



## 2016 #AfAmWomenLead Campaign: African American Women Civic Leaders Education Policy Briefing

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The White House Initiative on Educational Excellence for African Americans (Initiative) created #AfAmWomenLead Policy Briefing, the first federal agency sponsored convening of Black women and girls to specifically discuss solutions to persistent challenges facing them. The policy briefing highlighted federal investments and resources available, connected leaders of some of the nations' largest women civics organizations for Black women to discuss best practices and collective impact, and celebrated the accomplishments Black women and girls have made.

### GOALS FOR #AFAMWOMENLEAD INCLUDE:

- Following annual convening, commitments of 1,000,000 cumulative service hours over a 12-month campaign period from participating membership organizations to advance President Obama's 2020 [college completion goal](#) and First Lady Obama's [Reach Higher Initiative](#). Specifically encouraged are commitments surrounding:
  - Science, Technology, Engineering and Mathematics (STEM) Access and Equity;
  - Creating safe and supportive Pre-Kindergarten—College Completion (P-20) learning environments and support systems; and
  - Ensuring post-secondary completion.
- During the Policy Roundtable, brief participating organizations of federal investments made to support educational excellence for African American women and girls, including highlighting efforts of other initiatives supporting positive developmental outcomes, such as the [White House Council on Women and Girls](#), [National Women's Law Center](#), and [NAACP Legal Defense and Educational Fund, Inc.](#)
- Provide a platform for participating organizations, individuals, institutions and organizations interested in engaging Black women to discuss ways to support the cognitive, social, and emotional development of Black women and girls.
- Continue year-long engagement with participating organizations through a working group to highlight and disseminate best practices, resources, public events and collective impact.

### CALL TO ACTION

*Participating organizations commit to:*

- [One hour of service per living member or no fewer than 25,000 service hours](#);
- Developing a press release to announce #AfAmWomenLead commitments; and
- Providing an organizational Point of Contact, who will participate in quarterly coordination meetings, [here](#)

## WAYS TO GET INVOLVED

### **March 12**

- [Museum Day Live! 2016](#): Museum Day Live! partners with participating cultural institutions, zoos, aquariums, parts and libraries annually to offer free, ticketed admission. This year's special edition of Museum Day Live! is to "inspire women and girls of color in underserved communities". Organizations are encouraged to organize a day of service, accompanying young women and girls to participating institutions to celebrate the humanities and engage in meaningful cultural experiences together.

### **April 26**

- [National College Signing Day 2016](#): The First Lady's [Reach Higher Initiative](#), through its [Better Make Room](#) Campaign, encourages students to apply for and attend college. Organizations are encouraged to [host](#) a College Signing Day to support and celebrate educational excellence and college completion.

### **April 28—Sunday, May 1**

- [Stand Against Racism](#): The Young Women's Christian Association (YWCA)'s Stand Against Racism campaign is a national strategy to eliminate racism. Its annual racial justice awareness campaign *YWCA National Day of Commitment to Eliminate Racism* occurs Thursday, April 28 through Sunday, May 1, 2016. Organizations and groups can take a "stand" by hosting a public, private or community event to take part in workshops, panel discussions, public policy advocacy and other opportunities during this time.

### **August 25**

- [Parks and Recreation Centennial 2016](#): On August 25, 2016, the National Park Service will celebrate its century anniversary by encouraging communities to find, visit, and participate in their national parks and programs. The day will highlight the unique opportunity to take advantage of the nation's recreation, conservation, and historic preservation programs free of charge.

## DOCUMENTING HOURS OF COMMITMENT

Organizations are encouraged to document their service hours by:

- Compiling photo albums of each service project online in the shared AfAmWomenLead folder;
- Updating the Commitment Form with completed hours; and
- Linking partnering organizations to social media, videos, etc. in the AfAmWomenLead.

The [Commitment Form](#) will update and evolve as the campaign grows. An official link to the shared folder will be sent to partnering organizations.

## SOCIAL MEDIA

The Initiative strongly encourages the amplification of the duality of #AfAmWomenLead as not only an on-going program, but hashtag for documentation across all social media platforms from participating organizations, institutions, and individuals engaging the cognitive, social and emotional development of Black women and girls. #AfAmWomenLead should be used:

- During service projects to fulfil the 1,000,000 cumulative service hour commitment; and
- To highlight examples of African American women and girls in leadership roles; or
- Simply celebrating Black women and girls' excellence.

Some examples: #AfAmWomenLead ambassador @JoiCunn kicks off #OurStudentsOurLeads summit to increase diversity in ed leadership (Twitter:

<https://twitter.com/AfAmEducation/status/692792686638661633>)

We love this photo captured right before the 2016 State of the Union address! #AfAmWomenLead (Twitter:

<https://twitter.com/AfAmEducation/status/688137575643516929>)



### **FAQs:**

#### **I'm not a member of a women's civic organization; can I still participate?**

Certainly! We encourage partnerships between women's civic organizations and those who support the development of Black women and girls, and the goals of AfAmWomenLead.

Non-civic entities, such as faith-based organizations that support the learning and development of African American women and girls, are encouraged to join AfAmWomenLead's campaign as well!

#### **I don't see a service opportunity in my area; can I create one using the AfAmWomenLead goals to address my local needs?**

Yes! The above service opportunities are in no way exhaustive, and as AfAmWomenLead grows, so will the service opportunities. We also recognize many women's organization's may already have programming that support the AfAmWomenLead Initiative's goals, and are eligible throughout the 2016 campaign.

#### **My organization wasn't listed as a partner. How can we be involved?**

If you or your organization are committed to improving the learning, workforce, development, and life opportunities for African American women and girls, AfAmWomenLead would love to welcome you to join us by getting started [here](#).

#### **My organization would like to exceed the 25,000 service hour commitment. Where can we do so?**

Congratulations on exceeding your initial commitment! Organizations are not limited to 25,000 service hours; there is no cap on service. Simply [modify](#) your original commitment, and keep us updated on your progress!