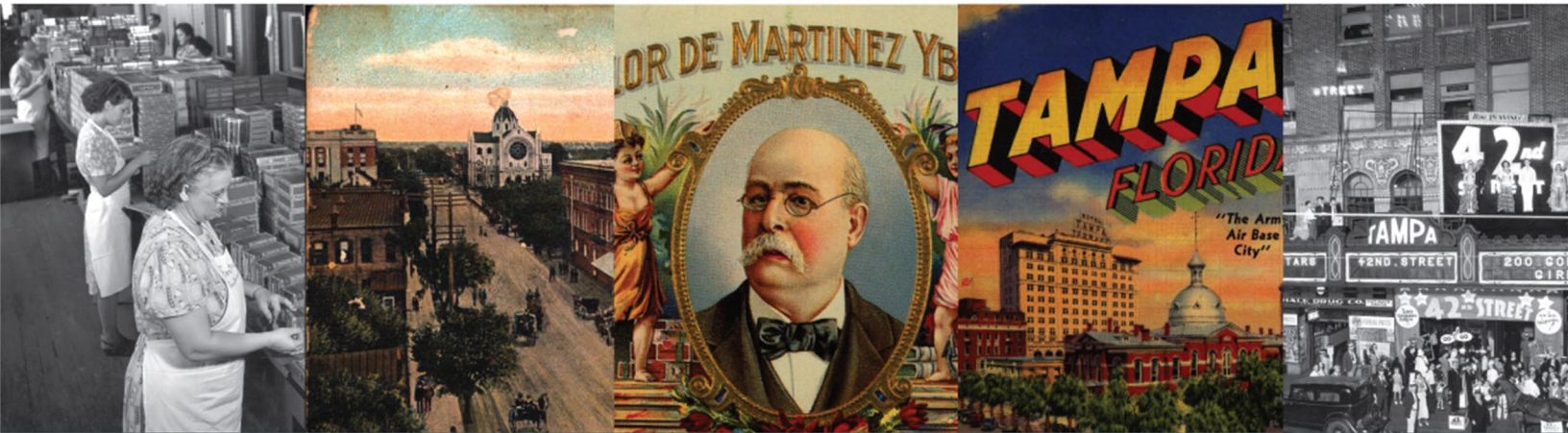


# FLORIDA STUDIES



## BUSINESS & IMPLEMENTATION PLAN

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## FLORIDA STUDIES: A STRATEGIC COLLECTING AREA

### I. EXECUTIVE SUMMARY

Florida Studies is one of the oldest and most significant collecting areas in the University of South Florida (USF) Libraries Tampa Special Collections. The variety of materials covering the state and its people is impressive. This collecting area includes archives and monographs and also extends into our other collections and media types, such as sheet music and children’s literature.

General Florida Studies materials are the single most used resources of Tampa Special Collections’ archival holdings. Beyond the general materials, the Florida Studies umbrella contains several sub-collections that are impressive due to their breadth and patron demand. These sub-collections, which include materials covering African American, immigrant, and LGBTQ+ communities, have been steadily growing in stature. Three other subject areas that fall under Florida Studies include USF Archives, Florida Environment and Natural History, and the Cigar/Tobacco Industry. Taken together, the specialized subject collections within Florida Studies are consistently used twice as much as the general Florida Studies collection.

As a strategic collecting area, Florida Studies:

1. Is acknowledged as one of the libraries’ most successful collecting areas in terms of use, community engagement, and partnerships.
2. Facilitates the research of Florida and the Tampa area to generations of scholars who literally “wrote the book(s)” on this area’s history.
3. Provides local stakeholders with a visible and meaningful commitment to the place USF calls home, providing patrons essential records for the study of local and state history.

The total budget to fund Florida Studies should not change as a result of the recommendations of this report, since no new personnel are contemplated being added at this time.

### II. FLORIDA STUDIES, USF LIBRARIES TAMPA SPECIAL COLLECTIONS

The USF Libraries’ Florida Studies collection contains monographs, serials, maps, manuscripts, newspapers, photographs, printed ephemera, oral histories, and realia relating to Florida’s history and culture, especially the Tampa Bay region and its relationship with the Caribbean. Particular strengths include Ybor City and West Tampa’s immigrant experience, cigar art and artifacts, the Black and African American experiences in Florida, Latin American and Caribbean studies, the Spanish American War, José Martí, and Tampa’s relationship with Cuba. More recently, librarians have gathered materials documenting LGBTQ+ communities and the growing field of Florida Environment and Natural History (FLENH).

In the past, the USF Libraries have relied on the generosity of donors to grow its archival holdings. Special Collections has also benefitted from the help of faculty collaborators, predominantly from the USF departments of History and Anthropology. In the 1980s and 1990s, faculty collaborators assisted in bringing very important papers and donors to Special Collections, which helped form the foundation of our collections today. Since the 1990s, the collections have developed strengths in local history, photography, immigrants, African Americans, and more recently, FLENH and LGBTQ+. As Special Collections grew, Florida Studies collections emerged as one of its most obvious strengths in terms of use. Tampa Special Collections has successfully collected materials that are vital for local research.

### III. STRATEGIC CONTEXT

Supporting Floridiana collections demonstrates a commitment to the place USF and many of its students and alumni call home. Special Collections already has the collections to ensure it will be sought after by scholars in some capacity. In order to secure USF's place in the state's top Floridiana repositories, Special Collections must deepen its collections and its public commitment to the subject.

#### A. GLOBAL CONTEXT

The term "Floridiana" has been used as a catch-all term for materials relevant to the study of Florida, but it is not a field of scholarly inquiry. "Florida Studies" is a variation of Area Studies, an interdisciplinary approach using a proscribed area of the earth as the subject of inquiry. The [Florida Studies Program on the St. Petersburg campus](#) defines the field as:

"The interdisciplinary Florida Studies program is designed to highlight the state's history and culture, providing students the opportunity to explore a wide range of topics that highlight Florida's critical role in regional, national, and global affairs. The Florida Studies Program brings together faculty from History, Geography, Political Science, English, Anthropology, and other disciplines to create an integrated, in-depth exploration of our state's changing identity. From environmental policy and resource management to contemporary political challenges and rewriting the state's colonial history, Florida presents distinctive issues that merit close attention. For anyone interested in how our state fits into matters of regional and global significance, this program presents the ideal opportunity to use the State of Florida as a teaching and research laboratory."

Although literature exists for the establishment of local history collections, the challenge of maintaining collections is not addressed in a similarly comprehensive manner. During the 1970s and 1980s, the increasing popularity of local and public history prompted the growth of Florida's historical societies and their publications. In Tampa, the Tampa Historical Society established the *Sunland Tribune* (1974, now defunct) and USF's History department founded *Tampa Bay History* in 1979 (now published jointly by the USF Libraries and the Tampa Bay History Center). A comprehensive study about building local history collections (Brown and Rickerson, 1983) is still quite relevant despite its age. In addition to books and archives, the rising trends at the time included collecting ephemera and oral histories, both of which are still considered essential to repositories today. While searching "local history collections" in academic databases such as JSTOR, articles about the role of oral histories in local history collections appear consistently in the results discussing the role of oral histories in the context of state history in Indiana (Glen, McMullen & Truesdell, 2001) and Pennsylvania (Johansen, 2015). Most recently, archivists have taken their expertise directly to the local groups through independent community archives (Wakimoto, Hansen & Bruce, 2013). While digital collections have made the dissemination of materials easier, it has not changed the most basic function of a repository predicated on patron usage: to anticipate the needs of future scholars.

##### 1. *Local and Florida Studies*

All eighteen of USF's peer and aspirant Association of Research Libraries (ARL) universities maintain repositories of local, state, and regional collections.

First, a distinction should be made between our Florida Studies materials and genealogical materials. Taken together, our genealogical holdings are among the most frequently used materials in the Floridiana collections. While we value our collections and the patrons they attract, genealogy is probably not a viable collecting area for two reasons: Florida's recent settlement and low population did not allow for the generation of many genealogical records; and research on more recent genealogy can be conducted digitally outside of USF Libraries.

The importance of local studies as the building blocks of history is widely recognized in the history and humanities disciplines. Once considered the province of amateurs, local history has been rehabilitated as historic inquiry, becoming focused on marginalized groups instead of the "great white men" favored before the 1960s. Recently, a much sharper awareness of the importance of public history and representation has elevated the status of local history. The place of Florida in scholarship is also shifting by being integrated more fully into the history of the U.S. South and treated as a unique subject on its own (Florida Studies). Florida studies has enjoyed a surge of popularity with scholars and readers.

The Florida Studies collections in Special Collections are consistent with similar collections around the state and nation, with most materials documenting commercial and cultural activities in Florida. USF's collections differ from those at the University of Florida (UF) and Florida State University (FSU) in minor ways, such as the relative lack of records earlier than the late 1800s in the USF Libraries. This is mostly due to the young age of USF's collections in relation to that of UF and FSU. In addition, documentation in the vicinity of Tampa was relatively sparse at the time as Tampa and Hillsborough County did not attract many settlers until the late 1880s.

On the other hand, Florida Studies attract patrons to our distinctive sub-collections. A rather tight geographic focus on the Tampa Bay area is both a strength and a challenge. More than any other single subject, collections documenting the lives of historically marginalized populations (e.g., Latinx/Hispanic, Black/African American, and LGBTQ+) are the most popular among high-impact scholars, while genealogy is typically a low-impact field for scholarly inquiry. There has also been an uptick in interest in the USF Archives among scholars at USF and elsewhere, as demonstrated in Tables 1 and 2 and discussed in the section on Google Scholar.

## 2. *Local Studies Collections in ARL Libraries*

To examine the staffing and subject areas of our peers, this report uses USF's eighteen peer and aspirant institutions in the Association of Research Libraries. Of these, six institutions do not have named subject specialists, but specialists according to function (archivist, cataloguer, etc.). Nine of these institutions maintain at least one specialist in local/regional history, sometimes many more.

### *Rutgers University*

- Local Studies Collections: Rutgers University's collections focus on local and regional history, civic records, business, etc.
- Staff: 1 regional studies librarian and 1 women's collections archivist

#### *Stony Brook University*

- Local Studies Collections: Stony Brook's collections focus on Long Island and New York subjects.
- Staff: Unknown

#### *Temple University*

- Local Studies Collections: Temple University's collections focus on a mixture of politics, arts, and cultural subjects.
- Staff: Organized by function, not subject

#### *Texas A&M University*

- Local Studies Collections: Texas A&M University's collections focus on "Texas and borderlands. These collections contain books, manuscripts, and artifacts from all periods of Texas history. The Colonial Mexican holdings include examples of the earliest printed books in the New World. Other strengths include cattle and ranching, Western exploration, and the Battle of San Jacinto." (*Collecting Areas*, Cushing Memorial Library & Archives, <https://cushing.library.tamu.edu/collecting/index.html>).
- Staff: 2 curators for Texas/borderlands, 1 for ethnic/area studies, 3 for exploration/expansion/maps, and 1 for ideas/natural history

#### *University of Arizona*

- Local Studies Collections: The University of Arizona's collections focus on Arizona and the Southwest, the Borderlands, politics, and history of science.
- Staff: Organized mostly by function, 1 political affairs archivist

#### *University of Buffalo*

- Local Studies Collections: The University of Buffalo's library maintains collections with a lot of political content, citizen reports, etc.
- Staff: Devoted to poetry collection and university archives

#### *University of California, Davis*

- Local Studies Collections: The University of California, Davis hosts collections that span about 100 linear feet, including collecting subjects of pioneers and more.
- Staff: Organized by function, not subject

#### *University of California, Irvine*

- Local Studies Collections: The University of California, Irvine was "founded in 1972, the Orange County Regional History Collection continues to expand in breadth and depth. It documents the cultural, social, political, religious, economic, racial, and environmental history of Orange County from the mission period through the present." (*The Orange County Collection*, UCI Libraries, <https://special.lib.uci.edu/collections/orange-county-regional>).
- Staff: Regional history research librarian and 1 Vietnamese studies curator

#### *University of California, Riverside*

- Local Studies Collections: “The UCR Library houses an extensive collection of print and archival material that documents the rich cultural heritage of the communities that comprise Inland Southern California.” (*History of Inland Southern California*, UC Riverside Library, <https://library.ucr.edu/collections/history-of-inland-southern-california>).
- Staff: Organized by function, not subject

#### *University of California, San Diego*

- Local Studies Collections: The University of California, San Diego maintains collections that include “photographs, student newspapers, oral histories, campus news releases, news clippings, and publications that document the development and history of the campus.” (*UC San Diego History, About this collection*, UC San Diego - Library Digital Collections, <https://library.ucsd.edu/dc/collection/bb2288090s>).
- Staff: 1 specialist in California government information and maps, 1 specialist in local government information, urban planning, and the environment, 1 specialist in California/western history, and 1 maps specialist

#### *University of Illinois-Chicago*

- Local Studies Collections: The University of Illinois-Chicago’s collections focus on university archives, aerial photos, business history, building permits, the Daley family and their political history, educational history in Chicago, German immigrants, “global encounters,” maps, and Sanborn maps.
- Staff: Organized by function, not subject

#### *University of Illinois, Urbana*

- Local Studies Collections: “The Illinois History and Lincoln Collections (IHLC) preserves and provides access to both print and manuscript materials documenting the history of Illinois as well as Abraham Lincoln’s life and legacy. Approximately 35,000 printed volumes and 1,000 manuscript collections as well as numerous maps, photographs, ephemera, and other materials provide rich resources for researchers in many fields. The collections document the history of Illinois and its inhabitants from the colonial era and earlier to the present day.” (*Illinois History and Lincoln Collections*, Illinois Library, <https://www.library.illinois.edu/ihx/>).
- Staff: 1 specialist in African American research, 1 Prairie Institute librarian, 1 additional map, area studies (international), and university archives personnel for the History collections; 1 librarian, 1 archivist, and 1 specialist for the Lincoln collections

#### *University of Iowa*

- Local Studies Collections: The University of Iowa’s collecting subjects include Chautauqua, Lincoln, state politics, the Progressive Party, railroads, culinary, and Dadaism.
- Staff for Women in Iowa collection: 2 graduate assistants, 2 curators, and a processing librarian. Attached to a larger Special Collections that includes Iowa history

#### *University of Kansas*

- Local Studies Collections: “The Kansas Collection is the regional history division of the University of Kansas Libraries. The Collection provides researchers with primary source materials that document the history of Kansas and the region.” (*Kansas Collection*, Kenneth Spencer Research Library, <https://spencer.lib.ku.edu/collections/kansas-collection>).
- Staff: 1 Kansas “field archivist and curator,” 1 Kansas librarian, and 1 political/university archivist

#### *University of Texas, Austin*

- Local Studies Collections: “The Eugene C. Barker Texas History Collection was created in 1945 and named in honor of University of Texas professor Eugene Campbell Barker, a pioneer in the field of Texas history. The Barker Collection includes books, manuscripts, maps, newspapers, photographs, broadsides, and recorded sound and constitutes the most extensive collection of Texas-related material in existence. Includes: the Bexar Archives, 300,000 pages of Spanish colonial and Mexican Provincial records of Texas, from 1717 to 1836; the Texas Declaration of Independence printed in San Felipe de Austin in 1836; Lt. Col. Jose Enrique de la Pena’s eyewitness description of the Texas Revolution, including his controversial account of David Crockett’s death at the Alamo.” (*Collections- Texas History*, Briscoe Center for American History, [https://www.cah.utexas.edu/collections/texas\\_history.php](https://www.cah.utexas.edu/collections/texas_history.php)).
- Staff: Latin American collection: 1 head curator, 4 archivists (with sub-specialties), 2 librarians, 5 technical assistants, 3 administrative staff, and 4 staff

#### *University of Utah*

- Local Studies Collections: The University of Utah’s collections focus on local newspapers, ski archives, and university archives.
- Staff: Organized by function, not subject

#### *University of Washington*

- Local Studies Collections: The University of Washington hosts collections on the Pacific Northwest and Washington labor.
- Staff: 2 labor archivists, 1 archivist for the Washington State Jewish archives, and 1 Pacific Northwest curator

#### *Virginia Tech*

- Local Studies Collections: “An important part of our role is to document the experiences of our area. We broadly define our Local/Regional History & the Appalachian South Collection as materials from Blacksburg, Montgomery County, Southwest Virginia, southern Appalachia (Virginia, West Virginia, eastern Tennessee and Kentucky, northern North Carolina, and surrounding areas), and to some extent Washington, DC. The collection contains personal and family letters, diaries, photographs, oral histories, business records, religious and cultural organizational records, genealogical research, rare books, and vertical files, as well as publications by local authors, illustrators, and presses.” (*Collections of Special Collections and University Archives, Collecting Areas*, “Local/Regional History of the Appalachian South,” Virginia Tech University Libraries, <https://spec.lib.vt.edu/collections/>).

- Staff: Organized by function, not subject

### 3. *Relevant Links*

The following links are relevant to Floridiana collections and Special Collections.

- Our practices in studies collections align well with the local history collections development policy at the Library of Congress. The guidelines, which are too voluminous to include here, can be found at this link:  
<http://www.loc.gov/acq/devpol/localhistory.pdf>
- A summary of the state’s ten most significant repositories (including USF) is here. These institutions include (in order of appearance on the site cited): the P.K. Yongue Library at the University of Florida, The Florida Historical Society, the State Archives of Florida, West Florida History Center, St. Augustine Historical Society Research Library, Meek-Eaton Black Archives at the Florida Agricultural and Mechanical University, and the Special Collections of the University of North Florida, the University of South Florida, Florida State University, and the University of Miami.  
<https://guides.uflib.ufl.edu/floridahistory/main>

## B. INFORMATION CONTEXT

The USF Libraries Tampa Special Collections Florida Studies collection provides a wealth of resources. Use statistics demonstrate that it is the most-used collection at the Tampa Special Collections.

### 1. *Use Statistics*

Circulation data of archives and monographs is derived from estimates of statistics derived from Aeon, our circulation software. These numbers illustrate the extensive use of our general Florida Studies collections and the significant use of Florida Studies sub-collections. Lesser-used collections such as the USF Archives and LGBT materials have attracted increased attention in recent years. See Tables 1 and 2 and the related findings below.

**Table 1: Archives Circulation. Most popular subject groupings within Florida Studies in Aeon statistics (2013-2019)**

Subject Areas	Most Frequently Used Sub-collections	Reading Room Loans
General Florida Studies	Hampton Dunn Collection, Leland Hawes	1,130
Hispanic Heritage; Ybor City	Tony Pizzo Papers	920
African American and Black Experience in Florida	African-Americans in Florida Department of Anthropology Collection, Robert Saunders Papers	410



University of South Florida	University Archives, Catalogs, Photographs, <i>The Oracle</i>	270
LGBTQ+ Studies	Equality Florida Collection, Gay Surfer Collection	265
Political Papers	LeRoy Collins Papers, Jan Platt Papers, Sam Gibbons Papers	140
Cigar Industry	Westfall Cigar Research Collection, Osterwiell Cigar Labels	95
Florida Environment and Natural History	N/A	30

Total Transactions 3,260

**Table 2: Monograph Circulation (2013-2019)**

Subject Areas	Reading Room Loans
Florida Studies collections catalogued under LC call number F	2,240
Florida Studies materials catalogued under other subjects/location codes	1,325

Total Transactions 3,565

To demonstrate their impact on publishing and scholarship, Google Scholar findings are also provided. According to Google Scholar, since 2010, USF's Florida Studies collections have been cited in 7 books, 4 book chapters, 14 articles, 6 dissertations, and 3 master's theses.

Sample of high-impact publications citing Special Collections in Google Scholar, 2010-2020:

- Castañeda, C.J., and M.M. Feu, eds. (2019) *Writing Revolution: Hispanic anarchism in the United States*. University of Illinois Press.
- Jerónimo, O.L., Chang-Rodriguez, R., & Vogeley, N. (2017) *Account of the Martyrs in the Provinces of La Florida*. University of New Mexico Press.
- Dworkin-Méndez, K.C. (2011) When a 'New Deal' Became a Raw Deal: Depression-Era, 'Latin' Federal Theatre. *Transmodernity: Journal of Peripheral Cultural Production of the Luso-Hispanic World*, 1 (1), 1-28. Retrieved from <https://escholarship.org/uc/item/3rd2z64t>
- Elam Jr, H.J., Eisler G., Fletcher, A., Hecht, S., Kim Y.K., Mayer-Garcia, E., Coonrod Martinez, E. et al. (2016) *Experiments in democracy: Interracial and cross-cultural exchange in American theatre, 1912-1945*. SIU Press.

- Gomez, A. (2015) "Cubans and the Caribbean South: Race, Labor, and Cuban Identity in Southern Florida, 1868-1928." Doctoral dissertation, University of California, Los Angeles.
- Jones, P.L. (2017) "The Shelter Revolution: Housing and Community Planning in Tampa Bay, Florida, 1940-1990." Doctoral dissertation, Tulane University.
- Massey, B.T. (2017) "Defying the Sunbelt: An Economic and Environmental History of Tampa, 1950-1980." Doctoral dissertation, University of Florida.
- McNamara, S. (2016) "From Picket Lines to Picket Fences: Latinas and the Remaking of the Jim Crow South, 1930-1964." Doctoral dissertation, University of North Carolina, Chapel Hill.
- Reilly, B. (2015) *Tropical Surge: A history of ambition and disaster on the Florida shore*. Rowman & Littlefield.
- Tinajero, A. (2010) *El Lector: A history of the cigar factory reader*. University of Texas Press.

### C. INSTITUTIONAL CONTEXT

Internally at the university, the most frequent users of Florida Studies collections in Tampa Special Collections have been Anthropology and History faculty and students. One trend that has curbed student interest from the Tampa campus History department is the long-term lack of specialized personnel to teach a variety of courses on the subject in the History department.

In the History department, much of the faculty interested in Florida Studies has migrated to St. Petersburg in the last twenty years to form USF's Florida Studies Program. The program had dynamic beginnings and eclectic scholarly output. With the directorship of Dr. J. Michael Francis, the program has subsequently specialized in colonial Florida using Spanish imperial sources and a small cadre of students, which Special Collections on the Tampa campus is not well-positioned to build on. While the Florida Studies Program lost its two inspirational historians to retirement (Drs. Gary Mormino and Ray Arsenault), other Florida Studies-affiliated scholars remain, mostly in English and Geography (please see "Florida Studies Program Faculty" for more information, <https://www.usf.edu/arts-sciences/florida-studies/faculty/>). Some sort of partnership with the Florida Studies department seems natural, but no working relationship has existed for some time. In the past, the Leland Hawes Essay Prize and the Patrick Riordan Memorial Research Award have facilitated greater engagements with Florida Studies students and their research.

USF's History department offers elective courses, typically taught by adjunct instructors. In an encouraging sign, Tampa campus faculty, such as Drs. Julia Irving and Stephen Prince, have incorporated local, public history into their broad national courses (on race, for example). There has also been an uptick in interest in the University Archives in History, including Dr. Joshua Levy and two visiting professors, all of whom incorporated special collections into their curriculum.

Anthropology has also been a vital long-term ally. Even if it does not offer Florida or local studies classes, instructors often apply lessons through a local lens. Dr. Antoinette Jackson's work on cultural and heritage tourism, Dr. Susan Greenbaum's (retired) work on Afro-Cubans and public housing, and

(anthropologist now working in Africana Studies) Dr. Cheryl Rodriguez’s research and teaching on racial issues, are all good examples of activities that drew from or contributed to Special Collections resources and expertise.

With the consolidation of USF’s campuses, more coordination between Special Collections units in Tampa and St. Petersburg may improve outreach, services, and donations. A promising internal development is the activities of the Digital Heritage & Humanities Collections (DHHC) unit, which overlaps nicely with Special Collections’ materials and focus. The Tampa 1915 mapping project, in particular, is a good example of a collaborative endeavor that will be of great use in engaging scholars in the future. Special Collections utilized interns to help populate the mapping project with data derived from Special Collections resources such as the Tampa City Directories. It is hoped that Special Collections and its personnel can find ways to continue engagement with DHHC and its projects.

1. *USF Faculty Engagement*

Out of nine colleges and departments, 41 undergraduate courses and 6 graduate courses related to Florida were offered in 2019 (see Table 3 below). A graduate certificate in Florida Studies is offered at USF St. Petersburg.

**Table 3: USF Departments with Florida Studies Curriculum and Relevant Graduate Certificates, 2019**

Department	Course Title	Instructor	Undergraduate Courses Offered	Graduate Courses Offered
Archaeology	Archaeology of Florida	T. Whitmore (St. Petersburg campus)	1	0
Biology	Florida Ecosystems	Dr. Laura Runge-Gordon	1	0
English	Florida Literature and Culture	Dr. Byington	2	0
Environmental Science and Policy	Florida, Fishing Capital of the World	(data not available)	1	1
Geography	Geography of Florida	(data not available)	1	
History	Early Florida	(data not available)	8	1
	Modern Florida	(data not available)	15	2

	Exploring Modern Florida	(data not available)	2	0
Humanities and Cultural Studies	Florida Film	(data not available)	1	1
Interdisciplinary, Fl. Studies	Spring of Florida	(data not available)	2	0
Political Science	Florida Politics and Government	Dr. Benton	5	1
Total Courses			41	6

## 2. USF Student Engagement

The number of theses and dissertations published at USF about Florida demonstrate that scholarly inquiry at the graduate level has fallen sharply over the last two decades, as demonstrated in Table 4.

**Table 4: Florida-Related Theses and Dissertations, 2000-09 and 2010-20**

WorldCat	Dissertations, 2000-09	Dissertations, 2010-20	Theses, 2000-09	Theses, 2010-20
History / Anthropology	44	15	148	49
Bio-Geo Sciences	83	51	257	117

## 3. Partnerships

Special Collections has partnerships with the Tampa Bay History Center (TBHC), Florida Holocaust Museum, Ybor City Museum Society, and Fundación Archivo de Indianos. Only the TBHC partnership is currently active.

One of the Library's closest partners, the Tampa Bay History Center, is engaged entirely in Florida Studies and local studies. While the partnership is active with a shared endowment and map collection, the partnership is ill-defined. Our jointly funded activities include the Leland Hawes Prizes, the Patrick Riordan Memorial Research Award, the *Tampa Bay History* journal, and the Florida Conversations event series. If the TBHC and USF Libraries could formally agree on spheres of collecting (likely by medium), joint collection development activities could prove to be much more fruitful. Such an agreement could stipulate that the TBHC specialize in maps and artifacts while USF Special Collections specialize in textual and visual materials, for example. Alternatively, areas of interest could be carved out by subject area. In the joint publication,

[Tampa Bay History](https://digitalcommons.usf.edu/tampabayhistory/) (which is now available free through Digital Commons @ University of South Florida here: <https://digitalcommons.usf.edu/tampabayhistory/>), Special Collections might start a column or regular essay to publicize new acquisitions, initiatives, and so on.

#### D. INSTITUTIONAL GOALS AND OBJECTIVES

Florida Studies collections support the goals and objectives of the university and its libraries. The collections have and will continue to support “high-impact” research (from USF’s goals) and to develop distinctive collections (from the libraries’ goals). There is no collection in our possession more distinctive than USF’s archival holdings in Florida Studies, which include the overlapping local and state LGBTQ+ papers, the growing Florida Environment and Natural History (FLENH) collections, and the University Archives. These materials have also fueled the research of library faculty (especially those working in Special Collections), aligning with the libraries’ goal to increase the research contributions of librarians.

*Summary of University Goals (“Mission and Goals,” University of South Florida, 2021)*

- Lifelong success of well-educated, highly skilled, and adaptable alumnae/alumni
- High-impact research and innovation
- To be a major social and economic engine
- Vibrant community for learning
- Visionary planning and sound management

*Summary of USF Libraries Goals (“Strategic Directions,” University of South Florida, 2021)*

- Develop distinctive collections
- Enhance service model
- Increase research contributions

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#### IV. PROJECT DESCRIPTION

The continued success of Florida Studies as a core collection depends in large part on the willingness of library leadership to recognize its importance and leverage existing assets toward continued growth in this area. The Florida Studies collections are among the libraries’ most-used materials. Most of its collections have come at minimal cost to the university through donations and tax incentives. The subject and collections serve as accessible gateways between the libraries and the community it serves.

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#### V. RESEARCH PROBLEMS AND PROPOSED SOLUTIONS

Although the Florida Studies collection is well-used by audiences internal and external to the university, the USF Libraries needs to renew efforts to keep its collections relevant, to increase engagement with its audience, and increase the impact of publications derived from our collections.

##### A. RESEARCH PROBLEM 1: REMAINING RELEVANT

Special Collections needs to pursue new collections to stay relevant. To date, Special Collections has not heavily solicited the community for donations or guidance for future directions. Past donors of materials

are usually not engaged beyond the initial donation. Previous engagement with the community through Florida history-themed programming or steering groups has not been maintained.

*Solution A-1: Begin concerted archival acquisition campaign that comprises the following steps:*

- Create an agreement between TBHC and USF Libraries that outlines spheres of collecting (likely by medium). Spark interest in this venture by launching a joint publicity and solicitation campaign.
- Create or renew partnerships with other organizations around the Tampa Bay area, such as the Henry B. Plant Museum, the Ybor City State Museum, *La Gaceta* newspaper, St. Petersburg Museum of History, and the Dr. Carter G. Woodson African American Museum, with a focus on partnerships in the Pinellas county and St. Petersburg areas to build upon the resources of the Poynter Library.
- Facilitate more usage of Floridiana materials in museum exhibits and publications by working with curators to anticipate exhibit themes and suggest items.
- Circle back to existing donors and donor groups, such as social clubs, to see if there are more materials for donation among their membership. Begin with public, virtual events for social and women’s clubs. Chat with existing donors to suggest other potential donors and collections.
- Form a Florida Studies interest board/group to help open doors. Talk to the Rotary Club and other relevant groups.
- Actively encourage all library faculty to engage in research and writing about Special Collections materials and programs.
- Be prepared to spend money on relevant Florida Studies materials. Stake out areas we are prepared to spend money on, as opportunities often arise and disappear very quickly, especially where dealers are concerned.
- Research local groups and organizations to identify new donors. Establish or enhance records in the following areas: 1. activism, 2. social groups, and 3. interest/activist groups. Work with existing organizations to start “open” collections that are meant to be added to over time.
- Create a public web page for materials we are seeking. Work with USF Libraries Communications & Marketing and Development Offices to create a marketing strategy.
- Concentrate on high-demand collecting areas, including Black and African American studies, LGBTQ+ studies, and materials that may be relevant to FLENH research. De-emphasize other areas, such as cigar art and the papers of politicians.
- Create a resource page for pirates, buccaneers, Jose Gaspar, and Gasparilla with relevant content, including exhibits and instruction sessions. Work on a shared presence with the Tampa Bay History Center drawing from both collections.

## **B. RESEARCH PROBLEM 2: LACK OF ENGAGEMENT**

Maintaining engagement with students, faculty, visiting scholars, and the community is a constant challenge. Long-term success requires more active engagement and programming around Floridiana.

*Solution B-1: Begin a new, aggressive marketing campaign to increase traffic and raise awareness:*

- Increase Special Collections outreach by engaging in internal and external marketing.

- Start a column or regular essay to publicize new acquisitions, initiatives, and related content with TBHC in joint journal *Tampa Bay History*. Special Collections might assert itself more fully in the creation and content of the journal so that it could champion the library as much as its partner.
- Capture testimonials among patrons, donors, interns, and employees, possibly through a podcast.
- Speak and publish about activities and collections at scholarly conferences and in the community.
- Make formal announcements about newer, processed collections and make a list of recipients, such as the listserv H-Florida, the *Florida Historical Quarterly* journal, *Florida Studies Journal*, and national library and archive groups.
- Hold more casual, inexpensive events online and off campus, possibly in partnership with the TBHC, breweries, or other local venues.
- Market Environment and Florida Studies together when possible to demonstrate synergy of collections and the capacity for interdisciplinary research.
- Leverage high-impact research in our collections by creating themed exhibits that would market the collection and research of the scholar.
  - For example, Special Collections could work with journalist Paul Guzzo to create a cemetery exhibit using our materials. Since our materials were key to unlocking some of the local cemetery mysteries, Special Collections would be better able to make the public aware of this important work and the collections that made it possible.

### C. RESEARCH PROBLEM 3: UNDERUTILIZED ORAL HISTORY INFRASTRUCTURE

Although the infrastructure and a Foundation account are in place to support oral history, there has not been a willingness to make this a routine part of collection building. Gathering audio interviews is cheaper than ever and transcription costs can be offset by grants, a growing foundation account, partnerships, interns, and more. Empower the Florida Studies librarian to pursue oral history projects, partnerships, and funding.

*Solution C-1:* Reestablish and Reinvent the Oral History Program (OHP)

- Give the Floridiana librarian (Andrew Huse) increased control over the direction of the Oral History Program, while also being encouraged to raise Foundation funds for the purpose with the Development Office.
- The librarian would not necessarily conduct the interviews in any given project.
- Allow Floridiana librarian to utilize a fixed number of student hours for processing a set amount of transcription hours per year. More transcription can be accomplished with external funds, interns, partners, and/or volunteers.
- Use the Oral History Program to spearhead new collecting areas, perhaps working with existing community groups to spread the word of the library's search for materials and the precious stories of the people themselves.
- Incorporate oral history into our planning and collection strategy, as an active Oral History Program that could also serve as an encouraging repository for more faculty and student content.

- Partner with TBHC to fund a joint Oral History Program that allows routine collection of interviews and cost sharing.
- Partner with community groups to engage in oral history projects and fundraising.
- Actively encourage oral history projects in graduate curriculum, beginning with History and the Geosciences department. The students would transcribe their own work under faculty supervision before being deposited in the library. The Geosciences librarian is currently engaged in a podcast project that could easily facilitate oral histories in the field.
- Partner with Development Office to pursue oral histories (or interviews of more limited scope) with existing donors about their materials and why they gave.

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## VI. BROADER IMPACT

### A. GENERAL CONSIDERATIONS AND OVERVIEW

In what has been called the “bellwether state,” Special Collections has an opportunity to market many Florida-related materials as global studies in a regional context, such as immigration, identity, and commerce materials. Florida provides a unique opportunity for scholars in a wide variety of fields, and our Florida Studies collections have supported a consistent stream of scholarly publications. With the expansion into FLENH, opportunities for synergy between collections increases with the expansion of our potential patron base.

### B. STAKEHOLDER RESPONSIBILITIES

#### 1. *Educators and Students*

To meet the needs of educators and students, Special Collections will collaborate with graduate education programs and partners to create lesson plans that focus on our collections.

#### 2. *Researcher Community*

In order to serve scholarly and academic researchers, we provide services, such as digital reproduction when possible. For students, we would like to conduct instruction sessions and build exhibits that will enhance their learning. For scholars, we would like to create more discoverable collections, which should be helped by ArchivesSpace implementation. For the general community, we believe that micro-content shared on social media could have a “viral” or shareable quality, thus increasing the awareness of our collections and collecting specialties.

#### 3. *Donors*

Special Collections will show what we can do to draw donors, especially online, as well as find ways to engage donors and the community. This could be accomplished through a Florida Studies steering committee comprised of donors and advocates and an active Oral History Program.



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## VII. USER CONSIDERATIONS

### A. TERMS, SERVICES, AND COPYRIGHT CONSIDERATIONS

Users may access the Florida Studies collections without any known restrictions. Copyright restrictions may limit duplication, publication, and dissemination of collection items unless those activities fall within the parameters of fair use.

### B. USER SUPPORT AND PRIVACY

The USF Libraries adheres to both university and industry standards and guidelines to safeguard users and protect their personal information.

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## VIII. MARKETING CONSIDERATIONS

The channels for marketing Florida Studies materials are open and actively under improvement when possible.

### A. INTERNET DISSEMINATION

Some general ideas for digital communication and promotion include podcasting, curated digital collections (such as the [African American Experience in Florida](#) portal and the [FLENH](#) portal), digital exhibits and instruction sessions, and social media.

### B. MEETINGS

Special Collections faculty and staff have presented research at state and national scholarly conferences relevant to the collections, services, and research they are promoting. Special Collections should also heavily engage with the local community to raise awareness, usage, and community involvement and support.

### C. PUBLICATIONS

Special Collections faculty have published in the following journals: *Journal of Florida Studies*, *Tampa Bay History Journal*, and *Florida Historical Quarterly*. Andrew Huse has written two monographs and co-authored another monograph, all peer-reviewed, published through the University Press of Florida, and about local history topics utilizing Special Collections materials.

### D. BRANDING AND PUBLIC PROGRAMMING

The libraries' joint Florida Conversations series, led by the Tampa Bay History Center but funded through a USF Libraries/TBHC Foundation account, conducts about eight programs per year but has no public face outside the Tampa Bay History Center. In terms of funding and institutional desire, the capacity to hold more events has been very low.

**IX. ORGANIZATION AND STAFFING**

**A. LOCAL STUDIES COLLECTIONS IN ARL LIBRARIES**

When compared to the profiles of our peer and aspirant institutions, the data show that USF Libraries Special Collections is being vastly outspent and outnumbered. All seventeen ARL institutions with staffing information available maintain Special Collections personnel. Eleven of them employ subject specialists based on their collecting areas, while six employ staff strictly by function. USF currently has two librarians and two staff in Tampa and one librarian in St. Petersburg. Of the five staff across both libraries, two specialize in Florida Studies as a subject area.

**B. PROJECTED FLORIDA STUDIES PERSONNEL AT USF LIBRARIES**

As the Florida Studies specialist at Tampa Special Collections, and based upon the library’s present initiatives and patron demand, the author of this report does not recommend hiring a Florida Studies specialist at this time.

**X. IMPLEMENTATION PLAN**

There are no new positions or programs needed to address the recommendations in this report.

**XI. RISK ANALYSIS**

<b>Risk</b>	<b>0-1 Year</b>	<b>1-3 Year</b>	<b>3-5 Year</b>	<b>Preventative Measures</b>
Operating Budget	High	High	High	Identify alternate means of funding both the curator and collections
Fundraising	Medium	Medium	Medium	Work with Development Office to secure and enhance endowments to support and brand collections
Low or unexpectedly high USF faculty interest	Medium	Medium	Medium	Establish strong relationships with USF Libraries Research & Instruction department librarians to co-facilitate instruction and services
Low or unexpectedly high graduate student interest	Medium	Medium	Medium	Establish strong relationships with USF Libraries Research & Instruction department to co-facilitate research services

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## XII. BUDGET

There are no new positions, equipment, or programs to fund in this report.

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## XIII. CONCLUSION

Florida Studies is and will remain a pillar of our collections and patron engagement, but it does not appear to be growing significantly in demand over the long term. Underutilized assets such as the Oral History Program, partnerships, and Foundation accounts should be leveraged for future collecting, engagement, and programming efforts. Present priority for new staff should be given to our less-developed and understaffed areas of Special Collections.

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