2018 Annual Reverend Dr. Martin Luther King, Jr. Symposium

Watch Party Toolkit

The U-M MLK Symposium is sponsored by the cross-campus Symposium Planning Committee and Office of Academic Multicultural Initiatives; a unit in the Office of the Vice Provost for Equity, Inclusion, and Academic Affairs
Dear Friends and Colleagues,

What are the possibilities when the University of Michigan community focuses its energy? With 570,000 alum worldwide, and 43,000 students the slimmest possibilities become full realities. Martin Luther King, Jr. National Holiday is a day that reminds us that progress is not only still needed, progress is still possible.

MLK Day is about honoring a legacy handed down by all those of the civil rights era who fought for justice. This holiday is about accepting responsibility to be leaders and makers of change.

The University of Michigan’s Annual Reverend Dr. Martin Luther King Jr. Symposium is one of the largest University celebrations honoring the life and work of Dr. King. Over 40 opportunities to participate in lectures, live performances, and community service projects throughout the month of January.

We will LIVESTREAM the Keynote Memorial Lecture via the U-M MLK Symposium website on January 15, 2018 at 10:00AM (EST). We are inviting students, faculty, staff, and alum who cannot make it to Hill Auditorium to host Watch Parties and similar events.

Bring together a group of friends or colleagues and watch the keynote lecture together and explore issues that matter to you and identify ways work together and effect positive change.

The 2018 symposium theme is The Fierce Urgency of Now. This theme calls us to claim ownership of the challenges we face and not leave it for future generations to address. Amidst technological advancements and increased global connections, much work still needs to be done to heal the wounds of our past, and resolve the injustices of our present. The Fierce Urgency of Now compels us to not only act but to also acknowledge that the absence of action and the continuation of silence, serves to bring us deeper into the shadows of division.

To facilitate your participation, we have created this toolkit, which includes a timeline with key dates, tips for hosting and facilitating your event, and suggestions for sharing highlights.

Through social justice, as wolverines, we can ‘change the present and enrich the future’. Through the university's Martin Luther King, Jr. Symposium and watch parties, we invite you to Dialogue, Network and Act for social justice. That’s the DNA of a Michigan Wolverine. That’s the DNA of The Fierce Urgency of Now.

In service,

Symposium Planning Committee

The Fierce Urgency of Now
# Table of Contents

- Keynote Memorial Lecturer Biography – Hill Harper........................................Page 4
- Hosting and Facilitating your MLK Symposium Group Event...............................Page 5
- Separate Event Examples to Consider...............................................................Page 6
- Sample Schedule........................................................................................................Page 7
- Sample Evaluation for Participants & Event hosts Evaluation Link .................Page 8
- Event Timeline..................................................................................................Page 9
- Social Media & Marketing Recommendations.......................................................Page 10
Keynote Memorial Lecturer

HILL HARPER

Actor & Youth Advocate

Hill Harper is an award-winning actor, best-selling author, and philanthropist. Harper starred on the CBS TV drama CSI: NY from 2004 to 2013. As of March 2013, he joined the USA Network spy drama Covert Affairs. Harper is the author of four New York Times bestsellers and he has earned seven NAACP Image Awards for his writing and acting. He is founder of the Manifest Your Destiny Foundation, dedicated to empowering underserved youth through mentorship, scholarship, and grant programs.

Harper graduated magna cum laude as valedictorian of his department with a bachelor's degree from Brown University and cum laude with a Juris Doctorate degree from Harvard Law School. He also holds a master's degree with honors from Harvard University's Kennedy School of Government and has Honorary Doctoral Degrees from Winston-Salem State University, Cheyney University, Westfield State College, Tougaloo College, Dillard University and Howard University.

Harper travels frequently as a motivational speaker, addressing a wide range of audiences, including youth, adults, couples, and business leaders. And if all that wasn’t enough, this year People Magazine named him one of their Sexiest Men Alive.

LOCATION INFORMATION

Monday, January 15th, 2018

10am-11:30 am (EST) (Doors open at 9:30 am. Free and open to the public, not ticketed.)

Hill Auditorium

825 N. University Avenue, Ann Arbor MI, USA 48109
Hosting & Facilitating your 2018 U-M MLK Symposium Event

#1 Select Event Type
- Host a “Watch Party” live streaming the keynote
- Host a Debriefing Party after attending the keynote
- Host a “Separate Event”

#2 Determine Logistics
- Secure Date, Time & Location
- Find Facilitator
*Tip: Find a space that is appropriate for dialogue and identify an experienced facilitator to lead discussion

#3 Create Agenda for Event
- Determine goals or outcomes
- Maintain respectful and honest dialogue
- Remember that silence in discussion is OK – give participants a moment to develop their thoughts

#4 Evaluate Event
- Print and distribute feedback survey to participants
Ten Tips for Inclusive Meetings [and events]
(created by our colleagues in the Office of Institutional Equity)

Sometimes inclusion means more than a welcoming smile. There are often practical issues involved to make sure that as many meeting attendees as possible can participate comfortably. This can include ensuring that people who have food allergies or religious requirements will find things they can eat, that Deaf and hard of hearing individuals will be able to enjoy videos, that nursing mothers know where to find lactation rooms, that signage will be widely understandable, and that anyone can find help when they need it.

The list below is intended as a starting point. Depending on the type of meeting you are planning and the attendees you are expecting, you may want to adjust or augment these ideas. If you have questions or suggestions, please contact the Office for Institutional Equity at oie.disability-accessibility@umich.edu.

1. Scheduling. Avoid conflicts with major cultural and religious holidays by consulting the Office of the Provost calendar. Avoid spaces with ongoing construction, new carpeting, or recently used chemicals by consulting with facilities managers.

2. Accessible presentations. Provide presenters with guidelines for making content accessible, including videos, PowerPoints, Communication Access Realtime Translation (CART) and/or American Sign Language (ASL) interpretation, and handouts. Costs associated with providing such accommodations should not be passed on to the individuals or groups who have requested or are expected to use these services. Request that presenters start with a summary of what the presentation will cover.

3. Event promotion. Include information about proactive measures in all event advertising and invite participants to identify accommodation needs, including food allergies and chemical sensitivities, before the event via email or phone. Promote and advertise using a variety of media: email (including text format), social media, website, posters, flyers, etc.


5. Food and drink. Provide a range of food that includes vegan/vegetarian, gluten free, healthy, and Kosher/Halal options, and ensure that these options and ingredients are clearly labeled in large print and either individually packaged or offered in a way that avoids cross-contamination. Serve non-alcoholic beverages in a similar style as alcoholic drinks. Provide water and make straws available.

6. Personal assistance. Designate staff who can offer individual assistance (with navigation, food, etc.). Identify them with nametags and encourage them to verbally offer help. Ensure that emergency plans cover safety issues for people with disabilities.

7. Offsite Participation. If an event is being held off-campus, discuss inclusion issues with the venue managers, including emergency planning. For presentations, provide options for remote access, live streaming video and post-event recordings, including captions.

8. Representation. Include diverse representation (gender, ethnicity, etc.) when selecting speakers or panel members, and in images used for promotional materials.

The Fierce Urgency of Now
9. **Transportation and navigation.** Provide transportation information that includes exact street addresses, distances and obstacles, directions for walking, car, or public transport, and information on accessible parking and entrances. Provide signage that includes graphics as well as text.

10. **Get help.** Contact the [Office for Institutional Equity](mailto:oie.disability-accessibility@umich.edu) with any questions or concerns about staying in compliance with the Americans with Disabilities Act or other civil rights issues.

   Email: oie.disability-accessibility@umich.edu; phone: 734-763-0235.

   “Ten Tips” Committee members:
   - Patricia F. Anderson, Taubman Library
   - Laura Gonzalez-Garcia, CRLT
   - Christina Kline, Office for Institutional Equity
   - Michelle Majeed, CRLT
   - Stephanie Rosen, University Libraries
   - Anna Ercoli Schnitzer, Taubman Library
   - Elizabeth Settoducato, University Libraries
   - Lloyd Shelton, Office of Services for Students with Disabilities
   - Barbara Smith, School of Information
   - Jane Vincent, ITS
   - Shannon Walton, LS&A

---

**“Separate Event”** Video examples to consider showing:

- **American Revolutionary** or “*We are the leaders we’ve been waiting for*” interview of Grace Lee Boggs for Bill Moyers Journal - Grace Lee Boggs has been a participant in nearly every major social movement over the past hundred years.
• Walking the Line of Blackness – This film features University of Michigan masters students from the Ford School of Public Policy. These 16 black students share their thoughts, experiences, and struggles of being black in America.
  o  https://www.youtube.com/watch?v=elvsJD-lvoY

• Oak Creek – The massacre in Oak Creek, Wisconsin that claimed the lives of six people at a Sikh temple is one in a tragically long list of recent mass shootings. The response to the Oak Creek tragedy offers a vital lesson: the efficacy of resilience.
  o  http://valariekaurb.com/film/

• Stigma – The law permits police officers to stop and frisk people based on “reasonable suspicion.” Does this practice deter crime or cause racial profiling? “Stigma” explores the dynamic between the community and the police through the eyes of three people.
  o  http://valariekaurb.com/film/

• Cracking the Codes: The System of Racial Inequity – This film asks its audience to talk about the causes and consequences of systemic inequity. Featured clips with personal stories from 24 racial justice leaders including Amer Ahmed, Joy DeGruy, Tim Wise, and others.
  o  http://crackingthecodes.org/all-films/

For local viewings, explore the Askwith Media Library for videos with licensed public performance rights including the streaming video online databases. http://www.lib.umich.edu/askwith-media-library/streaming-databases.

---

**Sample discussion Schedule**

<table>
<thead>
<tr>
<th>Pre-Event</th>
<th>Have participants sign in (First Name, Last Name, Uniqname, Full Email)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants introduce themselves (10 minutes)</td>
<td>First Name Introductions Develop discussion Ground Rules (no more than 5)</td>
</tr>
</tbody>
</table>
| **Pass out Materials** | Offer paper & pens for participants to take notes or draw their thoughts during the keynote to gather thoughts.  
*Take mental note of any ability differences from participants who may not be able to engage in this way* |
|------------------------|-------------------------------------------------------------------------------------------------|
| **Transition from keynote to discussion (5-10 Minutes)** | This would be a good time to offer a quick restroom break.  
Depending on how the keynote ended, a recollection of self may be needed. Offer a couple moments of silence or guided breathing to center thoughts.  
Suggested conversation openers before discussion on keynote lecture:  
1. What brought you here today (to this event)?  
2. What does MLK Day mean to you? |
| **Discussion (30-45 minutes)** | 1. What are the key themes from keynote?  
2. What is the relevance of the speech/video to the issues you find important?  
3. How are we continuing King’s legacy?  
4. As ‘Leaders & Best’ what is our responsibility in social justice? How do we actualize this responsibility?  
5. Name one or two lessons you have learned from doing social justice work.  
6. In Grace Lee Boggs’ interview for the Bill Moyers Journal, she makes the statement, “We are the leaders we are waiting for.”  
   a. How can/will/do we apply this to our work?  
   b. What other examples do you see?  
7. What action steps can we take together to make an impact?  
*Feel free to add your own questions while gaging the conversation level of the group.* |
| **Wrap-Up (15 minutes)** | • Takeaways to ask:  
  o What are you taking away from this discussion? What did you learn?  
  • Next steps as an organization  
  • Evaluations (Pass out Individual feedback forms) |

**University of Michigan MLK Day 2018**  
**Watch Party & Discussion Groups**  
**Feedback Form**
Feedback Form Questions (to print for attendees) to inform event planner

- How valuable was the discussion to you?

- How could the event be improved?

- What next steps will you take to continue the dialogue toward action?

- Would you participate in this type of program in the future? Why or why not?

---

U-M MLK Symposium
Suggested Event Planning Timeline

6 Weeks Out
1. Review Toolkit
2. Set date, time, place
3. Reserve A/V equipment
4. Consider collaborating with other departments or student organizations
5. Submit event info to mlksymposium.umich.edu

5 Week Out
1. Identify facilitator
2. Begin recruiting participants
3. Publicize event (website, social media, newsletter, flyers, etc.)

3 Weeks Out
1. Review sample discussion questions provided here and develop your own
2. Develop ground rules and goals for event
3. Continue to publicize event
4. Follow up with event collabs (if applicable)

1 Week Out
1. Continue to recruit participants and follow up with any RSVP
2. Consider refreshments, name tags, etc.
3. Assign roles to group members

Day Of
1. Set up event space
2. Set up check-in table
3. Set up refreshments (optional)
4. Distribute and collect complete evaluation

During
1. Take Pictures
2. Post a few highlights on social media

Social Media & Marketing

When deciding the size of your event, know that you have flexibility in making it as intimate or widely attended, as you desire. We have no preference — we are just excited you want to be involved!

1. Collaborate with multiple units, or student organizations
2. Cater or buy food to serve participants during event
3. Create eye-catching, simple flyer to publicize event and show details
   a. Free or inexpensive resources for flyer creation: canva.com, piktochart.com
   b. “How to design an awesome flier even if you’re not a designer”: LINK

PRE-EVENT
1. Create flyer for event
2. Create & send out RSVP (optional) to collect names of those interested in attending
3. Post event on events.umich.edu platform
4. Post flyer in paper, on social media, and through email lists

Social Media “Posting”
Posting = making a status publicizing event or about your organization/department/alumni group
- 4 weeks out* (Week of Dec 18)
- 3 weeks out* (Week of Dec 25) → post 2-3x week
- 2 weeks out* (Week of Jan 1) → post 3-4x week
- 1 weeks out* (Week of Jan 8) → post daily, “tagging” other departments, friends, etc. in posts to ensure wide reach and engagement of your event.

*These dates are in accordance to MLK Day on January 15th, but if you are hosting a separate event, still follow the same timeline but adjust the dates to the date of your event*

POST-EVENT

Share highlights and photos on social media (Facebook, Instagram, Snapchat, Twitter, etc.).

USE: #UMichMLKDay to share and learn from others who have participated in this year's watch parties.

Examples of social media content to add:

If you have a social media account for your organization/office/unit/alumni group, etc:

1. Questions to ask & post the responses to:
   a. What does The Fierce Urgency of Now mean to you?
   b. What can your group/you individually do to organize for social justice?

2. Post images of your group engaging in community service, action oriented work and tagging post with
   
   #UMichMLKDay

Thank you for participating!

The Fierce Urgency of Now