

## **Institute of Museum and Library Service National Leadership Grant for Libraries**

**Funding Opportunity Number: NLG-Libraries-FY21**

**Proposal: Creating Targeted Educational Resources in the AAPB**

**October 2, 2020**

**Statement of National Need** - Stay at home restrictions, quarantines, and school, library, and museum closures have led to a need for trusted sources of primary source materials that can be accessed from home, along with guides for educators and parents on how to use online primary source materials for distant learning and to supplement curricula ([Education Week. \(2020, March 25\)](#)). According to the Pew Research Center, approximately 75% of Americans have broadband internet service at home ([Pew Research Center. \(2019, June 12\)](#)). Many educators, though, are unfamiliar with how to create and facilitate meaningful online learning experiences ([USA Today. \(2020, April 17\)](#)). Public media has been, and still is, considered one of the most trusted sources of information in the US ([PBS. \(2019, February 02\)](#)). The American Archive of Public Broadcasting (AAPB) can provide an incomparable resource of primary source materials. The AAPB is a collaboration between the WGBH Educational Foundation (GBH) in Boston and the Library of Congress that preserves significant public media and provides a centralized web portal for access to the unique programming aired by public stations over the past 70+ years. The collection includes more than 116,000 digitized public television and radio programs contributed by more than 130+ organizations across the country. Additional educational guides and organization of the content by topics taught in American History courses are needed to make the collection useful to educators. In addition, multiple resources created by public media to inform the public about current crises facing the nation – from the COVID-19 pandemic and continued injustices facing Black Americans and other people of color and indigenous communities, to the ever-increasing wildfires, hurricanes and other extreme weather are important for the future study and public understanding of how our society has coped with national and international crises, tragedies and disasters.

The GBH Archives department, on behalf of the AAPB, plans to improve access to the AAPB collection, specifically for high school and higher ed educators and lifelong learners. As the collection grows, it becomes harder for educators or the general public to find items of particular interest. The collection consists of whole programs that were broadcast and full-length interviews from iconic series such as Eyes on the Prize and episodes of American Experience. These programs and interviews are usually between 30-60 minutes long, making it difficult for educators to target a specific teaching moment. For example, in an hour-long interview with Rosa Parks she may talk about her role in the NAACP for 10 minutes. If an educator is lecturing about the early organizing in the NAACP, they may only want their students to focus on that 10-minute segment, rather than the full hour interview, to understand the point the educator is trying to convey.

The AAPB recently launched a “Share a Segment” feature on the website allowing users to identify ‘in’ and ‘out’ points of a segment of a longer media item and share or embed the link to that segment into another online work. With such a vast collection, however, it is challenging and time-consuming for anyone to find and use specific segments. By creating a collection of targeted resources relating to commonly taught subjects and showing educators how they can use these materials in teaching and research, this project will focus on needs of educators who may assign viewing a longer segment as a research project, or a collection of resources to be analyzed. This work may also help identify resources that PBS Learning Media producers could utilize and condense into resources for K-12 teachers. These resources will also benefit users among the general public by enabling more direct access to primary historic resources related to topics of interest.

With rapidly changing events and the onslaught of information, it is important for the public to be able to place current events in perspective. The public would benefit from making connections between present-day concerns and past events. For example, ways that epidemics in the recent past were reported, how federal, state, and local governments responded, and how our society coped. The AAPB can provide the public with resources to understand both connections and disconnections between past and present. In order to quickly create resource

sets related to current events, a Rapid Response workflow could aid archivists in quickly creating primary resource sets around a current event.

**Project Design** - The project will launch with a series of meetings with educators and scholars from the AAPB advisory committees (<https://americanarchive.org/about-the-american-archive/advisory-committees>) to identify key topics commonly taught in American history and social studies courses, to determine how to shape the primary source sets for best use, and to identify items to include. The project will complete the following activities over the 18 month project timeline. 1) Create 20 primary resource sets of commonly taught topics and those of current public interest used in teaching typical American history courses. 2) Create a learning/teaching guide on how an educator might use the AAPB collection to teach one of these topics. 3) Develop a rapid response workflow to relate current events to historical materials in the AAPB related to current events, and develop a template that can be used to quickly create primary resource sets around a current event topic. 4) Develop the website features and user interface designs for display of the primary source sets and learning guides: GBH Creative services will work with the project team and advisory committee members to develop new primary resource set feature designs for the AAPB website. Using an iterative design, prototype and evaluation process, the AAPB developers will implement the final designs and new features on the website. 5) Outreach: The project team will promote the new resources and modules through appropriate educational events, online publications, webinars, the AAPB newsletter, social media, and through the advisory committees.

**National Impact** - The project outcomes will support educators and lifelong learners by providing new, efficient access points to materials in the AAPB collection to enable deeper and richer teaching and learning experiences beyond the COVID-19 crisis. The primary resource sets template could be used across a broad range of classes for future additions to the AAPB, and these tools, documentation and strategies could be replicated and expanded upon by other digital libraries. Feedback from educators about the resources will inform future iterations of primary resource sets and teaching guides. Primary resource sets of programs or clips that address a particular theme or topic will be available for educators and the general public. The increased use of AAPB resources in educational activities will be measured by Google Analytics to evaluate the number of users actively engaged with the educational resources. The number of visits to the item page, and the length of time spent with the content, will help measure engagement. References to the AAPB on other educational resource websites will be tracked along with mentions, links and tags on social media, journal articles, and education blogs. GBH is committed to the long-term sustainability of the AAPB. Furthering the educational value of the AAPB collection fits squarely in the core mission of this institution and will continue to be supported beyond this project.

**Diversity Plan** - This project will result in online learning resources free of charge and accessible to anyone with internet access, creating teaching tools for school districts and families across the socioeconomic spectrum, as much as possible in consideration of the rural broadband digital divide. The project team will commit to ensuring inclusive representation of the broad diversity of perspectives when creating the resources and will engage its advisors in selecting and highlighting content in the archive that elevates the voices of historically marginalized or underrepresented people, communities and opinions. Understanding that online learning already heightens barriers for people with disabilities, the project team will produce resources and features that are accessible in accordance with WCAG 2.0 standards and ADA guidelines.

**Budget Narrative** - The total funding request for this project is \$249,957. Funding includes: 1) \$120,025 for GBH staff Salaries and Wages (Karen Cariani (PI), Casey Davis Kaufman (Project Manager), Business Manager, Educational Outreach Supervisor, Metadata Systems Manager and Developer Team), 2) \$44,661 for Fringe Benefits at 37.21% based on GBH's federally negotiated rates, 3) \$42,541 for Other Costs, comprised of \$22,641 for Administration costs (occupancy, computers and phones, which are not included in Indirect Expenses), \$10,000 for Website Design by GBH Creative Services; and \$9,900 for 3 academic scholars 4) \$42,730 for GBH's federally negotiated Indirect Expenses at 20.62%.