

EDUCATION
WORKSHOP

Raising the
Volume
Episode XXIX

*Kimberlyn Davis
highlights the
Emanuel Nine
Memorial*

--

Middle School and Up

RAISING THE VOLUME

with **Kimberlyn Davis**



CORE SUBJECTS AND 21ST CENTURY THEMES

Mastery of core subjects and twenty-first century themes is essential for all students in the twenty-first century. Core subjects include English, reading or language arts; world languages; arts; mathematics; economics; science; geography; history; and government and civics. In addition to these subjects, schools must move forward to include not only a focus on mastery of core subjects, but also an understanding of academic content at much higher levels by weaving twenty-first century interdisciplinary themes into core subjects.

Global Awareness

1. Use twenty-first century skills to understand and address global issues.
2. Learn from and work collaboratively with individuals representing diverse cultures, religions, and lifestyles in a spirit of mutual respect and open dialogue in personal, work, and community contexts.

Civic Literacy

1. Participate effectively in civic life through knowing how to stay informed and understanding governmental processes.
2. Exercise the rights and obligations of citizenship at local, state, national, and global levels.
3. Understand the local and global implications of civic decisions.

Work Creatively with Others

1. Develop, implement, and communicate new ideas to others effectively.
2. Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work.
3. Demonstrate originality and inventiveness in work; understand the real world limits to adopting new ideas.
4. View failure as an opportunity to learn; understand that creativity and innovation is a long-term, cyclical process of small successes and frequent mistakes.
5. Implement innovations.
6. Act on creative ideas to make a tangible and useful contribution to the field in which the innovation will occur.

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OVERVIEW

Everyone has a story. It's our place to take a moment to listen. Once you listen, your eyes open. You can put yourself in someone else's shoes and try to comprehend their experiences. You may be inspired, you may come away with more knowledge, or you may find a bit of yourself in someone else.

"Raising the Volume" is a series of Black stories. These are stories about Black entrepreneurs, judges, authors, artists, and leaders in our community. These are stories that need to be heard. Led by the Gaillard's Artists-in-Residence Charlton Singleton and Marcus Amaker, "Raising the Volume" gives a platform to Black community members whose lives matter.

As you introduce this series to your students, follow the bullet points below for discussion. Your students will find that they are challenged to think about uncomfortable things. Those conversations are what will help us change our world. In the words of Judge McFarland, "To break down racial barriers, start where you are." So, let's start where we are and see what change we can bring to our community.

For each lesson, split your class into small groups for discussion or discuss as a whole. Choose the model that is the most comfortable for your students so they feel free to discuss opinions openly.

Teachers, if you are interested in scheduling a cross-school discussion on Raising the Volume Episode XXIX, please email Sterling deVries at sdevries@gaillardcenter.org. Through cross-school Zoom calls, we can offer students from one school a different perspective on the video with students from a second school. We will schedule class-to-class meetings where whole groups can discuss various topics covered in Episode XXIX.

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EPISODE XXIX



(CLICK THE IMAGE TO WATCH EPISODE XXIX)

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LESSONS

In August 2020, Kimberlyn Davis was named the Executive Director of the Mother Emanuel Memorial Foundation. She is currently overseeing the entire effort to build a national memorial, called the Emanuel Nine Memorial, which will honor the five survivors and remember the nine slain at *Mother Emanuel AME Church* on June 17, 2015. If you are not familiar with the Emanuel Nine, read more [here](#). **Both Marcus Amaker and Kimberlyn Davis discuss how emotions and feelings are rarely discussed in the Black community. What were your feelings when they were discussing one of the family members who forgave Dylann Roof? What is your opinion on forgiveness after a tragedy?**

"In 2017, Michael Arad was selected to design a memorial to the victims of the 2015 Charleston church massacre at the Mother Emanuel AME Church in Charleston, South Carolina. Michael Arad's work on the National September 11 Memorial at the World Trade Center site in New York City was a determining factor in his selection for the Emanuel Nine Memorial design project."¹



Rendering of the Memorial Courtyard that is part of the Emanuel Nine Memorial



Learn more about the memorial design [plan](#).

Observe the rendering of the Memorial Courtyard and the Emanuel Nine Memorial. Why do you think the architect designed it in this way? What is symbolic about it?

Kimberlyn Davis encourages students to be their authentic selves and to find a passion or social justice to fight for. "NEA EdJustice engages and mobilizes activists in the fight for racial, social, and economic justice in public education. Readers will find ways they can advocate for our educators, students, families, and communities."²

Read about some of the current social injustices that are occurring in the United States. Does one spark more passion for you? What actions can you do to make changes in your community?

Visit the National Education Association [website](#).

¹ "The Designer: Michael Arad," The Mother Emanuel Nine Memorial Foundation, accessed January 14, 2023, <https://emanuelnine.org/the-designer/>.

² "Social Justice Issues," National Education Association EdJustice, accessed January 14, 2023, <https://neaedjustice.org/social-justice-issues/>.

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ABOUT KIMBERLYN DAVIS



Kimberlyn Davis has lived in Charleston for the past ten years. She has over twenty-five years of marketing experience in the financial services and consumer packaged goods industries, and she most recently has been running a local nonprofit.

In 1999, she joined Coca-Cola and ran their local grassroots multicultural marketing program in Nashville and Jackson, Tennessee. She increased sales for the Coca-Cola portfolio by 75% her first year and increased Coca-Cola brand perception with an emphasis on the flagship brand Coca-Cola Classic.

Always looking for her next challenge, Davis left Nashville in June 2001 to move to Charlotte, North Carolina, as promotions manager with Coca-Cola. While in this role, she learned more about product and package development while continuing to support the multicultural marketing efforts. Some of the exciting launches she worked on included: FridgePack, Diet Coke with Lemon, Diet Coke with Lime, Vanilla Coke, Coke Zero, Full Throttle, and Sprite Remix. For each launch, she supported the sales team by providing relevant in-store collateral, developing sampling programs, and partnering with field managers to help execute the launches flawlessly.

In November 2005, she left the carbonated beverage industry and joined Bank of America as Vice President of Small Business Marketing. In this role, she created and managed end-to-end marketing campaigns for small business products and services using traditional and digital media. In 2009, she joined the home loans team to develop various marketing strategies, including the strategic vision to help distressed homebuyers get the assistance needed during the housing crisis. In 2012, she was promoted to Senior Vice President of Marketing Programs for Home Loans to ensure Bank of America met its Community Reinvestment Act objectives with low- to moderate-income homebuyers. She also developed financial education tools to help potential homeowners understand credit and the process of getting a mortgage. Finally, she created effective demand generation email strategies for the auto and home equity loan teams to maximize clicks and online product applications.

In September 2019, she started K Davis Marketing Group and has worked with the Beach Company, the Mother Emanuel Memorial Foundation, the Medical University of South Carolina, and the Charleston Men's Chorus handling various marketing and fundraising initiatives, including message framework development, direct response and social media marketing, and community outreach.

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ABOUT MARCUS AMAKER



Marcus Amaker was named Charleston, SC's first Poet Laureate in 2016. He's also an award-winning graphic designer, an accomplished electronic musician, the creator of a poetry festival, and a mentor to hundreds of students. His poetry has been featured by PBS Newshour, SC Public Radio, Huffington Post, A&E Network, Charleston Magazine, and more. In 2019, he won a Governor's Arts award. His poetry has been studied in classrooms across the country and has been interpreted for ballet, jazz, modern dance, opera, and theater. Marcus has recorded three albums with Grammy Award-winning drummer and producer, Quentin E. Baxter. His latest book is *The Birth of All Things* (Free Verse Press).⁵

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5. "Bio," on Marcus Amaker's official website, 2021, <https://marcusamaker.com/bio/>.

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