



ROBERT RUSSA  
MOTON MUSEUM

# 2021

IMPACT REPORT

COMMEMORATE THE PAST. SEIZE THE MOMENT. PLEDGE TO THE FUTURE.





THE BROWN CAS

*"The courage of the Negroes in Farm...  
the support from the other areas in...  
as a landmark in the struggle for fr...  
-THURGOOD M...*



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## OPENING LETTER



Dear Friends,

For the Moton Museum, 2021 represented an opportunity to truly *Commemorate the Past, Seize the Moment, and Pledge to the Future*. As a community and a country, we continue to navigate the public health challenges resulting from COVID-19. As a museum, we have worked to find ways to support our community through outreach efforts, to provide new engagement opportunities through digital programming and to maintain a safe environment so that guests can continue to engage with our permanent exhibit and public programs.

The Moton Museum has been at this important work for 20 years. We stand on the shoulders of our founders, The Martha E. Forrester Council for Women,, current and former board and council members and the many volunteers who have supported us. We continue to carry forth our mission to preserve and constructively interpret the history of civil rights in education, highlighting the leading role Prince Edward citizens have played in moving our country forward. In doing so, we promote relevant dialogue and conversation.



The FY 2021 impact report highlights the programmatic and outreach efforts we have undertaken to advance this mission. This year was anchored by Moton Live, a new virtual day of giving, which allowed us to create engaging programs and to commemorate two milestones, the 20th anniversary of our museum opening to the public and the 70th anniversary of the Moton student strike.

Throughout this report, you will hear from staff and museum leaders as we highlight new efforts emerging from our Young Visitors project. Key programming includes our Moton Teacher Institute, our volunteer program relaunch, support of outreach and community programs, a new digital site and a wide array of digital programs.

As we bring 2021 to a close, I want to thank our supporters. Our success as a museum is due to the support that you help provide each day, and 2022 presents many new opportunities. I'm grateful for this collaborative journey. Thank you for helping us make the accomplishments in this report a reality.

Sincerely,

Cameron D. Patterson,  
*Executive Director*

# SEIZING THE MOMENT: From The Moton Staff



**Cameron Patterson,**

*Executive Director*

“2021 has been rewarding for Moton Museum. This year provided us with an opportunity to boldly step forward as we sought new engagement opportunities and continued to find ways to reach new audiences. As we commemorate 20 years of being open to the public, we are thankful for all that we have been able to accomplish as an institution during this time. As we look towards the next 20 years, I envision an institution that continues to be an important anchor for our community and a valued voice across the Commonwealth.”



**Cainan Townsend,**

*Associate Director & Director of Education & Outreach*

“2021 has been a tremendous year for the Moton Museum. This year we have fully leaned into a digital and hybrid space with regards to programming. I am pleased to say that we now have digital programming for all K-12 aged students. I think what is equally great is how diverse the programming is. We have an abundance of content that is readily available for educators and the general public. We have made some very strong partnerships with other organizations that will continue into the future and will provide a mutually beneficial platform to increase the profile of the Moton school story. Great things have happened for Moton this year, but the best is yet to come!”



**Leah Brown,**

*Assistant Director for Education*

“This year Moton hosted its first Teacher Institute. I was able to engage with amazing educators from across the Commonwealth. They were introduced to Moton content and, best of all, were able to create and collaborate during our sessions. It was an opportunity for me to understand how Moton can best serve teachers in 2022. The museum has already begun planning our 2022 teacher professional development activities, and I am so excited to engage with more educators next year.”



**Sherre Atkins,**

*Guest Services Coordinator*

“2021 was a year that reflected the resiliency and dedication of the guest services staff. Resiliency was proven by showing our “stick-to-it-ness” as it pertains to providing a safe, clean and sanitized environment where visitors felt comfortable coming onsite for the Moton experience. Dedication was manifested in our guest services staff showing up with a positive attitude, determined to provide an excellent guest experience for everyone who came through the doors.”



**Dr. J. Michael Utzinger,**

*Moton Resident Scholar*

“Moton continues to be a place of transformative presence. Here a 16-year-old woman and her classmates challenged a power structure that suggested that they should have less than the best education available. Here those locked out of schools found the strength to show the world their indomitable spirit that rightly claimed education as a fundamental human right. The museum and its supporters continue to stand on the shoulders of these giants, preserving their legacy for future generations.”



**Dr. Larissa Smith,**

*Moton Resident Scholar & University Liaison to Moton*

“The Moton Museum continues to do incredible work in our local community and across the Commonwealth. I continue to be proud of the staff’s ability to balance in-person and virtual activity. The team also continues to innovate with a fantastic Teacher Institute they implemented during 2021 and new initiatives being planned for the fall.”

# PLEDGING TO THE FUTURE: Moton Live

COMMEMORATE THE PAST.  
SEIZE THE MOMENT.  
PLEDGE TO THE FUTURE.



"The Moton Museum continues to stand on the front lines as Virginia's only civil rights museum with the goal of making more widely known a local story that changed the nation. With Moton Live we seek to honor the courage and sacrifice of Prince Edward citizens and to continue important conversations regarding race, civil rights and equality."

*Cameron Patterson*



On April 23, 2021, Moton Museum made history again. The museum hosted a new event called Moton Live. This was an innovative, collaborative and virtual fundraising event held to raise support for museum programming and operations. Moton Live featured an exciting, 10-hour celebration of Barbara Rose Johns and the landmark school walkout she led with her classmates on April 23, as well as the following generation who navigated a world with no schools with braveness and determination. The event also commemorated the 20th anniversary of opening our doors to the public.

Moton Live helped the museum raise over \$50,000 to support the Moton Museum and our operations, education and outreach initiatives.

Sessions for Moton Live included special segments from civic leaders, museum leaders and those who have been foundational to the birth and growth of Moton Museum over the years.

## SEIZING THE MOMENT: Moton Virtual Institute Provides Insight, Resources for K-12 Educators in Inaugural Moton Teacher Institute

The Robert Russa Moton Museum held its inaugural class for educators this summer, where instructors in grades K-12 could learn in depth about the Moton story; the roles that segregation, desegregation and massive resistance had on education and civil rights; and the effects that continue in the present.

The Moton Museum Children of Courage Teacher Institute, a virtual, four-day program held between June 28 and July 2, enrolled 33 educators with 38 educators on a wait list.

The institute included segments from Dr. Larissa Smith, Moton resident scholar and professor of history at Longwood University; Dr. J. Michael Utzinger, Moton resident scholar and Elliott professor of religion at Hampden-Sydney College; Dr. Brian Daugherty, associate professor of history at Virginia Commonwealth University; and Jonathan Page, director of multicultural affairs and Title VI coordinator at Longwood University.

The class filled up in three days, Moton Assistant Director of Education Leah Brown said. The rapid enrollment “really reinforces the importance of this history and of having teachers who are open to having these conversations with students,” Brown said.



The institute is part of a larger Young Visitors initiative at the museum, which aims for the museum to not only be a resource in civil rights education for students, but for teachers as well.

“I was stunned to realize that this was the first time this course had been run because it was of such high quality.”

Carter de Mayo



“We wanted to find a way for teachers to dig deep into this history,” Brown said. “It’s not simple.”

The Moton Museum collaborated with Longwood University’s College of Graduate and Professional Studies for the institute.

Dianne Carter de Mayo was one of the 33 educators who participated in the program. Carter de Mayo, who teaches 11th grade Virginia and U.S. history at Gloucester County High School, attended the event with a few friends and fellow educators.

She said that the ease with which the virtual forum was carried out and the opportunity to interact with the scholars, as well as to meet educators from various experience levels, made the institute that much more rewarding.

“It was really powerful,” stated Carter de Mayo.

Many of the activities the educators took part in and the tools used could easily be adapted to the K-12 classroom. For example, they took part in an assignment to create a highway marker that used accessible education tools such as Padlet.

Carter de Mayo also praised the institute leaders, particularly Brown, who she said brought everyone together.

Brown said the museum’s goal for the institute is not only to allow educators and the museum to connect with one another but also for the museum to be an asset for educators learning and teaching history and civil rights in education.

# COMMEMORATING THE PAST: New Website Brings Moton Story to Life

When viewers first visit [motonschoolstory.org](http://motonschoolstory.org), they see text from the Declaration of Independence appear on the website's home screen. Then, as they scroll down, five words come to the forefront: "All men are created equal."

This idea serves as the introduction to the Robert Russa Moton Museum's newest website, a companion to the museum's permanent exhibit describing the history of Moton High School and civil rights in education.

The Moton School Story website includes six galleries that provide information on the student walkout at Moton High School in 1951; the victory resulting from *Brown v. Board of*

Education, of which the case *Davis v. County School Board of Prince Edward County* was included; the public school closures in Prince Edward County; and the remarkable courage of students, families and residents of Prince Edward County.

The Moton School Story website has additional resources, including firsthand audio and video accounts from students of Moton High School who participated in education activism and who experienced the closure of public schools in Prince Edward County. The website also has a blog that will address ongoing issues and stories at the Moton Museum.

HOME GALLERIES ▾ RESOURCES ▾ THE MOTON BLOG

## THE SUMMER OF 1963

*"We aren't drop outs.  
We are lock outs..."*

In 1963 Rev. Griffin reorganized the NAACP Youth Council and enlisted two young ministers to organize the non-violent downtown demonstrations. Rev. J. Samuel Williams, Jr. of Levi Baptist Church, one of the Moton strikers of 1951, and Rev. Goodwin Douglas of Beulah A.M.E. Church, a graduate of Kittrell Junior College, coordinated the young people from Prince Edward who participated in the protests.





# THE MOTON SCHOOL STORY

CHILDREN OF COURAGE

*“Never feel helpless...Never feel like there’s nothing you can do...With the right vision and the right kind of organization, amazing things can happen.”*

Moton Museum Associate Director and Director of Education and Outreach Cainan Townsend said the website developed after the museum was awarded a grant from the National Endowment for Humanities (NEH) in 2020. The Moton Museum was one of 300 cultural institutions in the United States that received a total of \$40.3 million in CARES Act grants from the NEH, of which Moton received \$53,000.

The grant came as traveling and occupancy restrictions were taking place due to the coronavirus pandemic. Townsend said the website allows people to learn and experience Moton’s

history virtually, including people who live internationally. He said the website is meant for everyone, whether the visitors are students, educators or those interested in learning about the museum and its history.

“I hope people will utilize this site to enhance their knowledge about the Moton school story,” Townsend said. “This could definitely be in a pre- or post-visit to our physical site, research for a project or other educational pursuit or just for casual viewing.”

# PLEDGING TO THE FUTURE: Walker Named Volunteer of the Year as Museum Launches Volunteer Recruitment Effort

People who enter the Robert Russa Moton Museum are often greeted by a familiar face.

Quadarra Walker, who has volunteered with the museum for eight years, provides assistance to patrons during the museum's daily operations and during special events. Her gentle, friendly demeanor is difficult to forget.

Walker was recently named volunteer of the year by Moton. "I'm very excited, and I didn't know this was coming," Walker said.

The award came as a surprise to Walker, but according to the museum's leadership, it was long due.

Sherre Atkins, guest services coordinator and administrative and office specialist with the Moton Museum, explained that Walker "is an integral member of our volunteer staff. She's reliable, dependable and a joy to be around."

Walker first heard about the museum's volunteer opportunities from a friend she met at her church. She said volunteering allows her to do something she enjoys. During a typical day, she will take inventory of the guests by signing them in and out, operate the register for the bookstore and clean.

"My favorite aspect is helping the guests in and out of the museum and getting to know them and communicate with them," explained Walker.

Cameron Patterson, executive director of the Moton Museum, said the museum's volunteers have a vital role in operations.

"I've always been struck by the service and dedication they provide," Patterson said. "They have a deep care and passion for helping us to advance our mission. At the heart of our volunteer team has been Quadarra Walker."

Patterson emphasized that Walker has been especially necessary during the past year.

"We have navigated some tough waters during the last year with the coronavirus pandemic, but Quadarra continued to show up and helped us successfully navigate through it all. We have come out better because of the dedication of volunteers like Quadarra. She is so deserving of this recognition."

**"The most rewarding part of working at Moton for me, personally, is working with the amazing staff. They are all so well-informed and dedicated to their task of promoting the story of Prince Edward County."**

**– Jennifer Halladay, Moton Guest Services Volunteer**

During the summer and fall of 2021, the Moton Museum revamped its volunteer program and launched a formal volunteer recruitment campaign. Individuals of all ages and backgrounds are encouraged to support the Moton Museum through various volunteer efforts. Moton volunteers get to experience the behind-the-scenes work necessary to operate a small museum as well as the opportunity to join

a wider community dedicated to advancing civil rights education. Volunteers are often invited to social events to foster community connections and receive annual training opportunities. A passion for history, a commitment to sharing your time and a willingness to learn are all that is required. To learn more about volunteer opportunities with Moton, visit [motonmuseum.org](http://motonmuseum.org).



# COMMEMORATING THE PAST: Student Learning Strengthens Relationship Between Moton Museum, Longwood University and Hampden-Sydney College

The Moton Museum continues to provide strong opportunities for learning for students at Longwood University and Hampden-Sydney College. This work was strengthened by the museum's collaboration with the Longwood Center for Faculty Enrichment for the 2021 Longwood University Teaching and Learning Institute.

The theme this year was "Campus and Community: Engaging Students with the Moton Museum." The institute brought together Longwood University, Hampden-Sydney College and Southside Community College faculty with an aim to unite individuals from multiple disciplinary perspectives to explore how Moton history can serve as a foundation for significant experiences that challenge students to engage in reflection, critical thinking, collaboration and civic engagement in the context of American democratic institutions.



The institute featured keynotes from L. Francis “Skip” Griffin Jr., son of the late Rev. L. Francis Griffin Sr. and a consultant with Dialogos, along with Dr. J. Michael Utzinger, Elliott professor of religion at Hampden-Sydney College and a Moton resident scholar.

The strength of the Teaching and Learning Institute, as well as other efforts to engage faculty members, led to further creative opportunities for student learning centered around the Moton Museum.

One of these learning efforts included *The Voice of Prince Edward County* project, facilitated by Hampden-Sydney College students in the course “Building a Community Archive: The Voice of Prince Edward and the Moton Story.” This project was led by Dr. Caroline Emmons, Elliott professor of history at Hampden-Sydney College, and Sarah Almond, archival and digital projects librarian at Hampden-Sydney College, with support from the Moton Museum staff. During this experience students had the opportunity to work with archived issues of *The Voice of Prince Edward County*, a grassroots newspaper published by young students during the late 1960s. Students also had the opportunity to conduct oral interviews with writers from *The Voice of Prince Edward County*.

Additionally, in an “English 400: Active Citizenship” and photography course, students at Longwood University had the opportunity to produce volume four of the Moton storytellers magazine project: *Our Legacy: Stories from Prince Edward County, Virginia*. This project works to tell the stories of those locked out of schools between 1959 and 1964. A powerful learning experience for students who partner with a storyteller as they tell their story, this project originated as a collaboration between Dr. Heather Lettner-Rust, associate professor of English, Mike Mergen, associate professor of photography, and Dr. Larissa Smith, professor of history and Moton resident scholar. Moton staff joined in working alongside the students and storytellers, while Jay Simple, former visiting professor of photography, and Alex Griebec, honors faculty scholar, also joined the team that produced volume four.

# MOTON IMPACT: Programming



17 Community Outreach Programs Sponsored



27 Lectures and Digital Programs Facilitated

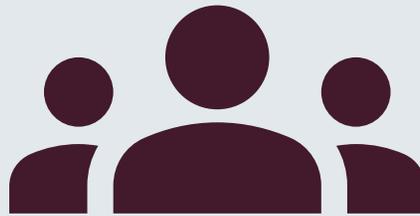


74 K-12 Programs Facilitated



Visitors from 26 States and the District of Columbia

## 2021 Moton Visitation and Engagement Numbers

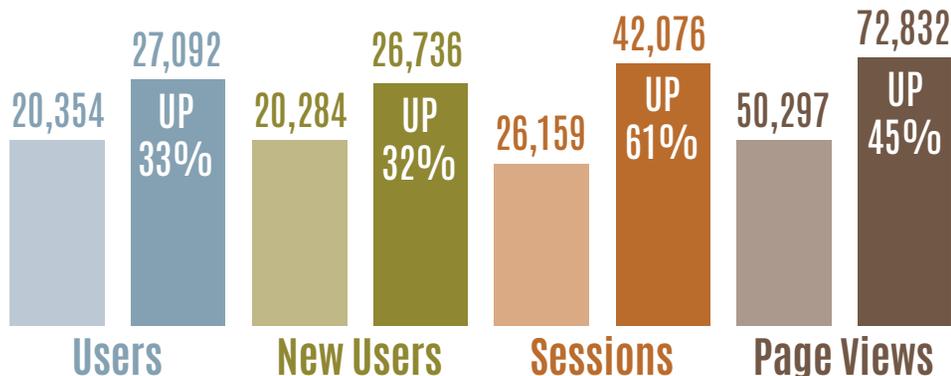


On-site Engagement: 3,430  
 Off-Site Engagement: 487  
 Digital Engagement: 16,477  
 Sponsored and Co-Sponsored Events: 120  
 Combined Total: 20,514

**Total number of people engaged: 20,514**

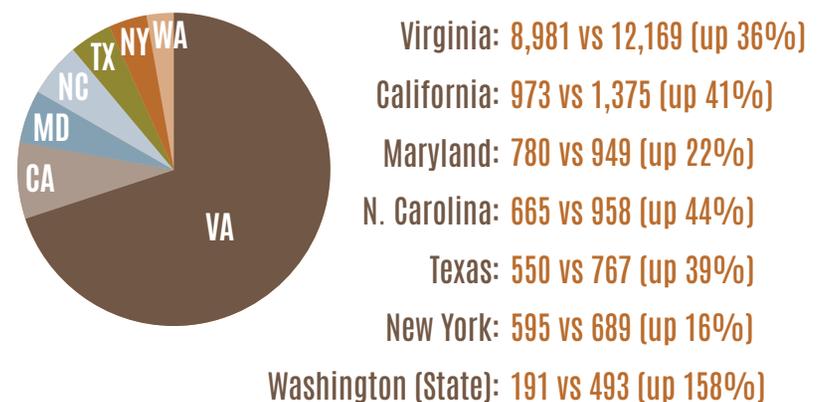
## Website Reach

Jan. 1 to Dec. 31, 2021 versus previous year



## Page Visitors by Location

Jan. 1 to Dec. 31, 2021 versus previous year



# MOTON BOARD AND COUNCIL

## Board of Trustees

**Drexel Harris**, Chair  
Retired | Richmond, Virginia

**Ronald O. White**, Vice Chair  
Southside Electric Cooperative | Chesterfield, Virginia

**James L. Weinberg**, Secretary-Treasurer  
Hirschler | Richmond, Virginia

**The Honorable Jennifer McClellan**  
General Assembly | Richmond, Virginia

**Michael Pace Jr.**  
Center for Teaching the Rule of Law | 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

## Ex Officio Members

**Cameron Patterson**  
Executive Director, Moton Museum | Farmville, Virginia

**Dr. Larissa Smith**  
University Liaison and Provost, Longwood University | Farmville, Virginia

**W. Taylor Reveley IV**  
President, Longwood University | Farmville, Virginia

## Moton Museum Council

The Moton Council is the museum’s Community Engagement Board.

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

**The Honorable Megan Clark**, Vice Chair | At-Large Member

**Cynthia L. Johnson**, Secretary, Education and Programs Chair | At-Large Member

**Sherry Swinson**, Governance Chair | Representing Longwood University

**Joy Cabarrus Speakes**, Moton Family Challenge Chair | Moton Trustee Representative

**Dr. Michael Utzinger**, Collections Chair | Representing Hampden-Sydney College

**Rita Odom Moseley** | Representing Prince Edward County Students, 1959-1964

**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** | At-Large Member

**Beatrice White** | At-Large Member

**Eboni Lee** | At-Large Member

**Joy Stump** | At-Large Member

**Louise Gould** | At-Large Member

**Quincy Goodine** | At-Large Member

## Moton Council Emeritus Members

**Dorothy Holcomb**

**Edwilda Allen Isaac**

**Charlie Taylor**

**Grace Moton**



ROBERT RUSSA  
MOTON MUSEUM

**VISIT THE MOTON MUSEUM**

900 Griffin Blvd., Farmville, VA 23901

**MUSEUM HOURS**

12 p.m. - 4 p.m., Monday - Saturday

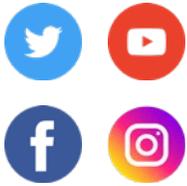
**ADMISSION**

Admission is free for the general public.

**CONTACT US**

434.315.8775

info@motonmuseum.org



# 2021

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