



The North Carolina

African American

Heritage

Commission

Meeting of the North Carolina African American Heritage Commission
Program Coordinator Report

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The program coordinator's goal in 2023 is continued support, implementation, and improvement of the already exceptional initiatives. The role of the program coordinator would be to highlight the stories and trails surrounding Freedom roads. Thus, furthering the support of the educator workshops. Working in partnership with the community and state organizations, there is a goal to uplift the trails and raise awareness of North Carolina's rich musical identity.

The goal of the program coordinator is to keep the newsletter up to date with the latest information on the initiatives being led by the AAHC. Keeping in line with the newsletter, the webspace will allow the commission to engage the public with more in-depth information. Along with the web space, the social media presence will enable real-time and multifaceted means of engaging with diverse audiences. Along with the newsletter and web space, the program coordinator will work to put together physical materials and resources that can be used at events that will guide the public to our online resources and social media—creating, in partnership with Rodney Dawson. These educational materials can be used and distributed among the public and education partners.

The program coordinator will develop programming that aligns with strategic goals, prioritizing convenings around stakeholders and the initiatives Africa to Carolina and La Concorde/Queen Anne's Revenge. The goal is to be more involved in conversations and educate the public about all initiatives. As events like the African American Cultural Celebration approach, the program coordinator will act not only as a resource but as

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a support mechanism helping to highlight the stories and experiences of the African American community while also engaging them.