

Student Life & AmeriCorps/VISTA

Sponsor the

1<sup>st</sup> Annual Rockingham Community College

Black History Month Poster Showcase



February 21, 2019

## Rockingham Community College Black History Month Activity 2019

**Overview:** The basic concept of an event in recognition of this annual February observance was promoted by the AmeriCorps/Members to the Student Life Director, Maggie Murray and to staff member, Quintessa Stevenson, Media Specialist. The original proposal was a Poster Competition, open to all members of the RCC community. Posters would feature any individual who was considered memorable/significant, be they a family member or other public, historic personage. A short subject statement would also be included with the entry.

Poster submissions would be in an electronic format and would be printed by RCC to be included in a showcase exhibit which would include an opening reception intended for the entire campus. Student Life would assume the direct responsibility for hosting and promotion with assistance from SGA.

The initial discussion with Maggie and Quintessa took place on February 5<sup>th</sup>.

Final Poster submission date: February 18, 2019.

Poster Showcase Opening: February 21, 2019.

Changes to original concept: Posters could be submitted in any format. Competition was dropped.

AmeriCorps/VISTA assumed responsibility for refreshments and hanging the show.

This event was the first of its kind on this campus. Close to 30 submissions were received, most electronically submitted, but which did include one mixed media poster.

The reception was very well attended throughout the day with students, faculty, staff. Poster submissions also reflected participation by both students and staff and provided a new context for Student visibility and participation.

**Observations:** The biggest challenge of this joint activity with Student Life and the AmeriCorps/VISTA members was the short time of execution, beginning with the first conversation to the exhibit date. Planning should take place well in advance. In the absence of AmeriCorps/VISTA members organizational considerations need to be considered as well as having viable ideas.

Creative partnering also needs to be considered, as well as hosting areas best suited to the event. Communication is everything. Thinking globally about the campus as your contextual canvas is also recommended.

## I. Research and develop Program

- a. RECOMMENDATION: start planning by November
- b. RECOMMENDATION: Any campus-wide MLK event is under Maggie Murray's Student Life Directorship. When you start planning, draw her into the process
- c. RECOMMENDATION: speak with Deirdre Kearney in planning phase to see if she and/or her history club are interested in collaborating
- d. Our Program:
  - i. Showed "The Witness: From the Balcony of Room 306," YouTube
    1. **Other movies available:** You can access Films on Demand through the library webpage at <http://library.rockinghamcc.edu> under the "Resources" tab. All films from Films on Demand come with performance rights for RCC.
  - ii. Had outside speakers from the community come in, and faculty/staff speak
    1. See program attached
- e. Other Ideas
  - i. CNCS will be in contact with you about a MLK Program, but recommend that you start planning much before that
  - ii. A panel discussion around a movie
  - iii. An actual RCC Day of Service (See <https://www.vistacampus.gov/> for MLK day of service ideas)
  - iv. <https://peacelearner.org> is interesting and instructive
    1. See attached Privilege Walk Activity
  - v. A Community Breakfast or Lunch Program (Maggie would need to be asked as to funding for that)
  - vi. Concert/sporting event/etc.

## II. Space Requisition

- a. RECOMMENDATION: for whichever space you are using, provide a typed schedule with dates and times to the person in charge of that space
  - i. Gym = Maggie Murray
  - ii. James Library = Mary Gomez
- b. What we did to secure the James Library as our space
  - i. Met with **Mary Gomez** to make an initial inquiry about using the James Library space for our event.
  - ii. After speaking with **Valencia Abbott** (history faculty, Rockingham Early College High School) and **Deirdre Kearney** (history faculty RCC), went back to **Mary Gomez** with specific dates/times for the event

### III. **Event Promotion**

- a. **RECOMMENDATION:** If possible, speak in person to humanities, art faculty and to faculty club advisors (relying on email as main means of communication was unsuccessful for us)
  - i. **RECOMMENDATION:** Keep a log of who you spoke to and what was said in each meeting
- b. **SGA (Maggie Murray)** will help you with event promotion
- c. **Quintessa Stevenson** will help you with Social Media, web, and newspaper promotion as well as poster graphic design
  - i. She suggests using Canva for poster designing
- d. **SUGGESTION:** See if the art club would like to be involved in a promo poster design contest for the event. Ray Martin and Phil Haralam are the faculty advisors for that club.

### IV. **Build Program**

- a. Invite any speakers
  - i. (See the speakers we invited on attached Program)
- b. Tech Support will require a work order request (Contact Louis McIntyre)
- c. Talk with Maggie about refreshments
- d. Keep Louis McIntyre apprised of the planning process

### V. **Thank You Notes**

- a. Admissions has Envelopes
- b. Letterhead paper is found on the RCC website under Employee Portal (username: employee, Password: portal)
- c. **Nancy Norwood** will mail out thank you notes to any community members involved
- d. Inter-campus mail can be used to distribute to any faculty/staff who were involved

MLK LEGACY OF SERVICE 2019  
PROMOTIONAL MATERIALS

