

CREATED BY MAYA BROOKS
FOR THE NC GREEN BOOK PROJECT

NC GREEN BOOK PROJECT SURVEY

Evaluation Summary



OVERVIEW

A summative evaluation of exhibit effectiveness

The NC Green Book Project survey gathered community-based feedback on both the *Navigating Jim Crow* traveling panels and digital exhibit.

Data were collected digitally following an email campaign to introduce exhibit items to a list of community stakeholders identified by project staff.

EVALUATION PURPOSE AND QUESTIONS

PURPOSE AND SCOPE

The NC Green Book Project survey evaluated exhibit user-friendliness, content receptiveness, and platform accessibility.

User responses indicated which exhibit components needed to be updated as the project prepares for its promotional campaign.

DESIGN

The survey encompassed a total of 15 questions: four multiple choice, four open-ended, one selection, three linear scale, and three yes or no.

PROJECT BACKGROUND

What is the Green Book Project?

The NC Green Book Project works to highlight Victor Hugo's *The Negro Motorist Green Book*, colloquially known as *The Green Book*, which was both a travel guide and a tool of resistance designed to confront the realities of racial discrimination in the United States. The project features both traveling panels and an interactive digital exhibit that will allow users to navigate through historical vignettes, stories and images related to Green Book sites across the state.

EVALUATOR

Maya Brooks is an independent contractor and digital humanities professional. Brooks served as the Evaluation Coordinator for the NC Green Book Project survey.

METHODOLOGY

● FOCUS GROUP

The project categorized stakeholders between six groups: Green Book Advisory Board Members, NC African American Heritage Commissioners, Community Leaders, Educators, Parents, and Differently-Abled Persons.

Survey respondents identified themselves based on these descriptors when completing the assessment.

● DATA COLLECTION

The evaluator selected Google Forms to draft survey questions and distribute to community stakeholders.

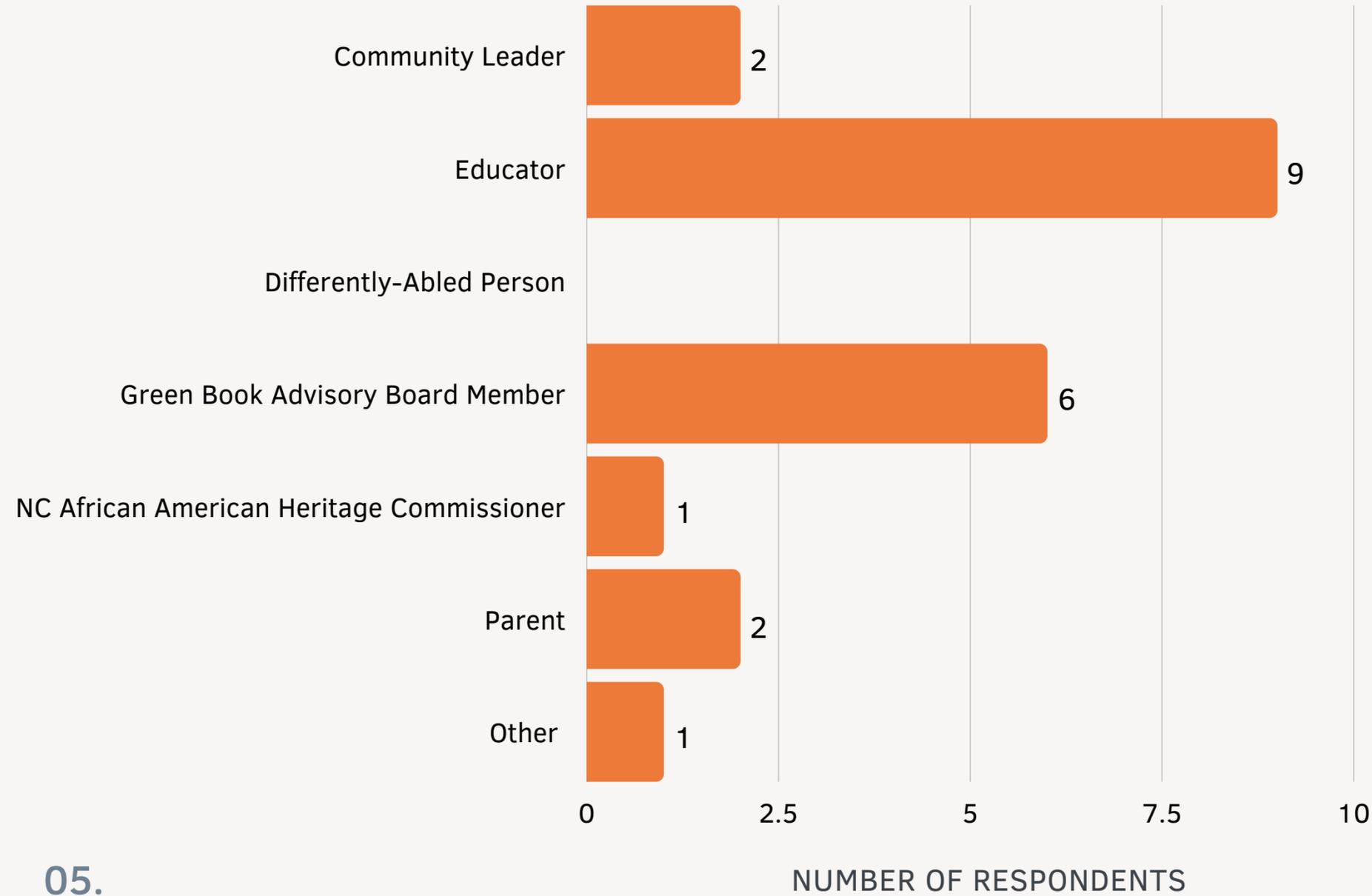
They then organized an email campaign containing one original solicitation email and two reminder emails distributed to the stakeholder list with links to the *Navigating Jim Crow* exhibit items and NC Green Book Project survey.

ANALYZED BY MAYA BROOKS
FOR THE NC GREEN BOOK PROJECT

FINDINGS

NC Green Book Project Survey

WHAT BEST DESCRIBES YOU? (N=14)



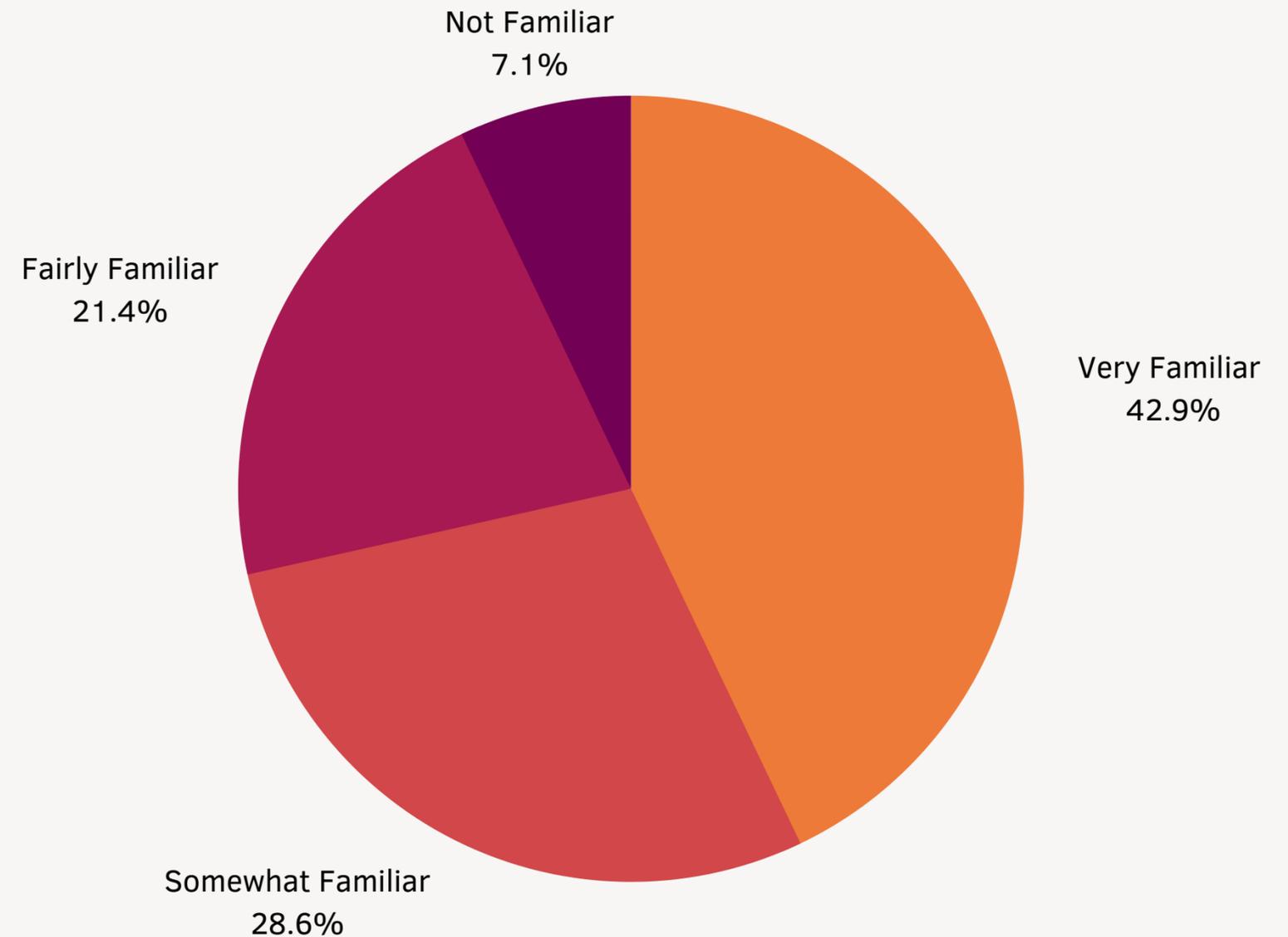
DEMOGRAPHICS

Individuals self-selected their identity and could select more than one option. Therefore, individuals that selected more than one stakeholder category are represented multiple times.

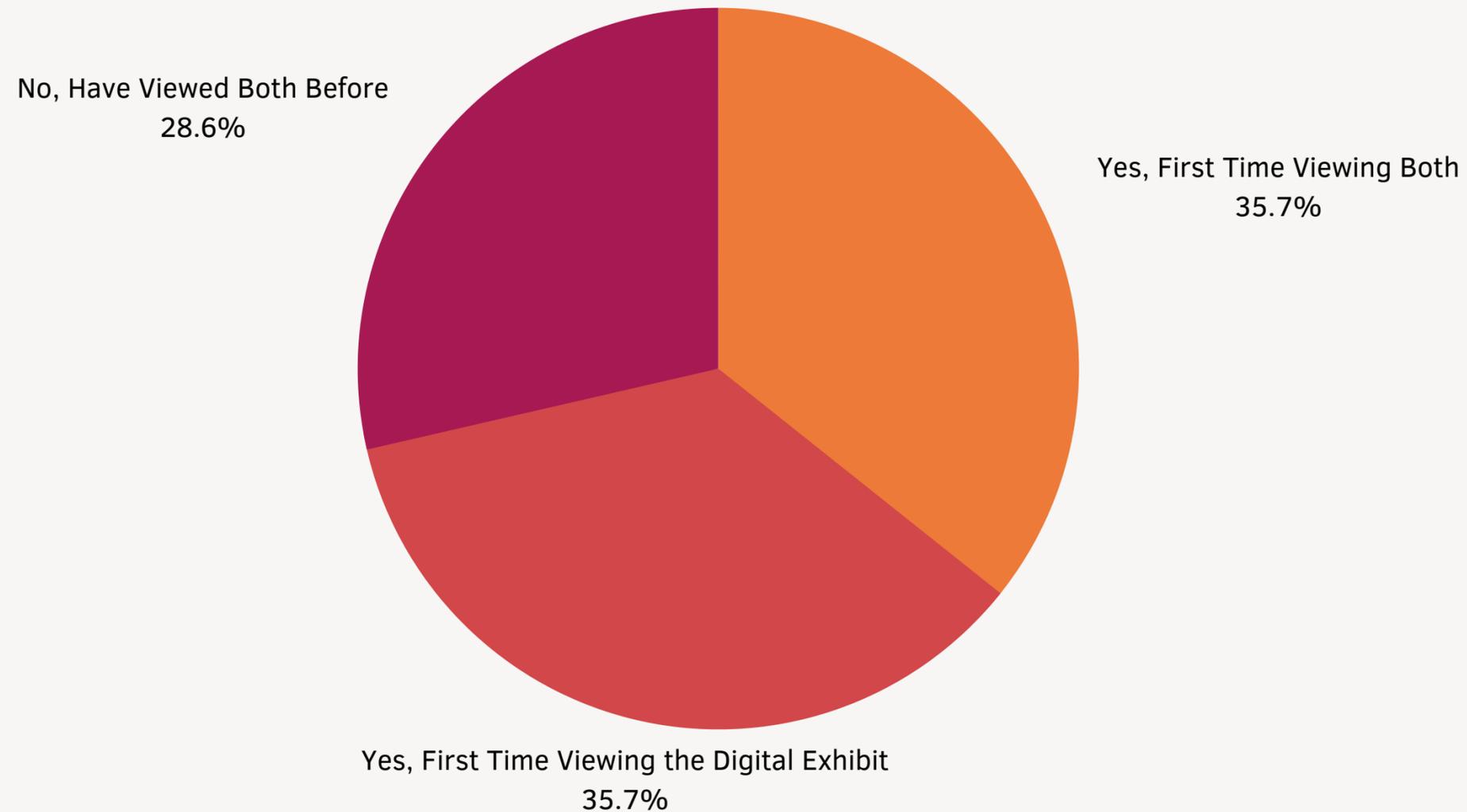
PRIOR KNOWLEDGE

The figure to the right represents the level of familiarity with *The Green Book* and African American travel during Jim Crow on a scale from “not familiar” to “very familiar.” About 43 percent of respondents stated they were very familiar with *The Green Book* and/or African American travel before viewing the exhibit items, while about 29 percent were somewhat familiar. About 21 percent of respondents selected that they were fairly familiar with Green Book history and/or African American travel, while about 7 percent stated they were not familiar with either subject before viewing the exhibit items.

HOW FAMILIAR WERE YOU WITH THIS SUBJECT PRIOR TO VIEWING THE PROJECT?
(N=14)



WAS THIS YOUR FIRST TIME VIEWING THE
NAVIGATING JIM CROW EXHIBIT ITEMS?
(N=14)

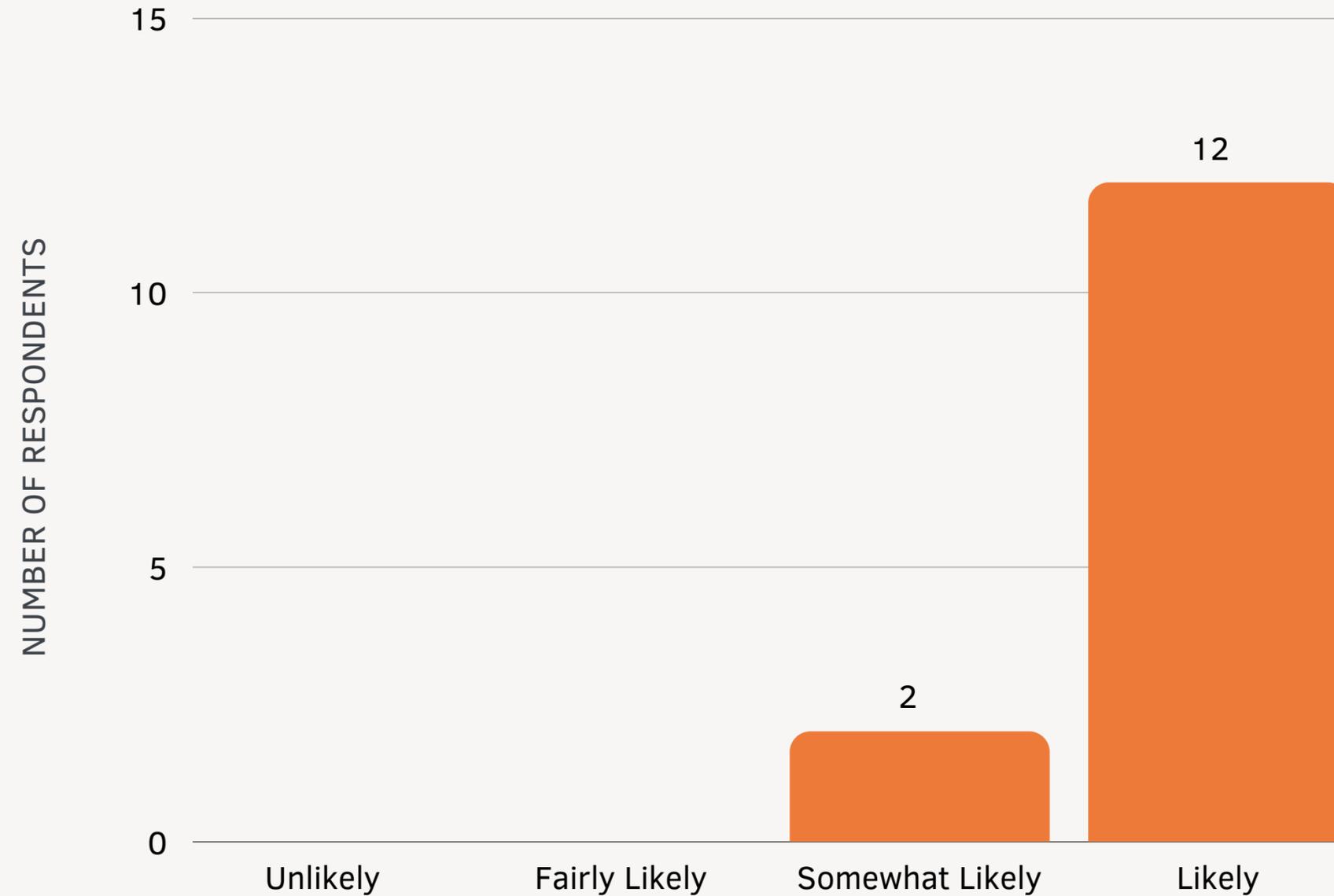


PRIOR EXPERIENCE

Respondents indicated whether they experienced the *Navigating Jim Crow* exhibit items before the assessment, represented by the figure to the left. About 36 percent of respondents stated this opportunity was their first time viewing both the traveling panels and digital exhibit. Meanwhile, about 36 percent identified this as their first time viewing the digital exhibit, though they had experienced the traveling panels. About 29 percent stated they viewed both the traveling panels and digital exhibit before the evaluation campaign.

HOW LIKELY ARE YOU TO RECOMMEND THIS EXHIBIT TO YOUR NETWORK?

(N=14)



OVERALL OPINION OF THE EXHIBIT

After viewing the *Navigating Jim Crow* dual exhibit formats, respondents rated their likelihood to recommend the exhibit to their network on a scale from 1 to 4, with 1 being "unlikely" and 4 being "likely." Twelve survey respondents (86 percent) stated they were likely to recommend the exhibit to their network, with 2 respondents (14 percent) stating they were somewhat likely to do so.

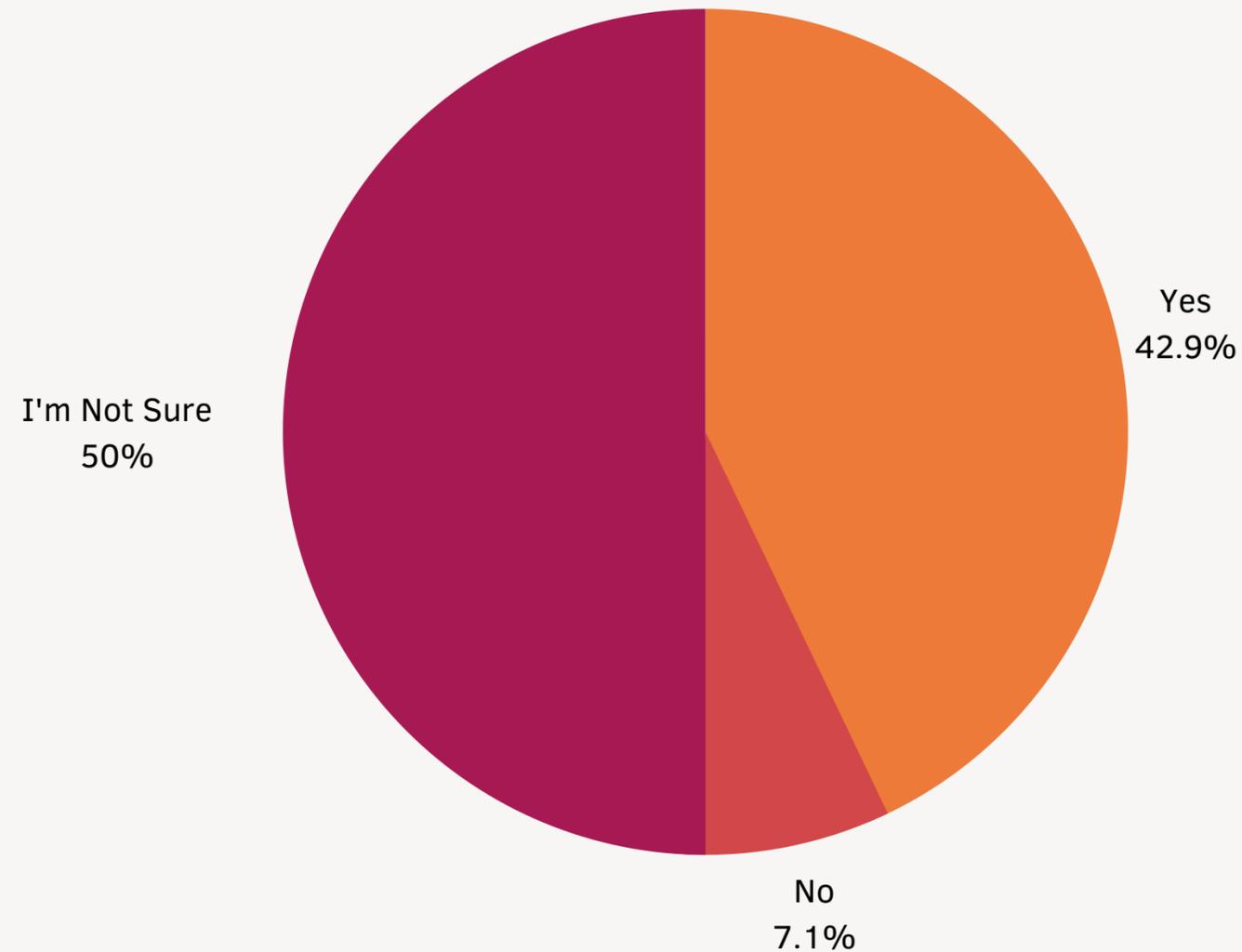
PERCEPTION OF TRAVELING PANELS

All respondents agreed that the exhibit was both informative and educational. They also mostly agreed that the panels were well organized and engaging, with adequate font size for reading the text elements. None of the respondents had difficulty with the terminology or language used throughout the exhibit.

COMMENT

"I think the exhibit looks great and is very informative. The content is educational, interesting, thought-provoking, and powerful. The excerpts from oral histories add a lot to the exhibit -- they personalize the narratives, are impactful, and do a great job highlighting the various themes throughout the exhibit."

WAS ALTERNATIVE TEXT PRESENT FOR IMAGES? IF SO, DID THE ALTERNATIVE TEXT PROVIDE USEFUL, ACCURATE INFORMATION?
(N=14)



PERCEPTION OF DIGITAL EXHIBIT

Respondents rated their experience navigating the digital exhibit on a scale from 1 to 4, with 1 being “poor” and 4 being “excellent.” Most respondents marked that they had an excellent experience navigating the digital exhibit. When asked if the digital exhibit contained clear and helpful instructions on how to navigate the presentation, most respondents agreed.

The figure to the left represents the respondents’ use of alternative text throughout the digital exhibit. Fifty percent of the respondents were not sure if alternative text was present for images or if it provided useful, accurate information. Of those respondents that did use alternative text, 86 percent confirmed that alternative was present for images and did provide useful, accurate information throughout the exhibit. While 14 percent of respondents that use alternative text stated that it either did not appear for images or did not provide useful, accurate information throughout the exhibit.

UNDERSTANDING OF THE NC GREEN BOOK PROJECT

Most respondents agreed that the exhibit met the NC Green Book Project's goals. On a scale from "not at all" to "very much," respondents answered various questions about the project's effectiveness. When asked if the *Navigating Jim Crow* exhibit influenced their understanding of what types of sites were featured in The Green Book, 71 percent stated it had a great influence on their understanding. Sixty-four percent of respondents stated that the exhibit greatly influenced their perception of the complexity of African American life during racial segregation, while 79 percent marked that it also greatly influenced their appreciation for storytelling and shared cultural heritage. Fifty-seven percent of respondents expressed great interest in contributing to the NC Green Book Project.

COMMENT

"I would hope that [the project] could create a greater understanding of race relations as they have changed over time, with the realization that we still have room to grow, and that these previous injustices are what have led to the implicit racism that still exists today."

CONCLUSION

Overall, the dual exhibit formats received positive recognition for their coverage of the NC Green Book Project and sites across the state. Respondents found the exhibit both engaging and informative, with an appreciation for its clarity. Although numerous respondents possessed prior knowledge of *The Green Book* and/or African American travel during Jim Crow, many of them still felt that the exhibit items positively influenced their understanding of what types of sites were featured in *The Green Book* and the complexity of African American life during segregation. Multiple respondents also stated their intention to share the exhibit amongst their network and incorporate it into their future endeavors, with over half of the respondents expressing interest in contributing to the project.

Comments on exhibit accessibility, content, and outlook remained positive. However, survey respondents did provide suggestions for the NC Green Book Project team's consideration. Due to the respondents' novice with the digital exhibit, most recommendations relate to digital updates. The next few slides contain specific recommendations and other comments, edited for clarity.

SAMPLE RECOMMENDATIONS

✓ Community Recommendations

Provide more color contrast for the digital exhibit- particularly on slides with green/white background and text combinations.

Indicate which sites are existent versus non-existent via photo captions on both exhibit items for clarity.

✓ Evaluator-Compiled Recommendations

Create a document with exhibit text and photos that can be easily scanned and read with a screen reader.

Create an audio described version of the exhibit with an audio track. Have someone read the text and then describe the photos, delivered as an audio file visitors can click and listen to.

OTHER COMMENTS AND CONCLUSIONS

● IMPACT ON STATE-WIDE COMMUNITIES

"I hope the exhibit inspires people to share their own histories in a variety of contexts. I hope the exhibit raises awareness about African American cultural resources in peoples' communities and contributes to historic preservation efforts."

● FOR EDUCATORS

"[The exhibit] can contribute to lessons about NC history and African American history, the roles of exhibits and cultural institutions in helping to document and understand history, and the value of photographic and oral history sources."

● THE NC GREEN BOOK PROJECT OVERALL

"[The project] is skillfully done, drawing on excellent historical insights to make a clear and important argument about mobility and resistance. Impressive and impactful!"

Thank You

PLEASE EMAIL ANY QUESTIONS OR COMMENTS TO GREENBOOKNC@GMAIL.COM

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