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# FACE TO FACE WITH BLACK HISTORY TOUR

A COMPLETE AND COMPREHENSIVE TRIP REPORT

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Provided by: [GiNOSKO.Consulting](#)

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# EXECUTIVE DIRECTOR'S SUMMARY



## Thank You!

Thanks to you, our donors and partners, the 2nd annual 2019 Black Votes Matter Tour exceeded all expectations!

We inspired youth and adults to Learn, Respect, and then Go Make History. We are extremely grateful for all of our donors and ask for your support as we continue to invest in the next generation of youth leadership development.

We are also educating Greater Omaha to greater empathy and understanding of Black History and where our youth fit in the picture.

Will you join us?

## Background

The seed for the Black Votes Matter Youth initiative is as a response to the lack of knowledge of the black history and the civil rights movement. In order for our youth to become effective leaders, they must learn and have respect for their own history. The Black Votes Matter Tour was designed to address this void.

Students are chosen from nominations made by various grassroots organizations serving youth, such as the HOPE Center, Avenue Scholars, 100 Black Men, Urban League, Big Brothers Big Sisters and more. In addition to individual donations, we received significant grants from The Sherwood Foundation, The Weitz Family Foundation, Omaha Community Foundation African American Unity Fund, and Barbara Weitz.

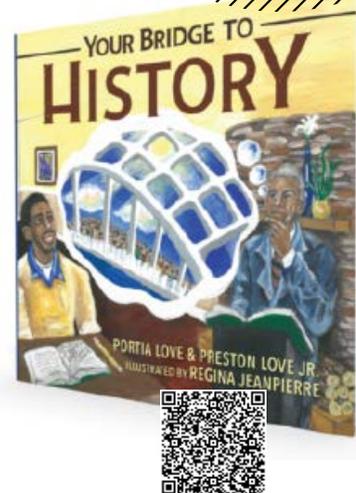
Our proceeds employ North Omaha vendors and service providers. Since its original design, the Tour has been continually enhanced including the pre and post tour experiences, the addition of tour content, the tracking of outcomes and enhancements and maximizing potential student outcomes. This comprehensive report will address the efficacy of the Black Votes Matter Tour and ask for your continued support.

# THE 2019 TOUR

The 2019 Tour ended Saturday, June 22nd, 2019, after a whirlwind trip through Memphis, Birmingham, Selma, Montgomery, and Atlanta. This year's Tour included 100 people, 65 being high school students, mostly from Omaha Public Schools. There were two full chartered buses as well as a trailing van.

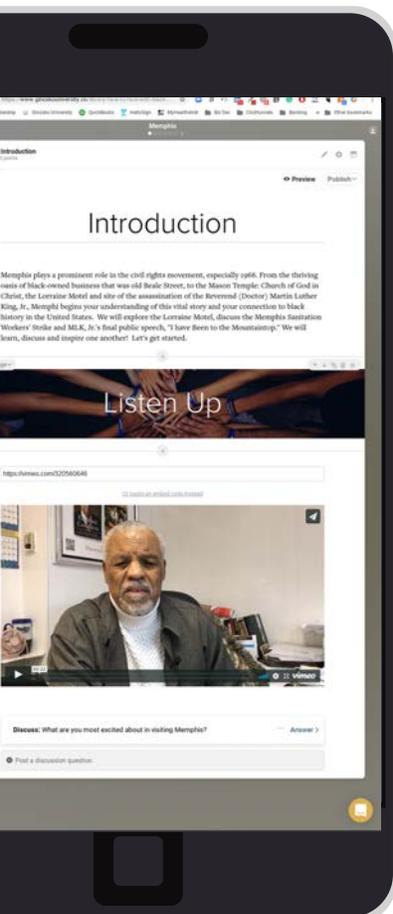
As is customary we included a nurse, chaperones, daily reflections, and journaling. This year's participants experienced non-violent methods of the 60's, such as the lunch counter sit-in protest in Atlanta's National Center for Civil and Human Rights museum, and learned and discussed as many as 198 methods of non-violent actions to add to their tool kit.

The youth and adults are prepared for the next dialogue on human rights while we continue to advocate for economic empowerment through the Black Votes Matter Institute of Community Engagement.



## The 2019 Tour Enhancements

- An expanded pre-tour education on local Black History
- We developed a mobile Face-to-Face with Black History microlearning course to enhance participant's pre-tour and experiential learning experience
- We also developed a sensemaking collection to instantly capture and assess student learning while on the tour.
- We grew in diversity in the school districts, race, gender and nationalities of students and adults participating.
- A children's book released on June 15th about the Tour by Preston and his sister Portia Love, illustrated by Regina Jeanpierre. "Your Bridge to History." The book will be sold at the bookstore at the National Voting Rights Museum and Institute in Selma, Alabama among other places
- While in Montgomery, the students were honored to receive Omaha Public Schools Superintendent Dr. Cheryl Logan, as she joined them for portions of the tour.
- While in Atlanta, we hosted a number of Civil Rights Leaders and historians for a final banquet before returning to Omaha.
- Also announced is the first annual Black Votes Matter Tour Service Project. This year's project will be the cleanup and beautification of Will Brown's burial site next to Forest Lawn Cemetery, August 17th. The public is invited to participate.
- We have also been invited to present our educational innovations at the Annual Conference of the American Association of Adult Continuing Education (AAACE) October 9th in St. Louis, Missouri.



# THE 2019 TOUR

The design of the Tour is very intensive, intentional and focused, notwithstanding the limitations of the time available (one week). We begin with the venues in Memphis, where Martin Luther King, Jr. gave his last speech and then was assassinated.

The Tour flows into Alabama and discovers many of the iconic events that shaped the entire Civil Rights Movement in which Martin Luther King, Jr. was a key figure. The Tour does not overlook the fact that although Martin Luther King, Jr. was a key figure, there were so many other leaders, national and local, grass root people, events, and circumstances that shaped the entire Civil Rights Movement. Our Tour throughout Birmingham, Tuskegee, Montgomery, Selma, and the Edmund Pettus Bridge attempts to capture both the involvement of King, others and the essence of the civil rights movement and more.

The Tour culminates in Atlanta where King and his life were put to rest in memorial, but we capture also, in Atlanta, evidence of the pain and victories.

## Enhancements

- Pre-Tour Learning
- During Tour Sensemaking
- Post-Tour Activities

**The "FULL" Experience**

**Selection Orientation**  
JAN-MAY

**Focused Preparation Context**  
1-15 JUNE

- Microlearning (6 cities)

**Bus Trip Reflection-in-action**  
16-22 JUNE

1. Pulse Survey (6)
2. Journal
3. Discussion
4. Microlearning next day

**New Ambassadors of Community Engagement**

**Service to Others Reflection-on-action**  
23 JUN - Lifetime

1. Post event survey
2. Essay Contest/Awards Brunch (1 AUG)
3. Will Brown Service Project (17 AUG)

I am committed to being a risk taker and preparing myself for the challenges and discussions we will be having. And for my colleagues to help me gain more knowledge of my history.

--Rising Junior in High School

I am a recent graduate of Central High School and was a member of the IB program. I'm looking forward to going on the trip to learn about a history that is largely left out of classrooms and to meet and get to know everyone else on the trip

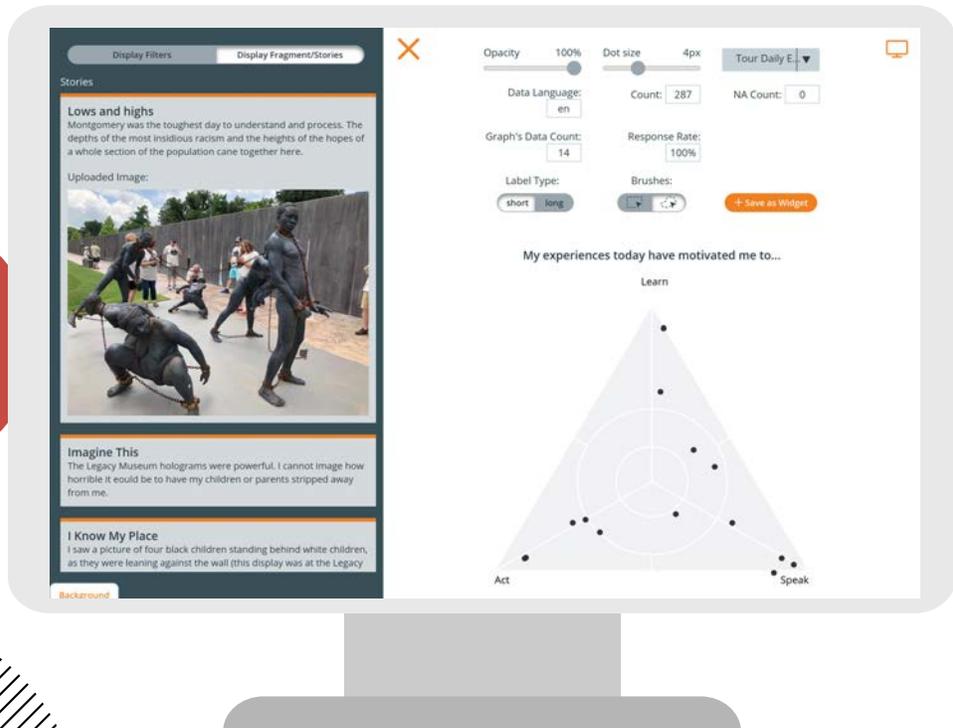
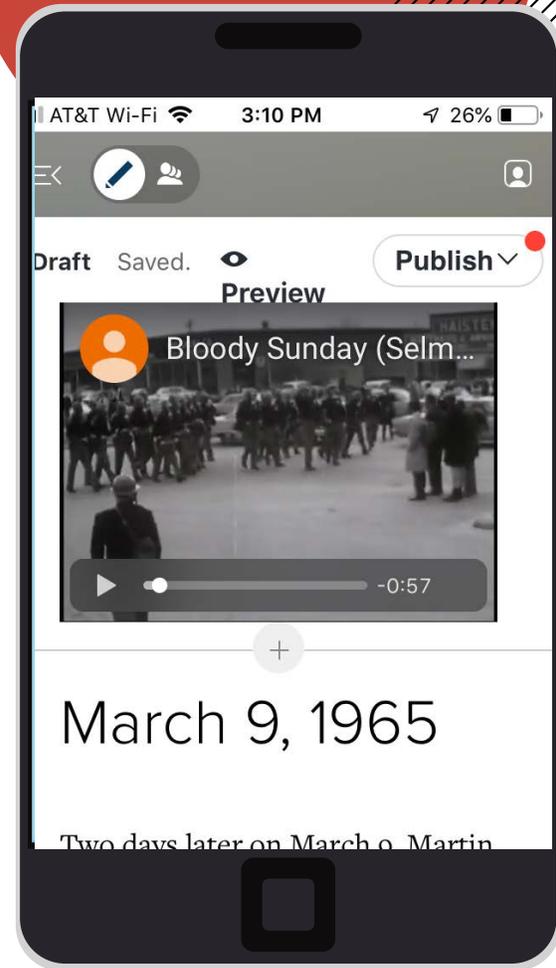
--Graduate, going to Marquette University

# MICROLEARNING

Marvelous video tutorials are available on both laptop and mobile phones, which are used to prepare the participants prior to each day's activities. It includes videos, commentary and linkage to educational references both written and visual.

# SENSEMAKING

Daily surveys assess the impact of each day's Tour activities. Sensemaking digitally collects stories from each student/adult along the experience. Those stories are self-signified through survey questions to provide quantitative and qualitative data throughout the trip. Participants also gather for reflecting, journaling, and discussion.



# POST TOUR ACTIVITIES

1. The students are invited to participate in an essay contest geared towards their response or some aspect of the Tour. Winners are awarded a financial stipend as a prize and appropriate recognition.
2. Student alumni are urged to participate in an annual Black Votes Matter Service Project.
3. The Black Votes Matter Institute will continue to offer mentoring & speaking opportunities to the Tour Alumni as they are considered lifelong Ambassadors of Community Engagement who will Go Make History.
4. The plan is to develop the aforementioned tutorials into continuing education units (CEU).
5. It should be noted that all expenses are paid for the student participants, including transportation, lodging, venue costs, and food. Annual cost for the entire trip is \$60,000. We thank the scores of donors that contribute to the expenses of the Tour with special recognition to the Sherwood Foundation, The Weitz Family Foundation, and Omaha Community Foundation's African American Unity Fund.

## Overall View of the Trip Goals: Learn, Respect, and Go Make History

Please check your group affiliation:

2019 Black Vote Matters Y...	2019 Church Youth Group
2019 Chaperone, Staff, Lea...	2019 Parent of Youth
BVM Tour Alum	Other

color index Reset

This story took place in...

Memphis	Selma
Birmingham	Montgomery
Tuskegee	Atlanta
Other	

color index Reset



As this sensor demonstrates, the Tour has inspired student leaders to Learn, Respect, and then Go Make History.

# KEY INSIGHTS

- 01** Measuring change and efficacy throughout
- 02** Using Artificial Intelligence to find themes and sentiment
- 03** Microlearning enhances participant engagement
- 04** Experiences within the Experience have profound effects



# MEASURING CHANGE

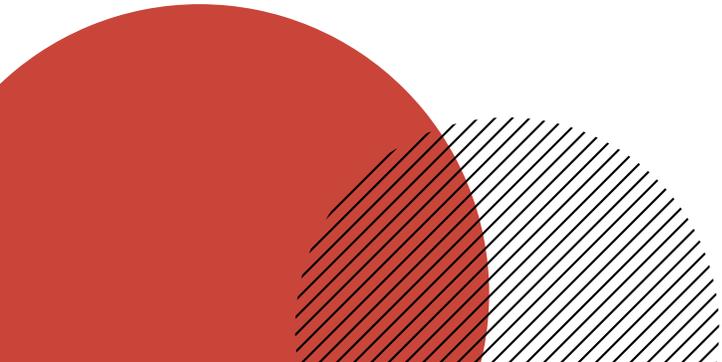
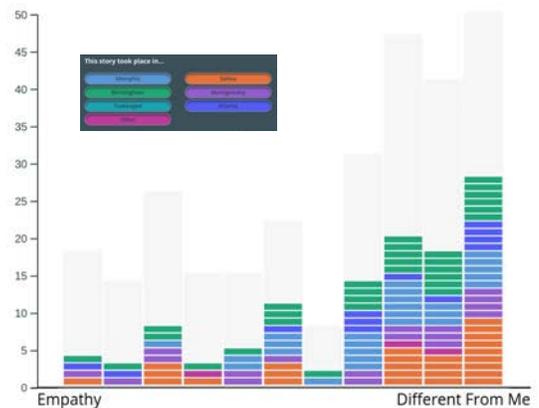


The 2019 BVM Tour clearly witnessed a strong change in attitudes and beliefs over time. From the initial baseline survey in March to our final pulse survey, youth and adults adopted a desire to act and make history. The first ternary asked the question, "My story from today has left me feeling more... Connected to history - Inspired by history - Ready to make my own history." Clearly they moved from connecting to being inspired to ready to make history.

The second ternary asked the question, "The experiences from today have motivated me to...Learn more racial injustice - Speak out against racial injustice - Ready to take action against racial injustice." Participants went from learning and acting to a desire to speak, with very few participants remaining "stuck in the middle." The BVM tour certainly creates Ambassadors of Community Engagement ready to act, speak, and go make history.

Finally, the experience moved students towards a sentiment of "engaging with people different from me."

After today's activities and experiences, I found myself being...



# THEMES AND SENTIMENT

GiNOSKO.Consulting, the firm who sponsored the sensemaking, utilized Artificial Intelligence tools, provided by **Vocool.co**, to analyze almost 300 stories submitted throughout the trip. These four themes emerged:

- 1. Martin Luther King, Jr** – The students were most interested in the interactive spaces because it made them feel as if they were experiencing history – this suggests museums that have replicas will resonate more with them than just summaries of historical events.
- 2. The Freedom Riders** – The interactive experience of the bus connected with a lot of the students (30 survey results contained information about the Freedom Riders). Interesting enough, however, was how many students also remembered the girl giving them water. This speaks to the importance of stories of compassion to balance out the brutality.
- 3. Church Bombings** – The bombing was the most referenced exhibit of that day. That speaks to the impact of sharing stories about younger people. One might infer that students better connect with people who look like them -- so focusing on how they might have been affected during the civil rights era might lead to stronger empathetic responses.
- 4. Connection** – Since a key indicator of the success of this program was having students connect to historical experiences, it's important to analyze how different groups responded to the exhibits. BVM youth, predominantly people of color, seemed to have a more powerful reaction to the Tour, as the most relevant quotes were written by people of color, as referenced by 'my ancestors, my brothers, my people'.

## Tears

Today in Montgomery we went to a lynching museum. There was lots of pictures of people getting lynched. It was very horrible and sad. I didn't get that emotional until I saw a picture of a negro boy hugging his mom while they both cried, when I read the caption I stared too cry too. The caption read: 15 year old boy hugs his mom after being sentenced to die in prison. It's such a horrible thing.

## The Lunch Counter

The experience that connected with me today was sitting at the lunch counter in the museum. At this lunch counter, you put your hands on the counter and listen to voices attack you. The experience was truly jarring. People yelled and whispered horrible things at you, you could feel them breath in your ear. The chair shook as bottles broke and people hit you. It was a really chilling and eye-opening experience.

## Journey Home

Sitting at the counter gave me just a smidgen of the feeling of what it must have been like to fight for the simple civil right of being served to eat. A right I've taken for granted and didn't fully understand how hard it was for them to resist. Also seeing and remembering that MLK casket was carried on a rugged old work wagon pulled by mules. I remember seeing it on tv but forgot his final journey was modest by showing the roots of the hard journey his people had gone thru.

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## in bondage

I could almost hear the chains scraping on the concrete and feel the skin tearing away at my ankles. The sculpture at the beginning of the lynching memorial was powerful...eliciting emotions of sorrow, anger, fear, despair and anguish...and guilt for what my race has done to another race.

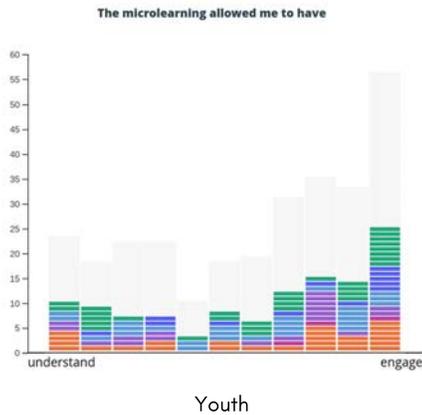
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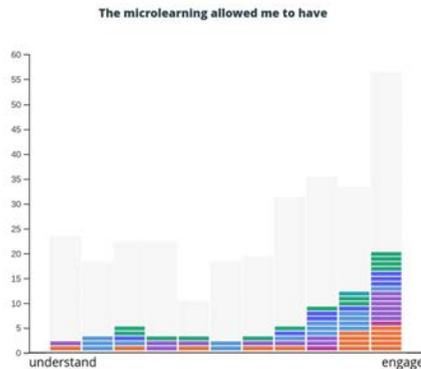
A special thanks to **Vocool.co** for testing our AI ideas with this project. The insights provided were valuable and assisted our ability to quickly analyze the trip data.

# MICROLEARNING ENHANCED THE EXPERIENCE

Over 90 learners voluntarily enrolled in the Face-to-Face with Black History microlearning course with all 90 learners active in the course (100%) and over 45 completed the course (50% completion rate) qualifying for a certificate of completion. For a voluntary course, these engagement statistics easily triple the distance learning industry standards of 5-15% average engagement.\*



Youth



Adults

There are Five Learning Outcomes:

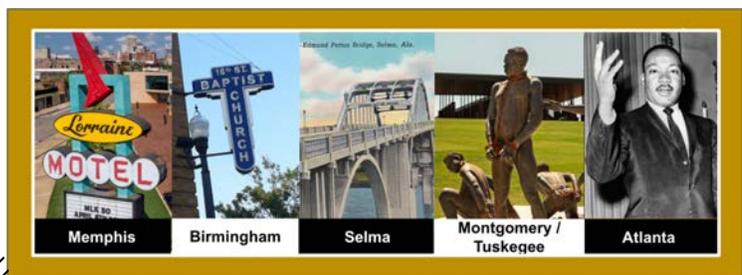
- LO 1 Develop a greater understanding of each destination prior to the visit (Learn history)
- LO 2 Reflect on significant historical landmarks (Learn history)
- LO 3 Develop empathy for the players of black history (Respect history)
- LO 4 Understand your story in the context of black history (Respect history)
- LO5 Reflect on your story, your passion, and prepare yourself to make history

**BVM Youth became more engaged with the Tour through the microlearning experience as the trip progressed.**

**Adults, who had better knowledge of the events of history, found the microlearning led them to be more engaged with the experience.**



See a Sample Lesson Here



\*Average completion rates for (voluntary) online courses is 5-15%. Ahern, Amy. EdSurge.com, Stop Asking About Completion Rates, November 28, 2018. <https://www.edsurge.com/news/2018-11-28-stop-asking-about-completion-rates-better-questions-to-ask-about-moocs-in-2019>

# EXPERIENCES WITHIN THE EXPERIENCE



For experiential learning, the youth and adults enjoyed the “action-oriented” or “hands-on” experiences. Additionally, by placing the participants in heterogeneous teams, we experienced greater engagement and more meaningful discussions.



Specific experiences include: Memphis, Lorraine Motel (hotel room walk-through), Mason Temple (standing in the pulpit); Birmingham, 16th Street Baptist Church (presentation and personal stories by member of church)

### Kkk baby

I thought the photo with the white baby in the kkk uniform was interesting because it basically was sending the message that your not born to hate but you're taught these things by the adults and the atmosphere around you. During the civil rights era you saw little kids joining in to do these hateful things to adults because they saw their parents or family members doing it so they thought it was right and cool to do. Same goes with black people some where taught that the white man isn't good and to not trust white people cause they do some hateful things but not all of its true it's just that this thing was passed down and taught.

### Sit in

Today we went to a human rights museum. There was one exhibit that made a lot of people emotional. It was where you sit down on a chair like the chairs at restaurants you put headphones in and close your eyes while your hands are on the table. Then the audio starts and your in a restaurant at a sit in. Someone tells you too get out of your seat or they will hurt/kill you. The chairs move when the person hits you. It feels like your actually there. A lot of people throw glass and hot you and a minute later you can hear a ambulance.

### NEW PERSON!

Today we saw some crazy thing's and felt some CRAZY emotions. The story that stood with me today (well it's not really a story, but place) was the 2end museum (that I forgot the name of) was really emotional and amazing and just so mentally and emotionally filling and draining at the same time(if that makes sense) they showed us some people that were murder and never got there justice (well some did) and it brought me to tear's. I was very upset, but I feel like I came out a new person.

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### Bridge

Walking over the bridge today brought tears to my eyes. Thinking of the men and women marching across seeing the police force waiting for them and the fear they must have felt.



# CONCLUSION

We are clearly moving forward with increased vigor and focus as we build our generation of ambassadors for community engagement that will, no doubt, make history! This does not end with a one week bus tour. Once an alum of the Black Votes Matter Tour, always an alum! We desire to engage our alumni through regular opportunities for service and regular leadership development. Alumni are our best mentors for future tour participants. As our community grows in this movement, we desire to keep our donors engaged in our successes and we remain open to your feedback as we carry the torch and momentum forward. Please reach out to me with any questions, concerns, or feedback. We remain very open to your insights and wisdom as we move forward.

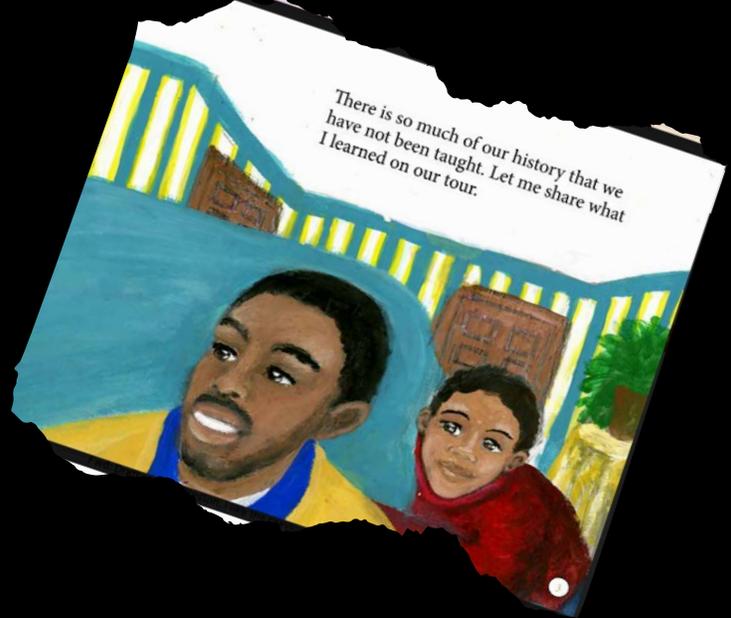
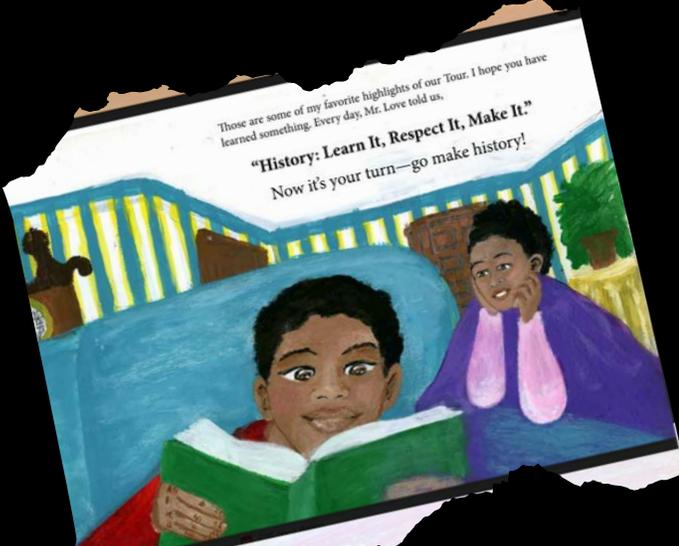
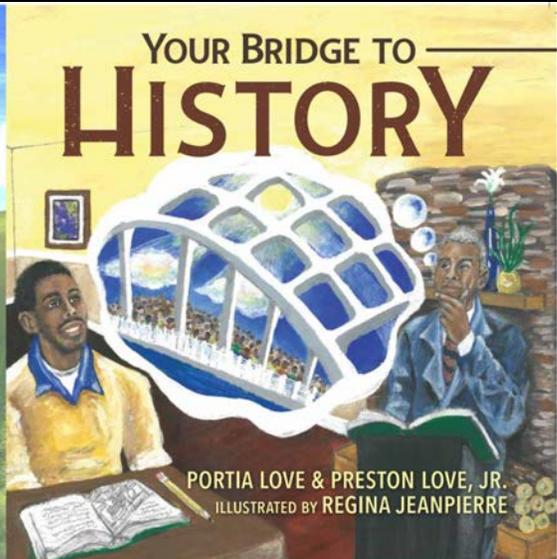
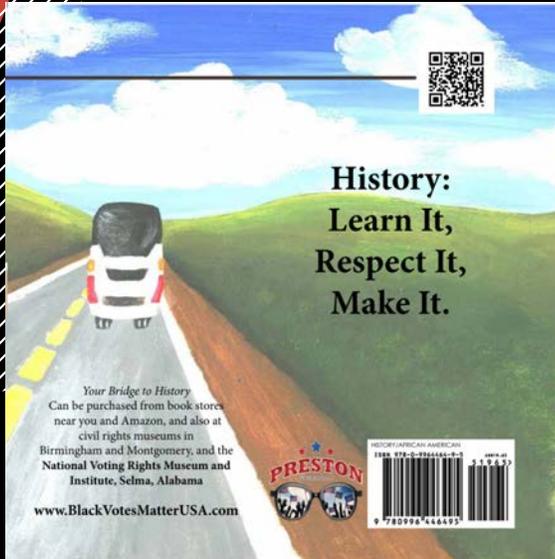


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This report has been prepared for Black Votes Matter Institute by GiNOSKO.Consulting.

To Download a copy please visit: <http://bit.ly/BVMFTF-2019Report>  
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