

FPAN MISSION, VISION, AND GOALS AND OBJECTIVES

The FPAN Board of Directors approved the following mission, vision, and goals and objectives at their meeting at Fort Myers on May 7, 2010.

FPAN's mission is:

To engage the public by promoting and facilitating the appreciation, value, and stewardship of Florida's archaeological heritage through regional centers and partnerships.

FPAN's vision provides a word picture of what the organization will look like in 2020 after implementation of this plan and further work in the five years to follow:

In 2020 FPAN is the leading advocate for Florida's archaeological stewardship and the premier example of how public archaeology is done well. FPAN has a fully funded center in each region with support from a diverse group of sources. Archaeological resources are viewed as community assets of value that contribute to a "sense of place" for Florida's residents and are a destination for visitors. State laws as well as local policies, regulations, programs, and incentives are in place to protect archaeological resources and provide local governments and law enforcement agencies with the tools and resources needed to ensure protection. Archaeology is integrated into state educational standards and archaeological based lessons are widespread in the state's schools at all grade levels.

Both the mission and vision provide a solid foundation for the organization to build its core programs as well as a standard by which to measure success. The goals and objectives for FPAN are presented in the next section and their implementation will facilitate the achievement of the mission and vision.

Goals and Objectives

Goal 1: Standardize all training courses and workshops (in-person and web-based) offered across the Network to follow common outlines, content, procedures, and purposes.

Objective 1: Determine which training courses and workshops currently provided by FPAN are for use statewide. Identify additional statewide programs to be developed.

Objective 2: Develop standardized formats and content for all courses and workshops identified in Objective 1.

Objective 3: Ensure that all FPAN personnel who are delivering workshops and courses are adequately prepared in training and assessment methods to ensure effective training courses.

Goal 2: Increase the exposure of Florida's school children to archaeology by training teachers to use archaeological curricula.

Objective 1: Implement trainings for teachers in each FPAN region using existing archaeological curricula and provide ongoing support to those teachers with the use of the curricula.

Objective 2: Assess the results of implementing Objective 1 and continue to expand and improve teacher training programs based upon the results of the assessment.

Goal 3: Effectively engage new audiences and partners using new outreach strategies and media.

Objective 1: Establish an FPAN web presence that is consistent across regions and provides improved service to a growing number of users.

Objective 2: Effectively use social networking media (e.g., Facebook and Twitter) to connect with the public with a focus on teens and young adults.

Goal 4: Develop a program of internet based training to efficiently reach targeted audiences with appropriate courses.

Objective 1: In partnership with DHR, develop a pilot web-based training course for county/municipal staff that uses existing Historical and Archaeological Resource Training (HART) materials.

Objective 2: Deliver the HART pilot training course and assess its success.

Objective 3: Develop a strategy for delivery of other FPAN program elements via the Internet based on lessons learned from developing and delivering the pilot HART course.

Goal 5: Develop and implement a strategy to work effectively with local governments to protect archaeological resources.

Objective 1: Form a team of FPAN staff, board members, and representatives from other organizations to develop the local government strategy.

Objective 2: Develop a manual for how to work effectively with local governments together with an implementation strategy and timeline, based on the strategy developed by the completion of Objective 1.

Objective 3: Provide all relevant FPAN staff with training in how to work effectively with local governments in order to implement the local government strategy.

Goal 6: Develop and implement a strategy to promote archaeological heritage tourism (“archaeotourism”) in Florida.

Objective 1: Form a team (the Archaeological Tourism Task Force - ATTF) with FPAN staff and board members plus representatives from other organizations such as Visit Florida and local tourism development councils to develop the strategy.

Objective 2: ATTF produces a strategy that provides statewide and regional recommendations for FPAN and partners to develop and promote archaeotourism in Florida.

Objective 3: Develop effective working relationships among FPAN and chambers of commerce and local tourism development centers based on priorities developed by the ATTF.

Objective 4: Develop archaeological content for the “*Next Exit History*” program and a web-based “*Destination Archaeology*” program as prioritized by recommendations of the ATTF.

Goal 7: Increase the number and effective use of archaeotourism destinations in Florida.

Objective 1: Work with DHR to increase the capacity of the Underwater Archaeological Preserve System (UAPS) to receive site appropriate tourism.

Objective 2: Work with museums, historic sites, and parks to add or improve interpretation to enhance visitor experiences at archaeological sites.

Goal 8: Establish an annual FPAN/DHR workshop for planning and cross-training to ensure regular coordination of activities and messages.

Objective 1: Hold an annual two-day meeting between FPAN staff and DHR staff to begin in September 2010.

Objective 2: Raise awareness of the programs and materials available from DHR among county and municipal professionals.

Goal 9: Increase public volunteerism in the protection and stewardship of Florida archaeology.

Objective 1: Develop a clearinghouse of volunteer opportunities within FPAN and with other Florida institutions.

Objective 2: Develop and deliver a training program to recruited volunteers.

Objective 3: Develop a Speakers Bureau of volunteers qualified to deliver programs that contribute to the mission of FPAN.

Objective 4: Develop a program to engage sport divers in the identification of charted wrecks and obstructions and in the stewardship of underwater archaeological preserves and other underwater sites.

Objective 5: Utilize staff and volunteers to assist DHR with identification and nomination of sites to the National Register of Historic Places.

Objective 6: Partner with FAS and FAC to evaluate the feasibility for a site stewardship program for Florida.

Goal 10: Develop statewide FPAN administrative procedures to address needs for improved employee orientation, communication, and consistency among RCs.

Objective 1: Establish an advisory committee of staff to propose and review procedures for internal communication both between the CC and RCs and among the RCs.

Objective 2: Establish a New Employee Orientation Guide to assist new employees with the structure, goals, and working relationships of FPAN.

Objective 3: Implement a technology-based file sharing system with format, guidelines, and training.

Goal 11: Secure private funding sources to assist with the implementation of FPAN programs.

Objective 1: Create a fund raising strategy that identifies and prioritizes foundations and other private donors likely to fund projects.

Objective 2: Develop grant proposals based on the FPAN strategy and upon opportunities as they arise.