

Project Description	1
Project Overview	2
Timeline	2
Deliverables	3
Program Dissemination and Engagement	3
Program Components	4
Project Budget	9
Monthly Progress Reports	9

Project Description

The Black Family: United by History, Restored by Storytelling

In 2019, after 400 years of displacement, African-Americans descended upon West Africa for the Year of Return. As Black people gathered to memorialize our coming home, just a few months later, the global Black family was disbanded yet again by COVID-19. Since then, the Black family has wrestled with grief, stemming from the loss of jobs, health and family members due to the pandemic, compounded by the numerous deaths at the hands of police. However, we have also celebrated graduations, weddings, and births of the next generation. Through this national program, the Association for the Study of African American Life and History wants to empower individuals to reunite with their families to uncover more about themselves, and to uplift the ordinary and extraordinary folx within their unique heritage.

In collaboration with Archival Alchemy®, we present The Black Family: United by History, Restored by Storytelling. This national program centers the legacy of Black family reunions while encouraging families of all backgrounds to build and renew their own traditions and stories. This free self-guided certificate program includes pre-recorded workshops and resources that aim to demonstrate how oral storytelling, genealogy, and familial archiving can serve as a return and a way forward.

This national program has been generously sponsored by New York Life.

Please visit <https://asalh.org/family-history/> for more information and follow the project on social media through #BlackFamilyASALH.

Project Overview

To adapt to new environments, the Association for the Study of African American Life and History has worked to amend the original agreement between NY Life and the Association. Although the schedule and dissemination has changed, the objectives of the grant have stayed the same. The project has been reimagined as virtual pre-recorded workshops, FAQ sessions, and panel discussions. The programming from this project is offered free of charge to all who are interested via the project website and ASALH-TV, ASALH's YouTube channel. The webinars are stand alone sessions with no prerequisites. There are different speakers and different topics for the majority of the sessions.

In alignment with ASALH's 2021 Black History Theme, "The Black Family: Representation, Identity, and Diversity," our intention for The Black Family: United by History, Restored by Storytelling was to inspire participants to host their own family gatherings utilizing the information and resources shared through the project's workshops and programming. Our aim has been to demonstrate how oral storytelling, genealogy, and familial archiving can serve as a return and a way forward. We wanted to empower individuals to reunite with their families to uncover more about themselves, and to uplift the ordinary and extraordinary folx within their unique heritage. We wanted to remind people to connect with each other just because awakening to a new day is worthy of celebration, and reunions provide a tangible reminder that they are supported and not alone despite the extended periods of isolation many have endured during the COVID-19 pandemic. We also wanted to ensure that intergenerational Black families will be able to answer the familiar question "who ya people?" and know how to preserve and amplify their legacies for many years to come.

Timeline

April - May: Visioning & Planning

June - November: Production & Programming

November - Indefinite: Dissemination and Engagement

Deliverables

1. **Live Programming:** 2 livestream workshops presented at project relaunch on June 26th, 2021
2. **Pre-recorded Workshops (available via YouTube and project website):** 9 pre-recorded workshops (includes edited livestream workshops); 2 pre-recorded panel discussions
3. **Resources (available via project website):** Toolkit with supplemental resources on genealogy, oral history, and archives contributed by the workshop facilitators
4. **Certification (available via project website):** Individuals can receive a certificate after the completion of the workshops and submission of a brief survey

Program Dissemination and Engagement

Project Website <https://asalh.org/family-history/>

Youtube Playlist https://youtube.com/playlist?list=PL3FL9oGd6NjLW5YBjJqejD4tia_bgZbdJ

With the shift from live stream virtual events to pre-recorded workshops, our dissemination and engagement plans needed to be changed. With the exception of one live stream event at the relaunch of the project in June, the primary methods of dissemination are now through pre-recorded videos found on the project web site and hosted on ASALH-TV, ASALH's YouTube channel.

Release of the website and YouTube playlist has been tied to ASALH's "Giving Tuesday" marketing campaign, with further planned engagement of audiences on social media through the hashtag #BlackFamilyASALH. The automated certificate form has also been designed to gather feedback and contact information from participants who are interested in engaging further with these types of initiatives, as well as a willingness to submit materials to ASALH in the future. We will seek endorsements from related cultural institutions such as NMAAHC and AAHGS, and ASALH will also incorporate the project into future programming. In addition, Archival Alchemy® remains committed to ongoing promotion of the certificate program and sharing of project materials through newsletters and social media accounts. They are also planning to spotlight a participant(s) journey throughout the program on social media.

Engagement Statistics

June 26th Relaunch Live Stream: 16 unique viewers (see full statistics here: [June 26 Zoomstats](#))

YouTube Videos: Individual YouTube views for each video range from 11-84 views as of November 29, 2021

Program Components

Toolkit

The toolkit is meant to supplement the information provided in the pre-recorded workshop series and includes resources on oral storytelling, genealogy, and familial archiving contributed by the workshop facilitators. The toolkit is made available on the project website through issue and as a downloadable pdf. You may view the Toolkit at the following web page:

<https://asalh.org/family-history-toolkit/>.

Certificate

Individuals who participate in the program are encouraged to submit a form to receive a certificate from ASALH. Certificates are automatically generated when users complete the survey form, which is also intended to gather feedback on the workshops. The certificate form can be accessed through the website and at the following link:

<https://docs.google.com/forms/d/e/1FAIpQLSf6UXd61qLZKDULlibZM3HYJ764clDnjcFw1TG-YpfjgoDqYg/viewform>.

Program Recordings

The program recordings are hosted on ASALH-TV, and may also be viewed on the project website.

WORKSHOP 1: Writing Our Family Histories led by Frazine K. Taylor

This hands-on workshop was designed to guide participants on how to research, restore, and write their family history. Presented at the 105th Annual Meeting and Conference of the Association for the Study of African American Life and History on Sep 12, 2020.

Workshop Facilitator Bio:

Frazine K. Taylor is the President of the Elmore County Association of Black Heritage, Chair Emeritus of the Black Heritage Council of the Alabama Historical Commission, and former President of the Alabama Historical Association. Frazine is the author of "Researching African

American Genealogy in Alabama: A Resource Guide," and conducts genealogy and archival workshops throughout the State.

WORKSHOP 2: Planning Black Family Reunions led by Tracey Artis

Learn how to plan family reunions from Tracey Artis. As the Executive Director of the Midwest Black Family Reunion, Artis shares many strategies and tips from her professional work and personal experiences. This workshop was originally live streamed on June 26, 2021.

Workshop Facilitator Bio:

Tracey Artis is the director of the Midwest Black Family Reunion (BFR), a three-day celebration that attracts over 15,000 attendees. Tracey is also the founder of I Hear Music, a Cincinnati-based marketing, promotions, and event firm representing international Gospel artists. Using her gifts to glorify God, Artis has represented some of contemporary Gospel music's biggest names.

WORKSHOP 3: Preserving Black Family Recipes led by Thérèse Nelson

Thérèse Nelson, the founder of Black Culinary History, explores how we can preserve the culinary heritage of family recipes. Nelson offers tips on documenting and sharing the special flavors of our home-cooked meals and memories of good times. This workshop was originally live streamed on June 26, 2021.

Workshop Facilitator Bio:

Thérèse Nelson is a chef, writer, and the founder and culinary curator of Black Culinary History. Black Culinary History was founded in 2008 as a way to connect Black chefs, preserve Black heritage throughout the African diaspora, promote and share the work of Black food and beverage professionals, and maintain the legacy being constructed by Black chefs for the next generation.

WORKSHOP 4: Recording Oral Stories (Basics) led by Ryan J. Heathcock

This session, guided by videographer and oral historian Ryan J. Heathcock, introduces the basics of interviewing our family members to record their unique perspectives on our past, present, and futures they tell through their stories.

Workshop Facilitator Bio:

Ryan J. Heathcock, a 1993 graduate of Howard University School of TV and Film Production, specializes in oral history preservation through video documentation. In 2015 Ryan International, Inc., began to focus on projects that are aimed at preserving the oral histories of individuals and organizations. Once Upon A Time (OUAT) was created with the intent to give individuals and historical institutions the opportunity to video document their stories to ensure that their history and legacy are preserved and passed on to the next generation "in their own words".

WORKSHOP 5: Preserving Family History led by Skyla S. Hearn

This workshop with archivist and special collections librarian, Skyla S. Hearn, offers an introduction to the preservation of family history through the collecting and archiving of personal records, ephemera, photographs, and family heirlooms.

Workshop Facilitator Bio:

Skyla S. Hearn is an archivist, special collections librarian, visual artist and co-founder of The Blackivists—a collective of trained Black archivists who prioritize Black cultural heritage preservation and memory work. Skyla is most concerned with supporting a community’s attempt to understand, document and share its own history, particularly those that have not been well recorded; to expand archives to include increased representation and to diversify mainstream historical records. She is a homegrown Chicagoan by way of Mississippi.

WORKSHOP 6: African American Genealogy (Basics) led by Timothy Prolific Edwaujonte

This session, led by writer, artist, and genealogist Timothy Prolific Edwaujonte, grounds participants in genealogical research methods that help us retrace our ancestry to find and connect the branches of our family trees.

Workshop Facilitator Bio:

Timothy Prolific Edwaujonte is a multidisciplinary artist, educator, and organizer who fuses their creative and genealogical practices in pursuit of reparations for Afro-Indigenous peoples. Pro is the author of multiple books of poetry, including their latest, *Ofrenda para las ancestras*, which combines family stories, genealogical research, and ancestral practices into poetry. Edwaujonte is the VP for Institutional Culture at PURPOSE Productions, teaches at Ember Charter Schools, and founder of the Owo Foro Adobe collaborative. Visit www.ProJones.com to learn more.

WORKSHOP 7: Recording Oral Stories (Advanced) led by Ryan J. Heathcock

During this workshop, videographer and oral historian Ryan J. Heathcock shares advanced methods of interviewing and recording our family stories, and offers some creative ways to preserve and share the unique stories of our ancestors.

Workshop Facilitator Bio:

Ryan J. Heathcock, a 1993 graduate of Howard University School of TV and Film Production, specializes in oral history preservation through video documentation. In 2015 Ryan International, Inc., began to focus on projects that are aimed at preserving the oral histories of individuals and organizations. Once Upon A Time (OUAT) was created with the intent to give individuals and historical institutions the opportunity to video document their stories to ensure that their history and legacy are preserved and passed on to the next generation “in their own words”

WORKSHOP 8: Finding Your Family in Governmental Records led by Denyce Peyton

During this workshop, genealogist Denyce Peyton takes a deep dive into government records where we will learn to use census records, Civil War pensions, Freedmen's Bureau, and Freedman's Bank records to find family members and learn about their lives.

Workshop Facilitator Bio:

Denyce Peyton is a genealogist with 25 years' experience, providing professional research since 2004. Her specialties are African Americans, research methodologies, evidence analysis and nineteenth/twentieth century investigations. Denyce holds completion certificates in "Advanced Methodology and Evidence Analysis" at the Institute of Genealogy and Historical Research (IGHR), ProGen31 study group, and "Genealogy Writing from Planning to Publication", Midwestern African American Genealogy Institute.

WORKSHOP 9: Using DNA Tests to Explore Ancestry led by Dr. Gina Paige

Dr. Gina Paige, president and cofounder of African Ancestry, Inc. (AfricanAncestry.com), helps us dig further into ancestry with a look at the use of DNA in genealogical research.

Workshop Facilitator Bio:

In 2003, Dr. Gina Paige co-founded African Ancestry, Inc. (AfricanAncestry.com) and in doing so, pioneered a new way of tracing African lineages using genetics, and a new marketplace for people of African descent looking to more accurately and reliably trace their roots. Paige travels the world helping people demystify their roots and inform on identities so that they may better understand who they are by knowing where they're from.

PANEL 1: The Black Family Workshop Facilitators FAQ

For this panel discussion, we bring our project's workshop facilitators together to respond to frequently asked questions regarding Black family history and to discuss issues that arise in practice. This panel was recorded on July 31, 2021 with a small studio audience.

PANEL 2: You Gathered Your Family History, Now What to Do With It?!

In this panel discussion with Arianne Edmonds, Jermaine Dennis, Kalia Bain, and Tamara Lanier, we explore the many ways we can advance, celebrate, engage, and activate familial memories, legacies and archives.

Panelist Bio's:

Arianne Edmonds is 5th generation Angeleno, archivist, civic leader and founder of the J.L. Edmonds Project, an initiative dedicated to preserving the history and culture of the Black American West. She has curated and presented her research about Black history, memory and legacy at several cultural institutions around the U.S. Her family archives stretch back to the 1850's and her story as the keeper of her ancestral records can be found in the New York Times

1619 Project, The Root and LA Weekly. She is currently a Senior Civic Media fellow at USC Annenberg funded by the MacArthur Foundation and a newly appointed Commissioner of the Los Angeles Public Library.

Kalia Koran Bain born in Brooklyn, New York, is a student at Ember Charter High School located in Bedford Stuyvesant; and was a participant of the 2020 Building on a Legacy youth workshop series for Weeksville Heritage Center's The Legacy Project. Her passion is law/debate and advocacy. She is an aspiring criminal defense attorney who wants to be able to find justice in our court system although nowadays "justice" is extremely scarce. In addition to her passion for being a proponent, she is a teenage singer, songwriter, poet, rapper, organizer, activist and all together proponent for disseminating a message of strength and unity through art.

Jermaine Dennis is a New York City public librarian. Dennis has a dual-masters degree from Queens College with Masters of Arts in History and Masters in Library Science. As a public librarian, Dennis primarily provides information services and programming for the youth, educators, and caregivers in the Bronx. In recent years, Dennis has facilitated numerous genealogy workshops at libraries and cultural institutions. His workshop subjects cover Genealogy for Black folks, navigating genealogy databases, and exploring newspaper databases for genealogical research.

Tamara K. Lanier is a 27 year veteran of the State of Connecticut Judicial Branch, retiring in 2017 as a Chief Probation Officer II in the Norwich Probation Office. With the assistance of the Nationally Acclaimed Civil Rights Attorneys, Benjamin L. Crump and Michael Koskoff, Lanier has filed a landmark reparations lawsuit against Harvard University, forcing this nation to reckon with its history of slavery in the United States; asking the courts to consider – Who should own the rights to the violence of the past?

Project Budget

The project budget may be accessed directly through this link: [NY Life Budget](#)

Monthly Progress Reports

Progression of work as of March 2021

Major tasks during this initial month: work towards solidifying the dates and facilitators for the workshop series; fill the vacant project roles; and develop a launching promotional package that will include a press release.

Progression of work as of April 2021

- Meetings with the ASALH team to clarify the project and reimagine the way forward
- Connecting with the video editor and oral stories facilitator, Ryan Heathcock, and will schedule a work meeting once the project vision is approved
- Secured a strong lead for a production consultant [proposal from Tdf Consulting has been received and shared]
- Secured a strong lead for a graphic designer [proposal from AW Designworks Inc. to be submitted week of April 19th]
- Connecting with a potential collaborator who will support Archival Alchemy on this project
- With the support of the aforementioned collaborator, developed the first version of the new project vision

Progression of work as of May 2021

- Meetings with ASALH staff to further discuss the vision and the details of the project;
- Met with video editor, Ryan Heathcock, to share project overview and to determine scope of work - also confirmed his participation as a workshop facilitator;
- Met with the ASALH TV Production Team lead, Tdf Consulting, to share project overview and to determine scope of work;
- Confirmed Archival Alchemy collaborators who will support the fulfillment of the work on this project: we finalized project title/description/overview, determined minimum honorariums/fees for presenters/facilitators, drafted the press release, and figured out our internal workflows.

Progression of work through June 17, 2021:

This month we have moved forward on each aspect of the project: live stream events; pre-recorded webinars; workbook toolkit; certificate; community submissions; webpage. The bulk of

the work of this period has been focused on confirming speakers, scheduling recordings, drafting language and forms, and preparing marketing and promotional materials.

- Confirmed 6 of 7 speakers for pre-recorded workshops and 2 of 4 speakers for pre-conference panel discussion; permission secured from Frazine Taylor; speaker agreements and recording schedules in process
- Drafted video script; drafted flow of day for live sessions
- Drafted acquisition forms, post-attendance survey forms, and certificate completion form
- Finalized press release; marketing images sourced and permissions secured
- Drafted layout for website

Progression of work through July 23, 2021:

This month has been focused on recording the workshop sessions and compiling content from speakers/facilitators for the resource packet/workbook. In addition, the project premiered the first live virtual program of the series. This has given us much to work with, including valuable feedback that can guide the project through completion.

- June 26, 2021 Live Program completed via ASALH-TV
- Recorded 6 of 7 workshops
 - Video editing packages compiled and sent to the video editor. Packages include project intro and credit slides, workshop intro and speaker bio slides, and workshop recordings.
** Please note that project intro and credit slides have been reviewed by ASALH and require some editing to address feedback.
- Marketing and Community Engagement
 - Met with webmaster and web developer to discuss structure for microsite (July 14th)
 - Met with marketing team to discuss reframing the remaining live components of the project (July 16th)
- June 26, 2021 Live Program completed via ASALH-TV
 - Youtube viewer stats forthcoming
 - Eventbrite registrants forthcoming
 - Zoom meeting included 16 unique viewers (full stats at [June 26 Zoomstats](#))

Association for the Study of African American Life and History
New York Life, “*The Black Family: United by History, Restored by Storytelling*”
Archival Alchemy® progression of work through August 20, 2021

At the time of writing, we have completed all but one of the project’s recording sessions, including a total of 8 workshops, and a facilitated discussion/Q&A session. We have also begun planning for the recording of the culminating panel discussion.

Recording files and supplementary materials are now being compiled for editing, and other components of the project have moved along at a steady pace as detailed below:

The **Website/Microsite** has been mocked up, and the site’s language has been reviewed and refined. In the next period we will focus on completing the graphic components of the website.

Workbook/Toolkit materials have been received from 6 out of 9 of the contributors. During this period we also met with Aaisha Haykal to review the current contributions, refine the vision for this component, and clarify our expectations for the remaining contributions.

The **Certificate Program** will be activated at the time the website/microsite goes live. Awarding of certificates will proceed through a self-guided process in which participants complete a form after viewing the project’s video series. The certificate form will capture some data to assess engagement. People who view the entire series and complete the certificate form are eligible to receive a certificate. We are currently in the process of creating the assessment measures that will be included in the certificate form.

The plan for **Community Submissions/Video Compilation** has been reconsidered, however the new plan, as described below under the heading “Project Realignment” is consistent with the original goal to demonstrate community engagement with the project.

Challenges

The timeline for hosting a livestream Q&A session with facilitators was found to be untenable. However, in consultation with Aaisha Haykal we were able to find a solution that would allow us to meet the deliverables of the project. We also had a minor setback with cancellation of one of our workshop facilitators but were able to draw on our network to find a substitute who would be able to deliver on short notice.

Project Realignment:

We decided to complete production on all of the project materials, then publicly share everything all at once. This change eliminated the need to promote live recordings but shifts the way we would engage participants.

We will utilize the incentive of the certificate to drive engagement, and will assess and demonstrate impact through the certification process. This will be done by gathering feedback within the certificate form, and by gathering contact information for people who are interested in further engagement beyond the scope of this project, including submission of their family materials that could be utilized for future initiatives.

To satisfy the need for a video compilation, we will utilize the project overview provided by Joyce LeeAnn during the June 26th project re-launch, resurfaced videos from ASALH that we recorded last year, as well as submissions from our studio audience that supported our July 31st recording.

Status of Project Components:

- Recording Sessions
 - Culminating Panel Discussion: 3 of 4 speakers confirmed.
 - Discussion/Q&A complete.
 - Workshops complete.
- Video Editing: Currently compiling editing package.
- Marketing and Community Engagement
 - Website/microsite: language reviewed and copyedited.
 - Certificate Program: Currently refining questionnaire to assess levels of participation and engagement
- Workbook/Toolkit: Materials received from 6 out of 9 contributors. Met with Aaisha Haykal to review facilitator contributions and clarify requests from remaining workshop facilitators

Progress Notes as of September 10, 2021

Status of Project Components

In this period we completed the last of the recording sessions, along with the introductory slides for the final edited videos. As the video editor will be unavailable for a good part of this month, we will be reviewing all content so that we can make editorial suggestions when they return. A general advertisement was created for the Conference Journal, and the general flyer/social media graphics are now in process. The status of the project components are below:

- Recordings and Videos
 - Recording sessions complete, content in review
 - Video Editing on hold for conference
- Marketing and Community Engagement
 - Marketing: advertisement created; general Flyer in review; awaiting general social media graphics and website banner from graphic designer
- Workbook/Toolkit: collecting submissions from workshop facilitators

Progress Notes as of October 5, 2021 (covering expected work through October 31, 2021)

In this period we completed additional marketing and graphics, and moved forward elements of the website. Video editing remains on hold until October. The Archival Alchemy team has begun reviewing all recordings and accompanying materials so that video editing instructions are clear. It is expected that videos will be completed in October, along with the website frontpage and certificate form. We also aim to complete the workbook during this period. The status of project components and scheduled meetings as of October 5, 2021 are as follows:

- Recordings and Videos
 - Recording sessions complete, content in review by Archival Alchemy (as of 10/5)
 - Video Editing on hold for conference (expected to restart week of 10/11)
- Marketing and Community Engagement
 - general Flyer, general social media graphics completed
 - Splashpage in review (as of 10/5)
- Workbook/Toolkit: collecting submissions from workshop facilitators
- Website/Microsite and Certificate Form
 - Certificate form in review (as of 10/5)
 - Website banner completed
 - Website mockup and content reviewed by ASALH and updated by AA (as of 10/5)
 - Youtube thumbnail drafts completed (10/5)

Meetings Scheduled

Wed Sept 29: Meeting with Aaisha and Joyce regarding current status and next steps

Wed Oct 6: Meeting with Aaisha, Joyce and web designer about project landing page and automation of printable certificate from form

Wed Oct 7: Meeting with Aaisha and Joyce about video editing instructions and needs

Progress Notes as of November, 2021

- **Video Editing:** At the time of writing, we have 6 videos approved for YouTube and 6 packages to begin editing.

- **YouTube Uploads:** We have drafts of thumbnails, and have started metadata creation for the transfer of videos to Lopez for upload to YouTube.
- **Workbook Development:** We have workbook content from 6 facilitators and are awaiting content from 2 facilitators. We also have an AA team member compiling and formatting the workbook into a downloadable PDF.
- **Website Development**
 - **Frontpage:** We have received a mock-up of the website and have submitted feedback for refinement of the website design.
 - **Certificate:** A decision has been made to use Google Forms, which allow for automation of the certificate process. We now have a final draft of the certificate form and automated email response, and are working on the design of the certificate itself.
- **Marketing:** We have completed flyers, and social media graphics, and have a “splashpage” being finalized.

Projected Timeline through November 30, 2021 (end of contract)

- **Video Editing:** We have a projected completion date of 11/15 for all video editing and approvals for YouTube.
- **YouTube Uploads:** We are projecting that we will begin the transfer of metadata, thumbnails, and video files to Lopez the week of 11/8 for upload to YouTube.
- **Workbook:** We are projecting completion by 11/15. Date dependent on copy editor’s turnaround time - will contact once we have a solid draft by 11/8.
- **Website Development:** We are projecting that the website will be completed by 11/22, however this is dependent upon completion of all other components and the workflow of Rory and Kenya.
- **Marketing:** We expect to have all marketing collateral completed by 11/8, and need to schedule a meeting with the ASALH team to discuss promotion and a social media strategy.
- **Administrative:** We need to schedule a meeting to discuss the transfer of all project files to ASALH at the end of November. We are up to date with payments made to facilitators and consultants for work completed through 10/31, and we are within the budget allocated for this project.

Post-Production Marketing and Launch Date

While production will be completed by the end of November, Archival Alchemy® remains committed to ongoing promotion of the certificate program and sharing of project materials through our newsletter and social media accounts. This ongoing commitment to promotion allows for flexibility for ASALH to select a strategic launch date.