



## Website backgrounder

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Internal draft – not for distribution

## I. Basic website facts

**Website Title:** Mapping the African American Past (MAAP)

**Website URL:** <http://maap.columbia.edu>

**Launch Date:** Feb. 1, 2008

### Participants:

- *Columbia Center for New Media Teaching and Learning (CCNMTL)*: Producers of website.
- *Creative Curriculum Initiatives (CCI)*: Place descriptions and illustrations.
- *Teachers College (TC)*: Curricular development.
- *Columbia Faculty Partners*: William Gaudelli, Associate Professor of Social Studies and Education, Teachers College; and Margaret Croco, Professor of Social Studies, Teachers College.
- *Columbia Faculty Contributors*: Kellie Jones, Associate Professor of Art History and Archaeology; Ken Jackson, Jacques Barzun Professor in History and the Social Sciences.

### Target Users:

- 4<sup>th</sup> and 8<sup>th</sup> graders in New York State engaged in social studies curricula, as well as the general public. All elements of the website will be accessible to anyone who visits [maap.columbia.edu](http://maap.columbia.edu).

### Site Features:

- "Clickable" historic and current day maps linked to descriptions of 50 selected sites.
- Supplementation of written site descriptions with multimedia assets: video interviews, photos, and historic/contemporary maps.
- Social studies curricula developed by Teachers College students and faculty, with lessons linked to sites in MAAP.
- Original/exclusive video interviews with Columbia scholars Kellie Jones and Ken Jackson produced for MAAP, and Columbia-produced video interviews with scholars Manning Marable and Bob O'Meally.
- Original/exclusive video interview produced for MAAP with Rodney Leon, African Burial Ground Memorial site architect; and Dowoti Desir, Executive Director of The Malcolm X & Dr. Betty Shabazz Memorial and Educational Center.
- Archival and present day photos provided from a range of sources including Columbia University Libraries, the New York Public Library, the New York Historical Society, and CCI.
- Audio podcasts of site descriptions available for download from the website, enabling portable access to content via audio devices such as iPods.
- Alternate version of site formatted for iPhone and iPod Touch, enabling access to content via these portable web devices.

### Site Stats:

- Over 100 minutes of video.
- Pan/zoom browsing of over 20 historical maps from Columbia University Libraries, the New York Public Library, the David Rumsey Map Collection.
- 150 images and illustrations from a range of sources -- including Columbia University Libraries, the New York Public Library, the New Historical Society and CCI.
- Over 60 minutes of audio podcasts.

## II. Description of website

*Online at*

*[http://ccnmtl.columbia.edu/digitalbridges/projects/mapping\\_the\\_africanamerican\\_pa\\_1.html](http://ccnmtl.columbia.edu/digitalbridges/projects/mapping_the_africanamerican_pa_1.html)*

The Columbia Center for New Media Teaching and Learning (CCNMTL) has received a \$200,000 grant from the JPMorgan Chase Foundation to develop Mapping the African American Past (MAAP), a Web-based learning environment with supplementary print materials designed to enhance the appreciation and study of significant sites and moments in the history of African-Americans in New York from the early 17th-century through the recent past.

Launching in time for Black History Month in February 2008, MAAP's Web site will be a geographic learning environment, enabling visitors to browse a multitude of locations in New York that played significant roles in the cultural and political history of African Americans. The environment will include profiles of historical people and events, commentary by Columbia faculty and other specialists, film and music clips, and digitized documents from Columbia University's libraries.

MAAP is a multi-dimensional project in both creation and implementation. The project is being developed by CCNMTL in partnership with Columbia University's Teacher's College and Creative Curriculum Initiatives (CCI), a leading producer of educational products for the K-12 market. Project partners at Teachers College are devising model lessons that will be published in an instructors' resource section of the MAAP Web site, offering educators across New York State purposive strategies for incorporating the project's multimedia material into various curricula. CCI will provide elementary and middle school instructors with a paper-based alternatives and supplements to content developed for the MAAP Web site.

Beginning in Spring 2008, classes at Teacher's College will use MAAP to help graduate students practice effective curriculum-building in a multimedia environment. Using a new Lesson Builder tool created by CCNMTL, TC students will work content in the MAAP site into social studies lesson plans for fourth and eighth graders. Standout lessons created in these class exercises will be promoted to the public site.

Elements of MAAP will also be incorporated into classes at Columbia taught by Kenneth Jackson, Jacques Barzun Professor in History and the Social Sciences, and Kellie Jones, Associate Professor of African American, African Diaspora, and Latin American Art in the Art History and Archeology Department.

"The struggle for social justice for African American people begins with the reconstruction of our collective memory," said CCNMTL executive director, Frank Moretti. "The MAAP project will raise into the light for study and investigation the often submerged past of the African American people. It will give students of all ages access to a trove of resources accessible from any computer with an Internet connection."

### III. Design comps

#### Place detail page

A 'Place' detail page offers written description of a historic site (in this case, the Tontine Coffee House), supplemented by video, maps, and images depicting the site both in the past ('Then') and today ('Now'). When a TC lesson engages a site, it too is linked on the 'place' page.

The screenshot shows the MAAP (Mapping the African-American Past) website. The page title is "Tontine Coffee House". The navigation menu includes Home, Places, Lesson Plans, and Library. The main content area features a search bar, a "Back to MAAP Navigator" button, and a "Jump to: Choose Place" dropdown. The text describes the Tontine Coffee House as the home of the New York Stock Exchange and a place where enslaved workers were traded. A video titled "Memories of the Tontine" by Tazuko Shibusawa is embedded. Below the video is a "Then/Now" comparison section. The "Then" section shows a map of Manhattan Island circa 1895, and the "Now" section shows a painting of the Tontine Coffee House in 1892 by George Francis. A "Supplemental Media" section on the left lists video and image resources, and a "Lesson Plans" section lists a lesson plan.

Search  entire site  About | Help | Contact | Podcast

**MAAP**  
Mapping the African-American Past

Home Places Lesson Plans Library

**Tontine Coffee House** Back to MAAP Navigator Jump to: Choose Place Print this View

Across from the [Meal Market](#), where enslaved workers could be hired or bought, was the Tontine Coffee House, home of the New York Stock Exchange. Power-brokers of the day met in a room there to buy, sell, and trade. As soon as a ship's captain reached the harbor, this is where he came to register his cargo. The goods coming into New York in the 1790s included coffee, tea, sugar and molasses, fine furniture, cloth, cotton, and enslaved men, women, and children.

The companies that insured, outfitted, and owned the boats used to carry Africans from their homelands to enslavement often traded on the stock market. The slave trade was big business and New Yorkers made huge profits from it long after slavery was made illegal in the state. The first and last New York slave trader to be executed was caught in April 1861, as the first shots of the Civil War were fired.

The New York Stock Exchange has roots that go back to a spring day in 1792, when a group of 24 men met outside 68 Wall Street in the shade of a huge sycamore tree that locals called a buttonwood. They set down the rules they would trade by and called it the Buttonwood Agreement. Later that year, trading moved into a room on the second floor of the Tontine Coffee House, where it remained until 1817. In the words of its president, it was a place "filled with underwriters, brokers, merchants, traders, and politicians; selling, purchasing, trafficking, or insuring; some reading, others eagerly inquiring the news... Everything was in motion; all was life, bustle and activity." It was also a place built on slavery.

**Supplemental Media**

[Video 1](#)  
A short description of this video could appear here...

[Image 33](#)  
A short description of this image could appear here...

[Image 43](#)  
A short description of this image could appear here...

**Lesson Plans**

[Lesson Plan 5](#)  
A short description of this lesson plan could appear here...

**Memories of the Tontine**  
Tazuko Shibusawa recounts her own experiences in the historic coffee house.

**Then** **Now**

In 1792, the New York Stock Exchange was located in the Tontine Coffee House at 82 Wall Street. Slave ships were registered here and a value was assigned to the Africans on board.

Manhattan Island, circa 1895

Tontine Coffee House, 1892  
Painted by George Francis

### III. Design comps (continued)

#### *MAAP Navigator*

“Places” can be discovered in MAAP through a navigator that links Place detail pages (see previous screenshot) to maps. Places are linked to a current map, as well as a series of historic maps.



#### **IV. Index of MAAP place entries**

Abolitionist Place  
Abyssinian Baptist Church  
The African Free School  
The African Burial Ground  
African Grove Theater  
African Society for Mutual Relief  
The Audubon Ballroom  
The Black Brigades  
Bedford-Stuyvesant  
Bridge Street AWME Church  
Catherine Ferguson  
Colored Orphan Asylum  
David Ruggles Home  
Downing's Oyster House  
Duke Ellington  
The Execution Grounds  
Five Points  
Fort Amsterdam  
Fraunces Tavern  
Frederick Douglass  
Freedom's Journal  
The Gideon and the Great Dock  
Harlem  
The Harlem Hellfighters  
Harriet Tubman  
Hughson's Tavern  
James McCune Smith Pharmacy  
John Street Church  
The Land of the Blacks  
Langston Hughes  
Lewis H. Latimer  
Louis Armstrong  
The Manhattan Company  
Marcus Garvey  
Mother AME Zion Church  
Pierre Toussaint  
Rikers Island  
Sandy Ground  
The Schomburg Library  
Seneca Village  
Shiloh Presbyterian Church  
The Slave Market  
The Slave Revolt of 1712  
Sojourner Truth  
St. Philip's Episcopalian Church  
The Studio Museum in Harlem  
The Tappan Brothers  
The Theodore Wright House  
The Tontine Coffeehouse  
Wall Street  
Weeksville