

Black History Month Campaign

Prior to this year, Black History Month had largely been celebrated at the school-level. This year we decided to acknowledge the contributions of our school namesakes of African American descent.

We posted our plan on February 1 across all of our social media channels and included an image that contained the pictures of the ten school namesakes who would be featured: Dorothy Roles Watkins, Paul Laurence Dunbar, Temple Cutler "T.C." Erwin, George Washington Carver, Major General John Henry Stanford, Joseph Thomas Newsome, Lutrelle F. Palmer, Sr., Flora Davis Crittenden, Homer Leroy Hines and Booker Taliaferro Washington.

Research was conducted via newspaper archives and information that the division previously gathered about each individual. Throughout the month, each individual was highlighted with a picture and a brief summary about their work. More information was posted on a corresponding website so individuals could learn more about our local and national heroes. Each post was shared across each platform with the appropriate sizing and alt text.

The successful campaign reached over 4,500 people who learned more about our celebrated namesakes.