

CENTRAL FLORIDA MEMORY

National Impact

In *Documenting Localities*, author Richard Cox states “the geographically defined locality, in concept and reality, has had a major influence on what American[s] ... have been doing throughout the twentieth century.”¹ Local history is credited with “creating an interest in and love for one’s own community,” “understanding state, national and world affairs,” and providing a base for the interpretation of current events.² Yet, as this quote from an article in the *Orlando Sentinel* illustrates, “in Florida, the land of the rootless, everyone seems to come from somewhere else. Entire neighborhoods are filled with newcomers from Ohio, Pennsylvania, New York or Puerto Rico. Considering that only a third of the state’s residents were born here, the state motto should be ‘Where are you from?’”³

Central Florida Memory (CFM) is a strong regional and national model demonstrating ways that museum-library partnerships can benefit the community. The Central Florida area is one that is in constant transition – rapid population growth, turnover, and immigration create a community without a sense of itself. This phenomenon is not unique to the area, but is one that besets the entire Sunbelt region.

Central Florida Memory is a tool that helps create a sense of identity for the Central Florida region and its inhabitants by providing digital access to historic images and documents of the area. Travel diaries, photographs, maps, and other resources can be viewed at home or in schools, bringing history alive for students, families, and researchers, changing the way many citizens view the history of Central Florida. Site visitors are introduced to the rich, varied history preceding the era of theme parks, booming population, and the industrial space complex.

In 1989, the president of the American Historical Association deplored the “present public ignorance of our cultural heritage... [and its] alarming implications for the future of our nation...” In *The Presence of the Past: Popular Uses of History in American Life*, Roy Rosenzweig and David Thelen’s research refuted the “idea that Americans don’t care about the past.”⁴ Rather, they concluded that Americans “feel unconnected to the past in history classrooms because they don’t recognize themselves in the version of the past presented there... [that] they feel connected to the past in museums because authentic artifacts seem to transport them straight back to times when history was being made... We need a historical practice that is somehow simultaneously local and intimate and more global and cosmopolitan, more shaped by popular concerns and more enriched by insights based on systematic and detailed study of the past.”⁵

Central Florida Memory (CFM) began as a partnership of three institutions - Orange County Library System, Orange County Regional History Center and University of Central Florida Libraries. The region’s foremost virtual collection of culture and history was established in May 2002 with a mission to create a comprehensive and accessible digital collection for scholars, students, teachers, and residents of Central Florida. During the pilot phase, the three original partners digitized over 2,000 images covering the period 1880-1930. A visually exciting website provides stories to engage learners, sample lesson plans and metadata descriptions for researcher accessibility. This proposal for funding to expand and enhance the collaborative model, facilitating the development of a digital collection, is the direct result of the pilot’s success. New partners will be added. The Olin Library of Rollins College and the Museum of Seminole County History are committed to the next phase.

By providing ease of access to local primary source material, Central Florida Memory creates a bridge between learning communities and “authentic artifacts,” helping instill a strong connection to the past in current and future citizens. It draws on the strengths of museums and libraries – authenticity and authority. What makes CFM unique is its role as a

community-building tool, its potential for leadership, and its strong educational component. Through its “Florida Stories” it provides interpretation and context for digitized materials. CFM will bring the resources for the sustainable online digitization of collections to the smaller cultural heritage institutions and organizations of the region.

Adaptability

Central Florida Memory is a successful model of inter-institutional cooperation, providing a common set of tools for adding weight and value to the region’s history. Institutions throughout the Sunbelt and other regions struggle to build collections and save valuable materials in the isolation of limited funding and competing needs. Central Florida’s cultural heritage has been dispersed throughout the region, with no one institution functioning as the repository of a locality, let alone the region. CFM creates a cooperative community digital repository where we come together to describe, use, and make available historical documentation.

The majority of institutions, especially smaller cultural heritage institutions and organizations, do not have the tools, resources or expertise to implement a digital repository system. Because the Central Florida Memory project group is led by a state-funded public institution, it provides the critical digital management infrastructure capable of storing, migrating, and providing access to the digitized collections. The institution’s resources are augmented by the statewide resources and consortia to which the University serves as a portal, such as the Florida Center for Library Automation (FCLA)’s Florida Heritage Project and the Florida Electronic Library.⁶ By meeting state and national standards for the creation of digitized images and metadata, CFM insures its integration into these statewide projects. The University of Central Florida (UCF) Libraries already contributes to the Florida Heritage Project (FHP). CFM is participating in a pilot project with the Florida Electronic Library to test metadata harvesting and hopes to contribute its metadata to FHP as well.

One of the greatest benefits of institutional interoperability is the increased understanding and insight between the library and museum communities. Although museums and libraries have similar constituencies and missions, they have differing business models and incentives for collaboration. Inherent in a library’s mission is providing resources to patrons in as many easily accessible forms as possible, so the Internet is a natural outlet. Museums also look to the Internet as a way to share collections and build constituency; however, they tend to have very divergent views on digitization. Where libraries tend to think more in terms of fair use, for a museum, image-based collections (such as photographs and artwork) can provide a significant revenue stream through reproductions and merchandising. Through cooperation and negotiation between the museums and libraries involved, the CFM website does, and will continue to, balance the needs of access and security.

Another project challenge involves metadata creation. How is a standard vocabulary developed for item description from three very different cataloging languages – Chenall’s nomenclature and Sears and Library of Congress subject headings? Out of this challenge UCF Cataloging Services developed a *Handbook for Developing Metadata Records* (Attachment 3; see also Attachment 4 for sample records) that adheres to Dublin Core standards. This handbook could easily be adapted by other partnerships that face similar metadata creation challenges.

Libraries and museums play a vital role in engaging learners. With its “Florida Stories” and educational curricula components, CFM not only models inter-institutional cooperation, but partnerships between cultural heritage and educational institutions. Central Florida Memory has been designed to meet the needs of a wide variety of learners – from K-12 to life-long learners and genealogists; from homeschoolers to undergraduate and graduate students and scholars.

As Anthony C. F. Wallace acknowledges in *Rockdale: The Growth of An American Village in the Early Industrial Revolution*, "Records are lost, paper crumbles . . . each year less and less information is left of a world that was once as rich and real as the one that is there today."⁷ Sharing the CFM model through a regional conference, publications, and presentations provides a solution to other communities for the preservation and dissemination of their historical record. Additionally, in subsequent phases, libraries, museums, historical societies, and archives throughout the Central Florida area will be invited to contribute items for digitization and inclusion in the CFM website. Participants will be identified from institutions listed in the *Guide to Central Florida Archives and Manuscript Repositories* made available and maintained on the UCF Libraries' website, <http://library.ucf.edu/SpecialCollections/GuidetoRepositories/FLguidecentral.html> . Compiled by UCF's Carla Summers and updated online, the *Guide* lists institutions or organizations with archives and manuscript holdings such as photographs and paper collections. Since object-based collections and museums are not included in the *Guide*, future museum participants will be identified through the Central Florida History Consortium.

Central Florida Memory demonstrates how cooperative ventures involving museums and libraries combine resources and expertise by pooling diverse institutional strengths in the creation of a virtual collection. It offers a model of what the leadership of a university library, a metropolitan library system, and a county historical center can accomplish in the absence of a cornerstone repository.

Design

The mission of Central Florida Memory is to create, through collaboration among museums, libraries, historical societies, and archives in Central Florida, a comprehensive digital collection, serving the needs of scholars, students, teachers, and residents. Here they will access textual and graphical images and objects that document the region's historical and cultural heritage.

In order to fulfill its mission, CFM established the following goals:

- Provide access to the rich and varied content of libraries, museums, historical societies, and archives throughout Central Florida.
- Create an extensive digital resource for scholars, students, teachers, genealogists, Central Florida residents, visitors, and the general public, promoting life-long learning.
- Assist museums, historical societies, and libraries in digitizing their collections and become a forum for sharing expertise and technical knowledge.
- Offer a digital archive to those museums, historical societies, and archives unable to establish their own digital infrastructure.
- Provide an innovative digital resource for K-12 teachers and parents to bring alive the region's history into existing and new lesson plans.
- Expand, enhance, and disseminate the collaborative structure model developed during the CFM pilot phase.
- Contribute to the larger body of knowledge of Florida history via access to the CFM website through other statewide project sites.

The pilot project provides an excellent introduction to the participants' collections and how those collections document the region's culture. To create CFM, each institution surveyed its holdings for potential candidates for digitization. Discussions were held as to how the material should be organized on the website. It was decided that, in addition to the ability to search by metadata, story lines should be created to provide context for visitors, satisfying a spectrum of needs from the casual browser to the historical researcher.

"Because it provides context, evokes emotions, and stimulates both hemispheres of the

brain, an increasing number of educators advocate the use of storytelling to enhance human learning.”⁸

Three story lines were developed to consider the following questions: “Why did people come to Central Florida?” (***Dreams and Schemes***); “How did people get here?” (***Rivers, Rails and Trails***); and “What was life like here?” (***Critters, Crackers and Cottages***). These broad categories reflect collecting areas and cultural concerns in the region’s history, including agriculture, tourism, the environment, and education. Due to the rare nature and scarce availability of materials from the nineteenth century, the decision was made that CFM should focus initially on the period encompassing the 1880s through 1930. Images and quotations were then chosen to illustrate the story lines, which were further subcategorized as needed.

In the next phase The Olin Library of Rollins College and The Museum of Seminole County History will be added as partners. The second round of selection will focus on elements of 1) tourism – particularly, hotels and attractions; 2) educating our children; and 3) families – their vital records and stories from the same period. Of course, continued support for CFM will give the partners an opportunity to enliven all of the stories, enhancing past contributions by continuing to select significant materials for research and life-long learning. The balance between building story lines around materials selected while allowing the story lines to influence selection is central to the success of our pilot and its collaborative model.

The selection of materials documenting tourism contributes multiple formats: manuscripts, print materials, photographs, and objects. These materials document a critical element in the region’s development, one that continues to this day, that of building destinations and attractions. The addition of these materials will enhance the ***Tourism*** story line in ***Dreams and Schemes***, as well as other applicable categories such as ***Places*** in ***Critters, Crackers and Cottages***.

Educating our Children opens up a new story line for Central Florida Memory – one that particularly supports curriculum. Looking at education connects today’s students with the pupils of the past. This story line will also be a natural vehicle to build future collections that document the lives of African Americans, Hispanics, and others in Central Florida.

The ***Vital Records/Genealogy*** stream, part of the ***Critters, Crackers and Cottages*** story line, will add depth to CFM by supporting research, contributing to family and community histories, and building CFM’s constituencies.

Materials nominated for inclusion will be studied and final selection based on relevance to CFM’s defined subject areas. A list of collections nominated for inclusion is attached as Attachment 5. Besides value and relevance, the following ideas have influenced the nomination of collections:

- Access: Two items on microfilm, the Rollins College newspaper and the Orange County Library System’s voter records were selected. As government documents the voter records are open through Florida Public Records Law. The *Sandspur* is one of the earliest college newspapers in Florida, first published in 1894. Converting this microfilm will improve access to these under-utilized collections.
- Indexing: The University of Central Florida Libraries’ Carey Hand Funeral Records (1919-1930) and the Rollins College *Sandspur* (1894-1930) are indexed; however, neither is available electronically. Discussions are underway with the University of Florida to use their powerful OCR conversion software to process some materials. CFM’s digital content management software supports importing data from OCR into metadata fields for full-text searching. Making these indexes available is a long-term goal of CFM.

- **Metadata:** While some of the collections are well documented, there is a great need to research facts and write accompanying descriptions. This issue is central to the cooperation between museums and libraries. Libraries have considerable infrastructure dedicated to the creation of cataloging data. Museums focus on interpretation through exhibits and programming, therefore describing items with that focus in mind. The development of full Dublin Core collection level records with linked item records will be the most demanding task of the project with the cataloging reflecting extensive archival and historical research. These records will be further shared via participation in the OCLC WorldCat CONTENTdm link.
- **The Future:** Exciting opportunities exist to continue and expand the region's digital collections. An outstanding example is the Henry Nehrling papers. Several Florida repositories hold Nehrling Papers, which document early agribusiness in the region and the identification and preservation of native plants. Individuals and government are committed to the preservation of his home and gardens in Gotha, Florida. Along with fellow plant preservationist David Fairchild, Nehrling is recognized as the father of the plant industry in Florida.
- **Gaps:** Expanding into different types of media, genre, and periods, and building depth and strength where research interest is strongest are future goals. The documentation of the contributions of African Americans, Hispanics, and others to the region's development is a particular target for digitization. CFM is the platform for identifying and making these materials available through new partners.

Additional images and quotations will be selected to develop the story lines and guide visitors through the content of the next phase of CFM. The additional materials and stories will drive the expansion of the website, producing new web pages.

Using the new and revised story lines, the project's educational consultants will be able to develop new lesson plans and activities to support the interpretation and use of the digitized materials in K-12 classrooms. In particular, the inclusion of second phase materials and new educational activities will allow for a deeper consideration of the concept of community as it developed and currently exists in Central Florida.

Design - Digital Imaging

This project proposes to build upon the process used for the CFM pilot by utilizing the digital imaging facility at the UCF Libraries. CONTENTdm was selected as the digital collection management software because it can handle the variety of materials found in CFM, including newspapers, maps, photographs, yearbooks, diaries, and rare books (see Attachment 6, for CONTENTdm features). CONTENTdm supports the Open Archives Initiative Protocol for Metadata Harvesting (OAI-PMH). CONTENTdm servers function as OAI repositories so CFM can make its metadata available for harvesting. The process used to capture the images, create the metadata, and design the website was worked and re-worked over time and resulted in the process proposed for the next phase.

Items are scanned or photographed according to guidelines established by the State University Libraries of Florida for the Publication of Archival Library & Museum Materials (PALMM). The PALMM guidelines can be found at <http://palmm.fcla.edu/strucmeta/tiff.html>. The UCF Libraries contributes to the Florida Heritage Project, a digital collection on Florida history, environment, and culture that is part of the PALMM family of collections. The master TIFF images created for CFM will be burned to DVD for archival purposes. Derivatives (JPEG) created from these masters will remain on the server and will be backed up on tape.

The digital images are made available to partners from a temporary holding area for metadata input through CONTENTdm Acquisitions workstation client software. Metadata

complies with Dublin Core standards (see Attachment 3, *Handbook for Developing Metadata Records*) and supports OAI-PMH. Using this standard insures that the metadata can be harvested for the Florida Electronic Library project. After partner staff input metadata terms into the electronic form, the Project Cataloger reviews the records for accuracy, enhances the records to comply with Dublin Core standards as outlined in the *Handbook*, and releases them for inclusion in the CFM collection. To provide access to multiple item contributions, the Project Cataloger will create one collection level record plus one item level record per individual piece. To bring the most comprehensive collections to the patron, the Project Cataloger will also group topical collections together from various contributing partners. For example: if several contributing partners provide yearbooks from Central Florida K-12 schools, a collection level record will be created for the group of like images. An item level record will be created for each school's yearbook title.

Images are bundled and moved to the appropriate collection on the live site. The pilot project for CFM organized the collections by contributing institution. The next phase will refine the structure to organize collections by genre (postcards, yearbooks, photographs, etc) or theme. The user will still be able to search by institution to find all materials submitted by that partner. CFM will be contributed to OCLC's WorldCat, and reciprocal links will be established between CFM and related PALMM projects.

Management Plan and Personnel

The Principal Investigator will be Barry Baker, Director of Libraries, University of Central Florida. Co-Principal Investigators will be Mary Anne Hodel, Director, Orange County Library System and Wanda Edwards, Curator of Collections, Orange County Regional History Center. All have significant management experience and expertise in cooperative programs. Mr. Baker has over 30 years experience in academic libraries and was Project Director for the Georgia Newspaper Project, National Endowment for the Humanities, United States Newspaper Program. Ms. Hodel has 30 years experience in libraries of all types and was a principal partner in the *Making of Ann Arbor* digitization project with the Ann Arbor District Library, University of Michigan Library and Bentley Historical Library. Ms. Edwards has worked in history museums and historic house museums for over 20 years and has extensive grant experience including the review of proposals to the Institute of Museum and Library Services.

The **Steering Committee** will be composed of the directors of the contributing partners' museums and libraries and will be chaired by Mr. Baker. These individuals represent the highest level of community activism in the preservation of the culture and history of the region. Donna Cohen, Rollins College, has been serving as the Director of Olin Library since 1999, and as a member of Rollins faculty since 1986. She has successfully coordinated multiple library projects on information fluency funded by Mellon Foundation grants through the Associated Colleges of the South among others. Karen Jacobs, Museum of Seminole County History, has been the Director for seven years and helped to secure a \$250,000 matching grant for renovations and restorations to the existing museum and for the construction of a new agricultural exhibit building. She is currently working with Seminole County School Board staff to create a partnership between the museum and the school history curriculum.

In addition to primary project personnel, matching funds are included for effort contributed by project participants as members of **Working Groups** (WGs). The WGs will be responsible for the management of circulating the collections for scanning; the creation of metadata; quality control; assessment of the project; and implementing the marketing plan and developing the transfer of knowledge to conference and future participants. Staff from each participating institution will bring expertise in the organization of information, appraisal

and selection of resources, and technology needs in support of web design and research/information retrieval. Five Working Groups have been assembled.

The **Curators Working Group** will refine selection and contribute their expertise in the preservation and use of special materials. Chaired by Carla Summers, Head, Special Collections, UCF, this WG is composed of individuals with extensive experience in appraising, arranging, and describing collections of historical value in all formats. Many are quite gifted in representing collections on the Web and have had sole responsibility for the creation of institutional websites as they relate to special collections. They are also versed in preservation issues and will refine selection and monitor the circulation of materials.

The **Metadata/Cataloging Working Group** will provide input for describing materials, maintaining national standards, and providing quality control. Linda Sutton, Head, Cataloging Services, UCF, will chair the WG. She has participated in PALMM, a digital cooperative project of the state universities of Florida; and served on the Cataloging and Access Guidelines for Electronic Resources (CAGER) committee to support PALMM. Other members of the WG have extensive experience in the description and cataloging of unique materials and have contributed to the Florida Heritage Project and the Central Florida Memory pilot. This WG will also include the Project Cataloger.

The **Marketing Working Group**, chaired by Mary Anne Hodel, Director, OCLS, will initiate the marketing plan (Attachment 7) and execute the conference (see Attachment 8 for conference agenda), staying in touch with constituents of CFM and insuring that our findings are disseminated.

The **Evaluation/Assessment Working Group**, chaired by Meg Scharf, Associate Director, Public Services, UCF, will refine identified needs for gathering data, compile and assess findings, and report to CFM participants on the use of the site and its impact.

The **Story Line Working Group** will confer with the Educational Consultants and the Curators Working Group to provide stories that will illuminate the digital collection. Kathryn Robinson, Head, Division of Reference and Information, OCLS, will chair. Besides extensive experience with the interpretation of collections and the region's history, members will strengthen ties with the University of Central Florida History Department and the University's new Public History program. They will help to promote the CFM website and its use to faculty and students through guest lectures, networking, and recommending research topics based on their expertise in local history research and experience in the public history field.

Selma Jaskowski, Head, Systems & Technology, UCF, will be the Coordinator of Digitization. Ms. Jaskowski will monitor and report progress and will attend Steering Committee meetings as required. She is involved in several statewide digitization projects in addition to Central Florida Memory. They include the State University Libraries' Electronic Thesis & Dissertation (ETD) project and the Florida Heritage Project that is part of PALMM.

Page Curry, Scanning Supervisor, UCF, will supervise the student assistants hired to scan materials. Ms. Curry has extensive experience with Photoshop and web design to enhance the production phase of the project. She is also involved in the planning and production of several other digitization projects including the Florida Heritage Project, Carey Hand Funeral Record Collection, and UCF's Institute of Simulation and Training collection.

Joel Lavoie, Coordinator, Computer Applications, UCF, will maintain the web server, organize the digital collection, and act as system administrator for CONTENTdm.

Sheri Chambers, Digital Content Manager, OCLS, will provide web design and support. She serves as web administrator and has worked with Dreamweaver, Fireworks, CONTENTdm, and Premiere video editing software.

Raynette Kibbee, Administrative Assistant, UCF, will provide administrative support.

A Digital Services Librarian will be hired to monitor production processes across the project, working with the Project Cataloger, Scanning Supervisor, and partner institutions.

Three FTE scanning assistant positions will perform material preparation and scanning activities. A .5 FTE Support Technician will work with the Coordinator, Computer Applications, to test access, check links to the CFM web pages, assist with software installation, and provide technical support.

A project Cataloger will be hired for 12 months. The successful candidate will have extensive experience with metadata standards, database development and maintenance, the OCLC SiteSearch software, Z39.50 protocol, web design, and the archiving of digital content.

Educational consultants will be hired to support the development of lesson plans to connect learning communities to the CFM collections. Cynthia J. Hutchinson, UCF, holds a B.S., M.A., and Ed.D. in elementary education. She has received a Fulbright-Hayes Group Study Abroad Project Grant in 1995, titled *Infusion of A.S.E.A.N. Studies and Multicultural Education into K-12 Curriculum and the Teacher Preparation Programs: The Malaysian Perspective*. In 1995, she received an Apple Computers, Inc. Partners in Education Grant with Altamonte Elementary School in Seminole County to infuse technology into the K-12 curriculum and pre-service teacher education. Those units of study are still in use today in Seminole County Schools. Lynda Delius is a fourth and fifth grade social studies teacher at Sweetwater Episcopal Academy (SEA). She is certified in the state of Florida for grades 1-6 in elementary education. Ms. Delius is a master curriculum writer. She will use the lessons she creates next year with her fourth grade students when they study Florida history. In her administrative position at SEA she works with pre-K-grade 6 teachers on curriculum issues.

Finally, the CFM pilot project demonstrated that when administrators, curators, education specialists, technicians, librarians, catalogers, museum specialists, and archivists serve together on several committees, this service strengthens the product. Continuing the success of the pilot, project organization will include an Operations Committee, essentially a committee of the whole composed of individuals representing the participants as well as the Working Group chairs. This committee will build on the very positive past experiences with the synergy of the group to discuss CFM through knowledge of the collections and an understanding of user needs.

Attachment 9 contains a list of committees and working groups and their participants. Job descriptions for the Scanning Assistants, Digital Services Librarian, and Cataloger can be found in Attachment 10.

Budget

The project budget is discussed in more detail in the budget justification narrative following the Detailed and Summary budget forms. The project budget is modest considering the significant impact Central Florida Memory has had on the Central Florida community during the pilot phase and will continue to have when it is expanded to include other institutions, creating an important resource for the Central Florida region. The budget supports the mission and goals of CFM and consists of funds requested from IMLS as well as matching contributions from partner institutions of approximately 46% of the total grant amount.

Contributions

Continuing a commitment that began when the original partner institutions established Central Florida Memory in 2002, partner institutions will contribute a considerable amount of cost sharing for salaries of permanent staff as well as equipment and supply purchases. Matching contributions amount to approximately 46% of the total grant amount in the form of staff time and in-kind equipment contributions. The University of Central Florida Libraries is making a contribution of 26% of the total grant amount. Partner institutions will contribute 20%.

Each partner institution has pledged a part of several permanent staff members' time to be devoted to project-related activities. As discussed previously, partner institutions will benefit from the creation of a cooperative digital repository, direct assistance in digitizing materials in their collections, as well as the establishment of a mechanism to share expertise.

Project Evaluation

A variety of measures will assess outcomes, which will be used to evaluate the progress of CFM toward meeting project goals. The Evaluation/Assessment Working Group will coordinate the measures and disseminate the results to the Operating Committee and the other Working Groups for continuous improvement.

The outcomes are usability of the website; increased public awareness of interest in Central Florida history through CFM; usefulness of the educational modules and the incorporation of material into curricula; effectiveness of the working partnership model; usefulness of the material presented at the CFM website; and conference attendees' receipt of provocative and useful information. Attachment 18 contains the completed evaluation template for these outcomes.

Sustainability and Dissemination

As the hits on the website, commentary from the public, and well-received presentations demonstrate, the CFM pilot project has already impacted the Central Florida region. The University of Central Florida Libraries, Orange County Regional History Center, and Orange County Library System have made substantial contributions of time and skill to the initiation of the project, and it is in the best interest of all to maintain the investment as the project grows. There has been tremendous buy-in from governmental and administrative agencies that support the partners. This grant will enable the continued enrichment and strengthening of a proven resource.

The University of Central Florida Libraries is committed to the ongoing maintenance of the CFM website and images. An important institutional goal for UCF is to become America's leading partnership university, and CFM is an important initiative for the Libraries and for the University in supporting that goal.

The key element of the sustainability of CFM is the collaborative partnership model. The pilot project has attracted the attention of a number of potential partners: libraries, museums, and historical societies. Partnership opportunities will sustain CFM long beyond the grant period in several ways:

- New partners will continue to be added to the project and will add source material to the collection along with the original partners.
- Several potential partners have already indicated that they are willing to investigate future cost-sharing contributions for maintaining and expanding CFM, possibly through a "per image" maintenance cost.
- One of the tenets of the partnership is accommodating the difference in missions of the partners, realizing that libraries tend to emphasize access and fair use, while museums need to protect images and collections as potential streams of income and attractors for exhibits. If the partners' needs continue to be met, the project will remain successful in the future. Further examination of the tools of the working partnership will take place during the grant period.

Project benefits will continue long beyond the grant period, in part due to the dissemination of the information compiled during this phase of the project. Participants will continue to make presentations at professional and community meetings, conferences and workshops. A list of presentations made during the pilot project appears as Attachment 12.

A one-day conference targeting libraries, museums, archives, and historical societies will be held to disseminate specific information about both the Central Florida Memory project and the initiation of a cooperative digitization project as well as specifics on the tools of the working partnership model.

The Marketing Working Group will handle dissemination to the community in a number of new ways. Press releases and a campaign of public awareness using print and broadcast media will be implemented. Of special note is the outreach to educators, who will be reached by mail and through conference and meeting presentations.

Community response to the outreach efforts of the pilot (“unveiling” reception, press releases, signage, web announcements) has been uniformly positive.

Conclusion

To paraphrase Barbara Craig, memory begins with the individual and defines a distinct “personhood.” Then memory shapes that individual’s sense of the group through shared experience.⁹ A boy in a boat remembers the days he spends on Orlando’s Lake Lucerne and he remembers the neighborhood he goes home to after fishing. He remembers the school he attends – a school that serves many neighborhoods. Memory expands into the city where the school is built and the region which comprises many cities. CFM’s curators, librarians, and information professionals seek to insure that the memory of Central Florida continues through the identification, preservation, and use of its evidence. CFM is a magic box, a technological model for the human memory, and it is filled with things that enliven, entertain, and inform. This project seeks to enhance the magic, to measure if others have entered into this shared experience and to share the memory of the model with others, always inviting the contribution of new memories, always inviting the past to inform the present and shape the future.

¹Cox, Richard. *Documenting Localities*. Society of American Archivists, Lanham, MD: Scarecrow Press, 1996. p. 1.

² Ibid, p. 41.

³ Clarke, Ken. “Roots in the Sand.” *Orlando Sentinel*, February 22, 2004.

⁴ Rosenzweig, Roy and David Thelen. *The Presence of the Past: Popular Uses of History in American Life*. New York: Columbia University Press, 1998. p. 178.

⁵ Ibid, p.12.

⁶ The purpose of the Florida Electronic Library is to provide statewide access and resource sharing of electronic resources and services to all residents of the state of Florida. Access to the service is provided by way of a web-based portal. Services available or planned include statewide access to a set of licensed databases, virtual union catalog, interlibrary loan, local digital content, and virtual reference capabilities. The Florida Heritage Collection is an ongoing cooperative project of the state university libraries in Florida to digitize and make available online materials broadly representing Florida’s history and culture.

⁷ Cox, Richard. *Documenting Localities*. p. 22. The Florida Heritage Collection is an ongoing cooperative project of the state university libraries in Florida to digitize and make available online materials broadly representing Florida’s history and culture.

⁸ Huang, Zhaodan. “Storytelling: A Strategy for Engaging Online Learners.” *Graduate Research Forum Proceedings*, University of Central Florida, 2004. p. 49

⁹ Craig, Barbara. “Selected Themes in the Literature on Memory and Their Pertinence to Archives.” *American Archivist*, Volume 65, Number 2, Fall/Winter, 2002, page 281.