



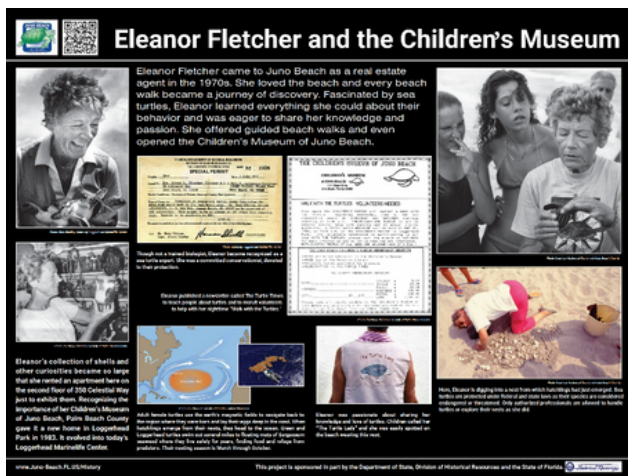
the Florida Archivist

Archive Spotlight

History on the App: A phone-app based historical tour
By Jim Ferguson & Matt Pazanski

Discover Juno Beach is a dynamic app-based audio tour that evolved over several years, starting with the creation of historical plaques. The modern history of the small coastal town of Juno Beach (pop. 3800) stretches back to the 1880s, when it was the path of the Celestial Railroad and was the key gateway to south-east Florida. The town doesn't have a museum, but members of its Historical Society felt that there was a lot of story to tell and decided to bring it to its residents and visitors.

Beginning with plaques. The first initiative was to design a series colorful, free-standing weatherproof plaques containing photos, maps, and other images to tell the story of 13 locations around town. The scope of topics is diverse: the story of the dynamic "Turtle Lady" who inspired the creation of the Loggerhead Marinelife Center; the natural ecology of the town's unique coastal freshwater lake; a look back to the 1930s when the town was a motel mecca as US Hwy. 1—a mere shell road—stunningly ran astride the ocean dunes; and of course, the Celestial Railroad.



Message from the President



It is my honor and privilege to take over the role of SFA President. I'm following in the footsteps of giants who have helped make this organization into what it is today. Please join me in thanking David Benjamin, our Past President, for his work as President. As President,

David brought up some tough questions that SFA needs to answer—things like communication channels, conference scheduling, professional development opportunities, and more. I look forward to working with the Board and with our members to address these questions and help this organization continue to grow and meet the needs of its members.

I want to encourage and challenge all of you this year, and in future years, to say yes to SFA. To me, saying yes to being involved in SFA was the easiest yes I've said in my career, and here's why:

Saying yes to being involved in SFA has allowed me to meet fellow archivists from all over the state and learn from them. I have learned and grown so much professionally since being involved in SFA, and I've made connections and friends that I never had the opportunity to do professionally before coming here. SFA is full of the best colleagues in the world—ones who are warm, open, and friendly. People who don't make you feel stupid for not knowing something. People who encourage you to ask questions, to reach out.

But, not everyone feels as comfortable reaching out for help. I've heard from archivists here in Florida that they were too nervous to post to our listserv because they didn't want to bother us, or felt like their question wasn't important enough to put out there. But they are important questions, and it's not bothering us—we're in this profession to help people find information.

So, here is my challenge to all of you.



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For complete listing go to:

<http://www.florida-archivists.org/committees>



SFA Annual Meeting 2022 Yearbook

*All photos are courtesy of Michael Zaidman...

For more information and to view select presentations from SFA's Annual Meeting 2022, please visit <http://www.florida-archivists.org/SFA-AM2022-program>





SFA Annual Meeting Survey Results

by Carady DeSimone

Like many of you, I'm a bit of a data nerd. In particular, coding qualitative responses into usable metrics is one of my favorite ways to spend a Friday night (oh, hush!). When SFA President Sarah Coates announced the post-conference survey, I jumped on the chance to be of service.

Although our 2022 conference was only two months ago, it already seems like it happened last year. With the theme, "Where do we go from here?" fresh in the board's collective hive-mind, we sought input from those who attended, in hopes to further represent and meet the needs of our membership.

After the conference, attendees were polled on a number of topics using [platform]. The Board does note that this small sampling of membership is not necessarily representative of the whole; another membership-wide survey will be forthcoming this fall, so we can find out more from those who were unable to (or chose not to) attend the 2022 meeting. This survey, however, was targeted to determine what worked (and didn't) so that we can make 2023's Annual Meeting - SFA's 40th Anniversary - our best event yet.

Overwhelmingly, attendees reported positive responses and results, but the few complaints and concerns are important to investigate further. We hope to highlight and share the compliments, while also taking the time to address opportunities for improvements. These suggestions were often reflective of overall trends in the GLAM professions world-wide. Members who attended this year's meeting provided many constructive suggestions, pointing to an update of conference format and scheduling. This seems to be reflecting the communication advancements and changes in our post-Covid reality, such as an increase in teleconferencing and asynchronous volunteer efforts.

First, we need to ensure that our smaller, community, and often non-academic partners are also supported and represented. The GLAM industry of the 2000s+ largely stems from Academic Institutions, which often use professional development as a benchmarking requirement for advancement.

This is not often reflected (or feasible) in government, religious, community, or non-profit institutions who struggle with both funding and staffing. The resulting time deficit reinforces the lack of institutional diversity among our membership by preventing these archivists from participating in events and filling volunteer positions.

Additionally, we must recognize that our field in general tends to foster a high number of career change professionals - who may be new to archives, but are not necessarily always 'young' or 'students.' Oftentimes these newcomers can feel alienated by embedded associations that conflate newness with youth. Although I often 'pass' for a younger person, I also took a long and winding road to archives and have observed this from both perspectives. As one of the metaphorical "grown-ups at the kids' table," this was a gentle reminder to 'lead from your level.'

SFA's mission is to support archives AND archivists, and it is only by supporting the latter that we can ensure the former. We wanted to investigate the barriers and hiccups associated with our annual event, so that we can continuously improve. With these findings, the 2022 Annual Meeting Committee graciously handed off the baton to the 2023 AMC, who intend to take the lessons learned under advisement in planning for next year's fete in Tallahassee.

Do these results not reflect your experience? We would love to hear from you. Be on the lookout for a membership-wide survey this fall, and please, let us know! SFA is for archivists, by archivists - it's OUR organization, and it's up to us to make it the best we can.

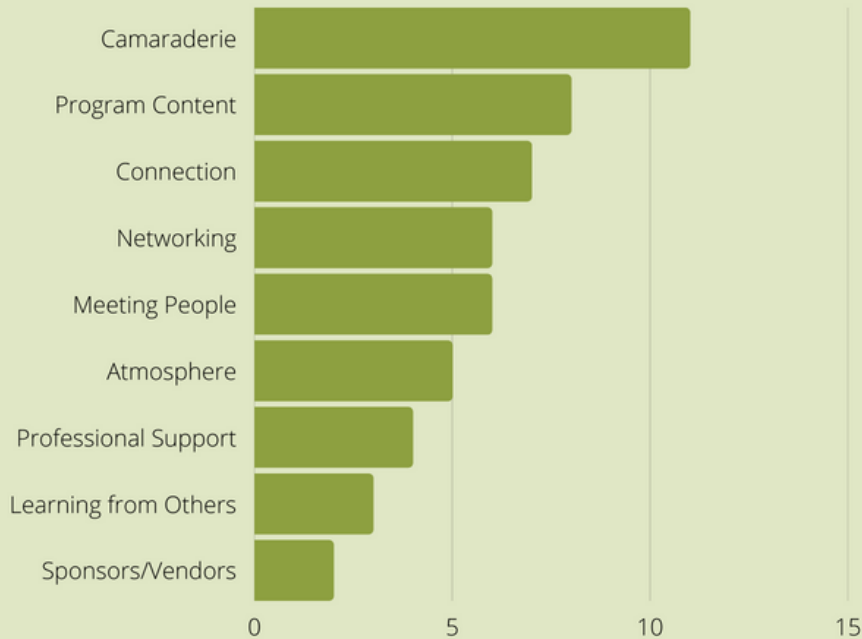
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SFA Annual Meeting Survey Results

by Carady DeSimone

What do you like about the annual meeting?



...in your own words...

It was so nice to see people in person and hear about all the great work everyone has been doing!

The opportunity to meet and communicate with fellow archivists is the primary reason to belong and participate in the organization for me. It's important to have professional support, it rejuvenates me professionally and emotionally.

I loved meeting new people and learning about practices that work for other institutions!

I enjoyed the warm atmosphere brought out by everyone present. The presentations were also very informative in terms of getting a brief experience of professionals that work in nontraditional settings.

The Sponsor talks this year were a really good way for them to introduce themselves and break down some of the barriers to folks approaching tables.

What can we improve about the annual meeting?

Timing & Scheduling



"The longer sessions, especially after lunch, are harder to sit through."

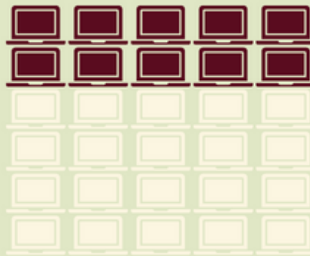
"It would be nice to have some virtual activities leading up to the conference."

Outreach, Membership, & Diversity



"I was rather disappointed that there were fewer smaller organizations and archives present or presenting lectures. It is difficult to compare [institutions]."

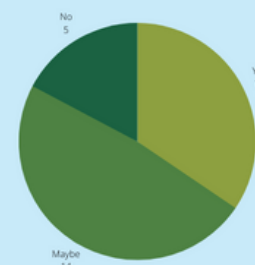
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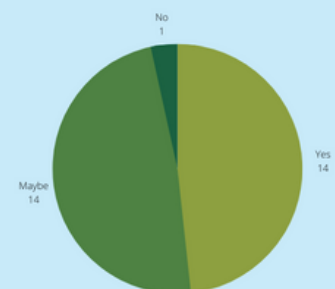
"I think offering some virtual components would be more inclusive."

"some sort of introduction for new members would be more welcoming."

Would you be interested in a shorter SFA conference in the future?



Would you be interested in a Hybrid SFA conference in the future?



Archive Spotlight

History on the App: A phone-app based historical tour
By Jim Ferguson & Matt Pazanski
(continued from page 1)

Mapping out a virtual tour. Receiving positive feedback, the team wanted to weave the plaques into a more coherent story by designing a large foldout map and descriptive brochure. Additional locations were added, such as the town's expansive natural areas and architecturally unique neighborhoods—sites worthy of a visit even though they didn't have dedicated plaques. There are now 24 stops in all, each being walkable, bikeable, and drivable.



Moving from paper to the Cloud.

That virtual tour was extended further via a commercial phone app, Pocket Sights, that is free for the public to download. With their phone's GPS, tour-takers can pause at any one of the stops to see images and click to hear a more detailed audio narrative. Each plaque is also marked with a QR code that connects a random visitor directly to the full tour. For the less adventurous, the tour is also fully accessible from a laptop or tablet.

Practical details. Almost all the expenses for the plaques and virtual tour were covered by a grant from the Florida Department of State's Division of Historical Resources. The Juno Beach Historical Society is all volunteer, but its work is funded by the Town, and is supported by its enthusiastic staff. Images of the plaques, the tour map/brochure, and the link to the virtual tour are at www.juno-beach.fl.us/history.

--Jim Ferguson, Curator, Juno Beach Historical Society. junobeachhs@gmail.com

--Matt Pazanski, Director of Finance, Town of Juno Beach mpazanski@juno-beach.fl.us

Plantation Historical Museum
By John Feeney

The Florida Citrus Model Train Society is displaying their model train layouts at the Plantation Historical Museum until October 1, 2022.

The Society is made up of model train and railroad enthusiasts. The display encompasses separate layouts with the different operating model train scales (sizes) such as HO, O, G, ON30, and N.

Each layout includes towns with buildings, scenery, railroad stations, most with lights and street scenes. The museum also showcases historical railroad displays to complement the model train exhibit.

All ages welcome. Free admission. Open Tuesday, Thursday, Friday, Saturday, 10:00 AM – 12 Noon and 1:00 – 4:30 PM. Closed Sunday, Monday & Wednesday.

The trains stop running at 4:00 PM.



MODEL TRAINS EXHIBIT
at Plantation Historical Museum

MODEL TRAINS STOP RUNNING AT 4PM

FREE ADMISSION
DONATIONS APPRECIATED

Now Open until October 1st 2022

Plantation Historical Museum
511 North Fig Tree Lane Plantation FL 33317
954-797-2722 plantation.org/museum

OPEN
Tuesday, Thursday, Friday & Saturday
10am - 12noon & 1pm - 4:30pm

CLOSED
Sunday, Monday & Wednesday

Message from the President

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I challenge you to reach out to the colleagues you work with in your institution. Talk to them about SFA and how it has helped you and others learn and grow.

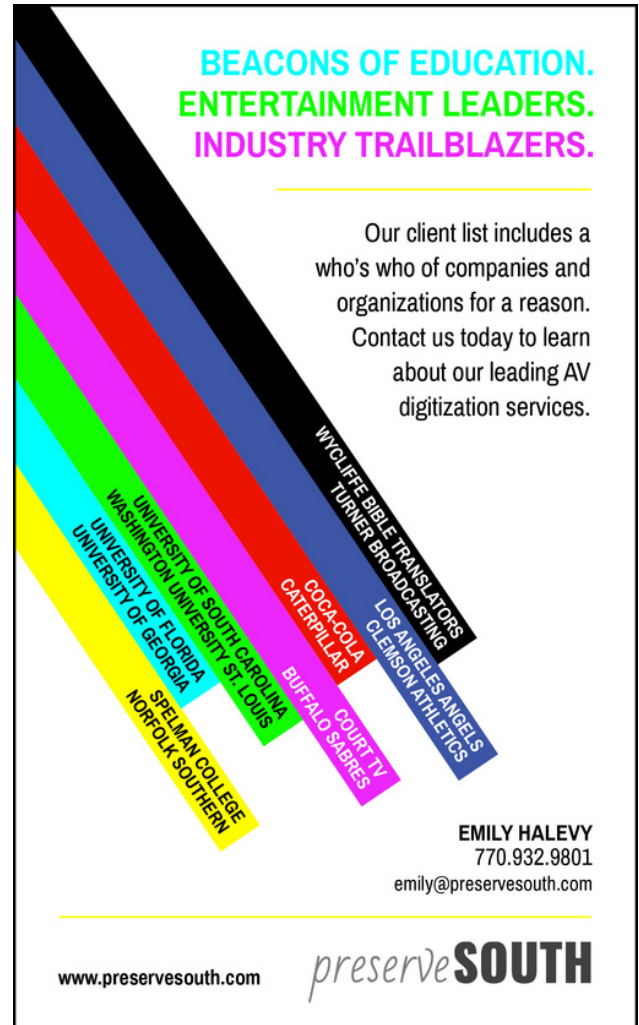
I challenge you to reach out to the colleagues you work with who don't work in your institution. The ones you always mean to talk to, but never feel like you have a chance to chat with them. Pick up the phone, set up a Zoom, send an email. Ask them how their work is going. Ask them for advice with a problem you've run into. Tell them about SFA and how it can help them grow as a professional.

I challenge you to get involved in SFA. Come to the Zoom lounges. Post to the listserv. It doesn't have to be a question—it can be an observation or thing you've learned, or a resource you've found. Help each other out. We're not an island—we're a community. Help SFA grow and develop into the resource you want it to be. Bring your ideas to the Board. Run for a Board position. Be active in your organization. Let your voice be heard.

SFA is what we make it to be. If we want to have an active, thriving community of archives professionals, then we all need to work together to make it so. Everyone's perspective is valuable. We need all of these perspectives to bring SFA into the future and make it an organization that works for everyone—academic archivists, public library archivists, historical society archivists, museum archivists, corporate archivists, state and government archivists. We can all learn from each other—after all, we are the Society of Florida Archivists, not the Society of Florida College and University Archivists with some other archives sprinkled in.

I know we can all bring everyone in our community together to help all of us learn and grow. I look forward to working with all of you, all of you Florida Archivists, to make SFA the best possible organization for you.

-Sarah Coates, SFA President



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Welcome New SFA Members!!

Victoria Jones, University Archivist at Florida Gulf Coast University
Katie Coldiron, Digital Archivist at Wolfsonian Public Humanities Lab-FIU
John Clarke, Student Assistant at USF Libraries--Tampa, Special Collections
Megan Simon, collections Access Supervisor at Florida State University
Trinity Cruz, Graduate Candidate/Archives Assistant at University of Central Florida
Amelia Dixon, Student at University of North Florida
John Doncevic, University Library at Palm Beach Atlantic University Warren Library
Brain Lueth, Records Administrator at City of Clermont
Nicholas Iwanicki, Univeristy Archivist at University of Miami
Dusty Matthews, Adult Services Supervisor at Leesburg Public Library
Merke Baroni, Assistant Archivist at Diocese of Palm Beach
Paul Wheelhouse, Preservationist at A USA Preservation LLC
Jinfang Niu at University of South Florida
Jacklyn Summers at Leesburg Public Library
Zonia Zena at AASLH
Jocelyn Hurtado, Library Archivist at Miami-Dade Public Library System
Anya Owens at Florida Department of State



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The Society of Florida Archivists seeks to connect, educate, and empower archivists and those working with historical records to preserve and promote Florida's documentary heritage.



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