

FOR IMMEDIATE RELEASE

**Museum of the African Diaspora (MoAD) receives Superintendent's Award
for Excellence in Museum Education
from the California Association of Museums and California Department of Education**

San Francisco, CA, February 4, 2020 — The Museum of the African Diaspora (MoAD) in San Francisco has received a prestigious Superintendent's Award for Excellence in Museum Education from the California Association of Museums and California Department of Education. The award recognizes the outstanding achievements of the Museum's MoAD in the Classroom (MIC) educational outreach program.

MIC, now in its sixth year, is a visual literacy and arts program developed collaboratively with public school classroom teachers and MIC Teaching Artists that highlights themes of the African Diaspora through art and culture. MIC targets third-grade classrooms in low-income, underserved communities of the San Francisco Bay Area, including Oakland, Berkeley, Emeryville, San Francisco, and South San Francisco.

The Superintendent's Award Competition recognizes exceptional California museum programs that serve K-12 students and/or educators. The three winning programs for 2020 will be presented their awards by the State Superintendent of Public Instruction on March 4, 2020 in Los Angeles as part of the California Association of Museums' annual conference.

"We are very honored that MoAD has earned the esteemed recognition of the Superintendent's Award for Excellence in Museum Education for our revolutionary MoAD in the Classroom (MIC) program," says Monetta White, Executive Director, MoAD. "Learning is at the heart of our mission at MoAD, and MIC has transformed how we support local public school teachers integrate arts into their classroom curriculum and how we envision learning in our galleries. The impact of such a program has been felt by thousands of Title 1 students and teachers in the San Francisco Bay Area."

Recently, MIC was also awarded one of only fourteen annual Museum Grants for African American History and Culture from the Institute of Museum and Library Services (IMLS).

The award of almost \$250,000 supports the expansion of the program, allowing the Museum to offer MIC to 1,250 Bay Area third-graders in 2020 and increase to another 1,500 students in 2021, as well as providing free professional development workshops for area teachers.

The IMLS grant also allows MoAD to reach beyond the local region through the development of an accessible, online curriculum, which will include lesson plans developed over the past three years along with instructional videos and podcasts enabling teachers located anywhere in the world to access the resources and replicate the program for their students.

“We know from a 2012 study by the National Endowment for the Arts that students at schools in lower income communities benefit the most from arts education, but budget cuts here in California have taken their toll and only 10-25% of all the state’s students engage in any sort of arts education,” says Demetri Broxton, Senior Director of Education, MoAD. “There just aren’t many art teachers left in the schools, particularly in the schools that low-income students attend. California is trying to address that with new mandates to incorporate art into core subjects, but that can be daunting for a teacher without training in the arts, and then further, trying to make that experience culturally relevant for all students. Programs like MoAD in the Classroom are urgently needed right now, and as one of the only museums in the world that exclusively celebrates the art and history of the African Diaspora, we can create a unique opportunity for students to make connections to their personal histories through art.”

ABOUT MoAD

Opened in 2005 in San Francisco’s Yerba Buena arts district, MoAD, a contemporary art museum, celebrates Black cultures, ignites challenging conversations, and inspires learning through the global lens of the African Diaspora.

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

For media information or visuals visit our online press gallery or contact:

Nina Sazevich
Public Relations
415.752.2483
nina@sazevichpr.com

Mark Sabb
Director of Marketing and Communications
415.318.7148
msabb@moadsf.org

Online moadsf.org/press-center/