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
   c) 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.