Mission/Purpose
The Center's mission is to foster greater appreciation and understanding of the Alabama Black Belt. The Center encourages scholars and citizens to address the region's challenges by drawing from its abundant natural, historical, and cultural resources.

I. Goals and Student Learning Outcomes, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

A. Goal: Address the major educational, social, cultural, and economic issues of the region
Address the major educational, social, cultural, and economic issues of the region and in doing so, promote a positive self-image of the institution and the area.

1. Objective 2: Assist in strengthening the community and K-12 schools in the county
Use University students to strengthen the community and K-12 schools in the county via Service Learning projects.

   a. Measure: Service Learning projects
   Through Service Learning projects, UWA students will gain an awareness of the local community and the community will receive services they would not normally have access to. The source of evidence will be post-program surveys of students as well as surveys of the community entities that benefitted from the services.

      Source of Evidence: Client satisfaction survey (student, faculty)

   1. Achievement Target:
   Students will identify an increased level of awareness of the local community via a post-program survey. Community entities receiving services will indicate services were beneficial via surveys. The number of service learning projects and/or outreach opportunities for service learning/community involvement, will increase by 25%.

   2. Findings (2010-2011) - Achievement Target: Met
   Four service learning grants were awarded to faculty, and nine service learning projects were completed on campus.

2. Objective: Increase Awareness of Rich Heritage of the Black Belt
Through the Black Belt Heritage Area, the Black Belt Archives, the Sucarnochee Revue, the Black Belt Symposium program, and through events such as the induction ceremony of the Black Belt Hall of Fame and the Sucarnochee Folklife Festival, the Center for the Study of the Black Belt will continue to work to increase the ways in which it tells the rich story of the Black Belt.

   a. Measure: Black Belt Hall of Fame Induction
   Increase awareness of the historical and cultural richness of the Black Belt region by inducting two individuals who have contributed to the history and richness of the region into the Black Belt Hall of Fame.
1. **Achievement Target:**
Two individuals will be inducted into the Black Belt Hall of Fame in January 2011. This induction will serve as the launch for the revitalization of the Black Belt Hall of Fame.

2. **Findings (2010-2011) - Achievement Target: Met**
Author and story-teller Kathryn Tucker Windham, and educator William James Edwards were inducted into the Black Belt Hall of Fame in January 2011.

b. **Measure: Student Participation in Sucarnochee Revue Participation**
The Sucarnochee Revue will increase the number of students working with the show by offering internships to UWA students to give them the chance to learn more about how radio and television production work. They will intern at the UWA show tapings and the Meridian show tapings.

Source of Evidence: Field work, internship, or teaching evaluation

1. **Achievement Target:**
The Sucarnochee Revue will work with Mississippi Public Television to increase the exposure of roots music of the region. The show will be broadcast on both radio and television.

2. **Findings (2010-2011) - Achievement Target: Met**
Not only was the Revue broadcast on Mississippi Public Television and radio, it was also picked up by Alabama Public Television for a documentary as well. This level of participation made it possible for UWA students to learn first-hand the behind the scenes work necessary for a television production. The producer of the Revue is also teaching a song-writing class on the UWA campus.

c. **Measure: Increase community participation in Sucarnochee Revue**
To increase the participation opportunities available to UWA students and the community to have a part in the Sucarnochee Revue, Jack White, the host, will sponsor two student audition sessions and one community audition section, as well as judge the UWA Serendipity talent show.

Source of Evidence: Activity volume

1. **Achievement Target:**
The Sucarnochee Revue will seek to add at least two new media outlets to its line-up. To increase involvement of local talent, while simultaneously increasing the show’s visibility, Jack White, the host, will sponsor three talent shows in the Livingston area. It is hoped that at least six new acts will result from the talent shows. Also, Jack will host a song-writing class via the continuing ed program. See Target 10.

2. **Findings (2010-2011) - Achievement Target: Met**
Not only was the Revue broadcast on Mississippi Public Television and radio, it was also picked up by Alabama Public Television for a documentary as well. The number of radio stations increased from 55 in 2009-10 to 59 in 2010-11. Stations are in United States and Australia as well as on Internet Radio. We
have fans who visit and email us from Australia, S. Korea, England, Ireland, and Germany.

d. **Measure: Continuing Ed Songwriting Class**
To increase awareness about the rich musical heritage of the Black Belt region, Jack White, the host of the Sucarnochee Revue, will host a song writing class through the continuing education program. Students and members of the community will be invited to participate and submit songs to be performed on the Sucarnochee Revue.

Source of Evidence: Project, either individual or group

1. **Achievement Target:**
The song writing class will produce songs for production that will highlight the rich musical talent in the region. They will be broadcast on the Sucarnochee Revue radio and tv show, which plays in over 40 stations in the US and Australia.

2. **Findings (2010-2011) - Achievement Target: Met**
Jack White, the host of the Sucarnochee Revue and the teacher for the song-writing class, did end up with student-composed songs that he has pitched to a record label for recording. He is also working with local singers and musicians to work-up the songs for play on the Revue.

e. **Measure: Black Belt Archives**
The Black Belt Archives will increase the amount of archival material processed in 2010-11 by 25%. The materials will be made available to the public in order to increase interest in the history of the Black Belt.

Source of Evidence: Activity volume

1. **Achievement Target:**
The information that will be available via the processed collections once the finding aids are complete will shed light on the often forgotten history of the area. The goal is to process two to three collections this year. The finding aids that result will serve as evidence of the success of this goal.

2. **Findings (2010-2011) - Achievement Target: Met**
This goal was surpassed in 2010-11. The archivist for the Center processed 9 collections. These include the Derby, Greenhill, Culp, Hill, Lyon, Monk, Snow Hill, Seale, Wolfe and Neilson collections. The collections total 131 boxes.

f. **Measure: Black Belt Heritage Area**
To increase awareness of the rich cultural history of the Black Belt region, and to provide assistance to agencies seeking to improve the region, the Black Belt Heritage Area will increase the amount of service support it offers to the community via service oriented meetings that will provide information to agencies to help them perform more efficiently and improve their overall service and impact.

Source of Evidence: Activity volume

1. **Achievement Target:**
The purpose of the Black Belt Heritage Area is to tell the story of the nineteen county region that runs across the center of Alabama. The story of the Black
Belt is the story of Alabama. The numbers of participants at task force meetings and workshops will increase by 10% over last year as proof of the necessity of the meetings.

2. **Findings (2010-2011) - Achievement Target: Met**
   Attendance was up at both the task force meetings and the workshops that took place quarterly. The quarterly workshops were a new addition for 2010-11, and they have increased the visibility of the BBHA. The most recent workshop, which dealt with small business sustainability, took place in August to a packed house of 36 participants.

II. **Goals and Other Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans**

A. **Goal: Address the major educational, social, cultural, and economic issues of the region**
   Address the major educational, social, cultural, and economic issues of the region and in doing so, promote a positive self-image of the institution and the area.

1. **Objective: Increase awareness of the work of the Center for the Study of the Black Belt**
   Increase awareness of the work of the Center for the Study of the Black Belt.

   a. **Measure: Increase the number of press releases and media outlets for promotion**
      Increase the number of press releases and media outlets for promoting the Center for the Study of the Black Belt

      Source of Evidence: Existing data

1. **Achievement Target:**
   Press releases and media outlets will increase from 35 in 2009-10 to 45 in 2010-11.

2. **Findings (2010-2011) - Achievement Target: Partially Met**
   The part-time PR specialist for the Center and the Division published 37 articles. This number will increase in 2011-12 because the Division has hired a full-time PR specialist. The new staff members office is located in Land Hall, which will increase the PR specialist's knowledge of upcoming activities at the Center.

3. **Action Plan:**
   **Increased number of Press Releases**
   Though the goal was to release 45 articles about the Center, only 37 were published. We are already remediying this, however, by the addition on August 15 of a full-time PR specialist for the Center. She has already published a 6 page brochure on the Center and has several articles in the works.

   **Established in Cycle:** 2010-2011
   **Implementation Status:** Planned
   **Priority:** Low
   **Completion Date:** 08/15/2010
   **Responsible Person/Group:** Director, Center for Black Belt
   **Additional Resources Requested:** None
   **Budget Amount Requested:** $0.00
b. **Measure: Black Belt Archives**

The Black Belt Archives will increase the amount of archival material processed in 2010-11 by 25%. The materials will be made available to the public in order to increase interest in the history of the Black Belt.

Source of Evidence: Activity volume

1. **Achievement Target:**

   The completion of two to three archival processing projects, and the posting of their resulting finding aids on the web, will increase the visibility of the Center by bringing people to the website to conduct research. The finding aids, as well as a count of web hits on the finding aids, will serve as the source of information for tracking the effectiveness of this project.

2. **Findings (2010-2011) - Achievement Target: Not Met**

   Due to the relaunch of the Center’s website, we have not been able to upload finding aids to the web.

3. **Action Plan:**

   **Posting Finding Aids on the Web**

   Due to the recreation of the Center for the Study of the Black Belt website, there was not an available portal to host electronic versions of the finding aids created by the archivist. The website is almost ready for new content, so the finding aids can and will be posted for 2011-12. Also, the archivist applied for an NEH grant to work in conjunction with two other public universities in Alabama to host electronic finding aids on a host server that all three institutions will share. Grant awards have not been announced yet.

   **Established in Cycle:** 2010-2011

   **Implementation Status:** Planned

   **Priority:** Low

   **Responsible Person/Group:** Director and Archivist - Center for the Study of the Black Belt.

   **Additional Resources Requested:** 0

   **Budget Amount Requested:** $0.00

2. **Objective: Expand current programs and develop new outreach opportunities**

   Increase the number of grants submitted by the Center in order to expand current programs and develop new outreach opportunities.

   a. **Measure: Increase the number of grants submitted by the Center and its cooperating units**

   The Projects and Policy Coordinator will increase the number of grants submitted by the Center and its cooperating units. The source of evidence will be a list of all grants submitted on behalf of the Center and its cooperating units.

   Source of Evidence: Existing data

   1. **Achievement Target:**

      The number of grants submitted will increase by 10%.

   2. **Findings (2010-2011) - Achievement Target: Met**

      Between the Projects and Policy Coordinator and the Director of the Center for the Study of the Black Belt, we were able to meet this goal. 12 grants were submitted this year for the Sucarnochee Revue, the Folklife Festival, two for the Sumter County Fine Arts Council, two for orchards, two for trees, one for
Cedarwood, one for a chapel for campus, and one for a trail for the Garden. The archivist also submitted an NEH grant for electronic posting of finding aids.

b. **Measure: Student Participation in Sucarnochee Revue Participation**
The Sucarnochee Revue will increase the number of students working with the show by offering internships to UWA students to give them the chance to learn more about how radio and television production work. They will intern at the UWA show tapings and the Meridian show tapings.

Source of Evidence: Field work, internship, or teaching evaluation

1. **Achievement Target:**
The Revue will add at least two new student interns to its staff. These students will participate in both the radio and TV tapings of the show, in order to learn about audio-visual production. Student participation in the Revue will also be increased via two talent shows on the UWA campus to spotlight musical talent. Jack White, the host of the show, will also judge a third talent show on campus, with the option that the winners of the music categories will recieve air time on the Revue.

2. **Findings (2010-2011) - Achievement Target: Met**
The Revue was able to bring more students into the radio and television taping work of the show. The host, Jack White, did judge several talent shows to scope out local talent on the UWA campus. No air time was given to the winners, but he did recruit some of the students into a song-writing class in order to sharpen their skills.

c. **Measure: Continuing Ed Songwriting Class**
To increase awareness about the rich musical heritage of the Black Belt region, Jack White, the host of the Sucarnochee Revue, will host a song writing class through the continuing education program. Students and members of the community will be invited to participate and submit songs to be performed on the Sucarnochee Revue.

Source of Evidence: Project, either individual or group

1. **Achievement Target:**
In order to increase participation in the Sucarnochee Revue, the show's host, Jack White, will host a song-writing class. The goal for the class is 5 participants, with a result of 5 new songs for production.

2. **Findings (2010-2011) - Achievement Target: Met**
Jacky Jack White, host of the Sucarnochee Revue, hosted a song-writing class in the spring 2011 semester. Because of the success of the class, he is teaching the class again in the fall 2011 semester. The spring class wrote several songs and they have been pitched to a record label for possible production.

III. Analysis Answers
A. **What specific strengths did your assessments show? (Strengths)**
Since we were able to meet almost all of our goals, the assessment let us know that we are logically progressing to the next step in all of our programs. We are not overreaching our human and financial resources to obtain goals that are not practical. Instead, we are looking at our available resources and programs and establishing goals that are both relevant and obtainable. By taking consistent and methodical steps forward, we are reaching our goals
and continually progressing, while not wasting too much time and effort on forcing programs or actions that are not currently achievable.

B. **What specific weaknesses or challenges did your assessments show? (Weaknesses)**

In 2009-10, we were not able to reach many of our goals because of funding issues. In 2010-11, we were able to meet more of our goals, in large part because of the assessment process of planning and assessment. In demonstrated to the administration the need we had for additional human resources, especially in the area of public relations personnel. However, some weaknesses do exist. The main weakness is that, even though we are steadily progressing in all of our units, especially in methodic, small steps, we were not able to complete several large projects because of funding. It would be a good investment of the university's time and money to provide more funding in one lump sum so that employees can complete large projects at once, rather than only providing small funding lines that require that projects be completed piecemeal. The main weakness of our programs is, simply, limited financial resources. That said, because we did meet most of our goals, we may not have dreamed big enough. We will need to rethink our 2011-12 goals to assure that we are taking adequate strides towards expanding programs and strengthening the units under the Center to ensure their continued usefulness.

C. **What plans were implemented?**

Almost all of our plans were implemented. Those few that were not met were due to unexpected delays that were generally beyond our control. We were able to increase attendance at the Revue, while adding more students to the production process. The song-writing class was very successful and several UWA students have received exposure for their musical talents and abilities, both as writers and musicians. We will be able to attract more researchers to the Black Belt thanks to the productive year that the archivist had. Several archival projects were completed, making the information more readily available. Another way that we are bringing more people to the Black Belt is through the relaunch of the Black Belt Hall of Fame. We hope to increase participation in the event this year. Already, we have received more applications for induction this year, so we are well on the way to growing this event. Attendance at Heritage Area task force meetings and workshops increased in 2010-11, and more events will be available next year thanks to an increase in the number of grants that the Center writes each year.

D. **What plans were not implemented?**

Because of the decision to revamp the Center's website, we were not able to load archival finding aids to the web. We are addressing this, however, on the new website. Also, the archivist wrote an NEH grant to allow us to work in conjunction with two other public universities in Alabama to share server space to host our documents. If we receive this grant, we will be able to host the finding aids in two locations on the web. The other goal not met was an increase in the number of press releases for the Center. Though the number was up from last year, we did not meet our goal of 45, or about 1 per work week. We have already addressed this problem, however, through the recent hiring of a PR specialist specifically for the units located in Land Hall.

E. **How will assessment results be used for continuous improvement?**

While we are very happy with the fact that we met all but two of our goals, we do need to strive to grow and improve. Looking back over our goals and achievements, it is apparent that we perhaps did not push ourselves far enough. To be able to meet all of your goals perhaps means we were a little too comfortable with where we were going in 2010-11. It will be necessary for us to expand the goals of each unit in order for them to grow and become more effective. It is imperative that the Center and its goals become an integral part of the University and the community in order to ensure the survival of the Center for many years to come.
IV. Annual Reports

A. Key Achievements

For the 2010-11 PA documents, the Black Belt Garden, the Black Belt Conservation Institute, Ft. Tombecbe and the Black Belt Museum, though still part of the Center for the Study of the Black Belt, had separate PA pages created and their PA will be done via a page for each entity instead of under the Center for the Study of the Black Belt. Summary below:

The Center for the Study of the Black Belt The Black Belt Archives has completed the Sumter County Loose Records Project with the Alabama Department of Archives and History. A full-time archivist has been hired, and the Frank Derby collection has been processed. The Black Belt Conservation and Research Institute has completed interpretative panels for the Black Belt Prairie Restoration Project. The panels will be installed by December 2010. Guided Prairie Walks were held in May and June of 2011. A workshop on controlled burning was held in September 2010, and burn certification course and quail management course are planned for spring. The Black Belt Garden has been awarded an $87,000 grant by ADECA to complete its recreational trails. The weirs have been completed and new entrance construction has begun. The Black Belt Rootings, a monthly e-newsletter for the Black Belt Garden, informs people of monthly happenings of the Garden. A community orchard grant has also been awarded. The Black Belt Heritage Area’s congressional legislation for national designation was introduced on December 17, 2009. The U.S. Senate has passed the legislation, and the bill is in committee in the U.S. House. The Heritage Area received its 501(c) 3 designation. The Black Belt Children’s Tour guide was distributed; the Piney Woods Bird Trail was completed; two VISTA workshops were held; and new web page was launched. The third annual Black Belt Heritage Area Calendar will be available in December 2010 and features the YEAR OF MUSIC. Photography for the project is donated by Robin McDonald of Alabama Heritage Magazine. The BBHA partnered with the Alabama Historical Commission to offer a Main Street workshop in Selma, Alabama in August 2010. The BBHA has also partnered with the Kathryn Tucker Windham Museum in Thomasville, Ala., to offer an Oral History and Storytelling Workshop featuring Joyce Cauthen of the Alabama Folklife Association and Alabama Humanities Foundation. The Center is overseeing seed grant projects of $500 each to each of the 19 counties. The Black Belt Hall of Fame will induct its first two members at the January 2011 Sucarnochee Revue performance in Bibb Graves Auditorium. The inductees are Kathryn Tucker Windham and William James Edwards. The Campbell Environmental Educational Center, a double-dog trot house, has been moved to campus and placed by the Covered Bridge. The restoration of the building has begun and upon completion will serve as an office, outdoor classroom, and welcome center for the Black Belt Garden. The move and part of the restoration has been covered by grants from the Tombigbee RC D and gifts from private donors as part of UWA’s Capital Campaign. The Center for the Study of the Black Belt hosted its 7th Sucarnochee Folklife Festival and received funding from the Alabama State Council on the Arts for the seventh year in a row. The 8th Festival will be held April 16, 2011, and has received funding again from the Alabama State Council on the Arts. In addition, the Center hosted its third annual Sucarnochee Blues BBQ Cook-off on Nov. 5 and 6, 2010, at UWA's Intramural Fields. The Sucarnochee Revue Radio show opened its 8th season in August 2010. Besides its five performances at UWA, the Revue now hosts a show on the first Friday of every month at the Temple Theatre in Meridian, Mississippi. The Revue is heard on 59 stations across the United States and 14 stations in Australia. Mississippi Public Broadcasting has begun taping the show and the Sucarnochee Revue will appear on Mississippi Public Television in January 2011. The Revue will be a part of a documentary project with Alabama Public Television in the Spring of 2011, and a grant from the Alabama State Council on the Arts has been awarded for this project. The Center for the Study of the Black Belt now houses the VISTA program for Sumter County and this directed by Valerie Burnes. Five VISTAS are working in Sumter County. Two are working at the Center for the Study of the Black Belt. One is directing a service learning program, and the other is directing an oral history project for the Black Belt region. The Center also coordinates the Black Belt Symposium with the Department of Languages and
Literature and the Department of History and Social Sciences. The Center for the Study of the Black Belt was a sponsor for the Alabama Preservation Conference (partner groups Alabama Historical Commission, Alabama Trust for Historical Preservation, and the Black Heritage Council). The Center was a sponsor of the Public History Summit at the Alabama Department of Archives and History in Montgomery. The Center sponsors the audio tours at Magnolia Grove in Greensboro, Ala., and Gaineswood, Ala. in Demopolis.

B. Faculty Achievements
Ms. Valerie Burnes Did scholarly research on the Civil Rights Movement in Perry County; Family homes in the Black Belt Did scholarly research on the Civil Rights Movement in Perry County; Family homes in the Black Belt Article entitled, —Life, Death and Barbeque: Food and Community in Sumter County|| to be included in the Fall 2011 issue of —Tributaries,|| the journal of the Alabama Folklife Association. Burnes, Valerie and Lynn Reeves. —Record Keeping.|| Alabama Episcopalian, Jan-Feb 2011, p. 18. Article detailed proper archival storage techniques for Episcopal Church groups. Burnes, Valerie. —The Civil Rights Movement in Perry County. Alabama.|| Paper presented at the 2011 Black Belt Symposium on History - April 2011. Executive Committee - Alabama Historical Association; Chair of the Coley Book Award Committee - Alabama Historical Association; Appointed by Gov. Riley to a six-year term of the Cahawba Advisory Commission; Archivist - Episcopal Church Women, Diocesan Board; Secretary - Faculty Senate; Elected Secretary of Phi Kappa Phi for 2011-12; Appointed by Ala. Historical Association to Maritime Advisory Commission. Consulted at Farview Plantation in Sumter County for proper roof replacement; Testified in court in Perry County about the historical significance of Westwood Plantation; Consultant for processing of AFL-CIO archives; Ala. State Council on the Arts Folk Arts Apprenticeship Grant Reviewer. Acquired the Federal Highway Administration Covered Bridge Grant in the amount of $20,000 for repairs to covered bridge on UWA campus.

C. Staff Achievements
Center for the Study of the Black Belt · Hosted 8th annual Sucarnochee Folklife Festival · Co-hosted Black Belt Symposium with Department of History and Social Sciences · Ms. Valerie Burnes and Dr. Tina Jones appeared on Alabama Public Radio · Dr. Tina Jones and Ms. Wimberly Comer appeared twice on Troy Public Radio · Managed Black Belt Heritage Area, published third calendar, managed seed-grant program, hosted workshops on Oral History, Main Street Development, Public Relations/ Grant Writing, Interpretative Planning, and hosted all VISTAs from the Alabama Black Belt Heritage Area, established separate 501(c) 3 for ABBHA. · Dr. Tina Jones serves as president of the Alabama Black Belt Heritage Area Board · Sucarnochee Revue became a Mississippi Public Television show · Sucarnochee Revue served as backdrop for documentary on Alabama Music. This will premiere in October (Sucarnochee: A Revue of Alabama Music) · Held induction for the Black Belt Hall of Fame, Jan. 2011 · Managed five VISTAS in Sumter County (Service Learning, Oral History, Community Gardens, Arts Education, and Site Interpretation) Service Learning · Four service learning grants were awarded to faculty, and nine service learning projects were completed on campus. Black Belt Conservation and Research Institute 1. Completed first written burn plan for the UWA Prairie Restoration Area, and completed the 2011 prescribe fire. 2. Alabama Certified Burn Manager Re-Certification Course. September 10, 2010. 84 participants 3. GPS workshop at Alfa Hall, March 16, 2011. 4. Prescribed fire manager training course, May 24-27, 2011, at Alfa Hall. 5. Prairie strolls May/June 6. Worked with Student Affairs and hosted Earth Day Activities in conjunction with SpringFest 2011 7. Interpretative Panels installed on Prairie in April 2011 Black Belt Archives - Collections processed since September 2010 o Derby Family Papers Collection o Mattie Davidson Seale Collection o Judge S.G. Woolf Collection o Ralph M. Lyon Collection o Nellie Nielson Collection o Noble F. Greenhill Collection o George R. Monks Collection o Snow Hill Institute Collection o Sumter County Loose Records Project - Survey completed for Cheaha CCC records at Cheaha State Park Black Belt Garden ·
Recipient of ADECA trail grant and Alabama Power Tree Grant · Established Thurn Memorial Garden · Established Lasagna Gardens · Outreach programs through County Extension

D. **Public/Community Service**

The VISTA program for Sumter County is housed under the Center for the Study of the Black Belt. Five VISTA volunteers work in Sumter Co. They are the Service Learning Coordinator, the Oral History Interviewer (who is building tourism capacity in the region), the Museum Interpreter VISTA, the Community Garden VISTA, and the Arts Education VISTA. They put in over 200 hours/week in building Sumter County. The Service Learning Coordinator has been especially busy. Outside of the projects that she conducted via other departments on campus, she also led a clothing/canned goods drive on Martin Luther King, Jr. day in January. Four service learning grants were awarded to faculty, and nine service learning projects were completed on campus.