

ROBERT RUSSA
MOTON MUSEUM



IMPACT REPORT

OPENING NEW DOORS IN 2020



MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Friends,

Through the many challenges this year has presented, it has also presented many great opportunities for us to advance our work within our community and across our Commonwealth. We remain steadfast and committed to our mission of telling the Moton Story, a story of the courage and sacrifice of local Prince Edward County citizens, young students in particular, as they worked to advance the cause of civil rights in education. We rely on these lessons each day.

This year has featured many bright moments, including a fantastic community celebration honoring the legacy of Dr. Martin Luther King, Jr., and a vibrant Black History Month celebration that culminated with our annual Moton Community Banquet.

When the pandemic fully hit in March of 2020, it impacted us deeply. My challenge to our staff and volunteers was and remains: “let us continue to find ways to open new doors of opportunity.” I’m proud that our team spent the remainder of 2020 working to open new doors of opportunity as we provided a strengthened digital presence and new resources. This work has been aided by the launch of our new and improved motonmuseum.org.

We were also thrilled to receive generous support from the National Endowment for the Humanities as we worked to launch our new *Moton School Story: Children of Courage* digital exhibition. This new digital tool expands upon our award-winning permanent exhibition in a powerful way and helps to ensure that educators and students are armed with new tools and resources to teach and learn about this history.

We continue to place a strong emphasis on outreach and community building efforts. We are proud of a new partnership with the National Trust for Historic Preservation that allows us to move forward with the *Brown v. Board of Education* Expansion Act.

We were also proud to join with our partner institution, Longwood University, to advance the work of their Equity Action Task Force. This initiative was the result of conversations that our nation has been having around issues of racial injustice. We join the institution in recognizing the need for local students to have meaningful engagement with Moton and our community’s civil rights history.

The work continues as we seek ways to open doors of opportunity. While 2020 presented a number of great opportunities for forward growth, we are like many institutions in that we are not immune to the challenges and continue to work to navigate those as well. Even so, I remain confident that with your support, we will continue to rise above.

Many thanks,

—Cameron Patterson
Executive Director

MOTON STAFF HIGHLIGHTS



Cameron Patterson | *Executive Director*

“ *The museum is an important anchor for our community and a great resource for visitors of all ages. It is an honor to lead our talented team each day as we share the powerful yet sometimes painful history of our community and its fight to advance civil rights in education. The lessons offered by the Moton Story are felt each day through our work and the impact that we get to help create on behalf of Moton.*



Cainan Townsend | *Director of Education & Outreach*

“ *The great thing about museum education is that you meet so many different types of people. You also really get reminded that we all have the capacity for growth, and not many things are more fulfilling than helping someone to grow.*



Leah Brown | *Assistant Director for Education*

“ *It is an honor to be able to share the Moton School Story. It is one of community activism, bravery, and resilience. I have the privilege to engage visitors in community history with national implications. I want the students of today to be inspired and equipped to engage in their communities actively.*



Sherre Atkins | *Guest Services Coordinator*

“ *Moton is a special place. It is a place of healing and a sacred space. We are literally training the next generation about how to be civically engaged while simultaneously preserving the stories of those who hold the template of how to do so. We are a living history—making, sharing, and creating it! I’m happy to support our guests as they engage with the museum.*



Dr. Larissa Smith | *University Liaison and Moton Resident Scholar*

“ *The Moton Museum is a powerful resource for teaching civic engagement. The history of civil rights in Prince Edward County is an important case study for exploring how ordinary citizens drew upon the founding principles and levers of our democracy to make extraordinary change.*



Dr. J. Michael Utzinger | *Moton Resident Scholar*

“ *I think the Moton Museum is a multifaceted jewel in our community and the country. The museum not only reminds us all of our responsibility to ensure that education, as a fundamental human right, is available to all, but also reminds us how fragile that right is without vigilance. The Prince Edward story has changed me and the way I see the world. Moton offers a path to glimpse the world as it might be if only we had the courage to imagine it and work for it.*

PRE-COVID HIGHLIGHTS

Our community came together in a powerful way for the annual Moton Community Banquet.

This was a night of celebration as we commemorated our local civil rights history where the courage and sacrifice of Prince Edward County citizens helped to advance us towards integration.

We also celebrated the culmination of our annual Family Challenge Campaign, which supports the museum's scholarship and programming activities. The night featured a wonderful keynote from the Honorable John Charles Thomas, the youngest and first African American appointed to Virginia's highest court.



1. Moton Family Challenge Participants; 2. Longwoog University President, W. Taylor Reveley IV; 3. Moton Council Chair, Reid and Moton Trustee, Chair Harris; 4. Keynote Speaker and the Honorable Judge, John Charles Thomas; 5. Master of Ceremonies, Ken Woodley and John Charles Thomas



Patterson Named Executive Director

The Moton Board of Trustees announced in August of 2020 that Cameron Patterson was named executive director of the Moton Museum, after previously serving as managing director of the museum since January 2017.

"It has been my honor to lead this team and great staff during the past three-plus years. I am proud of the collective work that we have been able to do to advance the museum and its mission. I look forward to our work together as we continue to elevate the Moton Story across the Commonwealth and beyond."



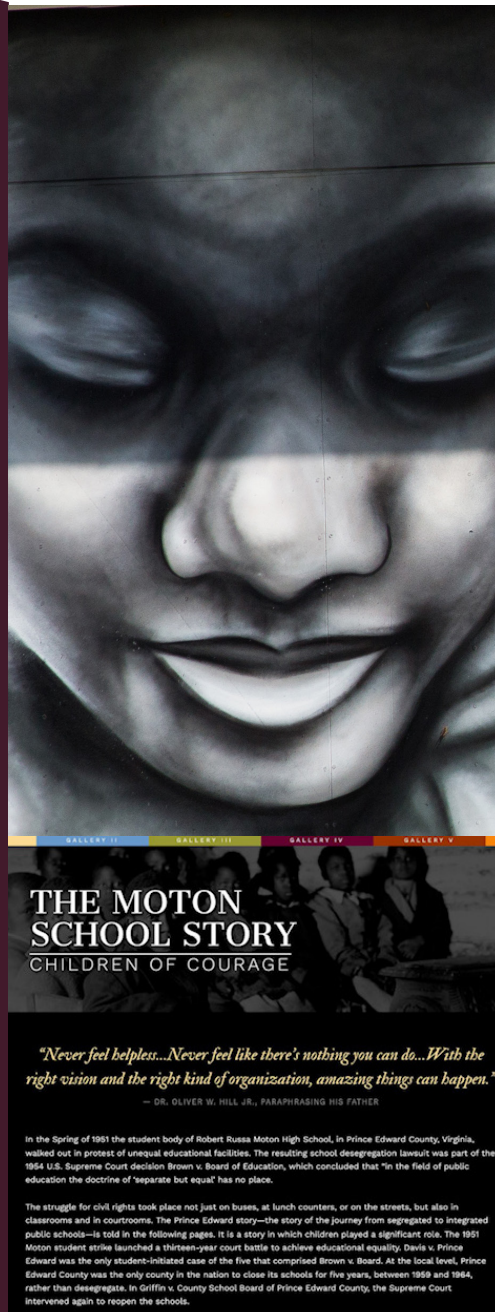


OPENING DOORS IN THE DIGITAL SPACE

Moton School Story: Children of Courage Digital Exhibit

Moton received support from the National Endowment for the Humanities to continue work on an online exhibition that aids in telling the story of how Prince Edward County was the birthplace of America's student-led civil rights movement.

This \$53,000 grant was used to develop the virtual exhibit that complements and enhances the museum's permanent exhibition, *Moton School Story: Children of Courage*.



The online exhibit enables visitors to explore the galleries in a chronological way, as if they were physically moving through the exhibition on a museum visit. It will also have features that allow visitors to search across the galleries for documents, people, places, events, and court cases. The online exhibition incorporates the most powerful aspect of the museum's visitor experience.

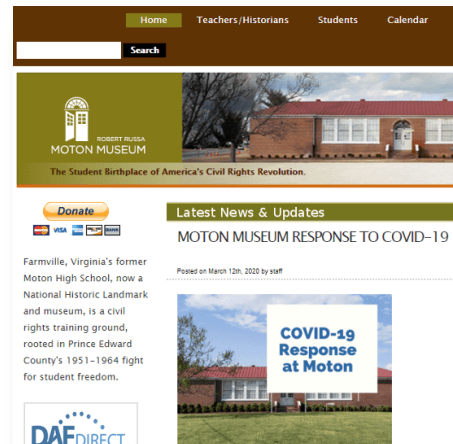
Website Launch

The Moton Museum launched a new and improved motonmuseum.org website in April of 2020, offering a selection of digital resources about Prince Edward County's local civil rights history. The new site is a key tool to provide assets to learn and teach about Moton and its community.

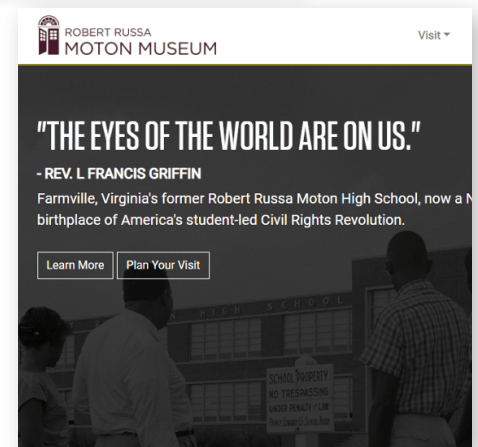
"The new website had been in the planning for a while, but it's becoming an even more relevant engagement tool in the times of COVID-19. This is a moment when educators and parents rely on digital resources to teach their students and children about the civil rights movement," explains Executive Director Cameron Patterson.

Resources include photography and videos, digital editions of the Moton Storytellers magazines, and a selection of external digital resources related to the local, regional, and national civil rights movement.

BEFORE:



AFTER:



"A content-rich online exhibition will give our staff a powerful tool around which to design educational programs that can approximate an in-person field trip experience."

—Cameron Patterson, Executive Director



Digital Content: Newsletter, Moton Interview Series, and Moton Podcast

Providing quality digital content has been an important priority during 2020. Moton has been able to accomplish this in a few creative ways.

Moton Newsletter

Our Moton Newsletter was previously printed and distributed quarterly. In coordination with our website launch, we decided to make our newsletter virtual with a monthly distribution. Our newsletter features a note from the Executive Director highlighting museum news and activities, recent news items, a staff profile section, a featured signature event section, and our upcoming museum events. This has been a great way for the museum to communicate with our supporters.



Message from the Executive Director



Dear Friends,

Normally during this time of the year, we would be preparing to welcome community members for our Community Holiday Celebration with lots of beautiful decorations from local students. Even though this event can't continue in the same manner this year, we are still finding ways to uplift and collaborate our community.

Moton Interview Series

The Moton Interview Series features interviews from historians, teachers, and storytellers involved with the Moton Museum. These interviews can be used for oral history, primary sources, or entertainment.



Moton Mailbag

The Moton Mailbag is a weekly question show in which our listeners submit questions for our Education Team to answer. Questions are focused on African American history, museum education, cultural topics, and more.

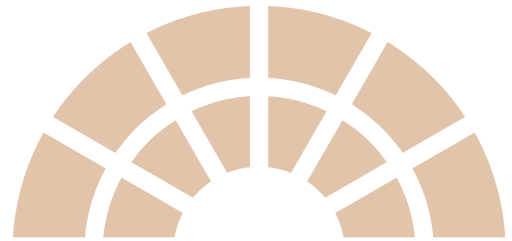


If You Don't Know, Now You Know

Each episode of this podcast takes a dive into a specific history topic, individual, etc. and strives to give listeners a functional understanding of the topic by the end of the episode.



Listen to our podcasts on Spotify, Apple Podcasts, Google Play Store, and Anchor.fm.



OPENING DOORS FOR EDUCATION

Virtual Tour Takes Intersectional Approach to History and Education

The Robert Russa Moton Museum hosted a virtual tour of the museum and discussion for professional educators and students who are at the forefront of revolutionizing care for children with neurodevelopmental disabilities and their families.

Faculty with the VA-LEND program (Virginia Leadership Education in Neurodevelopmental Disabilities) took part in the tour, which described the history of the museum and inequities in education.

“Our curriculum is informed by an intersectionality lens, and the

students appreciated learning about the ways in which race, education, and disability are interconnected and how they inform current practices,” said Jackie Robinson Brock, Assistant Director of Administration.

Participants of the tour were encouraged to explore their own cultural biases and to develop concrete ways of addressing them in their education practices.

Robinson Brock incorporated the tour into the students’ curriculum this year, adding that students can gain insight into the present by fully learning about the past. *“I would strongly recommend the virtual tour and discussion,”* she said. “It was helpful for students to make connections to real historical events that have shaped current policies and practice.”

Moton’s Virtual Programming Benefits K-12 Education

Through the Robert Russa Moton Museum’s virtual programming, students in grades K-12 can learn about the museum’s history and civil rights in education without leaving the classroom.

Among the classrooms that took part in the virtual programming was Rebecca Necessary’s seventh-grade U.S. History class at Tomahawk Creek Middle School in Chesterfield. Moton Museum’s Director of Education & Outreach, Cainan Townsend, and Assistant



Cainan ready to present a virtual program in the Moton Digital Den space.

Director for Education, Leah Brown, virtually addressed the classroom this spring. They spoke about the student walkout and school closures in Prince Edward County, provided a PowerPoint presentation for students to follow, and took questions from students in the class.

Necessary said the presentation gave her students a personalized account of the museum’s history, noting “I love that we can share history with our students that is so close to where they live.” Necessary said her students were particularly impacted by the



Leah Brown preparing for the presentation

presentation as the students in Prince Edward County who protested education inequality were not much older than the students in her classroom.

Necessary recommends the program to other educators, saying that the presentation gave her students the chance to visit Moton that they might not have had otherwise and that she appreciated the personalized interaction between Moton staff and her classroom.

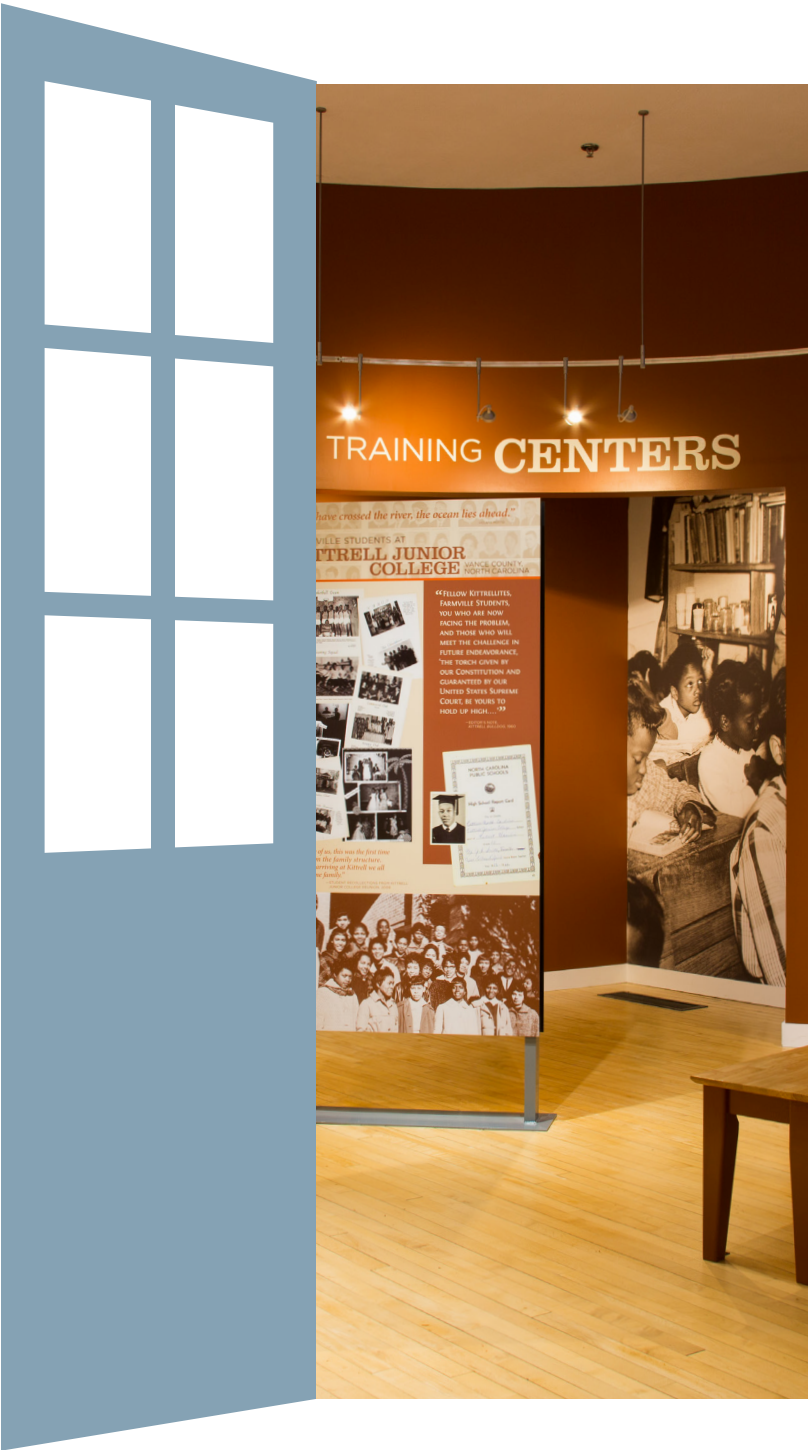
Impact Feature: For Education Students, Past and Present Merge

The next generation of administrators and educational leaders discovered knowledge and increased passion for social justice in education after taking part in a tour at the Robert Russa Moton Museum.

Being able to see the museum in person, learn about the education history in Prince Edward County, and speak with museum staff made a stark impact on the students, said Dr. Sarah Tanner-Anderson, Assistant Professor and Program Director of Educational Leadership.

The tour was “eye-opening,” Tanner-Anderson said, “and it happened at a pivotal time in our nation’s history.”





OPENING DOORS FOR PARTNERSHIPS

Made By US

The Moton Museum is thrilled to join an exciting new initiative, Made by US. This collaboration of history and civics institutions seeks to educate and engage the next generation in civic life, putting history in their hands as they shape the future. Through this initiative, Moton seeks to join in the effort to center history in the national conversation on what it means to be an engaged citizen.



**MADE
BY US**

**POWERING OUR FUTURE
WITH HISTORY**



Longwood Equity Action Task Force

Earlier this summer Taylor Reveley IV, President of Longwood University, announced the formation of the Equity Action Task Force led by Moton Museum Executive Director Cameron Patterson and Dr. Larissa Smith, Longwood University's Provost and Vice President for Academic Affairs.

President Reveley's message to campus was that this national moment of reckoning regarding systemic racial inequality and discrimination is a call to action, not just words. The Equity Action Task Force recommends that are in the process of being implemented include:

- A museum visit for every first-year student as part of the Freshman Orientation Program
- Incorporation of the Moton Story into the new Civitae Core Curriculum
- Creation of a new Moss Scholars Co-Curriculum Program



A visit from Longwood's Cormier Honor's College Retreat First Year Students

Impact Feature: College Experience for Honors Students Starting with History and Change

Incoming honors students at Longwood University were able to take an in-person tour of the Robert Russa Moton Museum this fall, beginning their college years with a more complete understanding of history.

"The tour had a profound effect on everyone who participated because it brought everything alive for the students and for me," said Dr. Chris Kukk, Dean of the Cormier Honors College for Citizen Scholars.

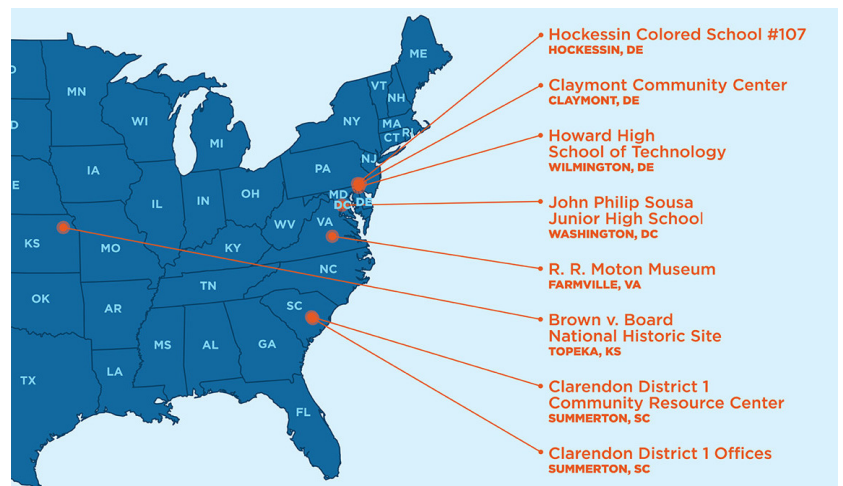
Partnership with National Trust for Historic Preservation

Brown v. Board of Education Expansion Act

The work continues to #TellTheFullStory in partnership with the National Trust for Historic Preservation and its African American Cultural Heritage Action Fund. The *Brown v. Board of Education* Expansion Act was introduced to create National Park Service affiliated areas, which will connect all five of the historic sites representing litigants in the landmark 1954 *Brown v. Board of Education* of Topeka Supreme Court decision.

Moton is excited to join in this important endeavor as we work to enhance our collective effort to tell the under-recognized stories of students, parents, and their allies who helped to shape American society.

Supporters can aid the effort by visiting support.savingplaces.org.



MOTON IMPACT



Total number of people engaged: 15,381

Sponsored and Co-Sponsored Events and Programs: 6,064

On-site Engagement: 3,774

Off-site Engagement: 2,980

Digital Outreach & Engagement: 8,627

WEBSITE REACH

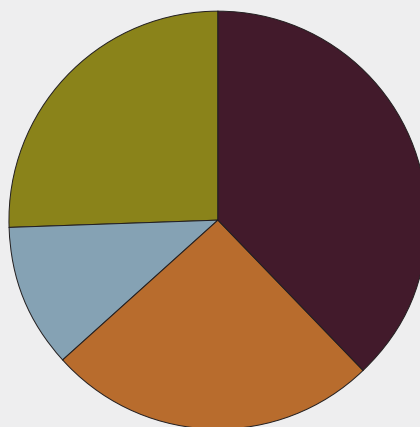
Compared to previous year



62.75%
AVERAGE INCREASE

PAGE VISITORS BY LOCATION

Compared to previous year



Virginia:
773 vs. 426 —
up 81%



Maryland:
43 vs. 28 —
up 54%



North Carolina:
36 vs. 29 —
up 24%



Georgia:
20 vs. 13 —
up 54%



53.25%
AVERAGE INCREASE

MOTON BOARD & COUNCIL

MOTON MUSEUM BOARD OF TRUSTEES

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Roanoke, Virginia

Joy Cabarrus Speakes

Moton Council Representative,
Farmville, Virginia

The Honorable **A.D. “Chuckie Reid”***

Moton Council Representative,
Farmville, Virginia

Cynthia E. Hudson *

Sands Anderson PC
Richmond, Virginia

Cameron Patterson, Ex-Officio Member

Executive Director, Moton Museum,
Farmville, Virginia

* New members appointed to the
Board of Trustees during 2020

MOTON MUSEUM COUNCIL

The Moton Council is the museum’s community engagement board.

The Honorable A.D. **“Chuckie” Reid**, Chairperson | Representing Town of Farmville

The Honorable **Megan Clark**, Vice-Chairperson | Prince Edward County

Cynthia L. Johnson, Secretary & Programs Chair

Sherry Swinson, Governance Chair | Representing Longwood University

Joy Cabarrus Speakes, Moton Family Challenge Chair

Board of Trustees Representative

Michael Utzinger, Collections Chair | Representing Hampden-Sydney College

Rita Odom Moseley | Representing Prince Edward County Students

Magi Van Eps | Representing Virginia’s Crossroads

Dr. Barbara Johnson | Representing Prince Edward County Public Schools

Dennis Brown | Representing Centra Southside Community Hospital

The Honorable **Jerry Townsend** | Representing Prince Edward County

Chance Reynolds | Representing Fuqua School*

Anne Tyler Paulek | Representing Farmville Area Chamber of Commerce

Dr. Wendy Lyle-Jones | Representing Prince Edward County Branch NAACP

Melvin Nunnally

Beatrice White

Eboni Lee

Joy Stump*

Louise Gould*

Quincy Goodine*

* New members appointed to the Moton Council during
2020 Emeritus Members

The following individuals were appointed emeritus members of the Moton Council in September 2020. The emeritus status approved by the Moton Council and authorized by the Moton Board of Trustees recognizes the long-time service of these individuals in advancement of the Moton Museum and its mission. All of these individuals have been important voices during each phase of Moton’s development.

Dorothy Holcomb

Edwilda Allen Isaac

Charlie Taylor

Grace Moton



VISIT THE MOTON MUSEUM

900 Griffin Blvd., Farmville, VA 23901

MUSEUM HOURS

12pm - 4pm, Monday - Saturday

ADMISSION

Admission is free for the general public.

CONTACT US

434.315.8775

info@motonmuseum.org

