

Program Committee & Staff Priorities – 2019

(updated Sept 2018)

Committee Priorities

2019:

- Implement strategies for increased board member attendance at and evaluation of FHC-funded programs

On-going:

- on advice of staff, consider initiation of new programs and/or special initiative grants that correspond to topics/issues being addressed Council-wide

Staff Priorities

2019:

- diversify roster of presenters and programs for 2019-2020 Speakers Series
- complete evaluation of quick grant program
- develop/release any special initiative grant RFPs (i.e. Community Conversations, Humaniteens 2020)
- develop a multi-year strategic plan for Florida Stories
- begin movement to an expanded (regional) Poetry Out Loud program
- continue to administer NEH Chairman's funding for 2017 hurricane response (Orange County Public Library System literacy program; guidelines for emergency response efforts)

Ongoing:

- work with committee to increase board attendance at and evaluation of programs
- streamline existing application/reporting processes for all program areas (internal and external)
- develop branding/communications guidelines for all FHC-funded programs
- expand strategies for cultivating attendees of FHC-funded programs
- implement more extensive data collection methods for state and federal reporting

2019 Calendar Year Program Application Deadlines:

Due Date	Opportunity Type	Amount
January 2019	Community project grants	Up to \$5000
March	Community project grants	Up to \$5000
May	Community project grants	Up to \$5000
July	Community project grants	Up to \$5000
September	Community project grants	Up to \$5000
November	Community project grants	Up to \$5000
Ongoing	One-off speaker programs	Up to \$500

Notes:

- Addition of new staff under discussion by management
- **Museum on Main Street** – Due to timing of exhibition tours, no application deadlines will be posted for the 2019 calendar year but exhibits will be touring the state. Next deadline will be in early 2020.
- **PrimeTime** – Due to decreasing interest from libraries, no new partners will be brought on in 2019. Repeat sites will be funded upon request up to \$2000.
- **Humaniteens** – If committee decides to continue program beyond 2019, a new RFP will need to be released in spring 2019 for 2020 programs.
- **Florida Stories** – Staff recommends no new tours added in 2019 and shifting focus to developing a strategic marketing plan for the program.



2018 Program Report – Year-to-date

as of Sept 1, 2018

2018 Calendar Year Grant and Program Application Deadlines

Due Date	Opportunity Type	Award Amount
Jan 15, 2018	Black History Month speakers	\$500
Jan 19	Community project grants	up to \$5000
March 2	FL Stories	\$5000
March 16	Community project grants	up to \$5000
April 30	Museum on Main Street (Rural America)	\$5000
May 18	Community project grants	up to \$5000
June 29	Speakers Series	\$5000
July 20	Community project grants	up to \$5000
Aug 1	Great American Read	up to \$3000
Sept 3	FL Stories	\$5000
Sept 14	Community project grants	up to \$5000
Sept 28	Museum on Main Street (Hometown Teams)	\$5000
Oct 1	2019 Summer Seminars for High School Students	\$20,000
CLOSED as of April 1	“100 Faces of War” Smithsonian exhibition	\$20,000
CLOSED as of July 31	Quick grants pilot program	up to \$1000
Nov 1 (FY19)	Community Project grants	up to \$5000 (FY19)

FY2018 Grants Program Year-to-date

Award dates	Grant Type	Amount Awarded	# Received	# Awarded
Feb 2018 (Jan deadline)	Community Project	\$27,500	19	6
April (March deadline)	Community Project	\$18,000	8	4
June (May deadline)	Community Project	\$34,880	15	8
Sept (July deadline)	Community Project	\$80,240	31	17
June	Quick grants pilot program	\$5,872	7	6
July	Quick grants pilot program	\$4,800	5	5
Aug	Quick grants pilot program	\$1,800	2	2
Aug	Great American Read	\$15,425	7	7
Sept	100 Faces of War	\$40,000	2	2
Oct (Sept deadline)	Community Project			
	TOTAL awards YTD	\$228,517	96	57

Grants

Community project grants – Competitive grants for locally-initiated humanities programs.

- Up to \$5000 - Four deadlines available (January, March, May, July 2018)
- fifth deadline added in September; **sixth deadline added in November (FY19)**

Quick grants - summer 2018 soft launch of new \$1,000 “quick grants” to a select list of current partners

- 68 invitations to apply were sent to current Florida Stories partners and 56 recent Speaker Series host sites.
- 14 awards = \$12,472

Special initiative grants – FHC-defined program formats, audiences, or eligible applicants.

- **100 Faces of War** – A nationally traveling exhibit from the Smithsonian featuring 100 personal essays and portraits of veterans who have served in the Iraq and Afghanistan conflicts. Selected sites receive \$20,000 from FHC for exhibition fee and to develop complementary public programming.
 - Museum of Arts & Sciences, Daytona Beach – Sept 1 – Nov 25, 2018. **Opening reception held Aug 31. Executive Director of the Smithsonian SITES in attendance. Promotional video in production.**
 - Pensacola Museum of Art – Oct 26, 2019 – Jan 19, 2020 (approved for funding March 2018)
 - Coral Springs Museum of Art – Sept 5 – Nov 29, 2020 (approved for funding March 2018)
- **Great American Read** –
 - 7 grants awarded in August = \$15,425

Programs Administered by Partners

Speakers Series – Community partners statewide each host a series of 4-5 speakers between fall and spring. FHC provides \$5,000 in funding to cover speaker fees and program expenses as well as templated marketing and publicity materials.

- 16 community partners hosted 4-6 programs each between fall 2017 - spring 2018. Increase of 6 partners from 2016-17. Total attendance in 2016-17 was 5,600 people at 45 programs.
- 76 programs were completed by end of May 2018. Actual attendance = 8,732
- Black History Month – Additional 10 stand-alone programs occurred statewide in Feb. 2018 as an extension of the Speakers Series program. Actual attendance = 600
- **31 applications were received for the 2018-2019 program deadline in mid-June. 23 partners were approved for funding.**

Museum on Main Street – Partnership program with the Smithsonian Institution that brings high-quality traveling exhibits to small towns across the state. Communities receive \$5,000 in funding to host the exhibit and develop complementary public programming. Exhibits are currently booked through April 2022

- “Hometown Teams” is currently touring Florida at the following venues:

March 17 – April 28	Pioneer Florida Settlement & Museum (Dade City)
May 5 – June 16, 2018	Dunedin Historical Museum
June 23 – August 4, 2018	Southwest Florida Historical Society (Fort Myers)
August 11 – Sept 22, 2018	Amelia Island Museum of History (Fernandina Beach)
Sept 29 – Nov 10, 2018	Washington County Public Library (Chipley)
Nov 17 – Dec 29, 2018	Northwest Regional Library (Port St. Joe)
- “Rural America” will tour from Sept 2018 – June 2019. Recently approved sites include:

Sept 8 – Oct 20, 2018	Cedar Key Chamber of Commerce (Cedar Key)
Oct 27 – Dec 8, 2018	West Nassau Historical Society (Callahan)
Dec 15 – Jan 26, 2019	Suwannee River Regional Library (Live Oak)

Feb 2 – Mar 16, 2019 Polk County Historical Museum (Bartow)
Mar 3 – May 4, 2019 Havana History and Heritage Society (Havana)
May 11 – June 22, 2019 Main Street DeFuniak Springs (DeFuniak Springs)

- Applications are due on Oct 26 for communities interested in hosting the 2019-2020 tour of Hometown Teams.

Florida Stories Walking Tour app – Downloadable walking tours featuring the history and culture of unique Florida communities. Sites receive \$5,000 in funding to develop the app content and create marketing materials in partnership with FHC.

- 8 new tours to be completed by end of 2018 bringing the total number of tours to 27.
- All tours migrated to a new platform (OnCell) in spring 2018 that provides a more powerful user interface including ability to track downloads for individual tours, social media sharing, and in-app user surveys.
- Annual hosting fee reduced from \$9000 to \$5000.
- Over 5600 downloads were recorded from July 2017 – June 2018.
- A strategic business plan for the app was completed (July 2018) by a team of graduate students in the University of South Florida's Vinik Sport & Entertainment Management Program. The plan outlines effective marketing strategies for the app for the next 3-5 years that will be reviewed by the FHC staff and board.
- 12 applications received for Sept 3 deadline.

Summer Seminars for Teachers – Three residential seminars for teachers were held in summer 2018:

- **Partnership seminars** – The University of Florida and Eckerd College each received \$20,000 in funding from FHC to design and implement summer seminars. The 2018 seminars focused on the current environmental, social and political changes that are affecting Florida's climates.
- Seminars averaged 32 teachers each
- Partners are seeking renewed support for 2019. Proposals are due to FHC by October.

Summer Seminars for High School Students – The University of Florida, Eckerd College and Flagler College each received \$20,000 in funding from FHC to implement weeklong residential summer seminars for rising high school juniors and seniors.

- 2018 was the fourth year of a five-year initiative. Support will be renewed for all 3 programs for 2019.
- 2018 seminars averaged 26 students each.
- FHC has contracted with an evaluator to complete an assessment of all programs 2014-18 to determine if the initiative should continue past 2019. Assessment will be completed Nov/Dec 2018.

PrimeTime Family Reading Time – A 6-week reading and discussion program for families. Held in public libraries, the program features award-winning children's books that stimulate discussion about humanities themes and issues encountered in everyday life. FHC provides sites with \$2,000 - \$10,000 to implement programs.

- 7 programs occurred in spring 2018 with existing partners
- only 1 program scheduled for fall 2018
- due to decreased interest from libraries, no new PrimeTime partnerships will be established after 2018. Funding will be made available to any current partners that want to continue programming in 2019.

Family ESOL Classes – Funded by a NEH Chairman’s special initiative grant (\$45,000), the Orange County Library System (OCLS) will expand their existing ESOL program to include Puerto Rican families displaced by Hurricane Maria.

- Fall 2018 – spring 2019 – The pilot phase (\$18,000) launches on Sept 4 with two 10-week series at two OCLS branches. Programming will continue through 2021 with additional funding from the NEH grant.
- 15 families registered (about 39 people). North Orange Branch.

Local Color – A partnership program with the Village Square (Tallahassee) that offers conversation-based programs about issues confronting the community around race. Funded by a 2017 NEH special initiative grant.

- three public programs were held in spring 2018

Democracy and the Informed Citizen Initiative – FHC received \$27,000 in special initiative funding from the Mellon Foundation in 2018 to partner with the Poynter Institute for Media Studies to engage Floridians in conversations aimed at rebuilding trust in journalism through fact-checking and accountability journalism.

- May 3 with Village Square, Tallahassee. Attendance was 225.
- Oct 23 at the Poynter Institute, St. Petersburg – Program will be geared for high school students in journalism programs and their teachers

The Great American Read – FHC is partnering with the Florida Library Association (FLA) to sponsor the Florida public broadcast of the new PBS series, “The Great American Read”, an eight-part television and online series designed to spark a national conversation about reading and the books that have inspired, moved, and shaped us.

- May 22 @ 8pm – public broadcast premiere on all stations statewide. FHC and FLA received joint, 15 second underwriting credit on all Florida public broadcasts. Total FHC sponsorship cost = \$8,860
- Sept 11 – Oct 23 @ 8pm – 7 weekly episodes airing on stations statewide. FHC and FLA will receive joint, 15 second underwriting credit on all Florida public broadcasts.

Programs Administered by FHC

FORUM Magazine - Published twice annually and mailed to 15,000+ statewide. Provides a variety of perspectives on Florida, from early history to current events. Publicizes FHC programs and promotes giving.

- 2018 issues to be published in April and Sept 2018
- Spring 2018 - New editor, revamped graphic design, several new columns launched and page count increased from 36 to 52 pages.
- Over 700 reader surveys submitted from the April 2018 issue. Full report on results to be presented at Sept board meeting.

Poetry Out Loud – A national poetry recitation contest for high school students organized by the National Endowment for the Arts and the Poetry Foundation. FHC will host the statewide competition for the third year in 2018 with \$20,000 in funding from the Florida Dept. of State, Division of Cultural Affairs. During the 2017 school year, over 11,600 students statewide participated in local competitions. Over 50 students from 20 counties competed at the statewide level.

- March 2018 statewide competition held at USF-Tampa
- 56 schools and approximately 9,200 students participated in local competitions statewide

Florida Humanities Lifetime Achievement Award for Writing – Annual award started in 2009 that honors a living Florida author for a distinguished body of work that has had a major influence on Floridians.

- 2018 winner selected in February 2018 – Jeff Klinkenberg
- Winner recognized in April 2018 at the Florida Book Awards event at Mission San Luis, Tallahassee.

Florida Book Awards - Annual competition established in 2006 that recognizes, honors, and celebrates the best Florida literature published in the previous year. FHC is one of many statewide co-sponsors. The fall issue of FORUM has annually included features on the award winners and their work.

Summer seminars for teachers – With funding from the HTR Foundation (\$45,000) and in partnership with the Alabama Humanities Council, FHC directly administered one weeklong summer seminar on the Civil War for teachers from Alabama and Florida.

- Summer 2018 seminar was held June 18-22.
- 30 Florida teachers, 7 Alabama teachers.
- Alabama Humanities project coordinator has recently left the Council.
- **Staff recommendation to cease this program and discuss alternative programming with funder. Grant funding received failed to sufficiently cover all FHC staffing costs.**