RAISING THE VOLUME

with Marcus Amaker & Charlton Singleton

Raising the Volume
Episode VIII

A conversation on entrepreneurship with Andrea Davis.

Sixth Grade and Up
Mastery of core subjects and 21st century themes is essential for all students in the 21st 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 21st century interdisciplinary themes into core subjects.

Global Awareness
1. Use 21st 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, and 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.
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. Stories about Black entrepreneurs, judges, authors, artists, and leaders in our community. Stories that need to be heard. Led by the Gaillard Center’s Artists-in-Residence, Charlton Singleton and Marcus Amaker, Raising the Volume gives a platform to Black community members and opens us all up to honest discussion.

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.” 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 VIII, 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 VIII.
Raising the Volume

Episode VIII: A conversation on entrepreneurship with Andrea Davis.

(CCLICK THE IMAGE TO WATCH EPISODE VIII)
Andrea Davis is an entrepreneur, who six years ago established her own company, *Motherland Essentials*. What is an entrepreneur?

Andrea left her first career after a life-changing experience. She states, “My goal was to create a safe space [and] make a living while being valued.” **Unpack that quote:** what does she mean? Do you agree with her statement? Do you want to make a living while being valued? Why or why not?

In regards to starting her business, Andrea states, “It looks easy on Instagram, but it’s not.” Social media has a way of making many people and careers look lavish or simple. **Can social media cloud your judgement when setting goals for yourself?**

Read the article [here](#) on social media and perceptions. Write down three points to discuss with your group.

Andrea mentions the lack of Black artists at local outdoor markets and says, “We need to have more conscious spaces that are dedicated to what we [Black artists] are doing.” **What could we do as a community to support our Black artists?**

Marcus refers to the time period in June 2020 following the death of George Floyd. The nation looked to support Black businesses, and both Marcus and Andrea had a huge jump in sales that month. However, Marcus states, “It can’t be just a fad.” **Unpack this quote. What does he mean, and how can we keep it from being a fad?**

**How can you support small businesses?** What is the benefit of supporting local? How does it affect the local economy?
ABOUT ANDREA DAVIS

Andrea Davis always felt that everyone should have access to the products that are considered better for us, but unfortunately items labeled as “natural” or “organic” aren’t typically affordable to many. As a young wife and mother, she understands the importance of maintaining a budget. She initially started making handcrafted soaps as a way to provide more natural options to her own family and friends, and again considered the fact that cost keeps so many people away from healthy, quality products.

Motherland Essentials is an extension of her nurturing spirit to each of you.

Her ultimate goal is to foster an appreciation of all things natural and provide an opportunity to fall in love with natural skin care as much as she has. Everyone should have the ability to exercise the right to place quality over price, and Motherland Essentials is working toward achieving this goal one product at a time.
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).
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