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. This year we have a new way to inspire change.

We will LIVESTREAM the Keynote Memorial Lecture via the U-M MLK Symposium website on the day of 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 symposium theme changes each year, and is well established far in advance after careful consideration of ideas from various members of the university’s (that includes but not limited to: students, faculty/staff, community members, alumni, etc).

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.

In service,

Symposium Planning Committee

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#1 Select an Event Type

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

#2 Determine the Logistics

- Secure Date, Time & Location
- Find Facilitator(s)

*Tip: Find a space that is appropriate for dialogue and identify an experienced facilitator to lead discussion

#3 Create Agenda for Event

- Determine your event goals or outcomes
- Maintain a respectful and honest dialogue
- Remember that silence in a discussion is OK, as it gives participants a moment to develop their thoughts

#4 Evaluate Event

- Print and distribute feedback survey to participants at your event
“Separate Event” examples to consider:

- **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.
  - [http://graceleeboggs.com/content/we-are-leaders-weve-been-waiting](http://graceleeboggs.com/content/we-are-leaders-weve-been-waiting)

- **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.
  - [https://www.youtube.com/watch?v=elvsJD-IvoY](https://www.youtube.com/watch?v=elvsJD-IvoY)

- **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.

- **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.

- **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.
  - [http://crackingthecodes.org/all-films/](http://crackingthecodes.org/all-films/)

For local viewings, explore the [Askwith Media Library](http://www.lib.umich.edu/askwith-media-library/streaming-databases) for videos with licensed public performance rights including the streaming video online 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>(Consider things like: Name, Pronouns, Major, and Hometown or Fun-Fact)</td>
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<tr>
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<td>Develop discussion Ground Rules (no more than 5)</td>
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<tr>
<td>Pass out Materials</td>
<td>Offer paper &amp; pens for participants to take notes or draw their thoughts during the keynote to gather thoughts.</td>
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<tr>
<td></td>
<td><em>Take mental note of any differences in abilities that you observe from participants who may not be able to engage in this way</em></td>
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<tr>
<td>Transition from keynote to discussion (5-10 Minutes)</td>
<td>This would be a good time to offer a quick restroom break to your participants.</td>
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<td></td>
<td>Depending on the effect that the keynote message may have had on your participants, a recollection of self may be needed. Therefore, offer a couple moments of silence and/or guided breathing to center individual's thoughts.</td>
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<tr>
<td></td>
<td>*Suggested conversation openers before discussion on keynote lecture: *</td>
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<tr>
<td></td>
<td>1. What brought you here today (to this event)?</td>
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<td></td>
<td>2. What does MLK Day mean to you?</td>
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<tr>
<td>Discussion (30-45 minutes)</td>
<td>These are some sample discussion questions that can help steer the discussion.</td>
</tr>
<tr>
<td></td>
<td>1. What are some key themes that you gained from the keynote?</td>
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<td></td>
<td>2. What is the relevance of the speech/video in relation to the issues you find important?</td>
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<td></td>
<td>3. How are we continuing King’s legacy at this moment and in society?</td>
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<td></td>
<td>4. As ‘Leaders &amp; Best’ what is our responsibility in social justice? How do we actualize this responsibility?</td>
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<td></td>
<td>5. Name one or two pieces of knowledge that you have learned and adapted to your daily lives from doing social justice work.</td>
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<td>6. In Grace Lee Boggs’ interview for the Bill Moyers Journal, she makes the statement, “We are the leaders we are waiting for.”</td>
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<tr>
<td></td>
<td>a. How can/will/do we apply this to our work?</td>
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<td></td>
<td>b. What other examples do you see?</td>
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<td></td>
<td>7. What action steps can we take together to make an impact?</td>
</tr>
<tr>
<td>Wrap-Up (15 minutes)</td>
<td>• Takeaways to ask:</td>
</tr>
<tr>
<td></td>
<td>o What are you taking away from this discussion? What did you learn?</td>
</tr>
<tr>
<td></td>
<td>• Discuss next steps that you would like to do as an organization</td>
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<td></td>
<td>• Be sure to have Evaluations (Pass out Individual feedback forms)</td>
</tr>
</tbody>
</table>

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University of Michigan MLK Day
Watch Party & Discussion Groups
Feedback Form

Sample Feedback Form Questions (to print for attendees)

- How valuable was the overall discussion to you? (Please describe on a scale from 1-10; 1= invaluable, 10=most valuable)

- How effective was your facilitators? (Please describe on a scale from 1-10; 1= uneffective, 10=most effective)

- How could the event be improved?

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

- Would you participate in this type of program in the future? Why or why not?
University of Michigan
MLK Symposium
Event Timeline

6 Weeks Before your Event
1. Review this Toolkit
2. Set date, time, and place of event
3. Reserve A/V equipment
4. Consider what organizations you possibly want to collaborate with
5. Submit your event information to oami.umich.edu

5 Weeks Before your Event
1. Identify your facilitator(s)
2. Begin recruiting participants
3. Publicize your event (via website, social media, newsletter, flyers, etc.)

3 Weeks Before your Event
1. Review sample discussion questions and develop some of your own
2. Develop the ground rules and goals for your event
3. Continue to publicize your event (via website, social media, newsletter, flyers, etc.)
4. Follow up with your event collaborators (if applicable)

1 Week Before Event
1. Continue to recruit participants and follow up with any RSVPs that you received
2. Consider having refreshments, name tags, etc.
3. Assign roles to your group members

Day Of the Event
1. Set up your event space
2. Set up your check-in table
3. Set up refreshments (optional) and meeting materials
4. Distribute and collect complete evaluation (after the event concludes)

During the Event
1. Take LOTS of Pictures (post a few highlights on social media)
2. Remain positive and flexible (things may come up, do not let it deter you)
3. Continue to gauge your audience (see how they are feeling, provide support or accommodations when needed)

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Social Media & Marketing Strategies

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 that you want to be involved!

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

What to do before your event date?

1. Create a flyer for event
2. Create & send out RSVPs (optional) to collect names of those interested in attending
3. Post event on events.umich.edu platform
4. Post flyer in group chats, public advertising spaces on campus (ex. diag, Angell Hall, residence halls), social media (ex. Twitter, Instagram, Facebook, Snapchat), and through mass-email lists.

How to go about Social Media “Posting”?
- **Posting** = making a status publicizing an event or about your organization/department/alumni group

Sample Social Media Scheduling
4 weeks out* (Week of Dec 18) → post 1-2x week
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 Birthday 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 actual event*

What to do after your event?

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

USE the provided Hashtag provided by OAMI to share and learn from others who have participated in this year’s watch parties. **Note**: It will be #UMichMLK

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 MLK Symposium Theme mean to you?
     b. What can your group or 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 #UMichMLK

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Thank you for participating!

Connecting Communities. Supporting Students.