Digital Media Literacy in Networked Learning Environments

**UNCF Digital Media and
Learning in Multicultural Contexts
Public Forum Series**

Huston-Tillotson University, Austin, Texas

Thursday, March 25, 2010, Noon – 2:15 p.m., King-Seabrook Chapel

A Project of the John D. and Catherine T. MacArthur Foundation
Digital Media and Learning Initiative

Dr. Michael L. Lomax
President and CEO

March 25, 2010

Dear Friends:

Welcome to UNCF's public forum, Digital Media and Learning in Multicultural Contexts, Digital Media Literacy in Networked Learning Environments.

This important gathering is the second of three critical forums in which we come together to gain a greater understanding of how youth, especially youth of color, use new digital media and social networking tools. Considering the rapid expansion and explosion of new technologies, it is imperative that educators, scholars, and all education stakeholders apply the latest research and innovative applications to advance teaching and learning to benefit our students and the broader community.

Thanks to the generous support of the John D. and Catherine T. MacArthur Foundation, UNCF has a remarkable opportunity to work with historically black colleges and universities and other minority-serving institutions to advance our work with new media. This new venture provides a platform for engaging stakeholders in the development of programs and services that increase the number of faculty, students and other people of color who can access, utilize and lead innovation in digital media. It also provides an opportunity to leverage technologies that are vital to our nation and its ability to compete more effectively in the digital age is another.

I am excited about the potential that this forum series presents. I am also encouraged by the levels of enthusiasm and interest this initiative has generated. There are few opportunities to bring together such a diverse group: teachers, faculty, students, afterschool program directors, administrators and members of technology organizations. UNCF continues to be pleased to lead this important effort.

On behalf of UNCF, I extend our thanks and appreciation to Huston-Tillotson University for hosting today's forum. To the presenters and participants, I thank you for committing your time and resources to attend this ground-breaking event. I wish you a very successful forum.

Sincerely,

Michael L. Lomax
President and CEO

Dear Colleagues,

It is my pleasure to welcome you to "Digital Media Literacy in Networked Learning Environments," which is the second offering of the UNCF Institute for Capacity Building's public forum series, Digital Media and Learning in Multicultural Contexts. We are delighted to continue the important dialogue around developing ways to increase research and innovative uses of new media technologies, especially among students and faculty at historically black colleges and other minority-serving institutions.

While our first forum focused on how African American youth engage with digital media, our second forum focuses on research about the participation of both African American and Latino students in the digital culture.

Collectively, the expert panelists will provide diverse perspectives on this important subject. You will hear from Dr. S. Craig Watkins, associate professor at the University of Texas at Austin, who will share his research on how African American and Latino youth are remaking the digital media participation gap. Dr. Nichole Pinkard will discuss her research undertaken as founder of the Digital Youth Network. Dr. Katynka Z. Martínez of San Francisco State University will discuss how youth use digital media in creating new works that are informed by their experiences. In addition, Huston-Tillotson professor Mike Hart and student Lilibeth Jones will discuss their innovative uses of digital media to facilitate learning.

We appreciate your participation in this dialogue about how we, as a community of minority-serving institutions, can lead the effort to help students, faculty and all people of color compete more effectively in the digital age.

We want to especially thank the John D. and Catherine T. MacArthur Foundation for sponsoring this important initiative and Huston-Tillotson University, our host institution, for providing the venue for this forum.

Sincerely,

Elfred Anthony Pinkard

Elfred Anthony Pinkard, Ed.D.
Executive Director
Institute for Capacity Building

Greetings!

Huston-Tillotson University, one of the most wired independent higher education institution in Texas, is pleased to host one of the UNCF Digital Media Learning in Multicultural Contexts forums.

The Huston-Tillotson campus with more than 1,000 students, faculty and staff has access to hundreds of computers, access to some of the latest technology through the Thunder™ Virtual Flipchart™ System, the brain child of Polyvision Corporation, and wireless Internet access campus-wide. Perhaps more importantly, the university benefits from faculty who integrate technology into classroom instruction as well as co-curricular activities.

We are pleased to demonstrate these resources at the forum sponsored by UNCF. We are also grateful for the support from the John D. and Catherine T. MacArthur Foundation that has underwritten these forums.

We welcome you to our campus and appreciate the opportunity to share our experiences to help advance technologies in academia. We look forward to future community engagements on this topic.

Sincerely
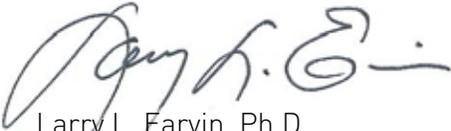
Larry L. Earvin, Ph.D.
President and CEO

EXPLORING DIGITAL MEDIA LITERACY AMONG AFRICAN AMERICAN AND LATINO YOUTH

Clarissa Myrick-Harris, Ph.D.
Director, UNCF Institute for Capacity Building
Curriculum and Faculty Enhancement Program

"Digital Media Literacy in Networked Learning Environments" is the second of three events in the UNCF public forum series, Digital Media and Learning in Multicultural Contexts, sponsored through the generous support of the John D. and Catherine T. MacArthur Foundation. The purpose of the series is two-fold:

1. To spur a critical mass of students and faculty at UNCF-member institutions as well as other HBCUs and minority serving institutions to investigate current and future opportunities for research, careers and civic engagement that are informed by innovative uses of digital media

2. To spark discussions and initiatives aimed at helping educational institutions at all levels transform themselves to meet the needs and learning styles of African American and other youth of color and to help prepare them for careers as digital innovators

The first forum, "To Be Young Digital and Black," convened in February at Morehouse College in Atlanta, presented an overview of the myriad ways that African American youth in particular interact with digital media. Today's forum at Huston-Tillotson University (HTU) will reveal emergent lessons from research about how both African American and Latino youth negotiate digital cultures. Further, we will learn about specific initiatives that promote digital literacy among youth of color in intentional learning situations, as well as the informal learning environments that Latino youth create for themselves.

As the oldest higher education institution in Austin, Texas and the lead institution in the state of Texas for high-tech applications and classroom instruction at HBCUs, Huston-Tillotson is an ideal location for this second forum. The institution carries on its long liberal arts tradition as exemplified by its College of Arts and Sciences, but also has a five-year-old School of Business and Technology that seeks to continuously evolve to meet the global demand of the business and technology industries, as well as integrates the newest instructional technology and hardware into its curricula and classrooms.

The UNCF public forums are among the numerous robust discussions over the past few years about projects supported by the MacArthur Foundation's Digital Media and Learning Initiative. The purpose of the initiative, launched in 2006, is to support research on how digital technologies are changing the way young people learn, play, socialize and participate in civic life. MacArthur also awards grants for efforts to determine how educational and other social institutions must change to meet the needs of this and future generations. In addition to sponsoring public forums like the one here today at Huston-Tillotson University, the MacArthur Foundation convenes an annual meeting to facilitate networking and collaboration among its grantees.

The MacArthur Foundation also was the major supporter of the first annual Digital Media and Learning Conference, convened last month by the Digital Media and Learning Research Hub at the University of California-Irvine on the campus of the University of San Diego. More than 500 conference attendees dialogued and exchanged data around the conference theme, "Diversifying Participation." Three of our forum panelists today will discuss aspects of the groundbreaking research they presented at that conference.

Dr. S. Craig Watkins, author of *The Young and the Digital: What the Migration to Social Network Sites, Games and Anytime, Anywhere Media Means for Our Future* (Beacon Press, 2009), will provide the context for the forum by sharing his findings about how African American and Latino youth remake the digital media participation gap. Dr. Nichole Pinkard, founder and director of the Digital Youth Network, will talk about her innovative after-school program on the south side of Chicago, which empowers low-income students to improve their reading, writing and oral communication skills as they achieve digital media literacy and create unique digital media products. Dr. Katynka Z. Martínez of San Francisco State University will share findings from her study of how Latino youth use digital media and create new works that are informed by their experiences navigating through densely populated urban areas of Los Angeles. Panelists Mike Hart, a Huston-Tillotson University English professor, and HTU student Lilibeth Jones will discuss their own uses of digital applications as both pedagogical tools and multidimensional vehicles for their own creative work.

Our dialogues about digital media and learning with researchers, faculty, students and community stakeholders will continue during the final public forum in the series on April 8 at Johnson C. Smith University in Charlotte, NC. That forum, "Opportunities and Issues for Engagement in Digital Culture," will focus on the application and policy implications of digital media and learning in formal and informal learning environments. All three of the forums are being streamed live, and highlights from them will be shared through video Webcasts, accessible via the UNCF Web site at www. UNCF.org.

As the largest provider of scholarships and fellowships to African American students and a key player in efforts to build the capacity of historically black colleges and universities, UNCF is ideally situated to help disseminate the findings of digital media and learning research efforts and to recruit a diverse pool of talented young scholars to pursue careers in this emerging field. Developing and recruiting minority scholars—in both the fields central to digital media and learning and for the academy more broadly—are urgent priorities for the UNCF Institute for Capacity Building's Curriculum and Faculty Enhancement Initiative.

Very soon, we also will launch the UNCF virtual community, Digital Media in Multicultural Contexts, which will provide an arena for continuous communication about these opportunities among our stakeholders within HBCUs and MSIs, and to facilitate their participation in the larger Digital Media and Learning Research Hub. All registered forum participants will be notified when we launch this on-line community.

UNCF Digital Media and Learning in Multicultural Contexts
Public Forum Series
Huston-Tillotson University
Thursday, March 25, 2010
King-Seabrook Chapel

10:30 AM – 11:30 AM
Forum Registration

Networked Learning Environments Showcase
(All Day)

Noon
Forum Welcome

Clarissa Myrick-Harris, Ph.D.
Director
UNCF Institute for Capacity Building
Curriculum and Faculty Enhancement Program

Elfred Anthony Pinkard, Ed.D.
Executive Director
UNCF Institute for Capacity Building

Larry Earvin, Ph.D.
President
Huston-Tillotson University

DIGITAL MEDIA LITERACY IN NETWORKED LEARNING ENVIRONMENTS
UNCF Digital Media and Learning in Multicultural Contexts
Public Forum Series
Huston-Tillotson University
Thursday, March 25, 2010
King-Seabrook Chapel

12:15 PM - 1:00 PM
Forum Panel

S. Craig Watkins, Ph.D., *Associate Professor, University of Texas at Austin*
(10 minutes)

Nichole Pinkard, Ph.D., *Visiting Associate Professor, DePaul University*
(10 minutes)

Katynka Z. Martínez, Ph.D., *Assistant Professor, San Francisco State University*
(10 minutes)

Mike Hart, M.A., M.F.A., *Assistant Professor, Huston-Tillotson University*
(10 minutes)

Lilibeth Jones, *English major, Huston-Tillotson University*
(5 minutes)

Moderator: Clarissa Myrick-Harris, UNCF

1:00 PM – 1:30 PM
Questions and Answers

1:30 PM - 2:15 PM
Lunch

MacArthur
Foundation

PANELISTS

Dr. S. Craig Watkins

Dr. S. Craig Watkins is an internationally-recognized thought leader in the emerging field of youth and digital media. His newest work, The Young and the Digital: What the Migration to Social Network Sites, Games, and Anytime, Anywhere Media Means for Our Future (Beacon Press 2009), is based on survey research, in-depth interviews and fieldwork with teens, young 20-somethings, teachers, parents and technology advocates. The Young and the Digital explores young people's dynamic engagement with social media, on-line games, mobile phones and communities like Facebook and MySpace.

Dr. Watkins is an associate professor in the departments of Radio-Television-Film and Sociology and the Center for African and African American Studies at the University of Texas at Austin. He was selected to join the MacArthur Foundation Series on "Youth, Digital Media and Learning," a collection of scholars, visionaries and practitioners from across the world to explore the intersection of digital media, everyday life and learning. His work on this groundbreaking project focuses on race, learning and the growing culture of gaming.

His previous books include Hip Hop Matters: Politics, Pop Culture and the Struggle for the Soul of a Movement (Beacon Press 2005) and Representing: Hip Hop Culture and the Production of Black Cinema (University of Chicago Press 1998). Currently, Dr. Watkins is launching a new digital media research initiative that focuses on the use and evolution of social media platforms.

Dr. Watkins earned his doctoral degree from the University of Michigan-Ann Arbor.

Dr. Nichole Pinkard

Dr. Nichole Pinkard is a visiting associate professor in the College of Computing and Digital Media at DePaul University in Chicago. She is the founder of Digital Youth Network, a hybrid digital literacy program that has supported hundreds of Chicago youth in developing 21st century media literacy skills. She is also co-creator of Remix World, a social learning platform that connects youth's learning opportunities in school, home and beyond. In partnership with the Chicago Public Library, she helped found YOUmedia, a public learning space that immerses high school students in a context of traditional media (books) to make and produce new media, such as music, games, videos and virtual worlds.

Dr. Pinkard is the recipient of numerous awards, including a 2010 Common Sense Media Award for Outstanding Commitment to Creativity and Youth, the Jan Hawkins Award for Early Career Contributions to Humanistic Research and Scholarship in Learning Technologies, an NSF Early CAREER Fellowship and a grant from the John D. and Catherine T. MacArthur Foundation for research on how digital media affects literacy. She is the author of numerous articles including: "Girl Power, Encouraging Sixth Grade Girls to Give Video Games a Try" and "Preparing Urban Youth to be Multiliterate".

Dr. Pinkard earned her doctoral degree in learning sciences from Northwestern University.

Dr. Katynka Z. Martínez

Dr. Katynka Z. Martínez is an assistant professor in the Department of Raza Studies, College of Ethnic Studies, at San Francisco State University. Her work focuses on Latino media studies, and she teaches courses on cinema, television and journalism. Prior to her appointment at San Francisco State University, she was a postdoctoral researcher at the USC Annenberg Center for Communication, where she engaged in participant observations among media arts educators and high school youth in Los Angeles. She also conducted home interviews with these students and their parents in order to analyze how digital media is used outside of school. She is especially interested in how youth use digital media and create new works that are informed by their experiences navigating through densely populated urban areas of Los Angeles.

Dr. Martinez is a contributor to the book edited by MacArthur grantee Dr. Mizuko Ito entitled *HANGING OUT, MESSING AROUND, AND GEEKING OUT: Kids Living and Learning with New Media* (MIT Press, 2009).

Mike Hart

Mike Hart is an assistant professor of English/ Communications at Huston-Tillotson University. As a rhetorician and technophile, he is interested in the intersections between language and emerging media, especially Web development and digital design. His pedagogy is informed by the accessibility and shallow learning curve for most social media applications means that we can both deliver and access information incredibly rapidly, and that emerging media continues to demonstrate the changing face of literacy and language as language adapts to fit the media. Professor Hart earned his master's degree in literature/writing from the University of Tennessee, and a second master's degree in creative writing from Texas State University. He has taught at both the University of Tennessee and Texas State University in San Marcos.   In addition to teaching, Professor Hart has worked professionally as a writer, editor and designer for a variety of companies, nearly all focused on technology advancements and digital communications.

Lilibeth Jones

Lilibeth Jones is a Huston-Tillotson University junior and teacher certification candidate majoring in English with an African American studies minor. She is a W.E.B. Dubois Honor Scholar, Residence Life Association President, peer advisor and a member of numerous organizations, including Women of Excellence and the Creative Writer's Program. Her career goal is to teach middle school English and to encourage students to develop the skills necessary to become conscientious consumers and producers in a media-rich world. She actively uses various types of media to support her love for writing poetry and reading.
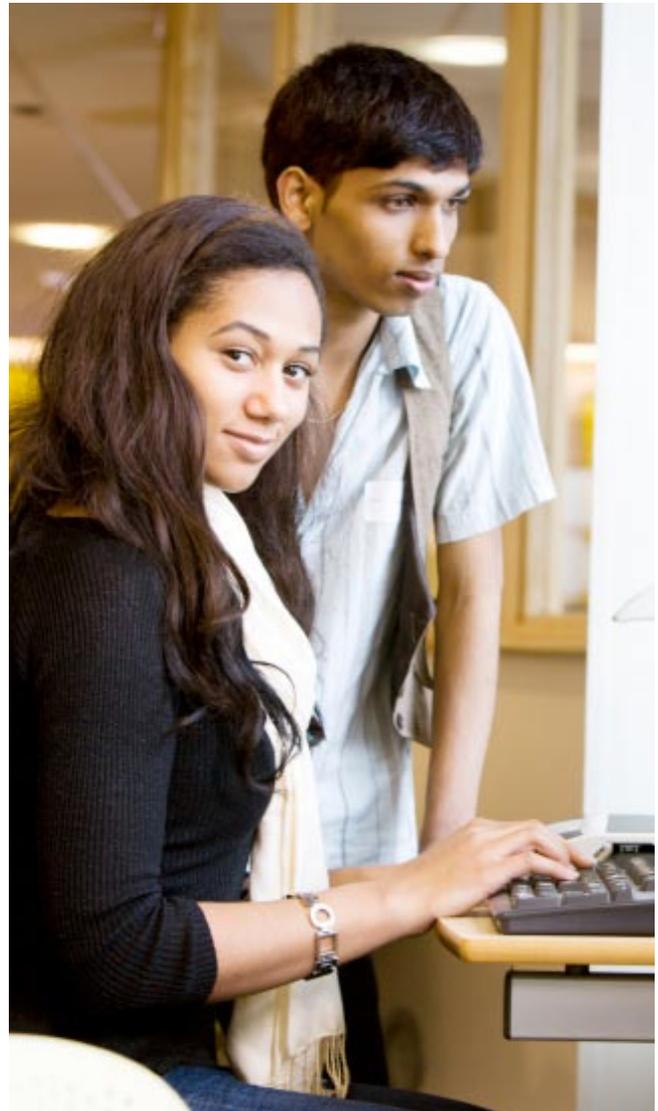
About the UNCF Institute for Capacity Building

The UNCF Institute for Capacity Building (ICB) was established in May 2006 to support strengthening the capacity of the 39 UNCF-member private historically black colleges and universities in the areas of fund-raising, enrollment and retention, academic programming and faculty development, financial management, campus facilities and executive leadership and governance. The existence of the Institute for Capacity Building underscores the strategic intent of UNCF to support the efforts of its member institutions, within their unique traditions, missions and circumstances, to remain viable, compelling and competitive choices for the growing number of African American and other students of color seeking a college education.

About UNCF

UNCF—the United Negro College Fund—is the nation's largest and most effective minority education organization. To serve youth, the community and the nation, UNCF supports students' education and development through scholarships and other programs, strengthens its 39 member colleges and universities and advocates for the importance of minority education. UNCF institutions and other historically black colleges and universities are highly effective, awarding 18 percent of African American baccalaureate degrees. UNCF administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment and curriculum and faculty development programs. Today, UNCF supports more than 60,000 students at over 900 colleges and universities across the country. Its logo features the UNCF torch of leadership in education and its widely recognized motto, "A mind is a terrible thing to waste."® Learn more at www.UNCF.org.

About the MacArthur Foundation

The John D. and Catherine T. MacArthur Foundation supports creative people and effective institutions committed to building a more just, verdant and peaceful world. In addition to selecting the MacArthur Fellows, the foundation works to defend human rights, advance global conservation and security, make cities better places and understand how technology is affecting children and society. In 2006, MacArthur launched its digital media and learning initiative to explore how digital media are changing the way young people learn, play, socialize and participate in civic life and what that means for their learning in the 21st century. More information is available at www.macfound.org/education.
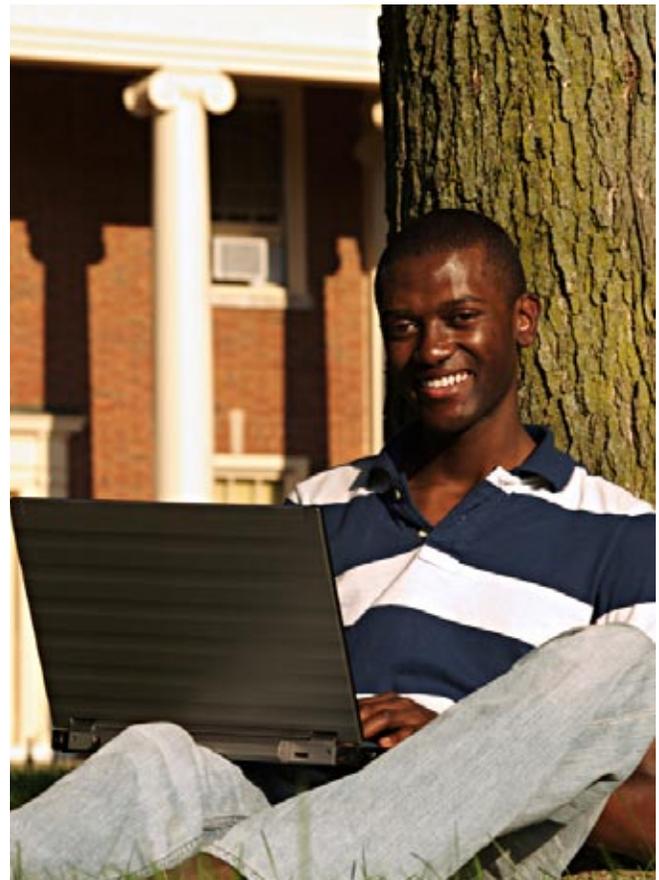
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