

**September 2021**  
**Final Report: DLA Community Outreach Grant**  
**Recipient: University of Delaware Library, Museums and Press**

Main Contact: Molly Olney-Zide ([mollyoz@udel.edu](mailto:mollyoz@udel.edu))

Program Title: "A Celebration of Community: New London Road and School Hill"

Date of Program: September 3, 2021, 1-4 pm

Location: Virtual via Zoom

Main program page: <https://library.udel.edu/events/events/?id=377>

UD Library, Museums and Press Staff involved:

- Molly Olney-Zide, facilitator
- Shelby Daniels-Young, co-facilitator
- Kris Raser, production manager and editor
- Allison Ebner, writer
- Vicky White, events programmer
- Jaynell Keely, graphics designer

Presenters:

Dr. Freeman Williams, Syl Woolford, Dr. Jesse Erickson, Dr. Curtis Small, Kobe Baker

Documents shared with attendees:

- [Program Schedule and Bios](#)
- [Shared Resources](#)

Attendees

There 129 registrants, and 88 attendees logged in for all or part of the program. Breakdown of registrants included:

- Members of Community - 34
- Students - 29
- Staff - 27
- Faculty - 18
- Alumni - 17
- No affiliation - 4

Promotion of program

Promotion for the program initially began by word of mouth in February 2021 to align with Black History Month. Word of mouth was a very effective communication method to pull in individual attendees, but having the program listed on various organizational calendars helped increase visibility to larger groups. Most promotion happened during July and August and included:

- Community Engagement Initiative (University of Delaware)
- Friends of School Hill (via Facebook group)
- Memories of Newark, Delaware (via Facebook group)
- NAACP, Newark, DE Chapter
- Paul Baumbach, State Representative (actively attended full program)
- The Newark Partnership online calendar

- DLA website calendar and listserv
- Delaware Historical Society
- Newark Historical Society
- Newark Parks and Recreation
- University of Delaware Library, Museums and Press
  - Atrium newsletter
  - Website spotlight
  - Morris Library digital screens
  - Emails to library staff
  - Social media (Twitter and Facebook)
- Individual emails to community members and leaders, including local churches
- *Newark Post* - [Article Link](#)

### Continuation of Program

This specific program was one of a kind but built upon past partnerships and events. For instance, the UD Library partnered with the Friends of School Hill and the NAACP of Newark in 2017 for an event aimed at collecting mementos of the community. Although this specific program will likely not be trusted, it raised awareness of the historic African American community, forged new relationships, and paved the way for similar future programs. While this program was in its planning stages, a new partnership with the Newark Parks and Recreation, NAACP of Newark, and the Friends of School Hill began to create permanent exhibit space in the George Wilson Center (formerly the New London Avenue School). UD faculty and librarians play a major role in the planning of this project.

### Success of Program

Although not all of the people registered for the program were able to attend, the final count of 88 attendees was higher than initially anticipated. There was an excellent mix of members of the general community and people associated with the UD community who registered and who attended. The 22 people who participated in the mid-program breakout sessions were engaged and excited about the content of the program and asked excellent questions. The program also gave Freeman Williams an opportunity to encourage people to become involved in the Friends of School Hill exhibit project. Reactions to the program were overwhelmingly positive.

The program was recorded with permission from all presenters, and the recording is available for viewing in the UD Library's Artstor repository (<https://library.artstor.org/public/31526754>).

### Comments from Attendees

Dr. Julie McGee, Interim Director, Special Collections & Museums; Associate Professor, Africana Studies & Art History; Director, Interdisciplinary Humanities Research Center (IHRC)

*"...Please relay my congratulations to everyone engaged in contributing & planning this event. It was terrific. I know if I try to email everyone individually, I will surely leave someone out. What a great showcase of Delaware history, collections and [Library, Museums and Press] in the context of African American history, past and present. Congratulations to the program team and LMP."*

Community Member

*"Congratulations on your New London Road and School Hill presentation last week. It was my pleasure to participate. I found the sessions engaging, informative and well organized."*