FOR IMMEDIATE RELEASE

Museum of the African Diaspora (MoAD) receives IMLS grant to expand its MoAD in the Classroom Program

San Francisco, CA, June 26, 2023 — The Museum of the African Diaspora (MoAD) in San Francisco has recently been awarded one of 34 Museum Grants for African American History and Culture from the Institute of Museum and Library Services (IMLS) and was one of only two organizations to receive the full $500K award amount this year.

The two-year grant will support the expansion of the Museum’s acclaimed MoAD in the Classroom (MIC) educational outreach program, an arts-based, visual literacy, and cultural studies program for underserved third and fourth-grade public school students and their teachers in the San Francisco Bay Area.

As one of the only museums in the world that exclusively celebrates the art and history of the African Diaspora, MoAD is uniquely positioned to respond to the San Francisco Unified School District’s expected 2023-2024 roll out of a newly-created and pioneering Black Studies Curriculum as well as new mandates from the CA Department of Education that require classroom teachers to incorporate art into core subjects, part of an effort to use a variety of approaches to make instruction individually and culturally relevant to all students. In the majority of school districts across the state of California, only 10% to 25% of students engage in some form of arts education, which research has shown significantly supports student academic achievement and student success toward high school graduation. Without dedicated art teachers on staff however, many educators are without the training and resources to teach the arts.

The IMLS grant allows MoAD to rapidly create and expand high quality digital content to expand the program beyond the Museum’s local geographic area while continuing to support and serve the approximately 1500 students and teachers currently participating each year. These digital assets, accessed through a portal on the Museum’s website, will support teachers with extensive lesson plans, instructional videos, and virtual 360 degree exhibition tours, potentially reaching thousands of additional students in California and beyond each year.

The funding also allows the Museum to pilot an expansion to support students and teachers in grades five through ten and extend its reach through a partnership with the San Francisco Public Library.
“Art education provides a means for self-expression, cultivates cultural pride, and unleashes the creative potential within every child,” says Demetri Broxton, Senior Director of Education, MoAD. “Yet, students of color in lower income neighborhoods have the least access to it. MoAD in the Classroom and the grant from IMLS addresses this disparity, ensuring that the arts flourish as an integral part of education, enabling every student to thrive and help shape a brighter future for all."

"IMLS is proud to support museums and cultural organizations doing important work to increase access to the stories of inspiring people, events, and experiences, at the center of African American history,” said IMLS Director Crosby Kemper. "Our Museum Grants for African American History and Culture demonstrate the commitment to preservation and promoting education of the rich cultural heritage across this country.”

ABOUT MoAD
The Museum of the African Diaspora (MoAD) is a contemporary art museum whose mission is to celebrate Black cultures, ignite challenging conversations, and inspire learning through the global lens of the African Diaspora. MoAD is one of only a few museums in the United States dedicated to the celebration and interpretation of art, artists, and cultures from the African Diaspora. The Museum presents exhibitions highlighting contemporary art and artists of African descent and engages its audience through education and public programs that interpret and enhance the understanding of Black art. Founded in 2005, the Museum continues to be a unique, cultural arts staple in the San Francisco Bay Area community.

For more information about MoAD, visit The Museum’s website at moadsf.org.

About the Institute of Museum and Library Services
The Institute of Museum and Library Services is the primary source of federal support for the nation's libraries and museums. We advance, support, and empower America’s museums, libraries, and related organizations through grantmaking, research, and policy development. Our vision is a nation where museums and libraries work together to transform the lives of individuals and communities.

IMLS’ Museum Grants for African American History and Culture is a special fund to support activities that build the capacity of African American museums and support the growth and development of museum professionals at African American museums.

Imls.gov
For media information or visuals, contact:
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Online https://www.moadsf.org/press-resources

General Information
The Museum is open Wednesday-Saturday 11am–6pm and Sunday, 12–5pm. Museum admission is $12 for adults, $6 for students and senior citizens with a valid ID. Youth 12 and under always get in free. For general information, the public may visit The Museum’s website at moadsf.org or call 415.358.7200. MoAD is located at 685 Mission Street (at Third), San Francisco, CA.

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