



African-American History: An Educational Imperative

African-American influence can be found at the core of American life; from science and academia, to music and arts. When you explore the journey of African-American history, you find stories of strength, resilience, and achievement.

In every community, these stories are foundational to building shared values, which inspire today's youth to become tomorrow's leaders. Smart companies know this, but transformational companies celebrate this. Today, companies that embrace diversity position their brand with values that are important to their increasingly diverse consumer base. Those that demonstrate this successfully are better positioned to leverage it as a competitive advantage.

Partnership Benefits

- Community Engagement**
 Opportunity to expand community initiatives and bolster diversity and inclusion efforts, telling a deeper story about community impact through communications and turnkey events with students, teachers, local community members, and media.
- Engaging Customizable Platform**
 Private labeled immersive, digital African-American history learning program that engages students. Partner logo and program name visible throughout the platform, along with customized shareable badging.
- Turnkey Activation Program**
 Nationwide activation team on the ground in your footprint, dedicated to training teachers and administrators and scaling your program.
- Robust Measurement and Assessment**
 Rich assessment and data throughout the course measures student knowledge gains and changes in attitudes and behaviors, delivering insights on efficacy and program impact.

The Learning Experience

- Vetted Content:**
 Content developed in collaboration with Dr. Clayborne Carson, renowned scholar and educator on African-American History.

 Engaging experience including interactive maps & simulated interviews with key historical figures.
- Interactive Exercises:**
 Short interactive vignettes focus on specific events, individuals, or concepts that played a major role in African-American history.

 Course concludes with a capstone analytical reflection essay.
- Mapped to Standards:**
 306 is designed to address the skills and proficiencies outlined in the Common Core State Standards for Writing and Literacy in History/Social Studies.

43%

OF TEACHERS SURVEYED BY EVERFI REQUESTED CONTENT ON DIVERSITY AND INCLUSION IN THEIR CLASSROOMS

Level: Grades 9-12

Topics Covered:

- Slavery Period
- Emancipation & Reconstruction
- Jim Crow Period
- Civil Rights Era & Beyond



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