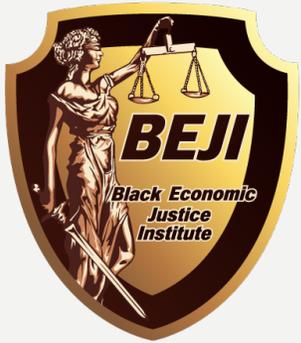




**Marcus Hall
Civic Engagement Academy
Session 4 – March 22, 2021
via Zoom**

Presented by

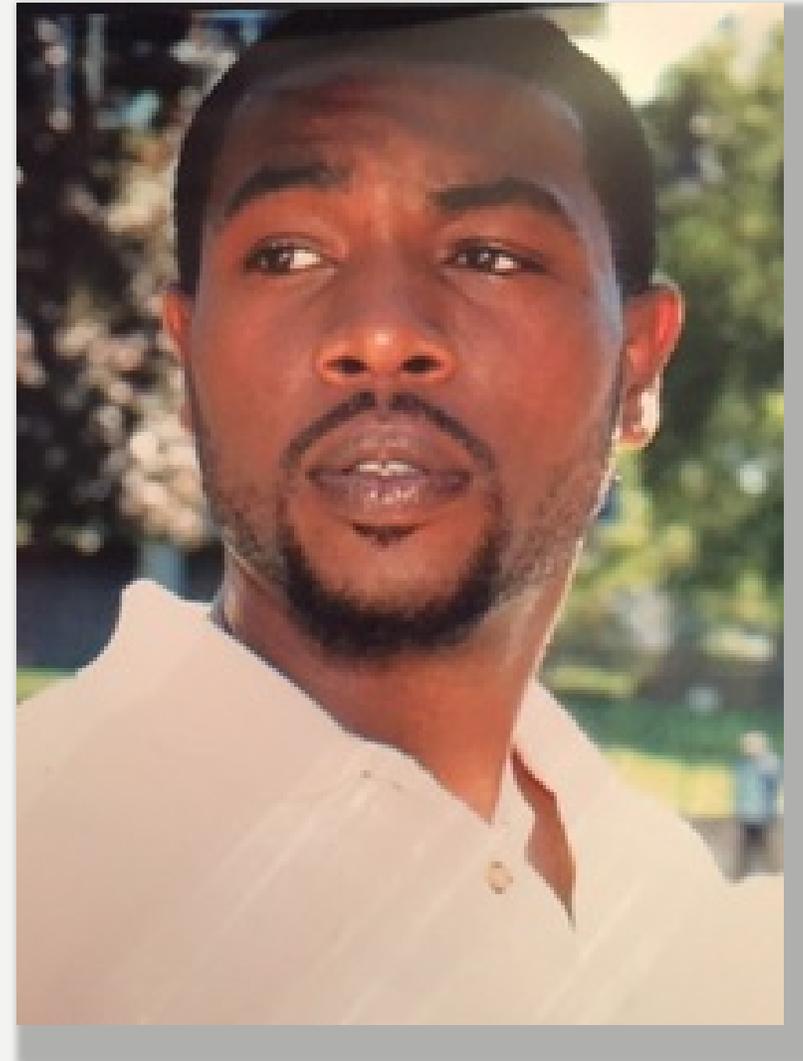
the Black Economic Justice Institute



Marcus Hall was dedicated to making positive changes in his community. Hall grew up in Dorchester and went to Charlestown High School.

Marcus and some of his friends had started a group called Brothers Out of the Hood, or BOOTH, to promote conflict resolution.

At 31, he had taken his four-year-old son, Yoda, for a haircut at a barbershop on Blue Hill Avenue on June 14, 2016 when he was shot and killed.



Marcus Hall Civic Engagement Academy **Sessions**

MAR

8 22

Research! Research!
*Understand your Community
How to meet community needs*

Money! Money!
*Raising money
Fundraising*

APR

5 19

Community During COVID

Building Community
Advocacy and Organization

Press/Media/Comm.
The Role of mainstream press

MAY

3 17

Sean Rochester
The Black Tax

Graduation
Presentations by students

Session 4, March 22, 2021

Marcus Hall Civic Engagement Academy

Check in - 10 minutes

Announcements – 5 minutes

Communication between sessions– how would you like to be contacted?
text? Email?

Did everyone receive their gift cards? – 3 by now

Google classroom — please accept invite.

If you have a school email, can you create a Gmail instead for this class?

Reminder – mentors are here for your questions out of session.

Introduction of Guest Speakers - Priscilla Flint Banks

March 22 Session- Money, Money, Money

Segun Idowu

President/CEO, Black Economic Council of Massachusetts - BECMA

Marquise Corbin

Friend of Marcus Hall and Student/Instructor of NFTE, National Federation of Teaching Entrepreneurship

Special Guest, Miss Francine Tymes, Marcus Hall's Mother

45 Minutes - Speakers

•Introduce mission for session: *Understanding the roles and responsibilities of elected officials*

Objective: This session is focused on financial literacy and fundraising. Money has been a tool to activate action within communities because it is a resource to render aid.

Discussion topic:

- Connection between money and support
- Importance of fundraising and community organizing
- Your network and how to build a network
- Building relationships

Can you talk about the importance of fundraising and knowing how to raise money as a community organizer?

Is money equivalent to support?

How do you convince someone to donate to you?

How do you find people to donate to you?

Can you talk about what a network is and how to build a network?

What does it mean for your network to equal your net worth?

Marcus Hall Civic Engagement Academy **Speakers** – Session 4, March 22, 2021



[Segun Idowu]

March 22
President/CEO, Black Economic Council of Massachusetts -
BECMA

**Special Guest, Miss
Francine Tymes, Marcus
Hall's Mother**



[Marquise Corbin]

March 22
Friend of Marcus Hall and Student/Instructor of NFTE, National
Federation of Teaching Entrepreneurship

What is Civic Engagement?

Educating the Community on the impact economic injustice has on all areas of their life, education, workforce development, criminal justice, and healthcare.

Civic engagement encouragement so individuals and families get involved in issues that are important to them, through volunteering, voting, contacting their elected officials, and attending public meetings.

Informing people who their elected officials are at the local, state and federal levels.

Coaching on advocating for legislation that impacts, economic and social development so they understand that they are entitled to economic justice and equity.

Researching the issues– who's involved, who's affected, who can make something happen? How can you make something happen?

Bio of Segun Idowu

March 22

Introducing

Segun Idowu

**President/CEO, Black Economic Council of
Massachusetts - BECMA**

A lifelong resident of Boston, Segun is a proud product of the Boston Public Schools. Following his graduation from Boston Latin Academy, he earned his Bachelor of Arts in History at Morehouse College in Atlanta, Georgia and honors from the Phi Beta Kappa and Golden Key Societies. In August 2014, he organized the Boston Police Camera Action Team (BPCAT) with his colleague, Shekia Scott. BPACT's mission was to further accountability and safety in Boston through the mandatory use of police body-worn cameras. As a result of their efforts, Mayor Marty Walsh announced a \$2 million investment in a permanent citywide body-worn camera program.

Segun currently serves as the President and CEO of the Black Economic Council of Massachusetts, Inc. (BECMA) the chief advocacy organization for Black businesses across the Commonwealth. In April 2020, *Boston Magazine* recognized Segun as one of the "100 Most Influential People in the City of Boston." In July, the *Boston Globe* recognized him on the front page of their Sunday edition as a "Man of the Moment" for his work in ramping up BECMA's efforts to advocate for and direct resources to Black businesses impacted by the COVID-19 pandemic and later honored him as a "Bostonian of the Year" that December.

Segun serves on many boards including ACLU Massachusetts, Mass Budget and Policy Center, Southwest Boston CDC, and the Roxbury YMCA. He also advises initiatives at the Federal Reserve Bank of Boston and the Metropolitan Area Planning Council.

CURRICULUM OUTLINE

- **February 8th Orientation**
 - *Introduction to Program*
- **February 22nd Session - Historical Context**
 - *The purpose of the historical context session is to gain a better understanding of the history of Black, AAPI, Latinx and Indigenous communities in this country and the city.*
- **March 8th Session - Research! Research! Research!**
 - *Grasp the importance of research in relation to understanding your community and using this as a tool to achieve your goals.*
- **March 22nd Session - Money! Money! Money!**
 - *This session is focused on financial literacy and fundraising. Money has been a tool to activate action within communities because it is a resource to render aid.*
- **April 5th - Community during COVID** (community organizing & advocacy)
 - *The students will learn how to advocate and organize from the testimonies of activists. They will have displays of how to contribute to the community through action and standing up for any issue they are passionate about. This session is based on turning your passion into purpose.*
- **April 19th Session - Press/Media/Communications**
 - *The participant will understand the effectiveness of both positive and negative of media. Understanding how to communicate and captivate an audience through speech and communication techniques are useful for organizing people.*
- **May 3rd Session – Sean Rochester**
 - *The Black Tax*

MARCUS HALL CIVIC ENGAGEMENT ACADEMY – RULES OF DISCUSSION ENGAGEMENT

Creating expectations that allow everyone in the group to participate and feel respected.

- Step up, step back.
 - Recognize that the strongest group conversations include a balance of all voices.
 - Notice how much you are/are not speaking in group discussions.
 - Make an effort to share when your voice is not heard.
 - Create space for others to share for themselves so their voices are not lost.
- There are no stupid questions.
- Avoid side conversations when someone is speaking to the group.
- Use “I” statements when speaking.
- Be willing to share your ideas and experiences with others.
- Give each other the benefit of the doubt.
- Everything discussed during the session is confidential.

MARCUS HALL CIVIC ENGAGEMENT ACADEMY

YOUR TEAM



Priscilla Flint-Banks

BEJI Co-Founder



Brother Lo Banks

BEJI Co-Founder



CeCe Graham

Facilitator



Georgia Sessum

Mentor



Marcel Henderson

Mentor

Marcus Hall Civic Engagement Academy

YOUR SUPPORT

TEAM



**Vikiana Petit
Homme**

Technical Support and
Communications



Brianna Millor

Curriculum
Development
Consultant



Darlene Penrose

BEJI Board



Mary Malaszek

BEJI Board

- ***Mission***

- *Center on people and community making sure that prosperity is broadly shared by educating, advocating and supporting BLACK and minoritized communities. Building POWER--- with knowledge through a proactive base of leadership, collaboration and accountability that will improve our community's quality of life.... as we celebrate our diasporic diversity.*

- ***Vision***

- *We envision the existence of generational wealth by creating good jobs and owning our own businesses. We want neighborhood schools that teach our own culture, history and civic engagement as part of the curriculum. We deserve lifestyles encompassing home ownership and safe neighborhoods for future generations.*

- ***Purpose***

- *BEJI serves the needs of economically and socially underserved people through advocacy and programs designed to help them secure well-paying jobs and influence the decisions that impact their lives.*

BEJI's

**Mission
Vision
and
Purpose**