

ASALH Program Request Form

This form is to be used by an ASALH Committee to request the relevant ASALH cluster to review a potential project. IF YOU ARE USING THIS AS A DRAFT FORM FOR YOUR COMMITTEE YOU CAN DO A COUPLE OF THINGS

1. Put in the description the following note: THIS IS FOR COMMITTEE ONLY DO NOT SEND TO PLANNING. You will have resubmit if you do want planning to consider this.
2. Print out the the form in advance and write in Word Docs or Google Docs

Proposals must be submitted to the ASALH Cluster Chair. Proposals will be reviewed and prioritized on a rolling basis. Approval will be based on strategic objectives and fiscal requirements. A response will be given to the requester within 30 days of submission.

The budget and expense worksheet should be filled out and submitted at the same time as an ATTACHMENT. The link to this form is here <https://docs.google.com/document/d/1JX0TEXGhl-MbHuSNx3ZNVgxzvBAPifExt0-HAZpj2ao/edit?usp=sharing>

If ALL parts are not filled out, your request will be denied and sent back for further information.

If you have any questions or concerns about your proposal please contact Aaisha Haykal at ahaykalasalh@gmail.com

Email *

mychinadoll2013@gmail.com

Provide your full name *

Gladys Gary Vaughn

Are you the individual who will be working with the cluster lead?

- Yes
- No
- Maybe

What cluster are you representing? *

- Governance
- Development
- Program
- Membership
- Management and Finance
- Strategic Planning

Is this coming from a committee or individual? *

- Committee
- Individual

Which committee is it?

Black History Month Festival Leadership Team

If it is a committee, has the full committee voted to approve project? *

- Yes
- No
- Not Sure
- This is not from a committee

Provide a description of the project

This description should include all relevant details for the project including who, what, and why.

Project Title *

2022 Black History Month Festival

Description (500-1000 words) *

ASALH's Black History Month Festival (BHMF) Leadership Team requests approval of the following plan to conduct virtual activities/programming throughout the month of February 2022 in observance and celebration of the strengths and triumphs of peoples of African descent. The 2022 BHMF would be built around the 2022 BHM Theme: Black Health and Wellness.

Analytics from the successful execution of the inaugural Black History Month Festival suggests that the BHMF event has repositioned ASALH among organizations to whom the public and professional communities look for accurate information about the history of peoples of African descent. This proposal builds on this initial success, attempts to increase the size of ASALH's audience and at the same time reach new and younger audiences. The month-long programming would begin on Tuesday, February 1, 2022 and end on Monday, February 28, 2022.

Currently, the BHMF Team envisions eight programs—four conceptualized and designed by the BHMF Team, two designed and conceptualized by ASALH Branches and one by PBS Books. Additionally, it is anticipated that the ASALH Book Prize will also be a part of the Festival. The dates and times for these events have not yet been scheduled, albeit preliminary planning is focused on weekend events as an outcome of the Festival evaluation. The decision on the number of programs and their air dates will hinge on budgetary considerations. An introductory program describing the 2022 BHM theme and the Festival (not included in the eight programs) and marketing trailers for each of the Festival programs will be developed and are critical to the successful marketing of the Festival.

The Festival is being framed as follows:

- Opening Announcement—ASALH National President presents a description of the 2022 BHM theme and the Festival program, Video. Aired on January 31, 2022.
- Marquee Program—A Conversation with the ASALH President (and/or Notable ASALH member) and someone in the industry dealing with the theme, (e.g., the President of a National Medical Association or a Women's Health Leader such as someone who had a major role with the COVID-19 vaccine)
- Black Bodies—Exploitation to Excellence—Discussion of the use of black bodies in experimentation and exploitation; how this led to major improvements in health and wellness, advancement of scientific study (human genome, cancer research, blood disorders); how Black may or may not have benefited from such advancements at same degree as larger society.
- Careers in Black Health and Wellness—An event exposing young people to professions where few African Americans participate (cater to a younger audience), e.g., *medical illustrator", infectious disease specialist for US Foreign Service or WHO.
- Foodways and Health and Wellness: Black farmers, farming, and gardening; the impact of farm and food policy on the health and well-being of African Americans
- Black maternal health – Back doulas, their roles over time and in maternal mortality crises.
- The Arts: Movement and Dance as part of health and well-being. A session on movement, such as dancing, stepping (Step Afrika), tap dancing (Savion Glover, Debbie Allen), Second Line.

The partnership with HBCUs, re-initiated with the inaugural BHMF, is anticipated to continue, Among the innovations being planned is an evening of song featuring music from the HBCUs as a part of the Festival's opening and closing. The presentation of "Life Every Voice and Sing," featuring choirs from HBCUs is also expected to continue.

A determination of the merits of the project with Lane College to develop instructional materials for use by schools, religious institutions, and Festival participants to gain more knowledge about the BHM theme has not been made as an evaluation of the products for the 2021 theme has not been completed. The BHMF Team prefers to continue this innovation with HBCUs.

The final decision on pricing for the BHMF has not been made. Currently, the committee is discussing a "Four for Four" pricing/marketing strategy. This would entail the four programs designed by the BHMF Team being offered at the 2021 price of \$50 (or at a \$10 increase of \$60) and the remaining four programs (Book Prize, PBS Books, Branch Programs) offered free. The target number of tickets sold is 700 \$60 tickets or \$42,000 in ticket sales.

If you prefer to upload the description please do so here

Is this a one-time or continuing effort? *

One-time

Continuing

Other:

Does this project involve outside organizations? *

Yes

No

Maybe

If so, please list them here.

The organization's role should be outlined in the above description.

Partners Achieving Excellence

Historically Black Colleges and Universities (Selected)

Others to be Named

Has the/these organizations approved participation?

Yes

No

Not Sure

Estimated Start Date *

MM DD YYYY

01 / 31 / 2022

Estimated End Date *

MM DD YYYY

02 / 28 / 2022

Estimated Budget: Include the total of Direct Cost plus Indirect Cost of 10 percent. (The indirect cost rate is the method used to allocate the proportion of general (non-direct project) expenses that each project will bear. *

Estimated Budget is \$175,000. See attached.

How will the project impact ASALH revenue? Provide a description and supporting factors for each proposed project including, a starting date, and a 3 year estimate for the following: Participation level, the net monetary gain and a statement describing how the estimates were reached:1. Will membership be increased?2. Will sales of ASALH products increase?3. Will registration for events increase?4. Will this increase sponsorships, grants and income from special projects? *

The inaugural BHMF had a significant impact on revenue and membership, as well and ASALH's image and programming. Further, it helped enhance and viewership of Branch programming, the number of subscribers to ASALH TV, and provided programming options. A modest increase (10%) in membership was projected for the 2021 Festival; however, ASALH's membership increased by more than 500 NEW members.

The number of individuals who viewed the Festival programs far exceeded the 1,000 individuals who normally attend the BHM Luncheon held in Washington, DC. The income also far exceeded income from previous luncheons, with more corporate support and sponsorships (See Virtual Festival Post event Analytics Report, February 2021; and Treasurer's Report, April 2021).

A review of data on the sale of products (pins, curriculum, Bulletin, JAAH has not been completed.

The BHMF Team is aware of the likely impact of the pandemic on the success of the Festival, as individuals were still confined. A relaxing of federal and state policy regarding public gatherings is anticipated by February 2022. However, the public's receptivity of the advent of ASALH leading programming for Black History Month, in our view, has staying power.

What staff support is needed for the proposal? (i.e. website edits, financial (i.e. sending out invoices), printing, meetings). Don't forget that this includes national office support as well as committee members. *

In addition to the cadre of loyal BHM volunteers who regularly support ASALH's luncheon, and now festival, the experience of the 2021 BHMF suggests ASALH staff support, including seasonal/contractual personnel will be required to maintain and upgrade the initial quality of programming. Support will be needed for several dimensions focused on the 2022 BHM Theme:

- Marketing Materials
 - Graphics (e.g., new banner design, website edits)
 - Event planning program design, script development, and program implementation
 - Video Development Editing
 - Zoom technology (management of attendee long-on; break out room access, sound quality/loss, sound/image syncing visual/screen loss, etc.)
 - Finance (donor solicitation and follow-up, selection, and dissemination of benefits pre and post event; invoicing)
 - Communications (preparation and dissemination of thank you letters, etc.)
 - ASALH TV management
 - Overtime pay (evening and weekend programming)
 - Marketing and Publication Relations
 - Music and HBCUs
-

SWOT Analysis

It is important that when you propose a new project for ASALH to undertake that you consider its alignment with ASALH's strategic plan, outcomes,

How does this project align with ASALH's strategic plan? *

Strengths: The involvement of ASALH TV in the BHM Festival has demonstrated its viability as evidenced by the number of subscribers (now more than 2300). Continued collaboration between the Festival and ASALH TV, with extended programming into March, holds great potential for building larger, more diverse audiences for ASALH.

Weaknesses. The impact of the end of the more than one-year long shelter-in-place directive, anticipated by 2022, on activities such as the Festival, is unknown.

Opportunities. The subject of the 2020 theme, Black Health and Wellness, holds much potential for drawing individuals to the Festival because of its relationship to the pandemic. Careful selection of Festival programs may help the Festival hold fast to its initial standard.

Treats. The cost of the festival is now known. Not producing comparable programming in 2022, and at a comparable price runs the risk of losing significant ground with new audiences and new supporters.

What are the project outcomes (ex. funds raised, members joined, people reached, etc)? *

- Based on 2021 BHMF results, we anticipate the following as project outcomes:
 - o Increase in new members (estimate: 200)
 - o Increase in lapsed members renewing membership (estimate: 50)
 - o Increase in new sponsors at \$5,000+ level (estimate: 3)
 - o Increase in total number of individuals reached (10 % over 2021)
 - o Increase funds raised or BHMF (5% over 2021)
-

What strategies will be used to achieve outcomes? *

- Social media teasers (beginning late January 2022), including Black History factoids
 - Marketing video trailers for each BHMF program sent to 2022 database beginning January 31, 2022 (or earlier)..
 - Marketing flyers and trailers sent to partnering groups (HBCUs, Greek organizations, Civil Organizations, Black churches)
 - Enhanced PSAs (print and video)
 - Healthy recipe contest for ticket purchasers
 - Improved benefits package to corporate sponsors
 - Marketing BHMF year-round (e.g., PBS Books/ASALH programming that was launched during 2021 BHMF; concert by HBCU choirs)
 - Controlling expenses (e.g., reducing number of BHMF programs proposed by staff and contractors by encouraging “program packages” from Branches and partnering groups)
-

Indicators of project success *

Increase in number of:

1. ASALH TV subscribers
 2. Hits to the ASALH website
 3. Pageviews for the 2022 Black History Theme page
 4. Pageviews for ASALH's about Black History Month page
 5. Tickets sold for ticketed events.
 6. Requests from Branches to participate in BHMF
 7. Impressions (potential viewers) via YouTube platform
-

This content is neither created nor endorsed by Google.

Google Forms