

**Meeting of the North Carolina African American Heritage Commission
July 26, 2022
Associate Director's Report**

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NCAAHC DIGITAL ENGAGEMENT

Communication Goals

- Continue growth of communications platforms
- Increase accessibility and awareness of new and existing resources

Communications Platforms

- Website

	FY 21-22	FY 20-21
Pageviews	83,367	63,386
Unique Pageviews	66,019	49,305
Average Time on Page	00:01:23	00:01:23
New Users	77.6%	75.8%
Desktop/Mobile	68.1% desktop, 30.5% mobile	65.1% desktop, 32.7% mobile
Popular Pages	homepage, Green Book Landing Page, NC Civil Rights Trail, Events, About Us/Staff, Green Book Listings	Homepage, Green Book Landing Page, Black History Month, Places/HBCUs, NC Civil Rights Trail

- Social media – Fiscal year 2021-2022

Month	Facebook		Instagram		YouTube		
	Followers	Impressions ("Reach")	Followers	Impressions ("Reach")	Subscribers	Views	Video Impressions
July	436	6755	265	918	81	28	84
August	496	3365	301	1096	81	45	155
September	535	2115	381	423	87	86	381
October	576	4061	411	392	89	105	407
November	629	1995	442	424	90	114	521
December	629	6666	442	956	91	97	733
January	652	13715	466	369	93	279	2,200

The North Carolina

African American

Heritage

Commission

February	683	6238	550	8498	108	1800	11400
March	711	7779	563	5306	112	363	1000
April	728	1604	575	290	113	211	5300
May	776	8338	629	542	117	295	3200
June	839	7479	678	2747	130	930	49,400

- o Email via Mail Chimp

Newsletter	Subscribers	Open Rate	Click Rate	Unsubscribe Rate
General	1766	44.36%	7.99%	0%
Arts	39	16.2%	4.6%	0%

Contractor

To assist in facilitating our communication goals and awareness building strategies, the Commission was fortunate to be able to bring on a contract Social Media Coordinator beginning in April 2022. Angelena Castro is serving this role. Her responsibilities include executing a social media strategy for the AAHC Instagram account, creating the editorial calendar for AAHC social media platforms, and creating numerous social media campaigns. Ms. Castro worked previously as a DNCR Marketing Team contractor where she collaborated with the Commission on the initial Green Book Project social media campaigns. She is a graduate of NC Agricultural and Technical State University, and in 2018 she served as an intern in the NCDNCR HBCU/MIHE Internship Program.

NCAAHC STRATEGIC PLAN & ANNUAL GOALS, FY 2022-2023

Per the NCAAHC Strategic Plan, this fiscal year the Associate Director will begin planning convenings for grassroots groups around statewide African American heritage needs and professional development opportunities. Two potential groups have been identified for meeting in 2024: local and regional African American heritage commissions, and those who steward historic Rosenwald school buildings. Additionally, the NCAAHC’s ongoing Institute of Museum and Library Services Grant for “A Tale of Two Ships: Part Deux”, planning will begin for an international scholar convening.

TRAIL UPDATES

African American Music Trails of Eastern North Carolina

The NC Legislature declared 2023 as the North Carolina Year of the Trail as an opportunity to showcase, promote and celebrate our state’s extensive trail systems, including its cultural trails. In recognition of this, the NCAAHC has prioritized cultural trail work for fiscal year ’22-’23. Additionally, the African American Music Trails of Eastern North Carolina, which were developed in partnership with the NCAAHC and the N.C. Arts Council, have come under the stewardship of the NCAAHC. Currently, the NCAAHC is planning for trail reactivation. This will include booking and installing trail-related traveling exhibits in early 2023, developing digital content, and engaging the community around the future of the trail.

Oasis Spaces: North Carolina Green Book Project

As a continuation of our work on the North Carolina Green Book Project, under the mentorship of NCAAHC Associate Director the Commission was excited to welcome a DNCR HBCU/MIHE Intern this summer, Rosalind Kinlow. Rosalind is currently enrolled at NC Central University in their History Master's Degree Program. She working to research and craft additional essays on Green Book sites for our online web portal. Additionally, she has participated in several professional development opportunities including work groups for the Commission's African American Cultural Heritage Action Fund Grant, as well as connecting with professionals across the Commission's network.

Freedom Roads

In close collaboration with the NCAAHC Trails Coordinator, Ashley Adams, the NCAAHC Associate Director has led work to activate the trail through waysides. This has included the development of several new physical resources for Freedom Roads, including rack cards to be placed at a series of historic sites. Ashley's work has included developing historical tabletop waysides chronicling freedom seeking stories at the following sites:

- Stagville State Historic Site
- Brunswick Town/Ft. Anderson State Historic Site
- Somerset Place State Historic Site
- Great Dismal Swamp State Park
- Elizabeth City State University

PROJECT UPDATES

Black History Month & Juneteenth

Fiscal year '21-'22 saw the continued formalization of NCAAHC's celebration of Black History Month and Juneteenth on a department and state-wide level. NCAAHC has continued to serve as a consistent resource to those interested in celebrating. This included the creation of a landing page for each celebration including resources and materials encouraging thoughtful celebration. Both a Black History Month and Juneteenth Toolkit were created, the latter of which had two versions to support external and internal DNCR celebrations.

For the first time, resources also included a Juneteenth Speaker's Bureau and sponsorships to support celebrations across the state, very much prioritizing grassroots support and maximizing the power of outreach rather than an individual program.

Staffing

To facilitate the dispersant and assemblage of resources, the Commission was fortunate to be able to bring on a full-time temporary Program Coordinator via TempSolutions beginning in January 2022. Okirah Harris is serving this role. Her responsibilities included designing and creating resource materials, facilitating the Juneteenth Speaker's Bureau, and collaborating with the DNCR marketing team. Ms. Harris worked previously in Roy Cooper's Office of Public Engagement where she collaborated with the Commission on Black History Month celebrations. She recently graduated with a Master of Arts from the UNC Hussman School of Journalism and Media.



Revisoning the NCAAHC Logo

NCAAHC is in the midst of planning and strategizing the creation of a new logo, with a goal of rebranding in February 2023. In recognition of the Commission’s growing work including digital content and sponsorship of events across the state, the new logo is planned to be more representative of the current and upcoming stages of the Commission’s work. NCAAHC Program Coordinator, Okirah Harris, is an artist and graphic designer who will be lending her talents to this process. Once options are envisioned, they will be presented to NCAAHC Commissioners for feedback.