



Fiscal Year 2021-22 in Review

*Connecting University Scholarship with Communities
to Advance Civil Rights, Social Justice and Equity*



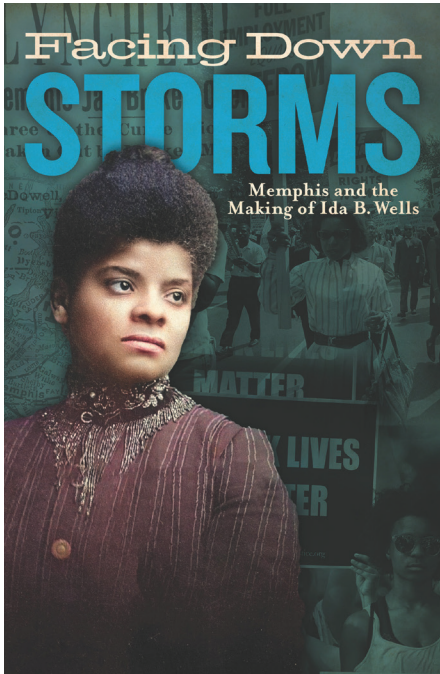
THE UNIVERSITY OF
MEMPHIS

The Benjamin L. Hooks
Institute for Social Change



OUR MISSION

The Benjamin L. Hooks Institute for Social Change at the University of Memphis' mission is teaching, studying and promoting civil rights and social change. We work to create communities where all people can realize their potential. Learn about our publications, lecture series, documentaries and student and community engagement initiatives at memphis.edu/benhooks.



THE HOOKS INSTITUTE PREMIERE OF "FACING DOWN STORMS: MEMPHIS AND THE MAKING OF IDA B. WELLS"

On April 19, the Hooks Institute premiered "Facing Down Storms: Memphis and the Making of Ida B. Wells," at the Halloran Centre for the Performing Arts in Memphis. This event showcased the film while enabling the Hooks Institute to receive feedback on the documentary. The documentary was also shown to sold-out crowds at the Malco Studio on the Square in July 2022 and was accepted into the 2022 Indie Memphis Film Festival.

"Facing Down Storms" explores in depth how Wells' experience in Memphis during the late 19th century shaped her activism later in life. The documentary provides a comprehensive examination of the impact of slavery on African American progress; the unfulfilled promises of full citizenship for African Americans after passage of the 13th, 14th, and 15th Amendments to the Constitution; and Ida B. Wells' efforts to fight back against the growing threat of Jim Crow as it infiltrated the nation's customs, practices and laws after Reconstruction (1865-77).

The Hooks Institute civil rights and social justice documentaries and videos confront the past and examine contemporary issues to inform, entertain and encourage civic engagement.

AUDIENCE AND MEDIA REACTION TO THE IDA B. WELLS DOCUMENTARY

"It was fantastic! I have never seen anything like that, and I have seen a lot and I've been to a lot of places and I've done a lot of things."

Former Tennessee State Representative and NAACP Executive Director, Johnnie Turner.

"I thought it was just a fantastic job. Proud to be here and proud of the work that Daphene has done."

Dan Duster, great-grandson of Ida B. Wells

"Facing Down Storms: Memphis and the Making of Ida B. Wells' pulls no punches when it comes to showing the horrors of white supremacist violence in the Jim Crow South — much like Wells herself."

The Memphis Flyer, July 22, 2022



"Facing Down Storms" Production Team with Mistress of Ceremonies, Documentarian Rita Coburn. Left to Right: Nathaniel C. Ball, executive producer; Rita Coburn; Daphene McFerren, executive producer; Tonya Smith, animator; and Fabian Matthews, producer.



Audience members at the April 19, 2022, premiere of Ida B. Wells



HOOKS INSTITUTE SUCCESS INITIATIVES

THE HOOKS AFRICAN AMERICAN MALE INITIATIVE (HAAMI)



Members of the Hooks African American Male Initiative.

The Hooks African American Male Initiative was launched in 2015 to focus on improving outcomes for African American undergraduate male students at the University of Memphis by providing enrichment in academic achievement, personal development and career readiness training. While HAAMI membership is not restricted by race, programming is designed to address unique challenges faced by African American male students. HAAMI is focused on providing support, guidance and instruction to students that will result in academic success, personal and leadership development, the attainment of broad skills needed for workplace success and a personal responsibility for community service.

PROGRAM COMPONENTS INCLUDE:

- Enrichment sessions featuring academic success tips, personal financial literacy, the importance of nurturing strong mental wellness and making the most of career fairs.
- A number of career readiness items, such as career exploration and preparation, job search skills, training in professional behaviors and opportunities to interact with community professionals.
- Community awareness outings that expose students to amenities that highlight Memphis' history and amenities that positively impact quality of life.



HAAMI 2021-22 HIGHLIGHTS:

- **49 members**
- **10 graduates (four with honors)**
- **77% of members completed spring 2022 semester in good standing**
- **13 members on Dean's List in fall 2021**
- **Nine members on Dean's List in spring 2022**



Truist Financial Corporation volunteers assist HAAMI students at the fall 2021 HAAMI Financial Literacy session.



HAAMI and ASATT students attend the premiere of "Facing Down Storms: Memphis and the Making of Ida B. Wells" at the Halloran Center, Memphis, on April 21, 2022.

A SEAT AT THE TABLE (ASATT)

A Seat at the Table (ASATT) was launched in the fall 2021 semester to extend the success and best practices of HAAMI to female undergraduate students at the University of Memphis, with a specific focus on female students of low and moderate incomes. Women, especially women of color, operate under severe social, financial and other constraints in both their personal and professional lives. ASATT is intended to uplift University women to empower them with the skills and confidence to achieve academic, personal and professional success.

HAAMI & ASATT'S IMPACT

- HAAMI and ASATT impact the individuals we serve and ultimately affect the community by preparing future leaders for success.
- These programs support and prepare college students to acquire the knowledge and skills to graduate career ready and prepared to make positive contributions to their professions and communities. While classroom learning provides hard skills and profession-specific training, HAAMI and ASATT provide additional soft skills and enrichment experiences.
- Having the skills to succeed will result in their improved earning potential opportunities to build wealth and strengthen community prosperity.

HOOKS PROGRAMS & EVENTS

The institute's Lecture Series and annual National Book Award engage the greater Memphis community through rigorous discussions of local and national events impacting the civil rights and social justice of marginalized groups' ability to gain full access to the rights and privileges guaranteed by the U.S. Constitution. These events are free and open to the public and are available on streaming platforms.

HIGHLIGHTED EVENTS

Exploring the African American Experience Through Art: African American artist Elizabeth Catlett | Sept. 9

Brooks Museum Curatorial Fellow Heather Nickels joined the Hooks Institute on Facebook Live to look back at the recent exhibit, Persevere and Resist: The Strong Black Women of Elizabeth Catlett.

"You Can't Teach That!: Prohibited Concepts in Instruction in Public Schools" | Oct. 5

Scholars and community leaders weighed in on the new Tennessee law banning 14 concepts in instruction, which significantly limits how educators can teach students on issues of race, class, gender disparities and privilege in public school classrooms.



Art, Adornment, and Manifestations of Black Cultural Identity: Exploring Black Jewelry | Oct. 14

Staff from the Hooks Institute and the Metal Museum discussed two recent exhibitions centering on the work and lives of African American jewelers.

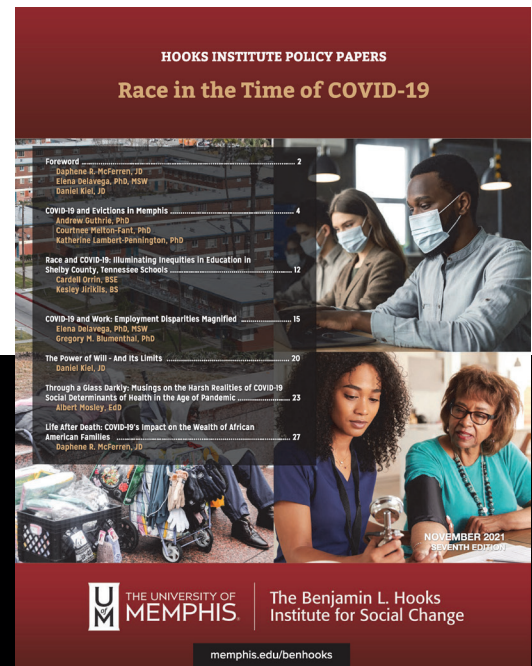
Race in the Time of COVID-19: 2021 Hooks Institute Policy Papers | Nov. 9

Each year, the Institute partners with leading local, state and national leaders to identify civil rights and social justice issues to be examined in-depth in the Hooks Institute's annual Policy Papers.

Hooks Institute Policy Papers

The 2021 edition, "Race in the Time of COVID-19," assesses the impact of the pandemic on exacerbating educational, health and employment inequalities and the loss of intergenerational wealth among African Americans who have disproportionately died because of COVID-19.

For an in-depth look at the topics and to read the papers visit memphis.edu/benhooks/policypapers.



Members of the Memphis 13 who desegregated Memphis City Schools, at a screening of "The Memphis 13." This documentary tells the story of the desegregation of Memphis City Schools. The event was co-sponsored by the Memphis 13 Foundation and the Hooks Institute.



Hooks hosts students from the Eisenhower Institute at Gettysburg College for a discussion on Civil Rights in Memphis and the nation. May 9, 2022



The Hooks Institute was proud to sponsor the 2022 Freedom Preparatory Academy's Senior Signing Day on May 12. Senior Signing Day brings high school students to UofM's campus to celebrate their admission into college and trade schools.



Daphene R. McFerren, Hooks executive director, teaches about the history of Fayette County Civil Rights movement at an in-service for teachers hosted by TN History for Kids at the Cotton Exchange in Memphis on July 27, 2021.



The Hooks Institute awarded Marcia Chatelain the 2020 Hooks National Book Award for her work, "Franchise: The Golden Arches in Black America." The presentation was streamed on Facebook Live on Feb. 8, 2022.

Visit our website at memphis.edu/benhooks for details on past, current, and future events.



WE ARE MOVING ON UP TO WILDER TOWER

Over the years, Hooks Institute programs have increased in number and size. We are working to secure donated funds to create a state-of-the-art facility for the Hooks Institute on the 11th floor of Wilder Tower on the University campus. This space will honor the legacy of our namesake, Dr. Benjamin L. Hooks; will increase the visibility of the Institute to the University and the community; will provide space for better student engagement; and will allow for the expansion of Hooks Institute programming including documentary and video production.

THANK YOU TO OUR GRANTORS AND DONATING ORGANIZATIONS FOR 2021-22

Allworld Project Management

Alpha Kappa Alpha Sorority, Inc.,
Beta Epsilon Omega Chapter

Baptist Memorial Healthcare

BlueCross Blue Shield Community
Trust

Brown Missionary Baptist Church

Cigna

Delta Sigma Theta Sorority,
Memphis Alumnae Chapter

Federal Reserve Bank of St. Louis-
Memphis Branch

FedEx Corporation

Financial Federal Bank

First Horizon Foundation

Ida B. Wells Memorial Committee

Memphis Brooks Museum of Art

Methodist Le Bonheur Healthcare

NIKE

PepsiCo

Pinnacle Financial
Partners

The Memphis & Shelby County Film
Commission

Regional One Health

Truist Financial Corporation

Trust Marketing

Turner Construction

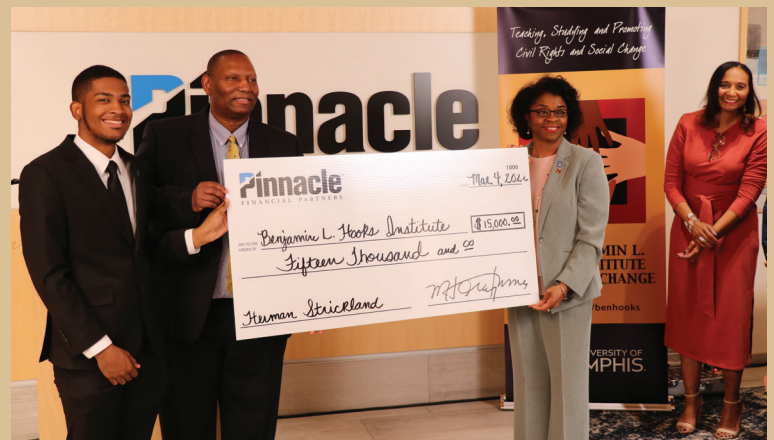
Wiseacre Brewing Company

UofM Campus Community Fund

While the Hooks Institute receives financial support from the University of Memphis, donation and grant dollars are critical to creating and sustaining scholarly and community outreach programs.

Gifts may be made at
memphis.edu/benhooks/donate.

Thank You.



Pinnacle Financial Partners Make a Gift in Honor of the late, former Hooks Institute board member, Herman Strickland, to name the Hooks Executive Offices in Wilder Tower in his honor. March 4, 2022



OUR IMPACT: BY THE NUMBERS

The Hooks Institute's communication strategy effectively uses social media, newsletters and video and postcard mailings to share its programming with the greater Memphis community to create a more equitable society. Our metrics were as follows:

- **4,651 followers on Facebook**
- **2,401 subscribers through Constant Contact**
- **1,919 recipients on our U.S. mailing list**
- **25,000 yearly views on YouTube | 2,043 Subscribers on YouTube**
- **47,000 people reached through Hooks livestream videos on Facebook**

THE HOOKS INSTITUTE LEADERSHIP TEAM



Hooks Institute Staff from Gala from left to right Tarrin McGhee (graduate assistant), Nathaniel C. Ball (assistant director), Rorie Trammel (associate director), Daphene R. McFerren (executive director) James Beasley (HAAMI coordinator) Jessyka Allyn (administrative coordinator), Amy Ruggaber (consultant) and Andre E. Johnson (2021-22 visiting scholar), April 19, 2022, premiere of documentary on Ida B. Wells.

Teaching, Studying and Promoting Civil Rights and Social Change



memphis.edu/benhooks

The Benjamin L. Hooks Institute for Social Change

bhi@memphis.edu | 901.678.3974

107 Scates Hall | The University of Memphis | Memphis, TN 38152



@benhooksinstitute



@hooksinstitute



benlhooksinstitute



THE UNIVERSITY OF
MEMPHIS

**The Benjamin L. Hooks
Institute for Social Change**