

# African American History Task Force Activity Report

1<sup>st</sup> Quarter July 1, 2022 – September 30, 2022

FAMU Project # 007966

Project Recipient: Florida Agricultural & Mechanical University

Florida Department of Education Project #: 376-90050-3Q001

Project/Program Title: African American History Task Force

TAPS#: 23A027

Authority: LINE ITEM 113 General Appropriations Act

Project Period: July 1, 2022 – June 30, 2023

Budget Period: July 1, 2022 – June 30, 2023

Submitted by: Dr. Bernadette Kelley Brown – Principal  
Investigator

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## Summary Quarter 1 July 1, 2022, to September 30, 2022

Funding for # 376-90050-3Q001- TAPS# 23A027 was received on September 1, 2022.

Outstanding payments from 2021-2022 (#376-90050-376-90050-2P001)), TAPS # 22A027 will use current funding to pay those invoices.



*Excellence with Caring*  
Division of Research  
OFFICE OF SPONSORED PROGRAMS  
400 FHAC

## Florida Agricultural and Mechanical University

Tallahassee, Florida 32307-3200

Telephone: (850) 599-3531  
Fax: (850) 599-3952

### MEMORANDUM

**DATE:** September 1, 2022

**TO:** Dr. Bernadette Kelley Brown, PI

*Glory B. Brown*

**FROM:** Glory B. Brown, Director Office of Sponsored Programs

**RE:** New Award

On behalf of the Office of Sponsored Programs (OSP), we would like to extend our congratulations to you for receiving the award for the Proposal entitled: **"African American History Task Force."** Your award information has been entered into PeopleSoft. Your account manager is Mr. Ravares Conner.

#### **I. PeopleSoft Screens**

a. **Header Tab-** The header tab contains the following information about your new award:

- i. Principal Investigator (PI)
- ii. Title of Project
- iii. Name of Sponsoring Agency
- iv. Period of Performance
- v. Other information required by PeopleSoft

b. **Projects Tab-** The projects tab contains the following information about your new award:

- i. Project Number
- ii. Department of PI
- iii. Other information required by PeopleSoft

c. **Budget Line Summary Tab-** The budget line summary tab contains the following information about your new award:

- i. Budget Information
- ii. Target Sponsor Budget: Amount awarded by sponsor (direct cost plus indirect cost)
- iii. Other information

**II. Executed Agreement-** Provides contract terms and conditions for the award.

- i. Refer to the Award Face Sheet or Provisions Section for further information about contract terms and conditions.
- ii. Approved budget

## Project Performance Accountability Form

Scope of Work Tasks/Activities	Deliverables (Product or service)	Evidence (verification)	Due Date (completion)	Unit Cost
1. <b><u>Project Director</u></b> : The Project Director oversees the operations and progression of the project.	Reports Correspondences	Reports		IN-KIND
2. <b><u>Program Coordinator</u></b> : The duties for this position include the following: Maintain daily office hours, answer phone inquiries, maintain all systems required by Florida A&M University for project implementation, prepare and process travel requests, maintain a database of all records (contacts, Instructional Standards, program participants. etc.), assist in the preparation of all reports as required by the funding source, assist the Project Director in outreach to Florida school districts, organize and prepare all correspondences, assist in the planning and delivery of meetings and conferences, record minutes and notes of all official meetings, provide assistance as required by the other stakeholders, provide support to personnel utilizing the African	Reports Logs Communications	Timesheets Reports Minutes Correspondences	Quarterly: October 2022 – <span style="color: red;">Completed Appendix - A</span> January 2023 April 2023 June 2023	712000 29228.00/3799.00



American content staff development. Assist with maintaining all social media: Twitter, Instagram, Facebook, and YouTube to support AAHTF professional learning, educational opportunities, and Summer Institute programming.				
<b>SGS Technologies:</b> Website development, maintenance, and web hosting services. Improve student knowledge about African American history through the African American History Task Force website as well as other identified materials and resources that will positively impact student achievement and provide models for possible replication	Analytical Reports	Quarterly Reports	Quarterly: October 2022 - <i>Completed Appendix - B</i> January 2023 April 2023 June 2023	720000 11,490.00
<u><b>Professional Development- Educator Training:</b></u> Website professional development. Improve teacher/student knowledge about African American history through the African American History Task Force initiatives On site teacher professional development meetings and workshops Comprehensive reporting and data	Analytical Reports	Quarterly Reports	Quarterly: October 2022 - <i>Completed Appendix - C</i> January 2023 April 2023 June 2023	720000 28,400.00

highlighting program efficacy and impact in area schools Cutting-edge, interactive, digital learning technology private-labeled to A.A.H.T.F.				
<b><u>Travel/Meetings/Materials:</u></b> <ul style="list-style-type: none"> <li>Task Force commuting round trip from their home cities for African American History Task Force meetings, trainings, and conferences;</li> <li>Travel participation in various conferences (Florida Association of Social Studies Supervisors (F.A.S.S.S.), Florida Council of Social Studies (F.C.S.S.), and relevant conferences. Annual Task Force meeting);</li> <li>Conduct at least on for African American History Task Force meeting and ensure that all meeting is noticed in the Florida Administrative Register,</li> </ul>	Provide “Web-Shots” for teachers, pre-service teachers, faculties, district personnel, and other stakeholders (i.e., facilities rental, transportation cost, travel cost, and appropriate training materials) A.A.H.T.F. Meetings: Require that any newly appointed Task Force member complete online training for the Sunshine and public records laws and submit a certification to the department they have done so. Ensure that each African American History Task Force has signed the Statement of fiscal Responsibility supplied by the Florida Department of Education.	Quarterly Reports  Travel Reports Sign – in Sheets Minutes Presentations  Reports Certification SFR signed forms Supply Invoice	October 2022 – No travel in 1 <sup>st</sup> Quarter January 2023 April 2023 June 2023	720000  4999.00

<b><u>Evaluator:</u></b>  Evaluate the program to determine any best practices	Provide periodic review and analysis of data related to the implementation of all	Data collected utilizing the pre-post evaluation before and after all teacher training. Data collected by examining and	December 2022 March 2023 June 2023	720000 3500.00
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and to identify any need for program revisions.	project goals	analyzing Florida State Standards Assessments and “End of Course” assessments in reading, writing, and U.S. History of those “Exemplary” districts along with those districts that request assistance Data collected from all teachers/educators that participate in the online and onsite professional development training.		
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## **Appendices**

A- Program Coordinator

B - SGS Technologies

C – Professional Development – Educator Training

## **APPENDIX A**

Program Coordinator Report-Submitted by Sabrina Shade

- DOE African American History Workgroup Letter
- Florida Council for The Social Studies Conference – Flyer/Agenda
- State of Florida Slavery Memorial Update



State Board of Education

Tom Grady, *Chair*  
Ben Gibson, *Vice Chair*  
*Members*  
Monesia Brown  
Esther Byrd  
Grazie Pozo Christie  
Ryan Petty  
Joe York

Manny Diaz, Jr.  
Commissioner of Education

**MEMORANDUM**

**TO:** School District Superintendents

**FROM:** Jacob Oliva

**DATE:** August 19, 2022

**SUBJECT: House Bill 7 – Call for African American History Standards Workgroup Members**

**Contact Information:**

Angelia Rivers  
850-245-0423  
[Angelia.Rivers1@fldoe.org](mailto:Angelia.Rivers1@fldoe.org)  
**DPS: 2022-118**

House Bill 7, signed by Governor DeSantis on April 22, 2022, and effective July 1, 2022, amends section 1003.42(2)(h), Florida Statutes, revising and expanding requirements for required instruction on the history of African Americans.

The Florida Department of Education is seeking qualified individuals for a workgroup to review the standards related to African American History. Individuals selected to participate in this workgroup are encouraged to have at least one of the following qualifications:

- Hold a Florida Educator Certificate in 6-12 Social Science or Elementary Education K-6;
- Be a school lead History teacher or a district staff member with experience working in Social Science or Elementary Education; or
- Have experience teaching African American History and working with Florida's Social Studies Standards related to African American History.

Workgroup meeting participation will be on a hybrid basis with some meetings occurring in person and other meetings conducted remotely. Participation will be ongoing and participants must be available for multiple meetings. Travel reimbursement will be paid.

Individuals seeking to participate in this workgroup must email their interest, including a resume with the above qualifications, to [John.Duebel@fldoe.org](mailto:John.Duebel@fldoe.org) by September 2, 2022.

JO/ar

cc: District Social Studies Coordinators

JACOB OLIVA  
SENIOR CHANCELLOR



The Florida Hotel and Conference Center  
1500 Sand Lake Road, Orlando, FL 32809  
October 14 - 16, 2022

**Friday, October 14, 2022**

5:00 pm - 7:00 pm Registration  
5:00 pm - 5:30 pm FCSS Board of Directors Meeting  
6:00 pm - 8:00 pm Beverage and Snack Reception, Sponsored by Bill of Rights Institute

**Saturday, October 15, 2022**

7:30 am - 12:00 pm Registration  
8:00 am - 5:00 pm Exhibit Hall Open  
7:30 am - 8:15 am Grab & Go Breakfast sponsored by TCI  
8:00 am - 8:25 am General FCSS Membership Meeting  
8:30 am - 9:20 am Concurrent Session 1  
9:30 am - 10:30 am Keynote Speaker sponsored by FCSS - Devin Siebold  
10:30 am - 10:50 am Exhibit Hall Exploration / Snack Break Sponsored by McGraw-Hill  
10:50 am - 11:40 am Concurrent Session 2  
11:45 pm - 1:00 pm Lunch & Learn Sponsored by Cengage / National Geographic  
1:10 pm - 2:00 pm Concurrent Session 3  
2:10 pm - 3:00 pm Special Session sponsored by FCSS - Devin Siebold  
3:00 pm - 3:15 pm Exhibit Hall Exploration / Snack Break Sponsored by The DBQ Project  
3:15 pm - 4:05 pm Concurrent Session 4  
4:10 pm - 5:00 pm Concurrent Session 5  
5:00 pm - 5:15 pm Exhibit Hall Exploration & Drawing  
6:30 pm - 8:30 pm Florida Council for the Social Studies Award Dinner\*  
Special Guest Devin Siebold (\*Reservations Required)

**Sunday, October 16, 2022**

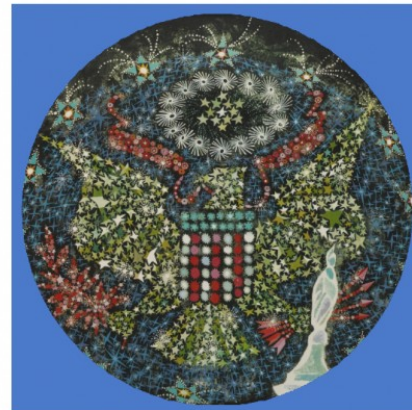
8:00 am - 8:50 am Concurrent Session 6  
9:00 am - 9:50 am Concurrent Session 7  
10:00 am - 11:30 am Brunch & Learn sponsored by Social Studies School Service  
11:30 am - 11:45 am Door Prizes / End of Conference

*The Florida Council for the Social Studies Conference proudly supports K – 12 social studies professional educators with engaging, applicable, and relevant content and pedagogy sessions.*



**FCSS**  
Florida Council For The Social Studies

**Join Us for Our  
65th Annual Conference  
The Pursuit of Happiness: Reigniting the  
Social Studies Spark**



**When: October 14-16, 2022  
Where: Florida Hotel & Conference Center  
1500 Sand Lake Road  
Orlando, FL 32809**

Questions? Contact Chris Spinale at [chrisspinale@fcss.org](mailto:chrisspinale@fcss.org)

[SPAM]DMS Memorials Introduction

Blosser, Kent <Kent.Blosser@dms.fl.gov>

Wed 7/13/2022 11:02 AM

To: Shade, Sabrina L. <sabrina1.shade@famu.edu>

This email originated outside of Florida A&M University. If you think this is a phishing (scam) email, please forward to [phishbowl@famu.edu](mailto:phishbowl@famu.edu) or call 412-HELP.

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Good morning Sabrina,

My name is Kent Blosser, and I am the new Community Engagement Liaison with the Florida Department of Management Services. I wanted to reach out to introduce myself and provide a brief update on the Slavery memorial to be placed near the Capitol Complex memorial garden in Tallahassee.

As you may know, with the passing of HB 5301 this past Legislative Session, the construction and placement of monuments/memorials must now be approved by a new committee consisting of an officer or designee from the following:

1. The Governor
2. The Attorney General
3. The Chief Financial Officer
4. The Commissioner of Agriculture
5. The President of the Senate
6. The Speaker of the House of Representatives

DMS has already initiated conversations with each of these entities to determine who their committee representative will be.

If you have any questions or want to discuss the memorial further, please feel free to contact me any time by phone or email; my number is (850) 363-0125. The Department is very appreciative of your previous feedback, and I am excited to work with you moving forward.

Thank you,

**Kent Blosser** | Community Engagement Liaison  
*Office of the Secretary*  
850-412-6926 (Office) | 850-363-0125 (Cell)  
Florida Department of Management Services  
**We Serve Those Who Serve Florida**

## APPENDIX A- continued





COMMISSIONER OF EDUCATION'S  
AFRICAN AMERICAN HISTORY  
TASK FORCE

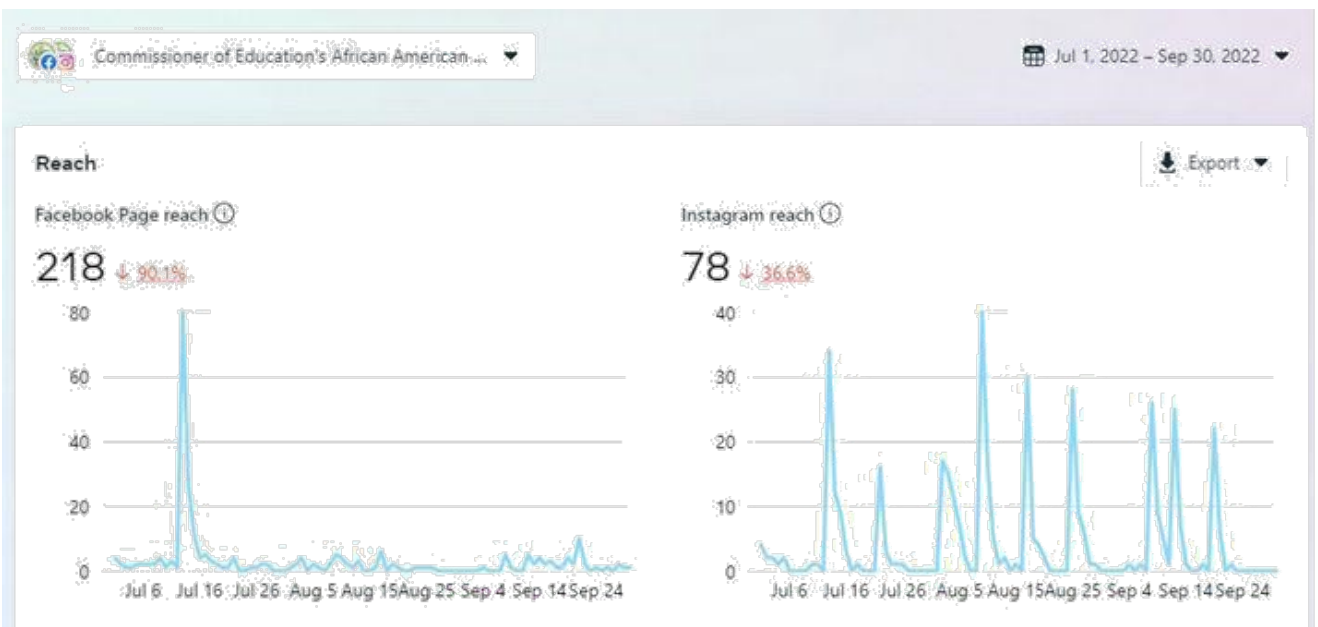
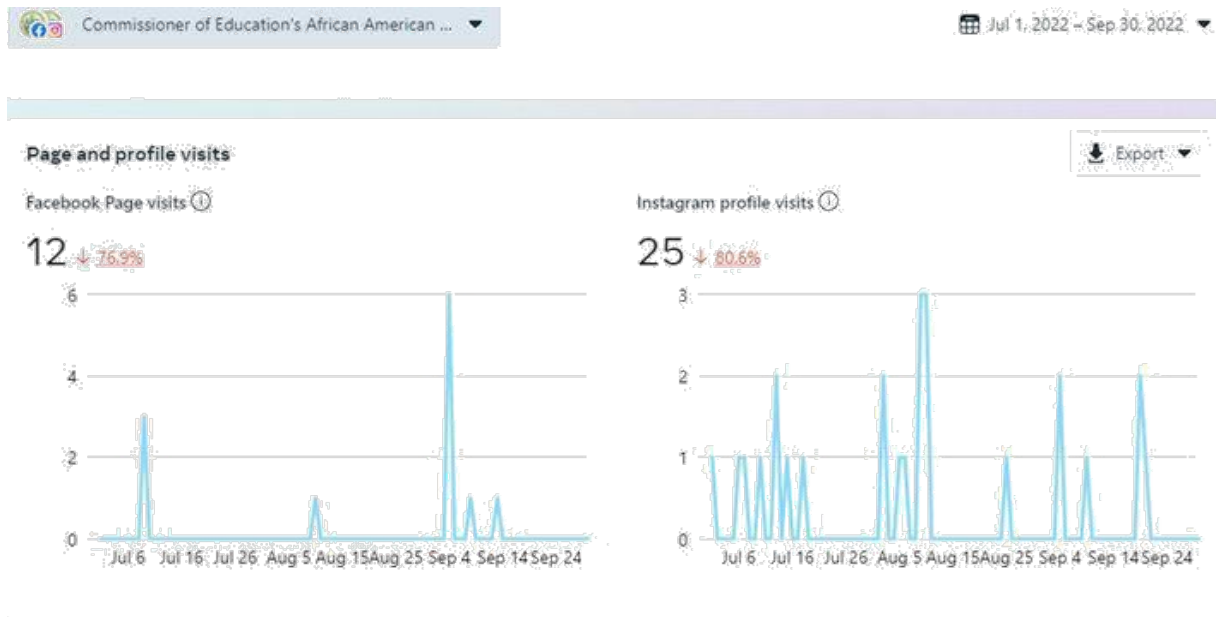
## AAHTF Social Media Report

1<sup>st</sup> Quarter Report  
July 1, 2022 – September 30, 2022  
Performance Summary:

The purpose of this report offers overviews of AAHTF Social Media platforms by analytic data and other measuring tool during the third quarter.

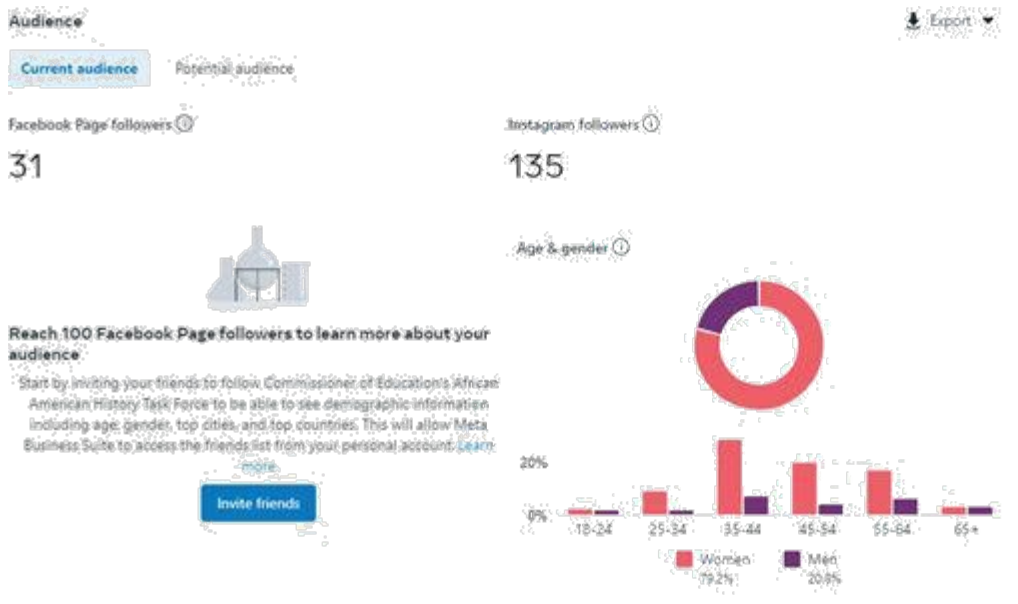
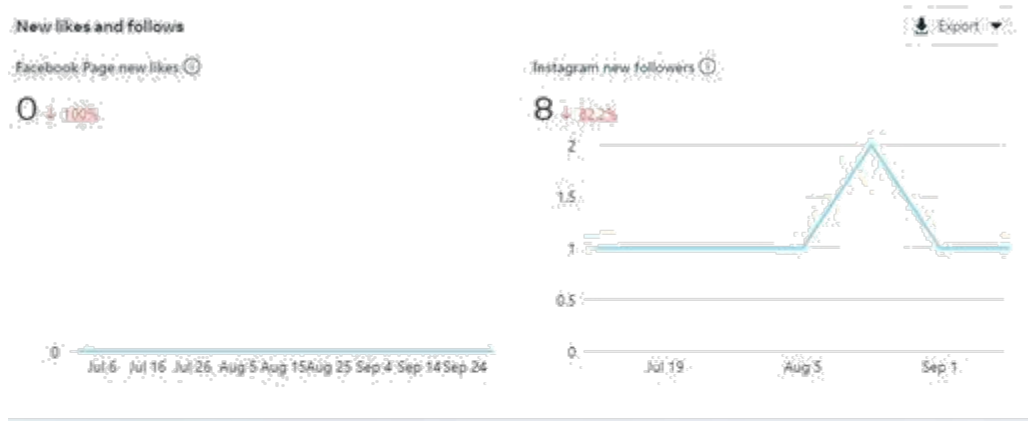
Facebook Analytics Overview

Instagram Analytics Overview





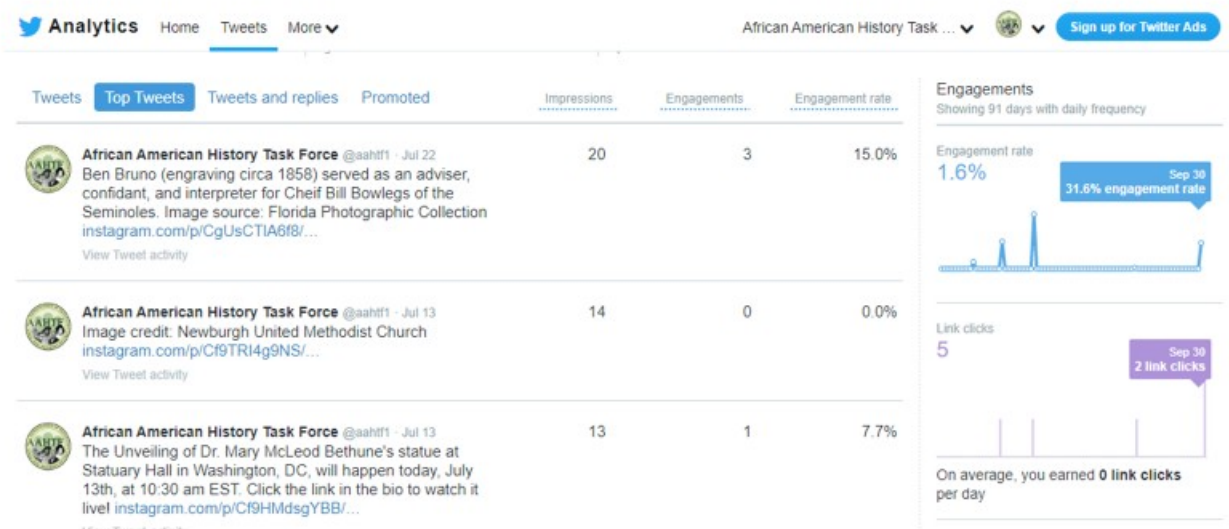
## Facebook Analytics Overview    Instagram Analytics Overview – Continued



## Twitter Analytics Overview



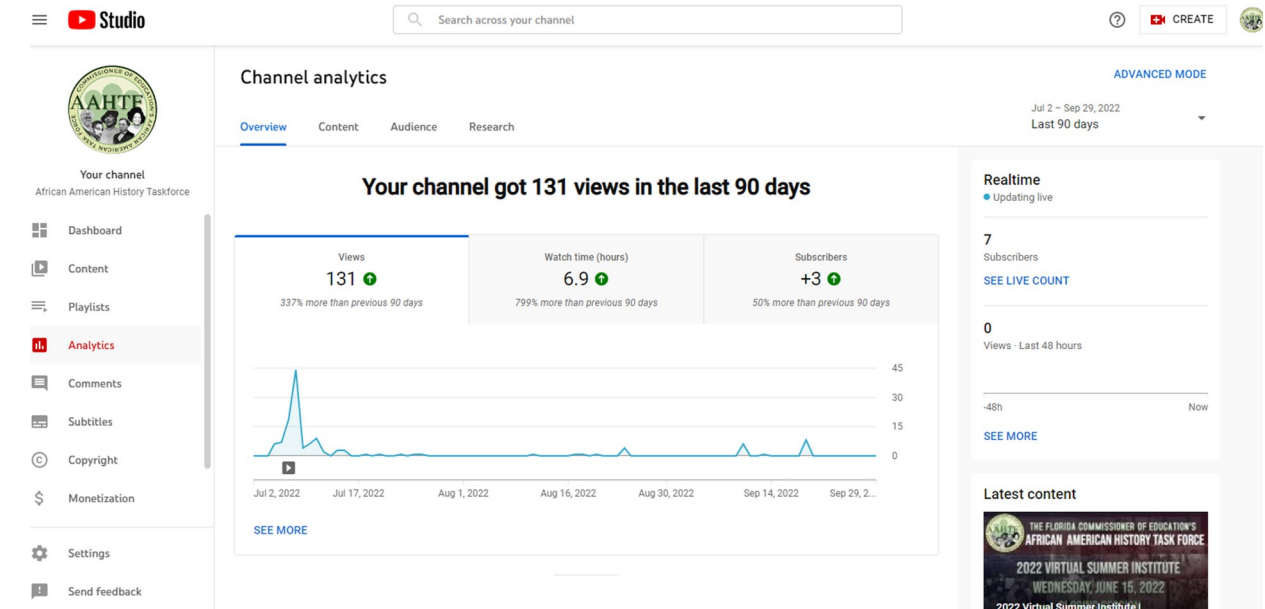
Twitter Analytics Overview - Continued





COMMISSIONER OF EDUCATION'S  
AFRICAN AMERICAN HISTORY  
TASK FORCE

## YouTube Analytics Overview



## Video analytics

[Overview](#) **Reach** Engagement Audience [ADVANCED MODE](#)

Jul 7, 2022 – Now  
Since published

Metric	Value	Change
Impressions	36	
Impressions click-through rate	33.3%	
Views	16	About the same as usual
Unique viewers	9	

Line chart showing Reach (Impressions) over 90 days. The y-axis ranges from 0 to 45. The line shows a sharp initial increase followed by a steady, gradual rise.

## Video analytics

[Overview](#) [Reach](#) Engagement **Audience** [ADVANCED MODE](#)

Jul 7, 2022 – Now  
Since published

Metric	Value	Change
Returning viewers	2	
Unique viewers	9	
Subscribers	—	

Legend: Returning viewers (purple), New viewers (teal)

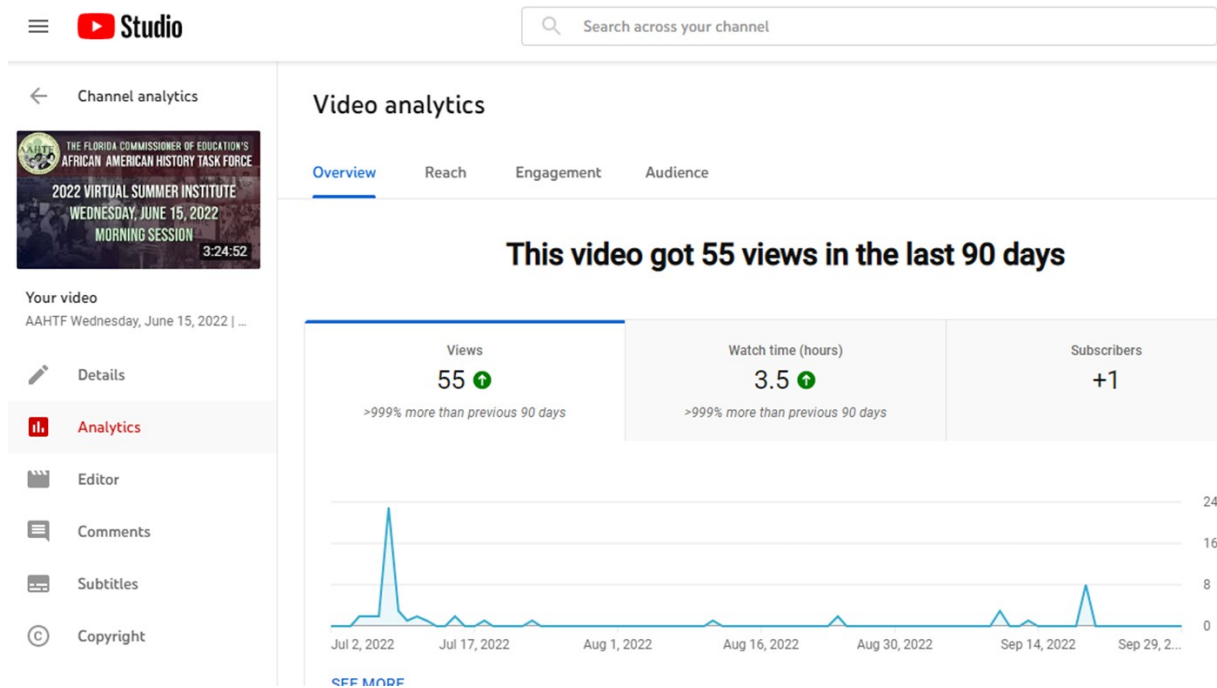
Line chart showing Audience (Returning and New viewers) over 90 days. The y-axis ranges from 0 to 3. Returning viewers are shown as purple peaks, and new viewers as teal peaks. A shaded area at the end of the chart indicates a period of high activity.

[SEE MORE](#)

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## YouTube Analytics Overview - Continued

Most Viewed Video from July 1, 2022 – September 30, 2022



## **APPENDIX - B**

SGS Technologies, Web-hosting report





COMMISSIONER OF EDUCATION'S  
AFRICAN AMERICAN HISTORY  
TASK FORCE

## Quarterly Report

Jul – 01-2022 – Sep 30-2022



**SGS**

Value. Innovation. Experience.

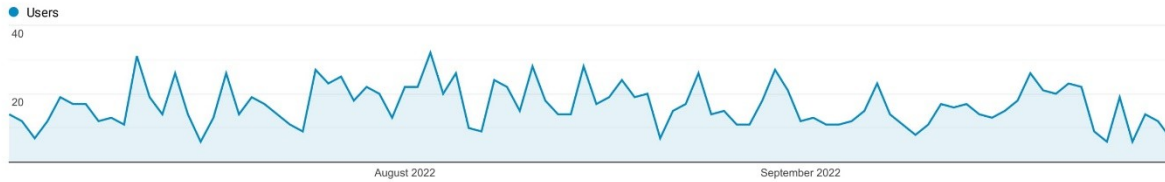
## Browser & OS

All Users  
100.00% Users

Jul 1, 2022 - Sep 30, 2022

### Explorer

Summary



Browser	Users	Users	Contribution to total: Users
	1,276 % of Total: 100.00% (1,276)	1,276 % of Total: 100.00% (1,276)	
1. Chrome	777	60.89%	
2. Safari	289	22.65%	
3. Edge	105	8.23%	
4. Firefox	32	2.51%	
5. Mozilla Compatible Agent	29	2.27%	
6. (not set)	20	1.57%	
7. Samsung Internet	9	0.71%	
8. Safari (in-app)	6	0.47%	
9. Android Browser	4	0.31%	
10. Android Webview	2	0.16%	

Rows 1 - 10 of 12

## Channels

All Users  
100.00% Users

Jul 1, 2022 - Sep 30, 2022

### Explorer

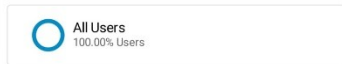
Summary



<input type="checkbox"/> Default Channel Grouping	Users	Users	Contribution to total: Users
	1,276 % of Total: 100.00% (1,276)	1,276 % of Total: 100.00% (1,276)	
1. Organic Search	594	45.83%	
2. Direct	445	34.34%	
3. Referral	231	17.82%	
4. Social	25	1.93%	
5. Paid Search	1	0.08%	

Rows 1 - 5 of 5

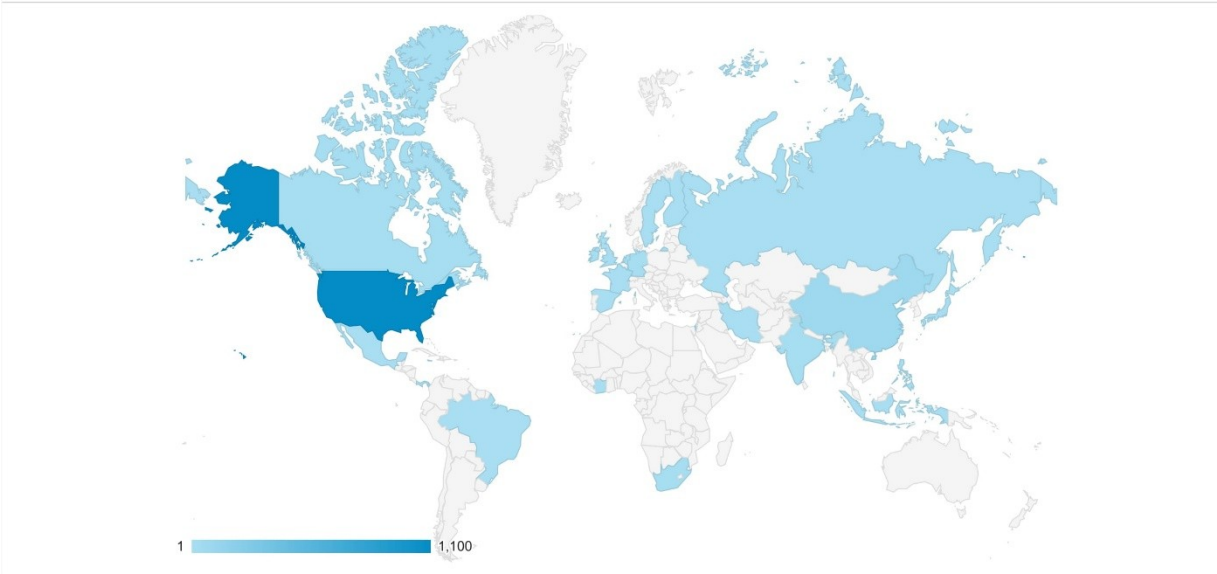
Location


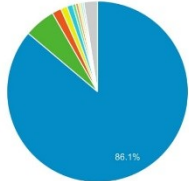











Jul 1, 2022 - Sep 30, 2022

Map Overlay

Summary



Country	<div>Users</div>	Users	Contribution to total: <div>Users</div>
	1,276 % of Total: 100.00% (1,276)	1,276 % of Total: 100.00% (1,276)	
1.  United States	1,100	86.14%	
2.  China	71	5.56%	
3.  (not set)	21	1.64%	
4.  India	15	1.17%	
5.  Canada	13	1.02%	
6.  South Africa	7	0.55%	
7.  Germany	6	0.47%	
8.  Philippines	5	0.39%	
9.  United Kingdom	4	0.31%	
10.  Indonesia	4	0.31%	

Rows 1 - 10 of 27

## New vs Returning

All Users  
100.00% Users

Jul 1, 2022 - Sep 30, 2022

### Explorer

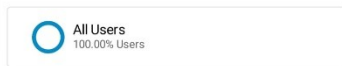
Summary



User Type	Users	Users	Contribution to total: Users
	1,276 % of Total: 100.00% (1,276)	1,276 % of Total: 100.00% (1,276)	
1. New Visitor	1,227	87.77%	
2. Returning Visitor	171	12.23%	

Rows 1 - 2 of 2

Overview



Jul 1, 2022 - Sep 30, 2022

Explorer

Summary



<input type="checkbox"/> Device Category	Users	Users	Contribution to total: Users
	1,276 % of Total: 100.00% (1,276)	1,276 % of Total: 100.00% (1,276)	
1. desktop	894	70.06%	
2. mobile	367	28.76%	
3. tablet	15	1.18%	

Rows 1 - 3 of 3

## Overview

All Users  
100.00% Pageviews

Jul 1, 2022 - Sep 30, 2022

### Overview

#### Pageviews



#### Pageviews

2,995

#### Unique Pageviews

2,444

#### Avg. Time on Page

00:02:46

#### Bounce Rate

73.21%

#### % Exit

58.33%

#### Page

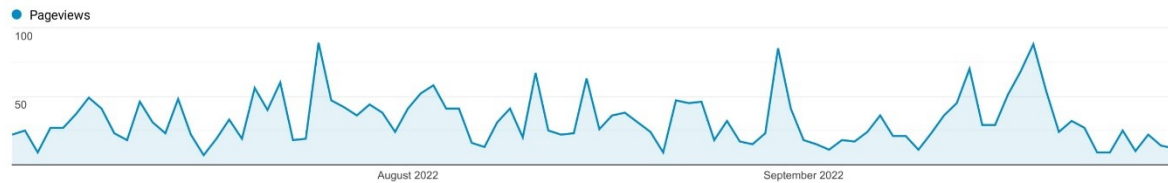
		Pageviews	% Pageviews
1. /		1,327	44.31%
2. /florida-statute-1003-422h/		225	7.51%
3. /task-force-members/		158	5.28%
4. /2022-virtual-summer-institute/		86	2.87%
5. /florida-black-history-facts/		81	2.70%
6. /exemplary-school-districts/		80	2.67%
7. /florida-statue-1003-42/		69	2.30%
8. /mission-and-goals/		69	2.30%
9. /mr-anthony-tony-hill/		68	2.27%
10. /florida-black-history-facts/african-american-museums/		67	2.24%

Pages

All Users  
100.00% Pageviews

Jul 1, 2022 - Sep 30, 2022

Explorer



Page	Pageviews	Pageviews	Contribution to total: Pageviews
	% of Total: 100.00% (2,995)	% of Total: 100.00% (2,995)	
1. /	1,327	44.31%	
2. /florida-statute-1003-422h/	225	7.51%	
3. /task-force-members/	158	5.28%	
4. /2022-virtual-summer-institute/	86	2.87%	
5. /florida-black-history-facts/	81	2.70%	
6. /exemplary-school-districts/	80	2.67%	
7. /florida-statue-1003-42/	69	2.30%	
8. /mission-and-goals/	69	2.30%	
9. /mr-anthony-tony-hill/	68	2.27%	
10. /florida-black-history-facts/african-american-museums/	67	2.24%	
11. /criteria-for-being-identified-as-an-exemplary-school-district/	62	2.07%	
12. /summer-institute/	59	1.97%	
13. /news/	54	1.80%	
14. /history/	47	1.57%	
15. /news-events/	32	1.07%	
16. /contact-us/	28	0.93%	
17. /emerita-geraldine-thompson/	27	0.90%	
18. /florida-black-history-facts/video-resources/	27	0.90%	
19. /news/grade-6-8-the-west-african-griot-the-story-of-sundiata-the-crippled-prince-of-mali/	24	0.80%	
20. /news/page/3/	19	0.63%	
21. /news/page/5/	19	0.63%	
22. /news/page/4/	16	0.53%	
23. /educator-spotlight-ancia-robinson/	15	0.50%	
24. /florida-black-history-facts/black-history-month-resources/	15	0.50%	
25. /speaker-schedule-and-downloads/	13	0.43%	

Rows 1 - 25 of 158



## **Appendix - C**

### **Professional Development – Educator Training**

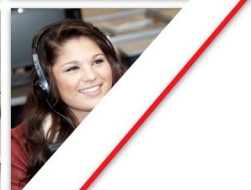


## AAHTF Data Report

First Quarter 2022-23

EVERFI & the Florida Commissioner of Education's  
African-American History Task Force

AAHTF Data Report  
July 1- September 30, 2022



# Agenda

1. Introduction
2. Partnership
3. Methodology
4. Resources
  - a. 306: African American History
  - b. 306: Continuing the Story...
5. Next Steps and Access

# Introduction and Partnership



## Florida African-American History Task Force (AAHTF)



EVERFI is proud of its tradition of partnership with the Florida Commissioner of Education's African-American History Task Force in supporting 1003.42 (2) (h). By providing our digital education technology to districts around the state, it is our common goal to bring immersive, digital African-American History to every school across the state of Florida.

306: African-American History and 306: Continuing the Story are recognized by the AAHT for assisting Broward County Schools "exemplary" status designation for meeting the state African-American History standards and legislation.

## Florida Statute

1003.42 Required instruction.-  
(h) The history of African Americans, including the history of African peoples before the political conflicts that led to the development of slavery, the passage to America, the enslavement experience, abolition, and the contributions of African Americans to society. Instructional materials shall include the contributions of African Americans to American society.



Governor Lawton Childs  
Commissioner of Education  
Doug Jameson  
circa 1994

Representative  
Rudy Bradley



Senator Jim Hargrett

EVERFI

## Mission Statement



The State of Florida's African History Task Force is an advocate for Florida's school districts, teacher education training centers, and the community at large, in implementing the teaching of the history of African peoples and the contributions of African Americans to society.

[www.afroamfl.org](http://www.afroamfl.org)

EVERFI



## Task Force Goals

Goal 1: Promoting awareness, understanding, and the infusing of the required instruction legislation that addresses the African and African American experience into the curriculum of Florida's schools.

Goal 2: Development of instructional guidelines, standardized framework, and supplemental materials /resources that include the African and African American experience.

Goal 3: Provide pre- and in-service training for implementation of the required instruction using various technologies and materials.

Goal 4: Make recommendations to the Commissioner of Education and the appropriate Florida Department of Education leaders that support the full implementation of the required instruction mandate.

EVERFI

EVERFI

# Data






## AAHTF and EVERFI Overall Impact in Florida 2015-YTD



EVERFI

9

## Current Program Reach

	2020-21 School Year	2021-22 School Year	2022-23 YTD
 TOTAL ACTIVE COURSES	91	134	22
 TOTAL SCHOOLS TRAINED	523	737	737
 TOTAL LEARNERS REACHED	5,606	7,846	778
 TOTAL MODULES COMPLETE	40,623	58,025	3,078
 TOTAL ESTIMATED HOURS OF LEARNING	10,15	14,506	769

EVERFI

## Usage in Exemplary Districts 2022-YTD

District	Students Using	School Courses
Alachua County School District		
Broward School District		
Duval School District		
Gadsden		
Hillsborough School District		
Leon School District		
Marion		
Miami-Dade School District	132	2
Pasco County Schools		
Palm Beach County		
Pinellas	58	3
St. Lucie School District		
<b>Total</b>	<b>190</b>	<b>5</b>

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## EVERFI and AAHTF Working Together

### AAHTF Member Engagement and Trainings

- EVERFI school managers will continue to connected with local task Force Members to increase district and local school awareness of the Task Force's mission and the *306: African-American History* resource in supporting that mission.

### Identify Key Partnership Districts

- EVERFI has connected with Walton County leadership to discuss progression toward exemplary status.
- EVERFI team has outreached but has not yet received a reply, to support Gasden County Schools in their interest in supporting exemplary status.
- EVERFI is supporting Pasco County in its progression toward exemplary status.
- EVERFI will attend the 2022 Fall FASSS (Florida Association of Social Studies Supervisors) bi-annual meeting and reshare the AAHTF website and link along with lesson examples.

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# Approach

## Educator Benefits

In addition to interactive digital resources aligned to your state standards, educators also receive:



### Data

Self-paced and self-graded with real-time Reporting On Students' Knowledge + Growth



### Lesson Tools

In-Dashboard Lesson Plans, Discussion Questions and Curriculum Guides



### Extension

Access to EVERFI's Growing Library of Digital Curriculum, Toolkits, and Webinars



### Scholarships

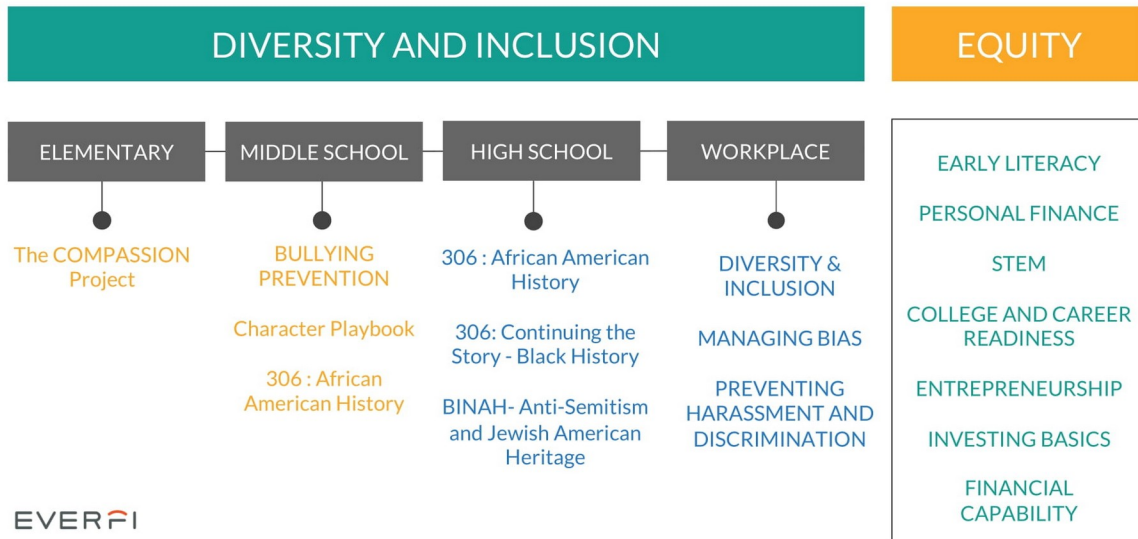
Student Scholarship Opportunities

**Always Free for Schools**



# Dimensions of Diversity, Equity and Inclusion

EVERFI supports the critical life skills of creating respectful communities



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## 306 AFRICAN-AMERICAN HISTORY

The 306-African-American History™ was developed in direct collaboration with Dr. Clayborne Carson. Dr. Carson serves as the Director of the Dr. Martin Luther King, Jr. Research and Education Institute at Stanford University and was chosen by Coretta Scott King to edit and publish Dr. King's papers and archives.



**Stanford** | The Martin Luther King, Jr. Research and Education Institute

**Dr. Clayborne Carson**- Director, Dr. Martin Luther King, Jr. Research and Education Institute at Stanford University. Chosen by Coretta Scott King to edit Dr. King's papers and archives. Academic Advisor for *306: African-American History*



**Patrice McLaurin**- Subject matter expert, author, image activist and advocate for Black youth. She has worked to empower and enhance the lives of young people for the past two decades. Patrice McLaurin is a native of Bessemer, AL and a proud graduate of Alabama A&M University.

## Expertise and Interviews

Dr. Carson with Coretta Scott King



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# Diversity, Equity, and Inclusion Advisory Board

- Sheree Marlowe Ohen, J.D.**  
*Clark University*

**Dr. Alfiee Breland-Noble**  
*The AAKOMA Project and Center*

**Fran'cee Brown-McClure**  
*Spelman College*

**Katie Eichele**  
*The Aurora Center, University of Minnesota, Twin Cities*

**Monroe France**  
*New York University*


**Yvette Gullatt**  
*University of California System*

**Adeline Lee**  
*Pen America*

**David Rivera**  
*Queens College, City University of New York; The Steve Fund*
- Inam Sakinah**  
*The Power of WE*

**Will Sherry**  
*University of Michigan*

**Catherine Spear**  
*University of Virginia*
- Jewell Winn**  
*Tennessee State University*

**Reonda Washington**  
*University of Wisconsin-Madison*
- 

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# Support Resources

# 306: African-American History

## 306: AFRICAN AMERICAN HISTORY LESSON TOPICS

### 1. Slavery Period

*Trans-Atlantic Slave Trade, Phyllis Wheatley, Underground Railroad*

### 2. Emancipation & Reconstruction Period

*Frederick Douglass, Hiram Revels*

### 3. Jim Crow Period

*Tuskegee Institute, W.E.B. Du Bois, Harlem Renaissance*

### 4. Civil Rights Period & Beyond

*Brown v. Board of Education, Montgomery Bus Boycott, Freedom Rides, March on Washington for Jobs and Freedom, Mae Jemison*

### 5. Capstone Essay

*What are the major themes discussed in the primary text that you read in the course? How does another topic covered in the course relate to those themes?*

#### LESSON HIGHLIGHTS:

##### Harlem Renaissance - Jim Crow Period



##### Madam C.J. Walker - Black Business Titans







**At-a-Glance-** African-American influence can be found at the core of American life, from science and academia to music and the arts. The 306 - *African-American History* digital course brings to life a number of the important leaders and events whose impact changed the fabric of American life. The course covers four key eras and allows students to take control of their journey as they travel at their own pace.

### Course Highlights

- Short vignettes focused on a specific person, event, or theme
- Capstone project constructing an essay around a key theme from the course
- Rich with primary sources and interactive learning
- Self-paced
- Knowledge Checks throughout and Pre- and Post-Assessments to gauge changes in overall knowledge, attitudes, and behaviors
- Capstone analytical essay

### Course Topics

#### Slavery Period

Trans-Atlantic Slave Trade  
Phyllis Wheatley  
Underground Railroad

#### Jim Crow Period

Tuskegee Institute  
W.E.B. Du Bois  
Harlem Renaissance

#### Emancipation & Reconstruction

Frederick Douglass  
Hiram Revels

#### Civil Rights Era & Beyond

Brown v. Board of Education  
Montgomery Bus Boycott  
Freedom Rides  
March on Washington  
Mae Jemison

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## 306 AFRICAN-AMERICAN HISTORY

Below are the Florida Standards along with the corresponding 306: African American History learning module that helps meet that standard.

This course will not only be fun for your students, but will help them make connections between real world skills:

- Analysis and interpretation of maps, charts and graphs.
- Primary source based written response with citation

And real word events and important figured:

- Frederick Douglass, Madam
- CJ Walker, Hiram Revels,
- Phillis Wheatley
- The Underground Railroad
- The Harlem Renaissance
- Brown vs. Board of Education
- The Freedom Rides
- So much more

NGSSS Standard	Corresponding Module(s)	NGSSS Standard	Corresponding Module(s)
SS.912.A.1.2	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17	LAFS.K.12.L.3.6	Standard addressed throughout the resource and capstone writing assessment
SS.912.A.1.3	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17	LAFS.K.12.R.1.1	
SS.912.A.1.4	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17	LAFS.K.12.R.1.2	
SS.912.A.1.5	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17	LAFS.910.L.3.6	
SS.912.A.1.6	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17	LAFS.910.RI.1.1	
SS.912.A.1.7	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17	LAFS.910.RI.1.2	
SS.912.A.2.1	2,5,8,9,11,16	LAFS.910.RI.1.3	
SS.912.A.2.2	5,6	LAFS.910.RH.1.2	
SS.912.A.2.4	5,6	LAFS.910.RH.2.4	
SS.912.A.2.5	8,9	LAFS.1112.L.3.6	
SS.912.A.5.10	2,3,4,5,6,7,8,9,12,13,14,15,16,17	LAFS.1112.RI.1.1	
SS.912.A.5.6	3,4,5,6,7,11,12,14,15,16	LAFS.1112.RI.1.2	
SS.912.A.5.7	11,14,15,16	LAFS.1112.RI.1.3	
SS.912.A.5.8	9,14,15,16	LAFS.910.SL.1.2	
SS.912.A.7.12	8,9,12,13,14,15,16,17	LAFS.910.SL.1.3	
SS.912.A.7.5	2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17	LAFS.910.SL.2.4	
SS.912.A.7.7	2,3,4,5,6,7,8,9,10,11,12,14,15,16,17	LAFS.910.WHST.1.1	
SS.912.A.7.8	4,7,12,16	LAFS.910.WHST.1.2	
SS.912.E.2.3	2,3,4,5,6,7,8,9,10,11,12,13,14,15,17	LAFS.910.WHST.2.4	
SS.912.C.2.9	5,7,12	LAFS.910.WHST.2.5	
SS.912.C.3.10	5,7,9,12	LAFS.910.WHST.2.6	
SS.912.C.4.3	7,12,14,15,16	LAFS.910.WHST.3.7	
SS.912.W.4.14	1	LAFS.910.WHST.3.8	
SS.912.W.4.15	1	LAFS.910.WHST.3.9	
SS.912.W.6.6	1	LAFS.910.WHST.4.10	

## 306 AFRICAN-AMERICAN HISTORY

### Interactive Maps

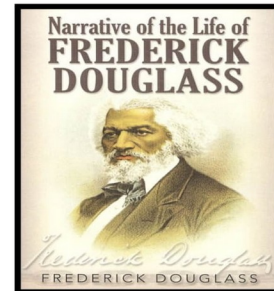


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## 306 AFRICAN-AMERICAN HISTORY

### Examples of Interactive Texts

*Narrative of the Life of Frederick Douglass*  
Frederick Douglass



"The Demands of the March" - Bayard Rustin



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## The 306 Capstone Essay

**306** AFRICAN-AMERICAN  
HISTORY

Prompts focus on themes from primary texts:

*Narrative of the Life of Frederick Douglass* - Frederick Douglass

Learning as a pathway to freedom

"The Demands of the March" - Bayard Rustin

Civic action and social change

Student Objectives:

Summarize key points from primary text.

Analyze a second topic from the course using themes from the primary text.

Assessment:

Rubric based on Florida and Common Core Literacy Standards

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## 306: Continuing the Story...



## 306: CONTINUING THE STORY LESSON TOPICS

1. **Introduction** Counter Storytelling, Black History Before Slavery, Definition of Systemic Racism

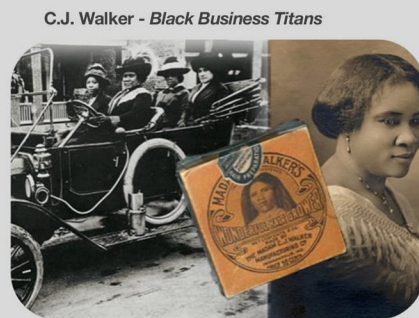
2. **Untold Stories** Juneteenth, Affirmative Action, LA Riots, Ferguson Protests, Million Man March, 2020 March on Washington, Black Lives Matter Movement

3. **Black Business Titans** Golden Age of Black Business, Influential Black Businesspeople, O.W. Gurley, Black Wall Street, Tulsa Race Massacre

4. **Black Contributions to Medicine** Racial Inequities in Healthcare, Black Medical Trailblazers, Historical & Modern Racial Discrimination of Black People in Medical Practice



Ferguson Protests - *Untold Stories*



C.J. Walker - *Black Business Titans*

## 306: Continuing the Story

Grade Level: 8th -12th  
English, Spanish

Total Lessons: 6 minute introduction to course and counter storytelling; 3 digital lessons, 15 minutes each  
Curriculum Fit: Social Studies, ELA, Advisory, STEM, Careers



**At-a-Glance-** 306: *Continuing the Story*, bring to life a number of the influential leaders and events whose impact changed the fabric of American life. *Continuing the Story* picks up where 306: African-American History left off to help underscore that the story of Black Americans didn't start with slavery and end with the civil rights but is a continued story foundational to all American History.

### Course Highlights

- Self-guided lessons help students understand the events that shaped American history.
- First-person storytelling allows students to draw connections from past and present events to recognize and empathize with the ongoing challenges Black people face in the United States.
- Detailed score reports and offline extension activities help teachers maximize their impact across all students.
- Knowledge Checks throughout and Pre- and Post-Assessments to gauge changes in overall knowledge, attitudes, and behaviors
- Capstone analytical essay

### Course Topics

**Untold Stories:** Juneteenth, Affirmative Action, LA Riots, Ferguson Protests, Million Man March, 2020 March on Washington, Black Lives Matter Movement

**Black Business Titans:** Golden Age of Black Business, Influential Black Business People, O.W. Gurley, Black Wall Street, Tulsa Race Massacre

**Black Contributions to Medicine:** Racial Inequities in Healthcare, Black Medical Trailblazers, Historical & Modern Racial Discrimination of Black People in Medical Practice

## Critical Thinking: Counter Storytelling, Identifying Perspective, and Critical Analysis.

INFORM & INSPIRE today's students by telling stories about the Black experience in the United States; EMPOWER students through the counter-storytelling of Black perspectives across generations; ELEVATE history as a lens to understand current events; and build students' understanding and perception of the world around them.

Students make connections between modern and historical events by diving deeper into their present-day ramifications: Tulsa Massacre and the cascade of events that followed that are emblematic of what led to today's racial wealth gap. Myth-busting the Racial Wealth Gap. Examples of Black Entrepreneurship

What is counter storytelling? Why is it important? Examples:  
What is Affirmative action? What are the benefits of an effort like this? What are there the drawbacks?  
How and why Black Americans receive different and/or worse care than White Americans?

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Juneteenth Affirmative Action



Segregated Medical Care



## Bridge to the Present: Exploring the Historical context of modern events.

306 AFRICAN-AMERICAN HISTORY

**Untold Stories** Helps learner conceptualizes that while progress has been made through the movement for Civil Rights, there are many more example of influences and implications to also explore and consider:

### Movements

- LA Riots 1992
- Ferguson Protests in 2014

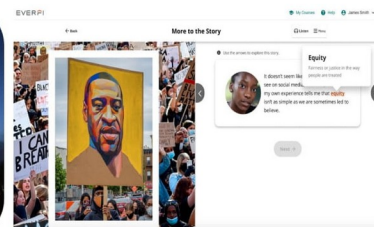
### Marches

- Million Man March 1995
- 2020 March on Washington

### Factors

- Celebration of Juneteenth, including establishing it as a state, city, or national holiday.
- Legislation or executive orders that make it challenging to vote due to ID or registration requirements.
- Businesses taking a stand against inequity in the workplace by committing to hire more Black professionals.
- Civil protests, such as, former quarterback of the San Francisco 49ers, kneeling during the National Anthem in 2016.
- Education systems including a disproportionate, or uneven, ratio of literature written by White to Black authors in the curriculum.

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# Other Supports

## 306 AFRICAN-AMERICAN HISTORY



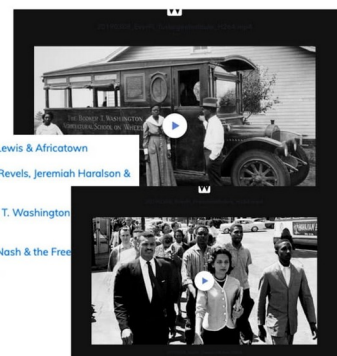
**Dr. Clayborne Carson-** Director, Dr. Martin Luther King, Jr. Research and Education Institute at Stanford University  
Chosen by Coretta Scott King to edit Dr. King's papers and archives.

Academic Advisor for *306: African-American History*

**Newly Expanded Video support resources and Video Library-** In addition to expanded offline lesson. EVERFI partnered with Charles Barkley and Alabama high school students to create and embed the exclusive DREAMS video series where students discuss: The Tuskegee Institute and HBCU's, Cudjo Lewis, the Freedom Rides and much more.

## Interviews and Videos

- Video Resource 1: Cudjo Lewis & Africatown
- Video Resource 2: Hiram Revels, Jeremiah Haralson & Black Leadership
- Video Resource 3: Booker T. Washington Institute
- Video Resource 4: Diane Nash & the Freedom Rides
- What does "306" mean?



## Resources and Supports

- Prompts:** *Identify counter storytelling in the content of the lesson*
- *identifying patterns of oppression that exist in current events*
  - *Reflect on individual ways they can make an impact in their communities*

**Discussion Guides** Summarize key points from primary text.  
Analyze a second topic from the course using themes from the primary text.

**Standards and Assessment:** Rubric based on Florida Social Studies and B.E.S.T. Literacy Standards

Example Extension Activity Links:

[Timeline Project](#)

[Discussion Guides and Lesson Plan](#)

[Lesson Plan - Black Women of the Movement](#)

[Lesson Plan - What's Your Role?](#)

[Discussion Guide: Black Contributions in Medicine](#)

[Lesson Plan: Empathizing with Black Medical Professionals](#)



- Video Resource 1: Cudjo Lewis & Africatown
- Video Resource 2: Hiram Revels, Jeremiah Haralson & Black Leadership
- Video Resource 3: Booker T. Washington & Tuskegee Institute
- Video Resource 4: Diane Nash & the Freedom Riders
- What does "306" mean?

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**306** AFRICAN-AMERICAN HISTORY

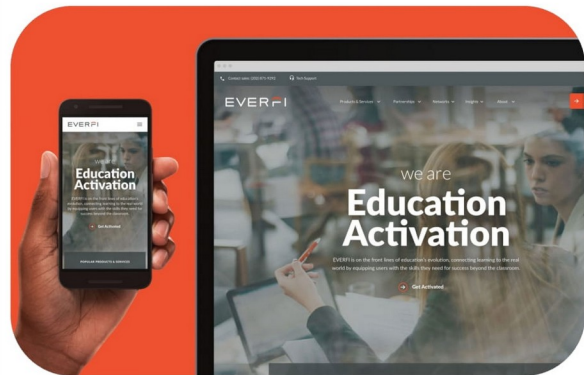
## Next steps:

**Step 1:** Connect with your local EVERFI contact.

**Step 2:** Discuss collaboration support for your school districts.

**Step 3:** Develop a plan based on the unique needs in your district.

**Step 4:** On a quarterly basis let's connect to discuss usage, impact, and next-steps!



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## District Professional Development Support

EVERFI can create and provide customised synchronous and asynchronous PD opportunities to support district achievement toward *exemplary status* designation, at NO COST to you.

### Contact:



**Mat Kirouac**

Director K-12

Email:

[mkirouac@everfi.com](mailto:mkirouac@everfi.com)

Phone: 813.903.2633

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**Step 1:** Connect with Mat to discuss collaboration support for your school [districts.contact](https://districts.contact)

**Step 2:** Work together to develop a plan based on the unique needs in your district.

**Step 3:** The EVERFI team along with your local EVERFI Implementation Specialist will help train and support your educators.

**Step 4:** On a quarterly basis let's connect to discuss usage, impact, and next-steps!

# Educator Access

## Non- Clever Registration

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### Educator Quick Start Guide

Go to [EVERFI.com/newteacher](https://everfi.com/newteacher) to begin



**Register**

Student/Learner **K-12 Teacher**

Find Your School  
Please select a state and search for your school.

State/Province

[Can't find your school?](#) [Find](#)

Already have an account? [Login](#)

#### 1. Locate Your

- Find your state/province
- Enter your school name  
(if your school isn't listed, select "Can't find your school?")

#### 2. Create Your

- Enter your first & last name
- Enter your school email address
- Create & confirm your password
- Select a course from the drop-down  
(You can add additional courses after logging in)
- Agree to terms of service

**Register**

Student **K-12 Teacher**

First Name  Last Name

Enter your school email address

Create a Password

Reconfirm Confirmation

☐ Show password

Select a course

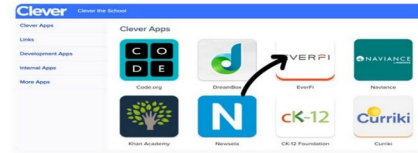
☐ I agree to the terms of service

[Find](#)

Already have an account? [Login](#)

## Clever Registration

- Go to your district SSO Portal (Clever, Canvas, etc)
- Click on the Clever app
- Click on the EVERFI app



## Contact:



**Mat Kirouac**

Director K-12

Email:

[mkirouac@everfi.com](mailto:mkirouac@everfi.com)

Phone: 813.903.2633

# EVERFI

DRIVING SOCIAL CHANGE THROUGH EDUCATION