**Mary McLeod Bethune Council House Federal Advisory Commission**

**Name of the Subcommittee**: Communications and Community Engagement

 **Function of the Subcommittee:**

Provide recommendations to the National Park Service that will enhance the community’s and public’s awareness of the Mary McLeod Bethune Council House (MMBCH), its program and resources, and enhance community engagement with the MMBCH.

**Subcommittee Members:**

Dr. Thelma T. Daley

Dr. Shelia Y. Flemming

Ms. Janice L. Mathis, Esq.

Dr. Alotta E. Taylor, Chair

**Subcommittee Recommendations and Rationale:**

Superintendent Morrison shared that there is a lack of awareness of Dr. Mary McLeod Bethune and the Historic Bethune Council House. With that information the Communications and Community Engagement Subcommittee provides the following recommendations to the National Park Service (NPS):

1. Develop formal partnerships with relevant organizations including the Smithsonian, NCNW, Bethune Cookman University, NAACP, NTHP, UNCF, BWH, NMAAHC and schools named for Bethune. This would provide opportunities for the NPS to better communicate and engage with the local community/neighborhoods as well as with associated organizations, locally and beyond.

1. Address prohibitive factors, namely not being open on Saturdays. Expanding the hours the Mary McLeod Bethune Council House (MMBCH) is open would increase the opportunities for the community and public to visit the MMBCH and acquire more knowledge of Dr. Bethune and the MMBCH programs and available resources.

1. Provide literature in the Capitol Visitor Center – connecting the Bethune statue in the capital with the NHS and statue in Lincoln Park. Thousands of people regularly visit the Capitol Visitor Center. Availability of literature in the Visitor Center would provide information to the public about the MMBCH for potential tours and to see the historic Mary McLeod Bethune statue in Lincoln Park.

1. Expand and engage schools with visits and virtual relationships. This would increase students’ knowledge of Dr. Mary McLeod Bethune and her contributions nationally and internationally. Her upbringing and her life could inspire students to realize anything is possible with a dream, belief in yourself, hard work, and teamwork.

1. Develop a brief video and circulate with a brochure. Target Black History Month, Women’s History Month, May – Bethune’s passing and July – birth month. This would increase the opportunities for the community and public to acquire more knowledge of Dr. Bethune and her contributions.

1. Consider creating a YouTube channel. YouTube is said to be one of the most popular sites on the web, with visitors watching around 6 billion hours of video every month. Creation of a YouTube channel would allow the opportunity for MMBCH to create and share selected videos via the channel on an ongoing basis and thereby increase engagement with schools and universities, communities, and the public.