

••• **BEYOND THE STATISTICS**  **ARE THE REAL STORIES OF THE CHILDREN** •••

47%

THE NUMBER OF BLACK MALES THAT GRADUATE
FROM HIGH SCHOOL EACH YEAR

WHAT HAPPENS TO THE OTHER

53%?

THEY REQUIRE MORE COMMITMENT AND SUPPORT from their parents, schools and the community at large to reach their potential. Too often labeled as **AT RISK**, these young men have proven time and again that they are really **AT POTENTIAL** and they require simply the will and dedication of adults in and around their lives to make a difference in their walking into the future through graduation or making choices that prevent them from moving forward.

[WHO WE ARE]

Beyond the Bricks Project is a non-profit media and community engagement organization that promotes and encourages support for increasing educational and social outcomes for all underperforming students, especially black male youth, who are listed as the lowest performing students in 36 US states.

THE 3 OVERARCHING OBJECTIVES OF THE PROJECT ARE TO:

- **HELP REFOCUS THE AGENDA** away from merely identifying the problems among black male youth to promoting and encouraging schools and communities to work together on solutions to educating these young men
- **INCREASE POSITIVE COMMUNITY ENGAGEMENT** in the everyday lives of Black male youth
- **ENCOURAGE THE DEVELOPMENT** of youth achievement, leadership and activism through emphasizing community citizenship

**BEYOND
THE
BRICKS** PROJECT INC.



*This project was produced and founded by Washington Koen Media's Principals' Ouida Washington and Derek Koen from the film **Beyond the Bricks**.*

THE BTBP
PROJECT UTILIZES
4 ACTIVITY STREAMS

TO ACCOMPLISH OUR OBJECTIVES:

[MEDIA / FILM PRODUCTION & SCREENINGS]

BEYOND THE BRICKS film follows 2 black male students as they struggle to stay on track in the Newark, NJ Public School system. The film is a tool to galvanize diverse community stakeholders in or to promote local solutions based conversations around issues school age black males face.



BEYOND THE OBSTACLES ARE THE PROMISES OF THE PAST

[2] OUT OF SCHOOL PROGRAMMING

BTBP COMMUNITY PRODUCERS PROGRAM is a media literacy and community advocacy program that came about in response to community response in viewing the Beyond the Bricks film. BTBP created the Produce! Create! Innovate! (PCI) Community Producers Program, a media literacy and media production course that is designed for young Black males to investigate and interrogate how they are represented through broad media



“ I WANT TO INSTILL OUR YOUTH WITH SOME KNOWLEDGE OF SELF, BECAUSE THAT’S WHERE WE’VE GOT THE SHORT END OF THE STICK: WE DON’T UNDERSTAND THE VALUE OF WHAT OUR ELDERS WANT US TO RESPECT. AND ITS NOT OUR FAULT. IT WILL ONLY BE OUR FAULT IF WE LET THE ONES AFTER US GO THROUGH THE SAME STUFF WE WENT THROUGH. ”
MACIO THOMPkins
BEYOND THE BRICKS PROJECT

culture, then produce media content that better speaks to their realities and concerns = Reframing the Narrative. This project is implemented in collaboration with Universities and schools internationally.

BTBP FELLOWS PROGRAM Upon completing the PCI program, one young man from each partner location are invited to participate in the Fellows Institute in the summer. Each summer Fellow Candidates spends one week learning from local and national mentors and experts in media, community leadership/ engagement, and educational planning, as they set up community based media campaigns around issues they want to address in their communities.

70

THE NUMBER OF CITIES
THROUGHOUT THE U.S.
AND THE U.K. THAT THE
FILM HAS SCREENED*

*[to date] and continues to be requested by communities around the world



[3] DIRECT COMMUNITY ENGAGEMENT

BTBP WEBSITE WWW.BEYONDTHEBRICKSRPROJECT.ORG, a internet portal for information and to distribution mechanism for the Community Producer and Fellows’ work and voices.

SECONDARY SCHOOL SCREENINGS AND DISCUSSION GUIDES: BTBP created discussion guides to accompany the Beyond the Bricks film, that respond to the need for Community Organizations, Professional Development among teachers and primary school staff, and for students years 9-12. Please visit www.beyondthebricksproject.org to see a case study of implementation of the guides in a school district.

POST SECONDARY SCREENING SCREENINGS AND DISCUSSION GUIDES: Universities are purchasing the film and discussion guides for their libraries. Several classes have been utilized the film and project with within their courses, including Dr. Charles Bretan of Strayer University who added BTB in his course on Civic Engagement. [please see Dr. Bretan’s Scholar Review of BTB @ <http://beyondthebricksproject.com/justice-matters-prophetic-witness-beyond-bricks-and-educating-just-society-charles-p-bretan-edd>]

[4] FOCUSED RESEARCH & PUBLICATION



DR. CHANCE LEWIS



THE JOURNAL
OF NEGRO
EDUCATION



DR. YOLANDA
SEALY-RUIZ

THE EVOLUTION AND RE-EMERGENCE OF OUT-OF-SCHOOL PROGRAMMING as a way to support children and in particular Black Male achievement, cannot be divorced from the current economic and social-political contexts in the US and globally. This emerging research is focusing on a range of areas where Black males and young men of color need support—such as traditional and critical digital literacy skills, STEM, social-emotional-public health, nutrition and community-civic engagement/ leadership (e.g. Emdin, 2011). BTBP looks to present a literary review of the current material around best practices in education and black male achievement, along with working with our partners at leading universities around the world to implement collaborative research and papers that support increasing educational and social outcomes for Black Males and their communities.

[IMPACT / VISION STATEMENT]

THE BTBP FILM AND COMMUNITY ENGAGEMENT INITIATIVE has reached more than 15,000 community members in the US and London. And along with the discussion guides, have been utilized in public school districts, community organizations, and major universities and colleges. The PCI program has directly engaged 80 young men around the country, and countless others through the work of the community producers and BTBP Fellows. The conversation around black males has begun to shift from simply the negative and we believe that Beyond the Bricks' initial push to change that language has been in the forefront of the current black male achievement initiative.

80

THE NUMBER OF
YOUNG MEN AROUND
THE COUNTRY
THE PCI PROGRAM HAS
DIRECTLY ENGAGED.

[IN THEIR OWN WORDS]



“MY FAVORITE PART OF THE PROGRAM IS INTERACTING WITH OTHERS THAT I REALLY TALK TO AND LEARNING HOW TO USE DIFFERENT MATERIAL AND SOFTWARE I NEVER USED BEFORE.”

MIGUEL BOOZER
BEYOND THE
BRICKS PROJECT



“I REALLY THINK THAT THE VALUE OF A UNIVERSITY'S PRESTIGE CAN REALLY BE JUDGED BY HOW IT SERVES ITS LOCAL COMMUNITY.”

BRIAN WILLIAMS
BEYOND THE
BRICKS PROJECT



“THE MOST INSPIRATIONAL MOMENT FOR ME DURING THE PROGRAM WAS SEEING THE BOYS PARTICIPATE IN A RALLY FOR TRAVON MARTIN; IT WAS A MOMENT THEY WOULD NEVER FORGET. AND NOW THEY ARE TAKING CONTROL OF TELLING THE STORY OF THAT EXPERIENCE, THEY WILL BE PROUD AND I FEEL PROUD TO BE A PART OF THAT.”

MIKE MOLINA
BTBP INSTRUCTOR



“I LIVE IN THE MOMENT. I TRY TO CHERISH EVERY MOMENT THAT I HAVE. I TRY TO MAKE THE RIGHT CHOICES IN THOSE MOMENTS BECAUSE WHEN I LOOK BACK I WANT TO SAY I DID THAT RIGHT.”

QUINTON ARNOLD
BEYOND THE
BRICKS PROJECT

... BEYOND THE BRICKS



ARE THE HOPES OF TOMORROW ...