African American History Task Force Activity Report

1st Quarter July 1, 2021 – September 30, 2021

FAMU Project # 007429

Project Recipient: Florida Agricultural & Mechanical University

Florida Department of Education Project #: 376-90050-2P001

Project/Program Title: African American History Task Force

TAPS#: 22A027

Authority: LINE ITEM 113 General Appropriations Act

Project Period: July 1, 2021 – June 30, 2022

Budget Period: July 1, 2021 – June 30, 2022

Submitted by: Dr. Bernadette Kelley – Principal Investigator

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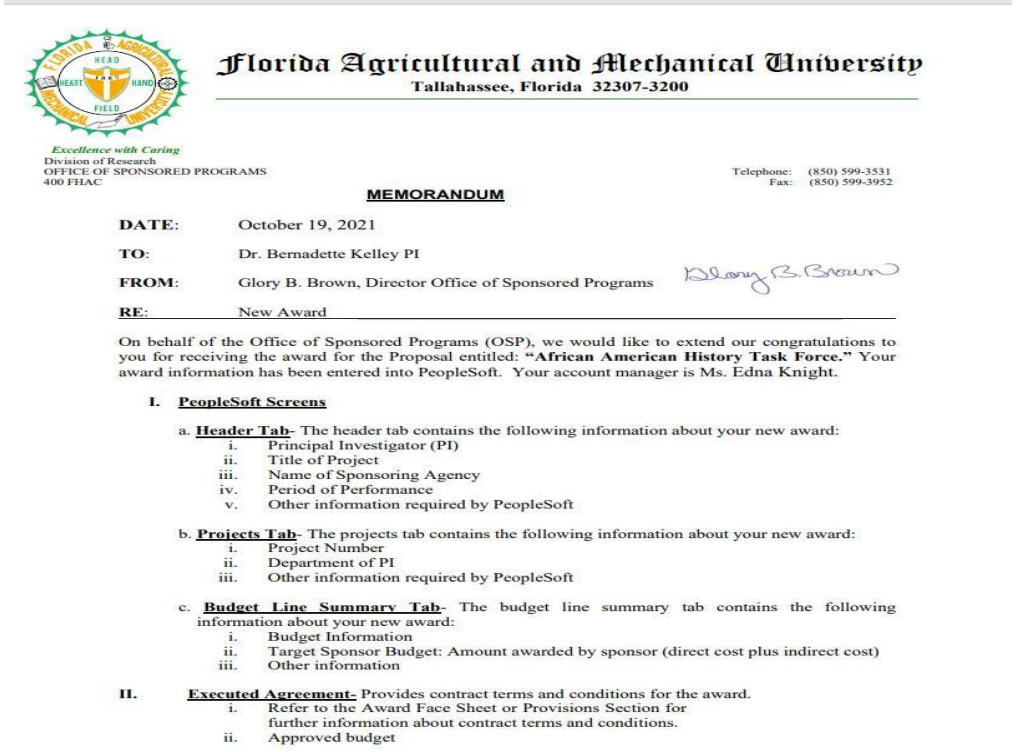
Summary Quarter 1 July 1, 2021, to September 30, 2021

The first-quarter report is abbreviated because the notice of funding for # 376-90050-2P001-TAPS# 22A027 was not received until October 19, 2021. The current grant is on a reimbursement formula. Florida A&M University would not allow spending before the award notification was received. In addition, several invoices were not paid despite the extension of the 2020-2021(# 376-90050-1P001 TAPS# 21A02) grant extension until August 30, 2021. The outstanding invoices will be paid using the current funding.



Florida Agricultural and Mechanical University
Tallahassee, Florida 32307-3200

Excellence with Caring
Division of Research
OFFICE OF SPONSORED PROGRAMS
400 FHAC

Telephone: (850) 599-3531
Fax: (850) 599-3952

MEMORANDUM

DATE: October 19, 2021

TO: Dr. Bernadette Kelley PI

FROM: Glory B. Brown, Director Office of Sponsored Programs

RE: New Award

On behalf of the Office of Sponsored Programs (OSP), we would like to extend our congratulations to you for receiving the award for the Proposal entitled: **"African American History Task Force."** Your award information has been entered into PeopleSoft. Your account manager is Ms. Edna Knight.

I. **PeopleSoft Screens**

a. **Header Tab**- The header tab contains the following information about your new award:
   i. Principal Investigator (PI)
   ii. Title of Project
   iii. Name of Sponsoring Agency
   iv. Period of Performance
   v. Other information required by PeopleSoft

b. **Projects Tab**- The projects tab contains the following information about your new award:
   i. Project Number
   ii. Department of PI
   iii. Other information required by PeopleSoft

c. **Budget Line Summary Tab**- The budget line summary tab contains the following information about your new award:
   i. Budget Information
   ii. Target Sponsor Budget: Amount awarded by sponsor (direct cost plus indirect cost)
   iii. Other information

II. **Executed Agreement-** Provides contract terms and conditions for the award.
   i. Refer to the Award Face Sheet or Provisions Section for further information about contract terms and conditions.
   ii. Approved budget

Currently, the grant is without a Program Coordinator. Mrs. Georgia Harvey-Wiley resigned on November 10, 2021, due to health issues. However, efforts are underway to identify a replacement. Due to the lack of coordination and office support, the work has continued with limitations. Additional time to submit the quarterly report was granted due to the unavoidable

circumstances surrounding the implementation of the grant and the production of the deliverables.

Project Performance Accountability Form

Scope of Work Tasks/Activities	Deliverables (Product or service)	Evidence (verification)	Due Date (completion)	Unit Cost
1. Project Director: Oversees the operations and progression of the project.	Reports Correspondences	Reports	**Quarterly:** **November 2021** **January 2022** **April 2022** **June 2022**	In-Kind
2. Program Coordinator: Vacant as of 11-10-21 The duties for this position include the following: Maintain daily office hours, answer phone inquiries, maintain all systems required by Florida A&M University for project implementation, prepare and process travel requests, maintain a database of all records (contacts, Instructional Standards, program participants. etc.), assist in the preparation of all reports as required by the funding source, assist the project director in out-reach to Florida school districts, organize and prepare all correspondences, assist in the planning and delivery of meetings and conferences, record minutes and notes of all official meetings, provide assistance as required by the other stakeholders, provide support to personnel utilizing the African American content staff development.	Reports Logs Communications Correspondences	Timesheets Reports Minutes Correspondences	**Quarterly:** **November 2021** **January 2022** **April 2022** **June 2022**	712000 21600.00/2808.00
3. **Media Assistant**: The Media Assistant will ensure all social media is updated and accurate. In addition, assist the Program Coordinator with updating and maintaining all Task Force program records and publishing resource documents on appropriate media.	Reports Logs Communications Correspondences	Timesheets Reports Minutes Correspondences	**Quarterly:** **November 2021** **January 2022** **April 2022** **June 2022**	712000 7200.00/936.00

SGS Technologies: Website development, maintenance, and Webhosting services. Improve student knowledge about African American history through the African American History Task Force website as well as other identified materials and resources that will positively impact student achievement and provide models for possible replication	Analytical reports	Quarterly Reports	**Quarterly:** **October 2021-Complete Appendix-A** **January 2022** **April 2022** **June 2022**	720000 11,490.00
EVERFI: ● EVERFI offers turnkey implementation with a skilled team that engages, trains, and supports teachers and students in Florida ● Cutting-edge, interactive, digital learning technology private-labeled to AAHTF.	Analytical reports	Quarterly Reports	**Quarterly:** **January 2022** **April 2022** **June 2022**	720000 15,000.00
Web-based Training: Website professional development. Improve teacher/student knowledge about African American history through the African American History Task Force initiatives. Onsite teacher professional development meetings and workshops Comprehensive reporting and data highlighting program efficacy and impact in area schools Cutting-edge, interactive, digital learning technology private-labeled to AAHTF	Analytical Reports	Quarterly Reports	**Quarterly:** **January 2022** **April 2022** **June 2022**	720000 28,400.00

Travel/Meetings/Materials: ● Task Force is commuting round trip from their home cities for meetings, training, and conferences for African American History Task Force. ● Travel participation in various conferences (Florida Association of Social Studies Supervisors (FASSS), Florida Council of Social Studies (FCSS), and relevant conferences. Annual Task Force meeting). ● Conduct at least one African American History Taskforce meeting and ensure that all meeting is noticed in the Florida Administrative Register,	Provide "Web-Shots" for teachers, pre-service teachers, faculties, district personnel, and other stakeholders (i.e., facilities rental, transportation cost, travel cost, and appropriate training materials) **AAHTF Meetings:** Require that any newly appointed Taskforce member complete online training for the Sunshine and public records laws and submit a certification to the department they have done so. Ensure that each member of the African American History task force has signed the Statement of fiscal Responsibility supplied by the Florida Department of Education.	Quarterly Reports Travel Reports Sign-in Sheets Minutes Presentations Reports Certification SFR signed forms Supply Invoices	**October 2021** **January 2022** **April 2022** **June 2022**	720000 9066.00

Evaluator: Evaluate the program to determine any best practices and identify any need for program revisions.	Provide periodic review and analysis of data related to the implementation of all project goals	Data collection utilizing the pre-post evaluation before and after all teacher training. Data collected by examining and analyzing the Next Generation Sunshine State Standards (NGSSS) Assessments and "End of Course" assessments in reading, writing, and U.S. History of those "Exemplary" districts along with those districts that request assistance Data collection from all teachers/educators that participate in the online and onsite professional development training**.**	December 2021 March 2022 June 2022	720000 3500.00

Appendices

A- Media Report

B- SGS Technologies

C- Miscellaneous Report – Outstanding balances paid

APPENDIX A

Media Report-Submitted by Sabrina Shade

Link to the files on the AAHTF drive.

https://drive.google.com/file/d/1uPq2_WqPPuMJbW7bdWmfbFhPugX7Den7/view?usp=sharing

Commissioner of Education's African American History Task Force

Social Media Report

1st Quarter Report

July 1, 2021– September 30, 2021

Analytics Overview

The purpose of this report is to give an overview of AAHTF Social Media's performance across all social media platforms during the first quarter. This report will include analytic data and other measuring tools.

Facebook

The graph below represents the number of people who viewed posts at least once.

Total Views
8
5
3
0
Jul 2
Jul 12
Jul 22
Aug 1
Aug 11
Aug 21
Aug 31
Sep 10
Sep 20
Sep 30
Likes, Comments, and Shares
These actions will help you reach more people.
Reactions
Comments
Shares
Other
3
2
1
0
JUL
AUG
SEP

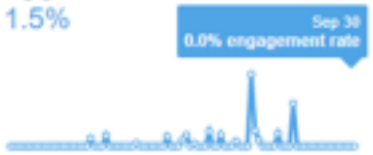
Twitter

Your Tweets earned **1.9K impressions** over this **91 day** period

YOUR TWEETS
During this 91 day period, you earned **21 impressions** per day.

Engagements
Showing 91 days with daily frequency

Engagement rate
1.5%



Likes
12

On average, you earned **0 likes** per day

Link clicks
5

On average, you earned **0 link clicks** per day

Replies
3

On average, you earned **0 replies** per day

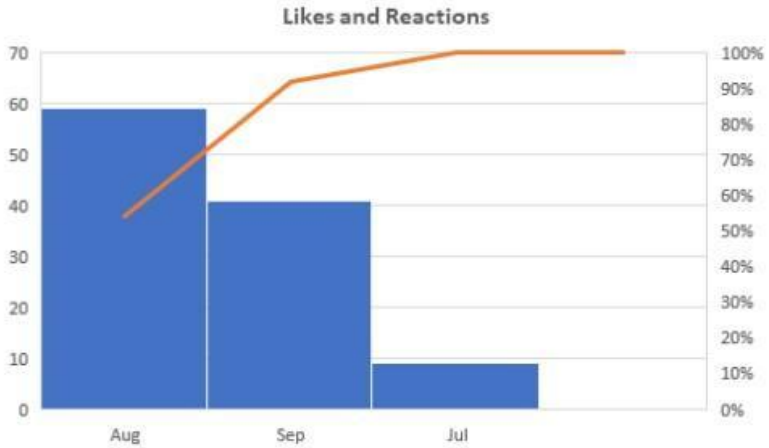
Retweets without comments
4

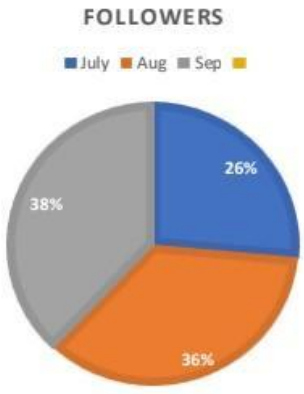
On average, you earned **0 Retweets without comments** per day

Instagram

Instagram

Instagram Reach
51 ↑ 100%
30
20
10
0
Jul 25
Aug 19
Aug 31
Sep 10
Sep 29


Likes and Reactions
70
60
50
40
30
20
10
0
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Aug
Sep
Jul


FOLLOWERS
July
Aug
Sep
26%
38%
36%

APPENDIX B

SGS Web-hosting report

COMMISSIONER OF EDUCATION'S
AFRICAN AMERICAN HISTORY
TASK FORCE

Quarterly Report

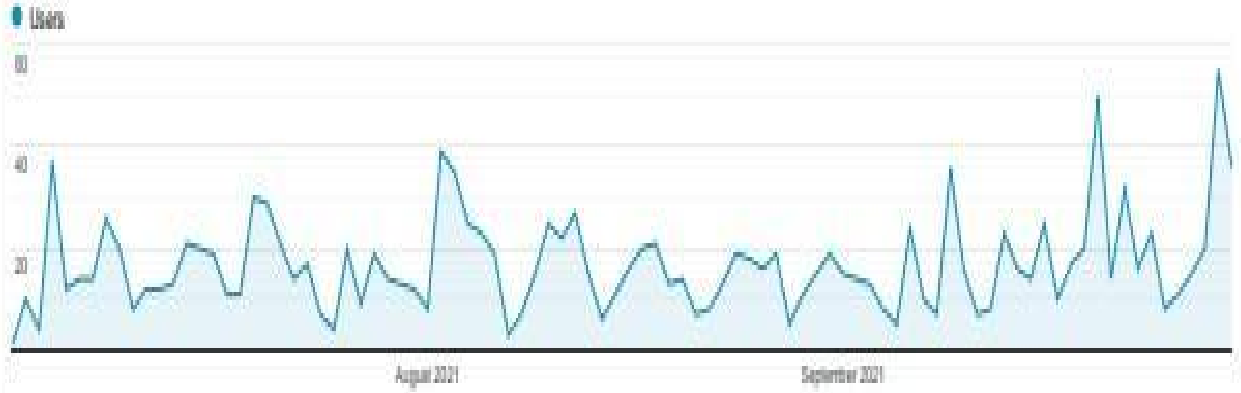
July 01, 2021 - September 30, 2021

SGS
Value. Innovation. Experience.

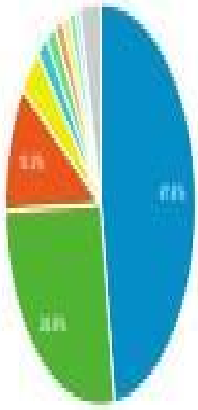
https://drive.google.com/file/d/17kwk3qIttB_EO3z7I4G8EyXKazoEwU0Z/view?usp=sharing

Explorer

Summary



	Source / Medium	Users	Users	Contribution to total: Users
		1,255 % of Total: 100.00% (1,255)	1,255 % of Total: 100.00% (1,255)	
1.	(direct) / (none)	616	47.64%	
2.	google / organic	347	26.84%	
3.	fldoe.org / referral	132	10.21%	
4.	baidu / organic	49	3.79%	
5.	broward.k12.fl.us / referral	24	1.86%	
6.	bing / organic	22	1.70%	
7.	aantbevents.com / referral	17	1.31%	
8.	yahoo / organic	15	1.16%	
9.	sogou / organic	14	1.08%	
10.	socialscience.dadeschools.net / referral	11	0.85%	



Analytics afroamfl All Web Site Data

Go to report

Audience Overview

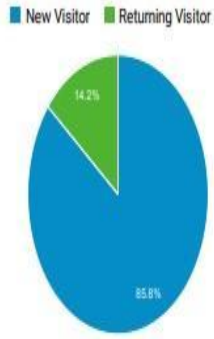
All Users
100.00% Users

Jul 1, 2021 - Sep 30, 2021

Overview

Users	New Users	Sessions	Number of Sessions per User
1,255	1,246	1,872	1.49

Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
3,794	2.03	00:02:47	69.93%



Language	Users	% Users
1. en-us	1,112	88.61%
2. zh-cn	54	4.30%
3. en-us.utf-8	29	2.31%
4. en	15	1.20%
5. en-us@posix	14	1.12%
6. en-gb	12	0.96%
7. c	5	0.40%
8. en-au	4	0.32%
9. en-in	4	0.32%
10. en-za	2	0.16%

Analytics afroamfl
All Web Site Data

Go to report

Browser & OS

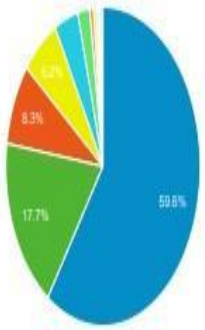
All Users
100.00% Users

Jul 1, 2021 - Sep 30, 2021

Explorer

Summary

Browser	Users	Users	Contribution to total: Users
	1,255 % of Total: 100.00% (1,255)	1,255 % of Total: 100.00% (1,255)	
1. Chrome	748	59.60%	
2. Safari	222	17.69%	
3. Edge	104	8.29%	
4. Firefox	78	6.22%	
5. UC Browser	50	3.98%	
6. Android Browser	25	1.99%	
7. (not set)	8	0.64%	
8. Mozilla Compatible Agent	7	0.56%	
9. Samsung Internet	4	0.32%	
10. Internet Explorer	3	0.24%	



Rows 1 - 10 of 13

Analytics afroamfl
All Web Site Data

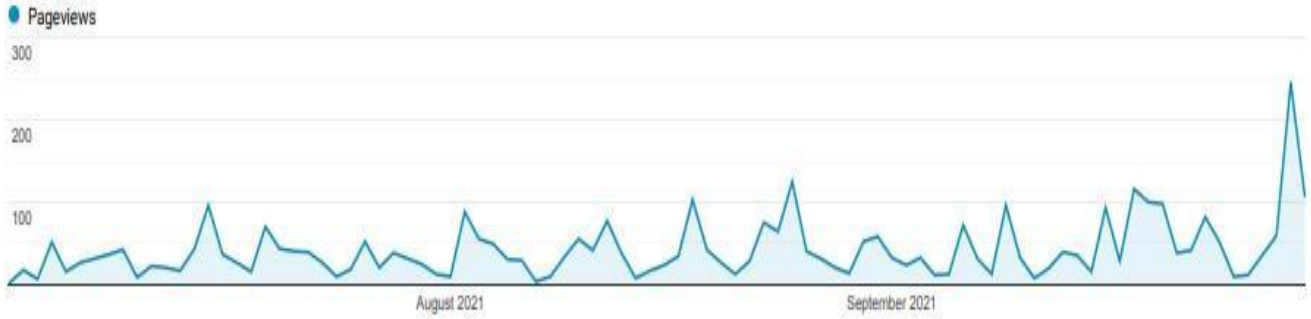
Go to report

Overview

All Users
100.00% Pageviews

Jul 1, 2021 - Sep 30, 2021

Overview



Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
3,794	2,884	00:02:42	69.93%	49.34%

	Page	Pageviews	% Pageviews
1.	/	1,561	41.14%
2.	/florida-statute-1003-42/	321	8.46%
3.	/exemplary-school-districts/	194	5.11%
4.	/criteria-for-being-identified-as-an-exemplary-school-district/	159	4.19%
5.	/florida-black-history-facts/african-american-museums/	152	4.01%
6.	/task-force-members/	139	3.66%
7.	/news/	122	3.22%
8.	/annual-meeting/	120	3.16%
9.	/speaker-schedule-and-downloads/	70	1.85%
10.	/florida-black-history-facts/video-resources/	69	1.82%

Appendix C

Miscellaneous – Outstanding Balances from previous funding

Amount	Description	PO No.	Project	Year	Date	Date	Vendor			
81.30	Quiet Strong Book for FLDOE	0000203849	007429	2022	10/13/2021	10/14/2021	BRYD-CONNER ENTERPRISES INCORPORATED			
32.00	Democracy Abroad, Lynching at	0000203853	007429	2022	10/13/2021	10/14/2021	SAN-NIA ENTERPRISE LLC			
153.00	Black Inventors - 1 Set of 10	0000203697	007429	2022	10/13/2021	10/14/2021	GLOBAL BLK INVENTOR RESEARCH PROJECTS			
2,872.00	AAHTF Website Hosting/3rd Quarter	0000198919	007429	2022	10/14/2021	10/14/2021	SGS TECHNOLOGIE LLC			
200.00	Video Editing-2021 AAHTF Summer	0000203774	007429	2022	10/14/2021	10/14/2021	SEMINOLE I.T. LLC			
20.08	Ocoee, A Novel-FLDOE	0000203768	007429	2022	10/14/2021	10/14/2021	SISTERS 2, LLC			
250.00	2021 Summer Institute Presenter	0000201035	007429	2022	10/13/2021	10/15/2021	HISTORICAL SOCIETY OF CENTRAL FLORIDA			
1,000.00	Assist in developing materials	0000204238	007429	2022	10/13/2021	10/15/2021	UNIVERSITY OF FLORIDA P.K. Yong DRS			
1,000.00	Marion County Schools-Workshop	0000203993	007429	2022	10/13/2021	10/18/2021	MARION COUNTY PUBLIC SCHOOLS			
27.02	AAHTF 2020 Annual Meeting Publication	0000199332	007429	2022	10/13/2021	10/18/2021	DEPARTMENT OF STATE			
22.68	AAHTF Annual Meeting Publication	0000199127	007429	2022	10/13/2021	10/18/2021	DEPARTMENT OF STATE			

3,000.00	Intro to Florida African American History	0000203456	007429	2022	10/13/2021	10/19/2021	CHIKE AKUA			
7,658.08	Outstanding Balance from previous funding									