

ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY, INC.

301 RHODE ISLAND AVE., NW SUITE 2204, WASHINGTON, DC 20001
P 202.238.5910 | W www.asalh.org

November 1, 2020

Mellon Just Futures Initiative

To the Award Committee:

The Association for the Study of African American Life and History (ASALH) expresses its commitment to partner as a subcontractor with Howard University in developing and operating facets of the latter's Social Justice Consortium (SJC), if selected as a recipient of the Mellon Just Futures Initiative grant. In this cross-institutional collaboration, ASALH will assume responsibility for enhancing the SJC in several ways—most notably, but not limited to, enlisting a substantial number (150) of the Consortium's certificate participants, creating and implementing five workshops, and providing a Social Justice Kit as well as opportunities for conference presentations by SJC research fellows. ASALH has long addressed issues of social justice. Since the time of its founding in 1915 by historian Carter G. Woodson, the Father of Black History, ASALH has operated from the premise that racial discrimination must be fought not only by legal suits in the courtroom and marches in the street, but also by historical knowledge presented inside and outside of the classroom.

Thus, it was ASALH, the founder of "Negro History Week" and later "Black History Month" that launched the Black History movement, whose impact we can see today in universities and secondary schools, in museums and community centers, and in television documentaries and national parks. Through ASALH, knowledge of history became a weapon in the battle against social injustice and in the fight for anti-racist minds and attitudes. The Association's research and historical publications bear witness not only to the contributions of people of African descent but also to their ongoing struggle for freedom and equality in America. Such factual evidence was especially crucial in Woodson's lifetime, when newspapers, schools, churches, the arts, commercial advertisements, and especially the narrative of American history itself were infused with the idea that blacks were racially inferior and without any positive contribution to our nation's heritage. Unfortunately, present-day events reveal that the battle against systemic inequities and against explicit and implicit racial bias must continue to be waged despite the enactment of civil rights and voting rights legislation.

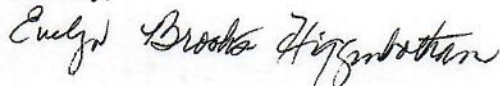
ASALH represents an ideal partner for supporting and advancing the humanities goals of Howard University's Social Justice Consortium because of its broad public audience and its ability to identify and bring together academics and community leaders. We are in a unique position to enhance the SJC because of our resource base of expertise for identifying, analyzing, and addressing the historical and present racial injustice and inequality in America. In addition to academics, ASALH includes a diverse membership in 48 branches across the nation. Our branches

include professional and lay historians, K-12 teachers, undergraduate and graduate students, archivists, military veterans, business leaders, lawyers, and social activists—persons from all races and walks of life. ASALH is thereby able to provide participants for the Social Justice Consortium's certificate program and equip them with intellectual insight, artistic creativity, and motivated commitment to building a just society.

ASALH's higher education-local community engagement could be seen in our stellar 105th annual conference this past September, which focused on various aspects of social justice through its theme for 2020—African Americans and the Vote. This virtual conference, given COVID-19, featured both scholars and an intergenerational array of civil rights leaders, along with innovative programming such as ASALH TV. In addition, ASALH's community-engaged scholars represent various disciplines in the humanities and humanistic social sciences (historians, literary scholars, artists, to name only a few), and they have worked in numerous projects of our organization, including: conferences; teacher-training workshops; novel high-school youth initiatives; ASALH TV; partnerships with African American museum leaders, librarians, and the National Park Service; and in support of historic preservation organizations, such as the African American Cultural Heritage Action Fund.

Finally, over the decades, ASALH has supported and partnered with the faculty and staff of Howard University. ASALH was even located on the campus of Howard University for many years. The Social Justice Consortium will continue this mutually valued affinity and provide opportunities for programs, events, and information to those in need. ASALH is committed to enhancing Howard University's outreach to the Washington, DC Metropolitan community and beyond through the hundreds of students in its certificate program.

Sincerely,

A handwritten signature in cursive script that reads "Evelyn Brooks Higginbotham".

ASAH National President



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November 2, 2020

Mellon Just Futures Initiative

To the Award Committee:

The Association for the Study of African American Life and History (ASALH) would like to express its support for the Mellon Just Futures Initiative grant application submitted by Howard University. Howard and ASALH will collaborate in the creation of the Social Justice Consortium. This cross-institutional partnership will provide participants with invaluable skills to identify, analyze, and address issues of historical and present injustice and inequity in their communities. Furthermore, this collaboration seeks to impart a vision of society that lives up to the ideals and guarantees stated in the U.S. Constitution. Both Howard and ASALH have an extensive history of service to the African American community and, over time, each has implemented a variety of youth, adult, and senior programs designed for the betterment of the community.

Individuals who participate in this Consortium are expected to fulfill the credit-required interdisciplinary curriculum, attend workshops, and/or be selected as research fellows. Participants who successfully complete the program will earn a Social Justice Certificate. The certificate, although not tied to a Howard degree program, will be promoted to college students inside and beyond the university. The certificate program will also be available to K-12 teachers, dual-enrollment high school students, community activists, continuing education students, elderly citizens, artists, and incarcerated populations in need of more accessible education

Social Justice Consortium

January 1, 2021- December 31, 2024

Funding Request: \$5 million

Description

The Social Justice Consortium (SJC), is a cross-organizational, cross-institutional, interdisciplinary initiative that includes a certificate program, fellowships, workshops, and outreach materials on social justice. The SJC will focus on practical knowledge and theories,

learned through the lived experience of activists and oppressed groups, that are often overlooked or discounted inside the academy.

Partner Overview

The Association for the Study of African American Life and History (ASALH) was founded in 1915 by historian Carter G. Woodson, the "Father of Black History." The organization launched the Black History discipline and its influence on multicultural education is extensive. Through ASALH, our nation's knowledge of history became a weapon in the battle against social injustice and became a crucial element in the development of the anti-racist movement.

Objectives and Outcomes

ASALH will implement the following aspects implementing the programmatic aspects of the Consortium in the following ways:

1. ASALH will coordinate with the Howard's Principal Investigator and Grant Program Manager on grant activities, outcomes, and objectives.
2. ASALH will manage the programmatic and finance portion of the subgrant to ensure grant compliance.
3. ASALH will advertise the work of the Social Justice Consortium (SJC) through its social media and other communication platforms (i.e. ASALH TV).
4. ASALH will promote the certificate and the workshops to its national membership and facilitate the delivery of the curriculum to its branch members throughout the nation.
5. ASALH will recruit and support the management of 150 certificate candidates for the certificate from our branches and membership at large.
6. ASALH will at request recruit experts from our membership and the larger community to teach the courses to ensure that participants receive high quality instruction as they work towards their certificates. Many of ASALH members are leading experts in the academic subjects that will be offered in the certificate program.
7. ASALH will recruit and select the faculty to teach the workshops at the annual conference.
8. ASALH will host five (5) workshops per year on social justice for the certificate at its annual meeting to be held either virtually or in person.
9. ASALH will provide graduate students and research fellows the opportunity to present at its annual conference.
10. ASALH will provide opportunities for fellows to publish research findings in our scholarly publications (the *Journal of African American History (JAAH)* or the *Black History Bulletin (BHB)*).
11. ASALH will create, develop content, print, and distribute Social Justice Kits, which will include curricula, digital and multimedia components, *Black History Bulletin*, and activities to be used by participants in the SJC workshops.

Over the years, ASALH has supported and partnered with the faculty and staff of Howard University; this partnership will provide programs, events, and community information to those in need. Working with ASALH, Howard University will strengthen its outreach to the Washington, DC Metropolitan community and beyond. The Social Justice Consortium will equip its participants with intellectual perspectives and artistic creativity for the purpose of making its participants conscious of and committed to a just society.

ASALH - Annual Budget		Year 1	Year 2	Year 3
I. PERSONNEL				
A. Program Coordinator - Full Time		\$100,000.00	\$100,000.00	\$100,000.00
1 Coordination with Howard University				
2 Program and Finance Subgrant Management and Compliance				
3 Social Media and Communications Advertisement and Promotion				
4 Recruit and Support 150 Certificate Candidates				
5 Recruit Instructors and Faculty				
6 Host Workshops				
7 Provide for Conference Presentations				
8 Publish Findings				
9 Social Justice Kits Preparation				
B. Program Assistant		\$77,500.00	\$77,500.00	\$77,500.00
1 Support ASALH Program Coordinator				
2 Recruit Participants				
PERSONNEL Subtotal		\$177,500.00	\$177,500.00	\$177,500.00
II. CONSULTANTS				
A. IT - Consultant		\$30,000.00	\$30,000.00	\$30,000.00
1 Virtual Offerings/Digital Platform				
2 ASALH TV				
3 Social Media				
B. Finance/Accounting/Grants Management - Consultant		\$20,000.00	\$20,000.00	\$20,000.00
1 Subgrant Management				
2 Compliance				
C. Consultants - Other				
1 Content Provider for Kit and Educational Components Consultant		\$30,000.00	\$30,000.00	\$30,000.00
2 Conference Workshop Facilitators		\$22,500.00	\$22,500.00	\$22,500.00
CONSULTANTS Subtotal		\$102,500.00	\$102,500.00	\$102,500.00
III. OTHER Costs				
A. Editing and Production of all Promotion and Advertising		\$25,000.00	\$25,000.00	\$25,000.00
B. Registration, Travel and Lodging for Workshop Presenters		\$30,000.00	\$30,000.00	\$30,000.00
C. Printing Kit (Bulletin, Posters, Educational Content, Etc.)		\$25,000.00	\$25,000.00	\$25,000.00
IV. ADMINISTRATIVE Costs				
A. Facility		\$30,000.00	\$30,000.00	\$30,000.00
B. Equipment, Communications, Supplies		\$10,000.00	\$10,000.00	\$10,000.00
OTHER and ADMINISTRATIVE Costs Subtotal		\$120,000.00	\$120,000.00	\$120,000.00
TOTAL - Personnel, Consultants, Other and Administrative Costs		\$400,000.00	\$400,000.00	\$400,000.00
3 Year Total				\$1,200,000.00

PROGRAM COORDINATOR JOB DESCRIPTION

Job Brief

Program Coordinator will coordinate people and processes to ensure that all outcomes are delivered on time and produce the desired results. The go-to person for everything involving the organization and timeline for a task.

Program Coordinator Duties

Specific responsibilities include developing detailed project plans, ensuring resource availability and allocation and delivering Tasks on time within budget and scope.

Program Coordinator Requirements

Project Coordinator will have a background in business skills, management, budgeting and analysis. Coordinator will be an excellent communicator and comfortable managing multiple tasks; will be a team player and have a problem-solving aptitude.

Responsibilities

- Coordinate internal resources and third parties/contractors for the flawless execution of Tasks
- Ensure that all Tasks are delivered on-time, within scope and within budget
- Develop project scopes and objectives, involving all relevant stakeholders and ensuring technical feasibility
- Develop a detailed plan to track progress
- Use appropriate verification techniques to manage changes in project scope, schedule and costs
- Measure performance using appropriate systems, tools and techniques
- Report and escalate to Program Manager as needed
- Manage the relationship with all stakeholders
- Establish and maintain relationships with third parties/vendors
- Create and maintain comprehensive documentation
- Other duties as assigned

Requirements

- Compatible educational background
- Proven working experience as a program administrator
- Excellent client-facing and internal communication skills
- Excellent written and verbal communication skills
- Solid organizational and multi-tasking skills including attention to detail
- BS/BA is required, MA or MS in relevant field is preferred

Program Assistant Job Description

Follows office workflow procedures to ensure maximum efficiency. Supports Program Coordinator in assigned tasks and maintains records with effective systems.

Job Brief

Skilled Program Assistant undertakes day-to-day office and administrative tasks. Assistant has an integral part in ensuring that office operations run smoothly and successfully support business activities. Program Assistant must be a competent professional with effective communication skills and be comfortable dealing with program customers. Assignments must be carried out with accuracy and timeliness. Office operations must be efficient and add maximum value to the organization.

Responsibilities

- Follow office workflow procedures to ensure maximum efficiency
- Maintain files and records with effective filing systems
- Support administrative tasks (redirecting calls, disseminating correspondence, scheduling meetings etc.)
- Greet and assist visitors when they arrive or phone the office
- Manage all office correspondence and assure that the flow of documents between office contractors and customers is dispatched and returned as needed (rent, service etc.)
- Satisfy customer complaints or issues
- Monitor office supplies inventory and place orders
- Assist in vendor and participant relationship management
- Assist with recruitment of participants for the certificate program
- Other duties as assigned

Requirements

- Proven experience as office coordinator or in a similar role
- Experience in customer service is preferred
- Knowledge of basic filing principles and office management systems and procedures
- Outstanding knowledge of MS Office
- Working knowledge of office equipment
- Excellent communication and interpersonal skills
- Organized with the ability to prioritize and multi-task
- Reliable with patience and professionalism
- Associate's/College degree; BS/BA in business administration or relevant field is preferred

Consultant Task Descriptions

IT – Consultant

The IT Consultant will work with ASALH to produce and deliver virtual and digital offerings. ASALH workshops will be offered both virtually and in person. Advertisement of the Social Justice Certificate through social media and other communications platforms, including ASALH TV, will be provided. Direct connectivity and communication with ASALH membership and branches is included.

Finance/Accounting/Grants Management – Consultant

ASALH will engage a financial consultant to provide financial grants management and compliance.

Content Provider for Kit and Educational Components Consultant

ASALH will engage a consultant to develop content for the Social Justice Kits, which will include curricula, digital and multimedia components, Black History Bulletin, and activities to be used by participants in the Social Justice Certificate workshops.

Conference Workshop Facilitators

Workshop Facilitators will be responsible for overseeing the Social Justice Consortium (SJC) workshops that are convened at ASALH's annual conference. The facilitators are subject matter experts who provide information and training on their expertise in the workshops. Their goal is to deliver dynamic workshops that engage participants to increase their knowledge application of the techniques learned in SJC course work and enhance their practical application of their skills. The facilitator works to ensure positive participant engagement and deliver dynamic engaging workshops that contribute to the education and training of each SJC participant. To be successful in this position, qualified candidates must be knowledgeable in the field of study, demonstrate innovative technology skills and creative engagement skills, and the ability to collaborate with team members, but also work independently. The facilitator must also have experience in conducting similar workshops and/or classroom experiences. Although a Ph.D. is not required, candidates must submit documentation (i.e. resume/CV and cover letter) that demonstrates their background and experience in the subject matter.