011

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Reporting Period – July 1, 2011 to Sept 30, 2011

The Florida Public Archaeology Network – Southeast (FPAN-SE) is well into the fourth year of operation. With this in mind, we continue to grow and expand our activities: we introduced nearly 1,700 people to FPAN and its goals through three lectures, nine meetings, one event, and four youth education opportunities. We have had contact with the county archaeologists in all of our counties and meetings with several local government officials. We also participated in the DHR and FPAN meetings in late September. Finally, we have been going through the process of developing our “Then and Now: Life Along the New River” exhibit and “Dash Through the Past” event; more details on this follow below.

Public Outreach

FPAN-SE continues to foster public involvement through a number of avenues including booths at public lectures, meetings, and a variety of youth programs. The single event we attended was the State-wide Governors Conference on Tourism. This event took place in September, and it was an excellent introduction to the tourism trade as it is practiced in Florida. Information about our social media efforts are summarized in the “Media” section this report. Consistent with the redefinition of FPAN’s strategic goals towards the issues of increasing linkages to CLGs and other activities, public outreach efforts were slightly reduced.

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 lectured to 40 of the Palm Beach County Drift Divers. Dr. Williams spoke to 45 participants at the Palm Beach Gem and Mineral Society and the Loxahatchee Groves Landowners Association. Requests for presentations have picked up significantly for the upcoming quarters, and we are already booking talks through April 2011.

This quarter was less active than in previous years. Several of our partnering organizations did not have sufficient enrollment in their summer programs to hold those programs this past summer. Nevertheless, we were able to help with four camps in Monroe and Palm Beach Counties. We hope that as the economy improves, summer camp participation will increase as well. Sarah Nohe and Crystal Geiger took on the majority of this programming over the summer, allowing time for our work on other upcoming events.

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

Meeting Participants	County	# of Contacts
Broward Heritage Collation	Broward	12
FAU Gallery Staff	Broward	2
City of Fort Lauderdale Centennial Committee	Broward	3
Fort Lauderdale Historical Society	Broward	1
2 meetings with International Fishing Hall of Fame	Broward	6
3 meetings with Old Dillard School	Broward	9
2 meetings with Stonewall Museum and Archives	Broward	6

These meetings reflect our attempts to maintain contacts 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 area County Archaeologists to check on issues impacting archaeological resources in the area. Of particular interest were our efforts to assist the City of Pompano Beach as it goes through the National Register of Historic Landmarks process for the “Indian Mound” Park. Additionally, our graduate student assistants and Ms. Nohe helped the Palm Beach

County Archaeologist with his excavations at DuBois Mound; nearly 60 hours of volunteer time were donated. This quarter's assistance to local governments, many of which overlap with earlier categories, are summarized below:

Activity	Organization	County	# of Contacts
Meeting at Broward County Historical Commission	Broward County Historical Commission	Broward	4
Presentation at Broward County Commission meeting	Broward County Historical Commission	Broward	50
3 Volunteer Days at Broward County Historical Commission	Broward County Historical Commission	Broward	9
Meeting with City of Ft. Lauderdale	City of Ft. Lauderdale	Broward	20
Meeting with City Planner from Pompano Beach	City of Pompano Beach	Broward	1
Meeting with Ft. Lauderdale Centennial Committee	Ft. Lauderdale Centennial Committee	Broward	20
Assistance with PBC Archaeologist excavations at DuBois Mound – 3 days with 2-3 staff committed	Palm Beach County Archaeologist	Palm Beach	25
Meeting with PBC Archaeologist and Museum Volunteers about Belle Glade Museum collections	Palm Beach County Archaeologist	Palm Beach	3

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.

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	155
FaceBook likes in August	Facebook	165
FaceBook likes in September	Facebook	175
July Twitter followers	Twitter	240
August Twitter followers	Twitter	275
September Twitter followers	Twitter	290

It is important to note that our Twitter and Facebook presence continues to steadily grow through time. We are using these media to promote our events as well as events with partnering organizations.

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. Dr. Williams has been actively participating in the Archaeotourism Task Force which was developed in response to the FPAN Strategic Plan. Ms. Nohe and Dr. Williams are both members of the FPAN Development Task Force, as outlined in the Strategic Plan. Finally, Ms. Nohe has been supervising the efforts of a volunteer who has logged over 20 hours of time with our office in this quarter.

“Dash Through the Past” and “Then and Now: Life Along the New River”

Our office is particularly proud of the upcoming “Dash Through the Past” scavenger race and “Then and Now: Life Along the New River” exhibit; both of which will happen in November 2011. These two events were conceptualized nearly one year ago as an effort to add an archaeological perspective to the Centennial celebrations for the City of Fort Lauderdale. Our office, with Dr. Arlene Fradkin (FAU Department of Anthropology), received a Florida Humanities Mini-Grant to help finance the exhibit. In addition, we have been given a donation from the Ft. Lauderdale Centennial Committee to help defray the costs of our scavenger race. We are impressed of the outpouring of donated prizes for the race from a wide variety of heritage-minded organizations in Ft. Lauderdale; to date we have well over \$1000 in prizes for participants. Most importantly the process of doing this exhibit and race has helped us form (and strengthen) ties with staff members at organizations as wide ranging as the Stonewall National Archives and Museum to the International Game Fishing Hall of Fame. I have attached the press releases for these two events below:

THEN & NOW: LIFE ALONG THE NEW RIVER from November 2 through December 16, 2011:

The Florida Public Archaeology Network’s Southeast Region is hosting an exhibit to commemorate Fort Lauderdale’s 100th anniversary. The “Then & Now: Life along the New River” exhibit is a celebration of Fort Lauderdale’s rich past, told through the stories of those who lived along the banks of New River. The public is invited to visit the exhibit, at the Florida Atlantic University’s Second Avenue Studio, to learn how the New River has shaped the cultures and communities of Fort Lauderdale. More information can be found at fpublicarchaeology.org

DASH THROUGH THE PAST on November 5, 2011:

The Florida Public Archaeology Network’s Southeast Region is hosting a run/walk to commemorate Fort Lauderdale’s 100th anniversary. Come dash through Fort Lauderdale’s rich history, stopping to complete photo challenges along the Riverwalk. Teams of two or more compete over a 2.5 mile course for great prizes. The race begins at 10 AM at the plaza of Florida Atlantic University’s Fort Lauderdale Campus. The \$15 registration is limited to 100 people and includes reusable aluminum water bottle. Registration at fau.fau.edu/past, or for more information contact snohe@fau.edu.

Conclusion

This final quarter of the 2011 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 2011

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Type of Activity/Event	Count	Attendees #
Public Presentations	3	85
Professional Events	1	100
School/Youth Programs/Workshops	4	96
Volunteer opportunities	10	14
Electronic Media		805 Twitter followers and 495 FaceBook fans
Meetings	7	39