

UNIVERSITY OF MEMPHIS

THE BENJAMIN L. HOOKS INSTITUTE FOR SOCIAL CHANGE

2019-20 Academic Year



MISSION

The Benjamin L. Hooks Institute's mission is teaching, studying and promoting civil rights and social change. For over 24 years, the Hooks Institute has addressed disparities related to education, diversity and inclusion, economic mobility and civic engagement.

The Hooks Institute implements its mission through funding faculty research and publications to shape policies and initiatives; production of documentaries for social media and public television broadcast that explore civil rights history; public exhibitions on civil rights movements in West Tennessee and the nation; lecture series on social justice issues; and direct community interventions that include the Hooks African American Male Initiative (HAAMI), a program to increase the retention and graduation outcomes of undergraduate African American males attending the University of Memphis.

The Hooks Institute's goal is to promote its mission by ameliorating racial, economic and social disparities in Memphis and the Mid-South by using the collective scholarship and resources of the university community.



Hooks Institute staff and HAAMI members at the HAAMI Mentoring Dinner. The UofM Holiday Inn, Nov. 19, 2019

TEACHING

Uplift the Vote: Everyone has a Voting Story

Leadership Fayette and Fayette County Schools hosted the exhibit, “Uplift the Vote: Everybody Has a Voting Story. What is Yours?” in June and July of 2019 and in February and March of 2020. Fayette County School students and community members explored the exhibit which demonstrated through photographs, documents and reflections, how African Americans’ demand for the right to vote in Fayette County, Tenn., in 1959 helped to create a more just and inclusive nation.



▲ Daphene R. McFerren, Hooks executive director and daughter of Fayette County civil rights activists John and Viola McFerren stands next to a wreath placed by Leadership Fayette to honor Fayette County activists. Fayette County Court House, Somerville, Tenn. Jan 23, 2020



“The creation of a just and equitable society is a work in progress that requires a steady and persistent commitment. We at the Hooks Institute remain steadfast in our efforts.”

Daphene R. McFerren
Executive Director
Hooks Institute



EXHIBIT AND CLOSING LECTURE



▲ Daphene R. McFerren, Hooks executive director, teaches UofM students about the Art Shay exhibit and the history of the civil rights movement in Fayette County, Tenn. July 16, 2019

Civil Rights and Social Unrest Through the Lens of Art Shay

From June 24-Oct. 5, 2019, 1,991 people attended the exhibit of *Life* magazine photographer, Art Shay, at the Art Museum of the University of Memphis (AMUM) which featured approximately 30 photographs that chronicled social unrest of the 1960s, including the 1968 assassination of Dr. Martin Luther King and the civil rights movement in Fayette County, Tenn. This event was co-sponsored by the Hooks Institute and the AMUM.

On Oct. 1, the Hooks Institute also collaborated with the AMUM to host a lecture from Dr. Erik Gellman, professor, University of North Carolina at Chapel Hill at AMUM. Gellman is the author of the book *Troublemakers: Chicago Freedom Struggles Through the Lens of Art Shay* (University of Chicago Press, Dec. 2019). Gellman's closing lecture explored Chicago activism and southern struggles to examine the interplay between grassroots movements and national political figures. Gellman also examined how Shay's images of social movements reflect the issues of inequality that continue to permeate America today.



▲ Erik Gellman speaks to a crowd at the AMUM about his book *Troublemakers: Chicago Freedom Struggles Through the Lens of Art Shay*. Oct. 2, 2019

Civil Rights: Stories to Inspire Change

Led by University of Memphis students, the Benjamin L. Hooks Institute for Social Change released a short video series on social media focused on civil rights history. For a six week period from March through April 2020, UofM students shared stories of people who worked to create a more just society, proving that ordinary people can do extraordinary things. Featured topics included Tom Lee, WDIA, Mason Temple and Beale Street Baptist Church.



Stax Music Academy: From Soulsville to Italy

On Mar. 5, the Hooks Institute and WKNO-TV Memphis hosted a community screening of *Stax Music Academy: From Soulsville to Italy*. The film follows talented young musicians from Memphis as they perform the songs of soul legends from Stax to audiences in Italy.

STUDYING

The Hooks Institute's National Book Award

The Hooks Institute's National Book Award continues to grow in prominence and received 29 nominations covering a diverse field of subjects related to the civil rights movement and its legacy.

The 2018 Hooks National Book Award winner was Dr. Mary Schmidt Campbell for her book *An American Odyssey: The Life and Work of Romare Bearden*. The work provides a telling biography of the artist Romare Bearden, whose iconic collages transcended the visual stereotypes of African Americans and conveyed the richness and complexity of African American life in the civil rights era. This event was held in partnership with the National Civil Rights Museum on Nov. 9, 2019.

Campbell is the tenth president of Spelman College. This event can be viewed on our YouTube page at <https://youtu.be/sxkKmHkRjuE>.

This event was sponsored by various University of Memphis entities including African and African American Studies, a Presenting Sponsor, and the Department of Art, Department of Anthropology, Department of History and Marcus Orr Center for the Humanities as Supporting Sponsors.



▲ Hooks 2018 National Book Award winner Dr. Mary Schmidt Campbell presents a lecture on her book *An American Odyssey: The Life and Work of Romare Bearden* at the National Civil Rights Museum. Nov. 9, 2019



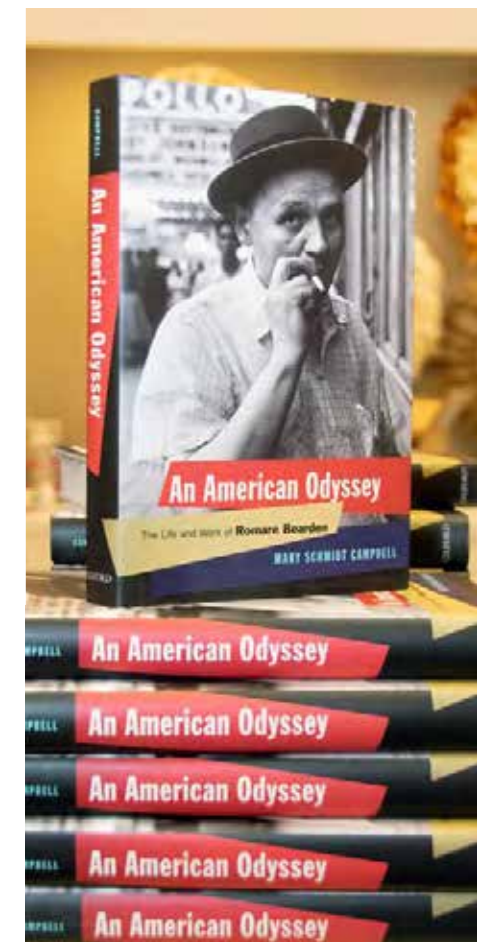
▲ Dr. Mary Schmidt Campbell signs copies of her Hooks National Book Award winning book, *An American Odyssey: The Life and Work of Romare Bearden* at the National Civil Rights Museum. Nov. 9, 2019

“WHAT I SAW WAS BLACK LIFE PRESENTED ON ITS OWN TERMS WITH ALL ITS RICHNESS AND FULLNESS IN A LANGUAGE MADE ATTENDANT TO EVERYDAY LIFE. ENNOBLED IT. AFFIRMED ITS VALUE AND EXALTED ITS PRESENCE.”

— Dr. Mary Schmidt-Campbell on the work of Romare Bearden



▲ Dr. Mary Schmidt Campbell (left) and Dr. Thomas Nenon (right), provost and executive vice president of the University of Memphis, at the Hooks National Book Award lecture. Nov. 9, 2019



Land, Economic Mobility and Race: The Tale of Two Nations, One Rich, One Poor

The 2019 Hooks Institute Policy Papers, titled *Land, Economic Mobility and Race: The Tale of Two Nations, One Rich, One Poor*, addressed pressing issues of great relevance to the Memphis community and the nation. Writers of this year’s policy papers come from prominent organizations across the country. The papers were:

“A Memphis Mirage: How Home Mortgage Alternatives and Increased Equity Firm Ownership Diminish Wealth in Low-Income Communities” by Wade Rathke (founder of the Association of Community Organizations for Reform Now) and Diné Butler examines how large equity firms diminished home wealth in low-income neighborhoods in Memphis and the nation in the years following the Great Recession. View this presentation on our YouTube page at <https://youtu.be/5WQ8f7FFUXU>.



▲ Wade Rathke (left) and Diné Butler (right) present their paper “A Memphis Mirage: How Home Mortgage Alternatives and Increased Equity Firm Ownership Diminish Wealth in Low-Income Communities.” Oct. 28, 2019



▲ Dr. Shelly White-Means presents her paper “Workplace Setting and Job Types as Detriments of Health Disparities” Oct. 28, 2019

“The Memphis housing market tells the tale of what happens when the state and federal governments allow large companies to further impoverish black communities in a way that harkens back to government-sanctioned redlining and the long shadow of racial discrimination and inequities.”

A Memphis Mirage: How Home Mortgage Alternatives and Increased Equity Firm Ownership Diminish Wealth in Low-Income Communities. (Fall 2019)

– Wade Rathke and Diné Butler

“Workplace Setting and Job Types as Detriments of Health Disparities” by Dr. Shelly White-Means (professor at University of Tennessee Health Science Center) looks at the impact of workplace settings and job types on health disparities. View this presentation on our YouTube page at <https://youtu.be/HD4wJXjrD24>.

“Economic Challenges Facing Black Men and Boys” by William R. Emmons, Ana H. Kent and Lowell R. Ricketts (Federal Reserve Bank of St. Louis) identifies solutions to create, sustain and advance the economic mobility of men and boys of color, who are more likely to experience downward economic mobility even if born into wealth. (The views expressed do not reflect the official positions of the Federal Reserve Bank of St. Louis or the Federal Reserve System). View this presentation on our YouTube page at <https://youtu.be/RGmTO6fttj4>.

▲ Lowell R. Ricketts presents his paper “Economic Challenges Facing Black Men and Boys.” Oct. 28, 2019



▲ Daphne R. McFerren (Hooks executive director) leads the panel at the 2019 Hooks Open House and release of Policy Papers. Oct. 28, 2019

“The very survival of the city may well depend on how effectively we are able to remove barriers to the full inclusion of African Americans in all aspects of economic life: business development, employment and consumption.”

– Economic Challenges Facing Black Men and Boys.

For printed copies of the 2019 Policy Papers, contact the Institute at bhi@memphis.edu or 901.678.3974. Digital copies are available on the Hooks Institute website at memphis.edu/benhooks/policypapers.

PROMOTING



▲ Community working group meets to discuss the dangers of land installment contracts in Memphis. Feb. 25, 2020

In coordination with the UofM's School of Urban Affairs and Public Policy (SUAAP), the Hooks Institute organized a community working group to address land installment contracts and other housing inequality issues in Memphis. Other UofM faculty members in the initiative include Dr. Charlie Santo (associate director, SUAAP), Dr. Andy Guthrie (assistant professor, City and Regional Planning), Daniel Kiel (professor, UofM Law School, associate director, Hooks Institute) and Dr. Elena Delavega (associate professor, Social Work). Community members in the group included representatives from United Housing, Building Memphis and Community Development Corporations.

How We Can Collectively Work to Reform Our Communities to Value, Protect and Invest in Black and Brown Lives

On June 22, Hooks hosted a live-streamed event, "Online Community Conversation on How We Can Collectively Work to Reform Our Communities to Value, Protect and Invest in Black and Brown Lives" with featured speakers Dr. Amanda Nell Edgar and Dr. Andre E. Johnson, faculty in the UofM Communication Department and authors of *The Struggle over Black Lives Matter and All Lives Matter* (2018) a book for which Hooks funded a research grant.

More than 100 people watched the event live on Facebook. The recording of the event was watched by more than 3,700 people on Facebook.

▲ Daphene McFerren, (top right) Hooks Institute executive director, moderates a discussion on policing and the Black Lives Matter movement with Dr. Amanda Niel Edgar (top left) and Dr. Andre E. Johnson (bottom). June 22, 2020.



The Frances Dancy Hooks Fund for Social Change Through the Arts and The Benjamin L. Hooks Fund for Community Uplift

In fall 2019, the Hooks Institute created two endowments to ensure a lasting impact of the generous gifts made to the Institute by Benjamin L. Hooks and his wife, Frances Dancy Hooks, in 2016. Each fund was endowed with \$50,000 from the family's initial gift and will enable the Institute to further the work of social change they championed.

The Frances Dancy Hooks Fund for Social Change Through the Arts will provide resources to support programming highlighting and promoting the role of the arts and culture in the work of social change.

The Benjamin L. Hooks Fund for Community Uplift will provide resources to elevate community involvement in social change.



▲ The late Benjamin and Frances Dancy Hooks.

OUR IMPACT

HOOKS COMMUNICATION STRATEGY

THE HOOKS INSTITUTE'S COMMUNICATION STRATEGY USING SOCIAL MEDIA, NEWSLETTERS AND VIDEO AND POSTCARD MAILINGS HAS RESULTED IN A MEASURABLE AND SUBSTANTIAL INCREASE IN PEOPLE WHO ARE CONNECTED TO THE WORK OF THE HOOKS INSTITUTE. THE METRICS WERE AS FOLLOWS:



4,112 followers on Facebook



2,006 subscribers on YouTube



2,247 subscribers through Constant Contact



1,621 recipients on our U.S. mailing list

Documentaries in Post-production

The Hooks Institute is completing a feature-length film on the life of civil and human rights activist Ida B. Wells (1862-1931). The Institute began submitting the film to festivals in fall 2020. A 15-minute short film on Wells' life, created by the Hooks Institute, has approximately 237,000 views on YouTube.



Hooks Institute and HAAMI staff (above, below) were joined by UofM colleagues to instruct HAAMI and fellow UofM students on personal finance. Oct. 24, 2019.

The Hooks African American Male Initiative

The Hooks African American Male Initiative (HAAMI) helps African American male undergraduate students at the UofM make progress toward earning their degrees. The program focuses on academic achievement, career readiness and personal development through monthly enrichment sessions; mentoring and coaching; and support and guidance to assist HAAMI members in navigating personal and academic challenges. HAAMI guides students from striving to thriving.

Now, in its sixth year, HAAMI has had a positive impact.

- There were 57 students enrolled in HAAMI in 2019-20
- 99% of HAAMI students were in good academic standing at the end of the spring
- 2020 semester
- 14 HAAMI students earned Dean's List status for the spring
- 2020 semester
- Five HAAMI students graduated during 2019-20, two graduated with honors
- Eight enrichment sessions were held focusing on academic success, mental health, personal finance, career-readiness skills and personal development
- Community engagement activities included an Economics Club meeting, the Robert Church Black Business Awards Luncheon, Memphis Grizzlies' private screening of *Just Mercy* and a Stax Museum tour





▲ HAAMI members and Hooks staff visit the Stax Museum of American Soul Music and Memphis Rox for a HAAMI cultural awareness outing. Feb. 28, 2020

Member Recognition

- One HAAMI member was inducted into the UofM's Carson's Circle for distinguished student leadership
- One member received the Outstanding Student Award from the UofM School of Public Health
- One member was awarded the Charles & Edna Neumann Scholarship from the Fogelman College of Business & Economics
- Four members attended the Southwestern Black Student Leadership Conference at the University of Texas A&M



▲ HAAMI members and staff visit Memphis Rox for a HAAMI team building outing. Feb. 28, 2020

HAAMI Student Feedback

"I appreciate HAAMI, for real! The HAAMI staff has been a big help and is going to be a reason why I walk across that stage!"

"I thank HAAMI so much. The staff are a blessing and have been real since day one!"

"I enjoy HAAMI, and it makes me feel good when the staff helps me stay on top of my priorities."



HAAMI F3: Five Tips, Fifteen Minutes with Food

The Hooks Institute launched **F3: Five Tips, Fifteen Minutes, with Food** as an extension of HAAMI to offer enrichment sessions to a broader base of students. F3 sessions focused on academic achievement and mental health.

**HAAMI Annual
Mentoring Dinner**

On Nov. 19, HAAMI students, UofM faculty and staff and community members attended the “HAAMI Annual Mentoring Dinner.” This event has become a staple of the HAAMI program and allows Hooks African American Male Initiative members to meet and network with business and university professionals.

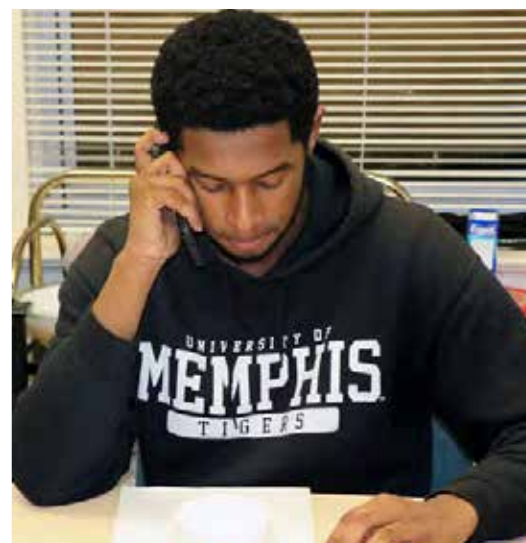


HAAMI members, UofM faculty, Hooks staff and community leaders at the annual HAAMI mentoring dinner. Nov. 19, 2019

MOMENTUM CAMPAIGN EXCEEDED EXPECTATIONS

HAAMI MomentUM campaign

Led by Hooks Institute staff, HAAMI members took on the challenge of raising \$3,000 for their fundraising campaign on MomentUM, the University's online fundraising platform. HAAMI members and Hooks staff raised \$3,847 – \$847 above the initial fundraising goal!



HAAMI members and Hooks staff participate in an evening "phone call center" to fundraise for the HAAMI momentum campaign. Nov. 2019

COMMUNITY PARTNERS

Hooks Institute Board

In May 2008, the Hooks Institute's Advisory Board was created to assist the Hooks Institute in the strategic development and implementation of its mission and programs. The Board is composed of people dedicated to the uplift of communities in Memphis and the nation. Members have included community activists, attorneys, corporate and public relations officials, engineers and the clergy.

"I am proud to lead the advisory board in partnering with the Hooks Institute staff to uplift communities through its mission and programs. I am especially proud of the HAAMI program. It provides coaching and mentoring to African American male students to aid them in graduating from the university. These students are being prepared to become leaders in the workforce and in their communities!"

Together, we are making a positive difference by removing injustices, racial, and other disparities in Memphis communities."

Thomas Flippin
Board Chair, Advisory Board of the
Hooks Institute

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Looking Ahead

The Hooks Institute is committed to providing the highest quality of work to facilitate our mission of teaching, studying and promoting civil rights and social change. In this way, we can create positive change in the Memphis community using the collective scholarship and engagement of the university community to provide models for national replicability.

Stay up to date with Hooks Institute news! Join our mailing list at
memphis.edu/benhooks/signup

GRANTS AND DONATIONS

Donor Support

The Hooks Institute appreciates the continued financial support from donors and grantors it received in FY20

Baptist Memorial Health Care

BlueCross BlueShield
of Tennessee
Community Trust

Delta Sigma Theta Sorority,
Memphis Alumnae Chapter

FedEx Corporation

First Horizon Foundation

SunTrust Bank

UofM Campus Community
Grant

**Grants, sponsorships and
other donations were
provided from the
following organizations:**

CIGNA

Greater Middle Baptist Church

Hilton Worldwide

Memphis Grizzlies

Methodist Le Bonheur
Healthcare

Pinnacle Financial Partners

Regional One Health



HAAMI member visits Memphis Rox for a HAAMI team building outing. Feb. 28, 2020



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