



HBCU

Digital

ART COLLECTION

H-DAP™

HBCU Digital Art Project

Rev. September 2022

Presented by:

Valerie A. Cooper, MBA

Corporate Art Consultant & Accredited Fine Art Appraiser

Cooper Worth Wiggins, Incorporated



Table of Contents

H-DAP™ Mission Statement	3
Project Rationale and Sense of Urgency	4
Four (4) Steps	5
1. Digitization & Searchable Access	6
2. Education & Cultural Enrichment	7
3. Preservation & Risk Management	8
4. Sustainability & Growth	9
Appendix	
Twenty-Three HBCUs On-Board	11
Related Projects	12
Contact Us	13



H-DAP™ Mission Statement

American art history has historically omitted and marginalized the contributions of African American art.

HBCUs were some of the first institutions to serve as repositories for African American Art, and they were also the first patrons of African American Artists. Artwork by African American artists reflects a long history of African American art woven into the larger context of American art history. HBCU museums, galleries and archives have been and continue to be stewards of these exceptional works of art.

To correct these American art history omissions, H-DAP will provide nationwide access to a digital repository of select works from HBCU art collections, thus providing education and cultural awareness about African American art. As a result, partially developed and marginalized American art history will be completed.

All 107 HBCU art collections are included in this initiative adopting a “no child left behind” mentality.

PROJECT RATIONALE & SENSE OF URGENCY

- HBCUs were some of the first institutions to serve as repositories for African American Art, and they were also the first patrons of African American Artists. Given this, the artwork and the African American Artists need to be unveiled and made accessible to the world at large.
- H-DAP will aim to correct the American Art History narrative by providing education and cultural enrichment about African American Art to individuals from the three target audiences below:
 1. **Academic Institutions**

Amend textbooks for grade school through college levels to include African American Art History. As a result, students will no longer have an incomplete, marginalized education about American Art History, by including African American Art into academic curricula.
 2. **Arts Organizations**

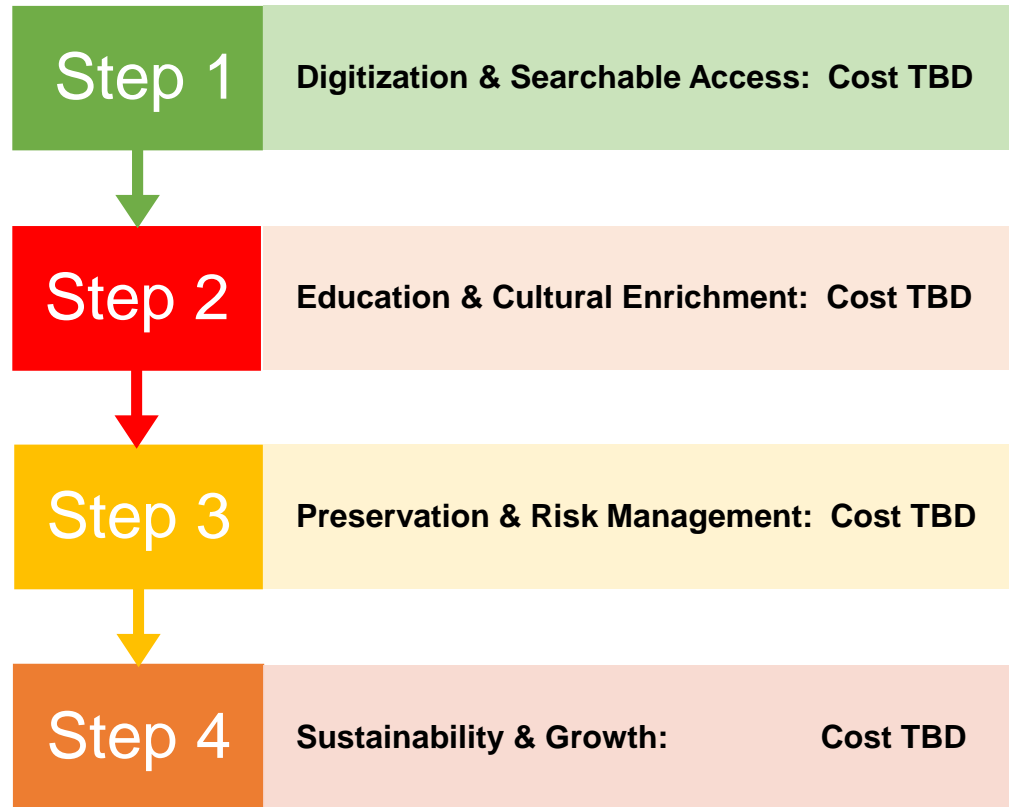
Minimize barriers and adopt more inclusive practices to eradicate behaviors where major museums and arts institutions systemically exclude Black Artists from the American art canon.
 3. **Corporate America**

Expand Diversity, Equity & Inclusion (DEI) initiatives to educate all employees, from entry level positions to the C-Suite, on how to embrace, value and appreciate the African American culture using art as a vehicle.



4 Steps

Budget Required:





STEP 1: Digitization & Searchable Access

1

WHAT

H-DAP will make accessible art collection data and images including:

- Artwork details including images, videos and documents
- Artist Information
- Art Collection Facts
- HBCU Institution Facts
- Art History & Black History Period Facts
- Inventory, Valuation and Risk Factors

H-DAP's functionality will include Searching Aids, Virtual Exhibitions and Hard-Copy Reports.

Updates / Maintenance

HBCU Art Collection Administrators will have the ability to add and edit their respective art collection data periodically in order to keep current.

2

WHO

The Three Target Audiences are:

A. Academic Institutions

- Grades K-12
- 2 Yr. & 4 Yr. Colleges & Universities
- Post-Graduate - Masters, Ph.D.

B. Arts Organizations

- Museum Education Departments
- Auction Houses
- Appraisal Organizations – Appraisal Association of America, etc.

C. Corporate America

- Employee Resource Groups
- Workforce Diversity Councils – External Partnerships (NSBE, NBMBA, etc.)
- Mentoring Programs
- Human Resources Recruiting and Retention Initiatives (On-Campus & Experienced Hires)
- Marketing & Communications (Imagery and Messaging)

3

HOW

H-DAP is a cloud-based art collection system (w/ Mobile App) that will make select works of art accessible from 100+ HBCU Art Collections nationwide.

Subscriptions with different levels of access will be offered to Three Target Audiences as follows:

A. Academic Institutions

B. Arts-based Organizations

C. Corporate America

Intellectual Property will be protected.

- ✓ Appropriate Patents, Copyrights and Trademarks will be secured as recommended by IP Counsel.
- ✓ Cybersecurity measures will be taken to mitigate technology risk.



STEP 2: Education & Cultural Enrichment

Museums & Mocktails™

1. Webinars Tours

Video
Live

2. Oral Histories

Video
On-Demand

3. Podcasts

Talk
Live and On-Demand

Seven Delivery Methods for 3 Target Audiences:

1. *Academic Institutions*,
2. *Arts Organizations*
3. *Corporate America*

7. On-Ground, In-Person

(duration 1 hour or greater)

- Lunch & Learns
- Artist Talks
- Lectures & Workshops



4. Televised Documentary Film

5. Coffee Table Book / Catalogue Raisonné

6. Gaming Apps Kevin Segalla



STEP 3: Preservation & Risk Management

“Preservation ... a definition: 1) to keep safe from injury, harm, or destruction; 2) the activity or process of keeping something valued alive, intact, or free from damage or decay.”

***How will H-DAP
preserve HBCU Art Collections?***

RISK MANAGEMENT

1. Locate, Identify & Catalogue Objects
2. Appraisals & Insurance for:
 - Art Collections & Archives
 - Brick & Mortar Facilities, DMAS and Art Collection Systems
3. Museums’ Directors and Officers Liability Insurance

PRESERVATION AND PROTECTION

1. Physical well being of individual artworks
2. Ongoing cultivation and protection of the deep history and rightful legacy of the artists & artwork



STEP 4: Sustainability & Growth

The deserved legacy of the HBCU Art Collections will progressively grow by raising awareness and offering educational programs related to the artists, artwork & history of the Collections.

With Art Collection preservation protocols in place, the continuing, future health of the physical Art Collections can be addressed through Sustainability & Growth initiatives.

These initiatives will include the development and/or periodic review of:

- Art Collection Mission Statement
- Art Collection Donation Policy
- Acquisition and De-Accession Guidelines & Schedule

HBCU

of Digital

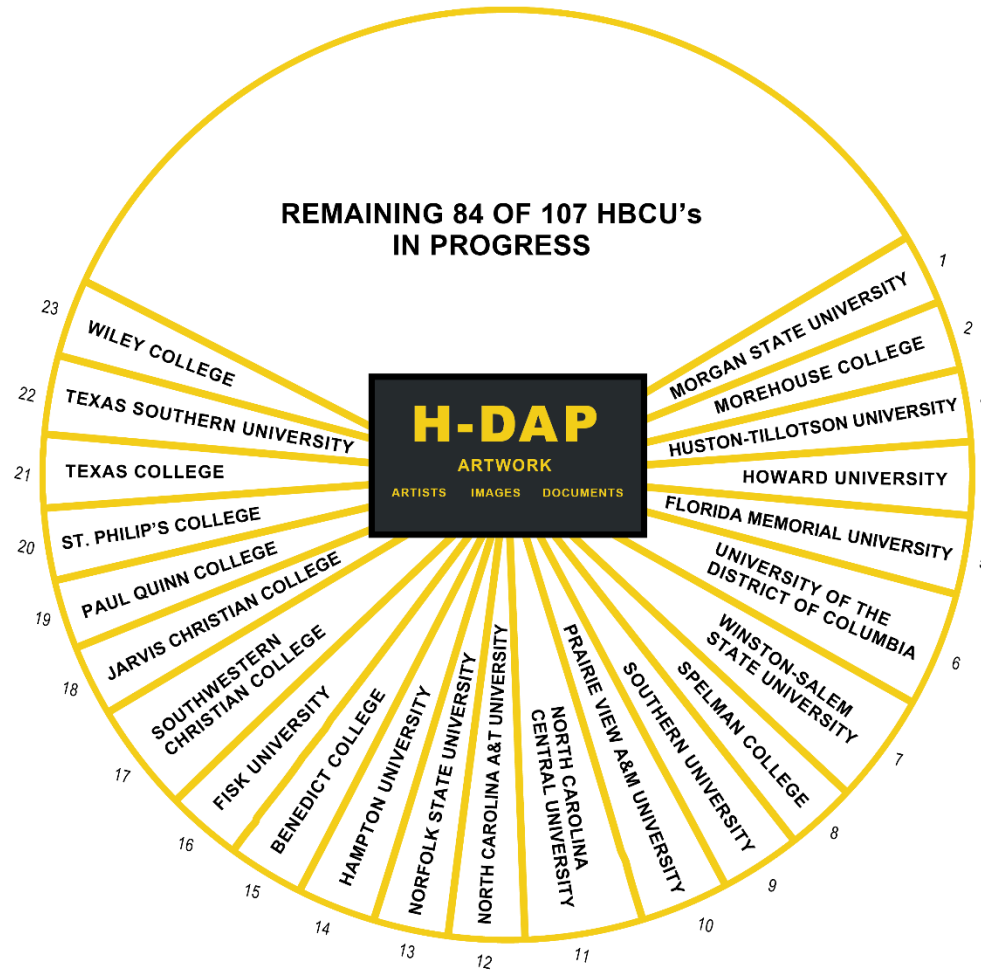
ART COLLECTION



APPENDIX



23 of the 107 HBCU Art Collections have Preliminary Data reflected in H-DAP (as of Sep. 2022)





Related HBCU Art Collections & Archives Projects

1. Smithsonian NMAAHC Selects Five HBCUs To Support University Museums and Archives

The Smithsonian's National Museum of African American History and Culture (NMAAHC) announced a partnership with **FIVE Historically Black Colleges and Universities** (HBCUs) to enhance their ability to care for and share archives that tell the story of African Americans and their essential role in American culture and history. **The HBCUs include: 1) Clark Atlanta University, 2) Florida A&M University, 3) Jackson State University, 4) Texas Southern University and 5) Tuskegee University.** The project, led by NMAAHC's strategic partnerships office, features:

- Internships, fellowship programs and professional training for underrepresented groups to establish a pipeline of museum and archive specialists in the next generation.
- Assistance in digitizing HBCU collections and creating a digital archive in an easily accessible format for academic scholars and the general public.
- Development of a traveling exhibition drawing on the most compelling collections from the partner universities that will begin at NMAAHC and then travel to the consortium members and other venues around the country. For additional information:

<https://nmaahc.si.edu/about/news/smithsonian-establishes-consortium-five-hbcus-support-university-museums-and-archives>

2. Getty Images Awarded Four HBCUs Photo Archive Grants

Getty Images awarded **FOUR Historically Black Colleges and Universities** — **Claflin University, Jackson State, North Carolina Central University and Prairie View A&M University** — a \$500,000 grant to digitize their archival photographic libraries. The Historically Black Colleges & Universities Collection will include the digitization of up to 200,000 archival photos that work to preserve the invaluable photographic history of HBCUs.

[Getty Images, the Getty Family and Stand Together Announce Recipients of Inaugural Grant to Preserve the Visual History of Historically Black Colleges and Universities](#) | [Getty Images Press Room](#) | [Latest company news, media announcements and information](#)

3. <http://www.hbculibraries.org>

4. <http://www.thehundred-seven.org/museums.html>

5. <http://www.thehbcumuseum.com>



Cooper Worth Wiggins, Inc.

a non-profit, 501(c)3 affiliate of Picture That, LLC

info@cooperworthwiggins.com

www.cooperworthwiggins.com

Main: (203) 977-8203; Direct: (203) 253-0294



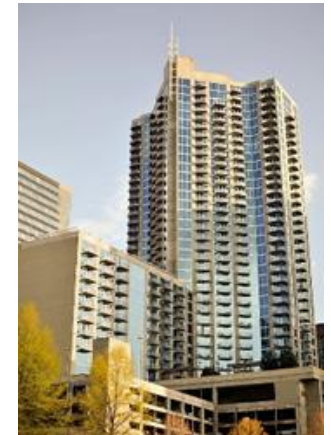
Northeast Region

Soundview Plaza
1266 East Main Street, Suite 700R
Stamford, CT 06902



Mid Atlantic Region

Evening Star Building
1101 Pennsylvania Avenue, Suite 300
Washington, DC 20004



Southeast Region

TWELVE Centennial Park
400 W Peachtree St. NW, Suite 3006
Atlanta, GA 30308