



BE AN INNOVATOR LIKE ...

**Rosa
Parks**

Social Innovation and Rosa Parks

Innovation is a (radically) new way of doing things to achieve a better result. Innovation can be about a product, process or idea.

Social innovation is an idea or way of doing things that can change how people think about themselves and their place in the larger society. Social innovations tend to have a civic or social purpose and change people's thinking, attitudes and behaviors.

Leaders who bring about social innovation help others question the current way of doing things and can inspire them to take action.

The courageous act of protest by Rosa Parks led to her arrest and a citywide bus boycott in Montgomery, Alabama. Many people believe that this event sparked the American civil rights movement. Her act gave African Americans a new sense of pride and purpose, and inspired nonviolent protests in other cities. Rosa Parks is an international symbol of the struggle for human rights and freedom and an icon of social innovation.

“Each person must live their life as a model for others.”

— Rosa Parks

Picture it first!

Draw three things that come to your mind when you think about Rosa Parks or civil rights!

1

2

What does **civil rights** mean?

The rights of citizens to **political** and **social freedom** and **equality!**

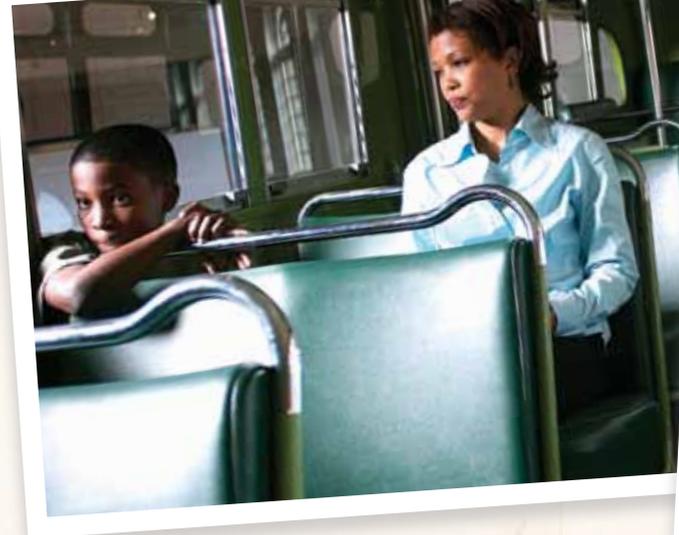
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Be An Innovator Like ... Rosa Parks 2

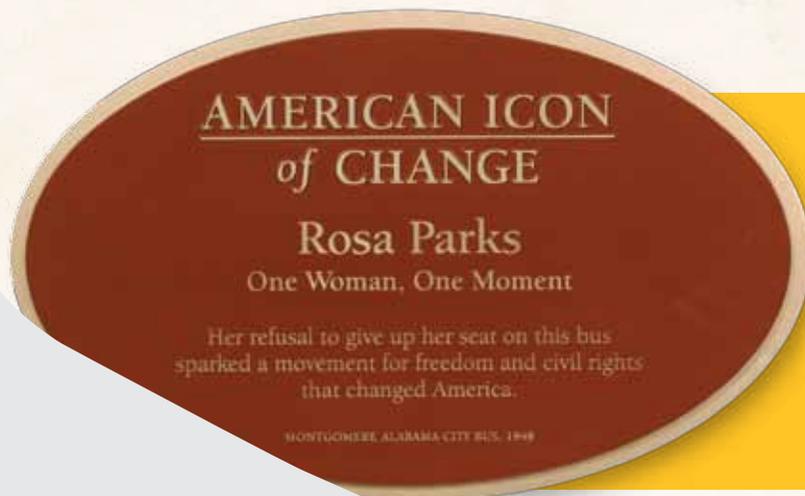
1 The Henry Ford



10 facts about Rosa Parks and her times



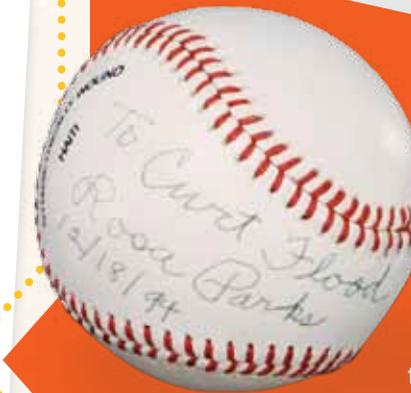
- 1 Rosa Parks was born on February 4, 1913. She learned to read at age 4. She earned her high school diploma when she was 20.
- 2 Rosa Parks admired her grandfather, a former slave who instilled a sense of pride and independence in her.
- 3 Rosa Parks was denied the right to register to vote twice, in 1943 and 1944. She was finally successful in 1945.
- 4 In 1955, Rosa Parks worked as a seamstress in a local department store in Montgomery, Alabama.
- 5 Rosa Parks' husband inspired her to work for the National Association for the Advancement of Colored People (NAACP), which opened her eyes to all the discrimination faced by African Americans.
- 6 During the summer of 1955, Rosa Parks attended a civil rights training workshop at the Highlander Folk School in Tennessee.



7 On buses in Montgomery, Alabama, there were 10 seats in the front for white passengers only and 10 seats in the back for black passengers only. In the middle of the bus, there were 16 seats for anyone. But if the bus was full and white passengers needed a seat, African Americans had to move to rows behind the white passengers.

Who inspires you and why?

- 8 On December 1, 1955, Rosa Parks refused to give her bus seat to a white man. She was not the first person to challenge these segregation laws. But her courage to take a stand against injustice began the Montgomery bus boycott, which lasted 381 days and brought Dr. Martin Luther King Jr. to national fame.
- 9 Rosa Parks faced many challenges after her courageous act. She and her husband, Raymond Parks, both lost their jobs because of their involvement with the bus boycott. She received many death threats while living in Montgomery and eventually moved to Detroit, Michigan, in 1957 for the safety of herself and her family.
- 10 Rosa Parks received the Presidential Medal of Freedom from President, William J. Clinton in 1996.



The Curt Flood Story

Curt Flood was among the first generation of African Americans to play in Major League Baseball. He was an All-Star for the St. Louis Cardinals. Flood was inspired by Rosa Parks to become a civil rights activist and take a stand for what he believed. In the 1970s, Flood sued Major League Baseball for allowing the Cardinals to trade him without his permission. Flood did not believe players should be treated like property, and his actions helped change the game of baseball forever. Today, Major League Baseball allows players the freedom to choose where they play.

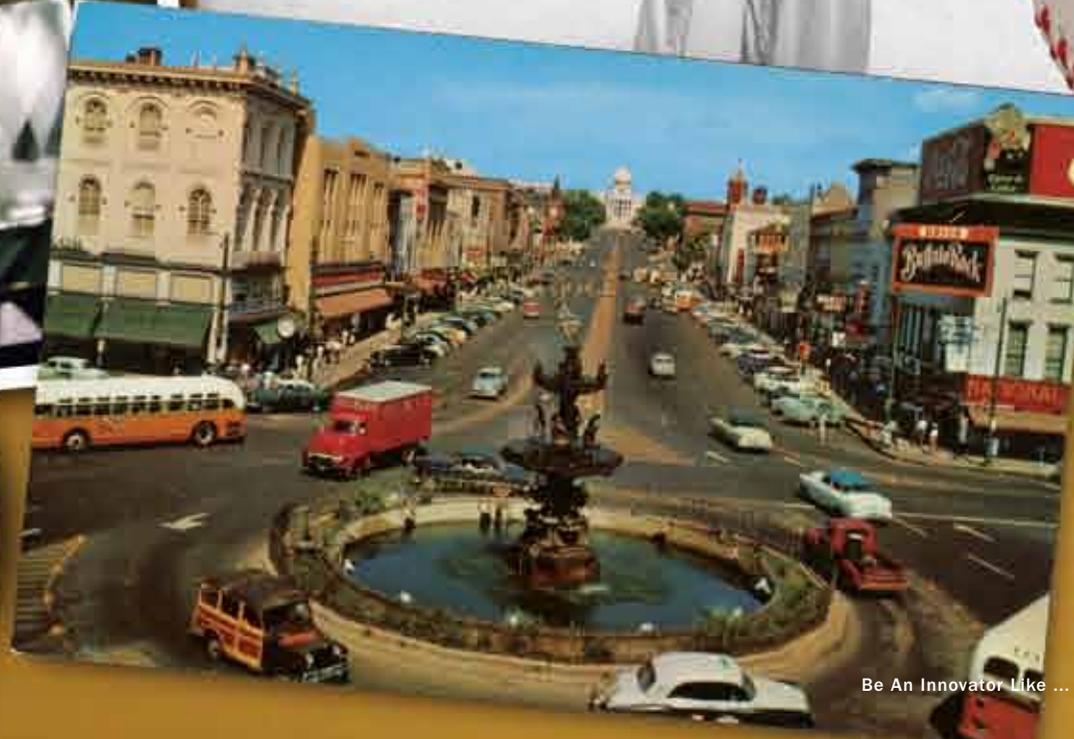
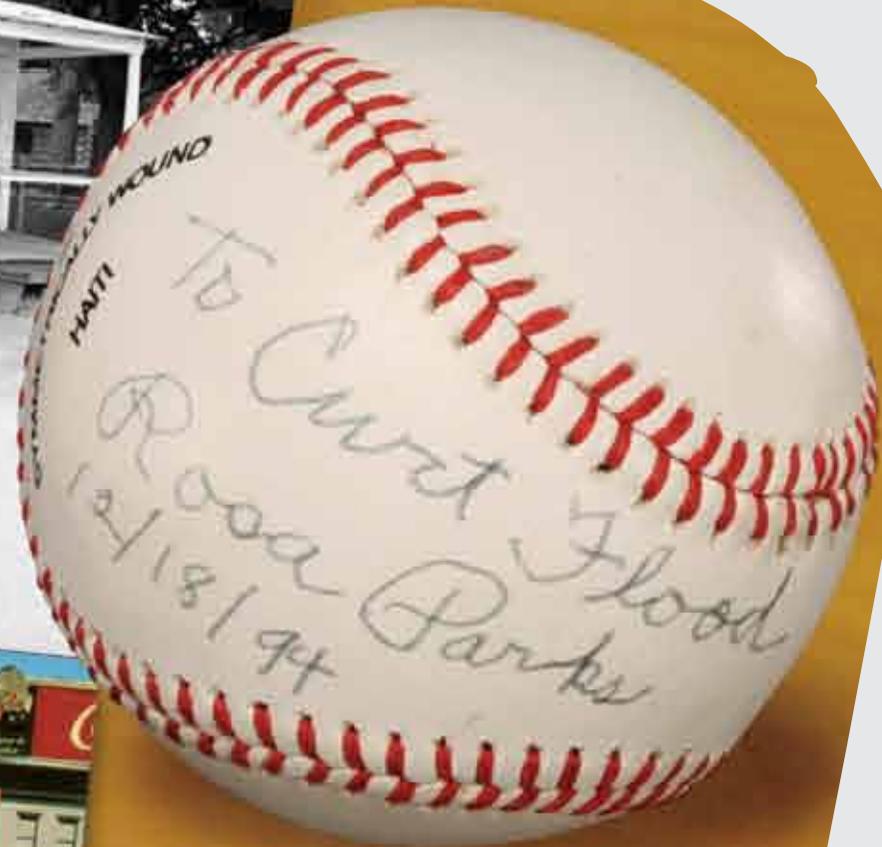
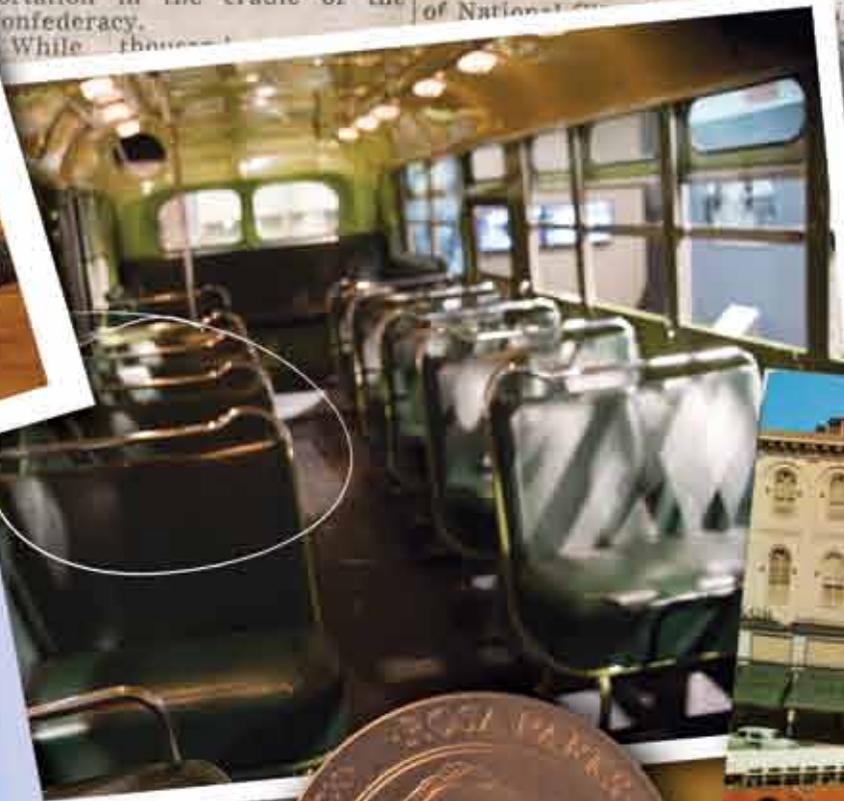
Flood, like Rosa Parks, suffered because of his choice to stand up. He never played baseball again, he lost many friends and he even left the country! When Flood came back to the United States, he was able to put his life back together and even got to meet his hero, Rosa Parks, who signed a baseball for him.

Be a history detective!

Look at these images, and find out how they are **related to Rosa Parks' life!**

Montgomery Bus Arrest May Bring Test Of Segregation

MONTGOMERY, Ala., Dec. 5. —(P)—The arrest of a Negro who refused to move to the colored section of a city bus may bring a court test of segregated transportation in the cradle of the Confederacy. While thousands of Negroes by the thousands found other means of transportation or stayed home today in an organized boycott of city lines buses, operated by a subsidiary of National City Lines.



- The bus as seen in Henry Ford Museum today.
- The seat in the bus that Rosa Parks refused to give up.
- News of Mrs. Parks arrest in the Tampa Tribune, December 6, 1955.
- Replica of the Rosa Parks' Congressional Gold Medal.
- Aerial view of Montgomery, Alabama, 1954.
- Rosa Parks visiting Greenfield Village, Dearborn, Michigan, 1992.
- The baseball that Rosa Parks autographed for Curt Flood.

Left to right:

My Rosa Parks Word List!

Circle **6 words** that you don't know but want to learn about. For each word you circle, write the word and its simple meaning in the space provided.

Action	Democracy	movement	Riot
Activist	Dignity	peaceful	Risk
Arrest	Discrimination	Persist	seamstress
Artifact	Disobedience	protest	segregation
Boycott	Freedom	Provoke	Symbol
Convicted	Harass	Race	testify
Courage	Impact	Radical	Train
Demand	Improve	Restore	values
		Rights	violence

word 1.

meaning:

word 2.

meaning:

word 3.

meaning:

word 4.

meaning:

word 5.

meaning:

word 6.

meaning:

What's the most important trait of a social innovator?

COURAGE
to take a stand.

Moments Make History

A Rosa Parks Timeline.



1932

Rosa marries Raymond Parks, a barber and civil rights activist.

1933

Rosa earns her high school diploma and attends Alabama State College in Montgomery.

1945

After being denied twice, Rosa successfully registers to vote.

1955

December 1

Rosa is arrested for refusing to give up her seat on a Montgomery bus.

December 5

Rosa stands trial, is convicted of disorderly conduct and is ordered to pay a fine. She attends the first mass meeting of the Montgomery Improvement Association, led by Martin Luther King Jr. The Montgomery bus boycott begins.



1957

Rosa moves to Detroit with her husband and mother.

1965

Rosa begins working as an aide to Congressman John Conyers.

1996

President William J. Clinton awards Rosa Parks the Presidential Medal of Freedom.

2001

The Henry Ford purchases the bus on which Rosa refused to give up her seat. Rosa Parks visits Henry Ford Museum to commemorate the 46th anniversary of her arrest.

1913

A journey begins.

February 4

Rosa Louise McCauley is born in Tuskegee, Alabama. Her father is a carpenter, and her mother is a schoolteacher.

1915

Rosa moves with her mother and younger brother to her grandparents' farm in Pine Level, Alabama.

1943

Rosa is appointed secretary and investigator for the Montgomery National Association for the Advancement of Colored People (NAACP).



Summer 1955

Rosa attends a civil rights workshop at the Highlander Folk School, a civil rights organizing center in Tennessee.

1956

February 22

Rosa is arrested again, along with 89 others, for boycotting city buses.

November 13

U.S. Supreme Court rules segregation on Montgomery buses to be unconstitutional.

December 21

Montgomery city buses are integrated for the first time; the bus boycott ends after 381 days.

1963

Rosa attends the March on Washington where Martin Luther King Jr. delivers his "I Have a Dream" speech.



1999

Rosa Parks is awarded the Congressional Gold Medal.

2005

Rosa Parks dies at age 92. The public comes to pay her respect at the U.S. Capitol Rotunda, where her coffin was placed. She becomes the first woman and second African American to be honored in this way.



bus facts

- 1 Made in 1948
- 2 General Motors Corporation, Pontiac, Michigan
- 3 Carries 36 passengers
- 4 Diesel engine
- 5 Hydraulic transmission
- 6 Used in Terre Haute, Indiana, 1948-54
- 7 Used in Montgomery, Alabama, 1954-71
- 8 Sold as surplus to an individual, 1971
- 9 Purchased at auction by The Henry Ford, 2001

Artifact

An artifact is an object made by humans for a purpose. Museums save important artifacts for future generations to learn and enjoy.

Rosa Parks Bus

The Rosa Parks Bus is an iconic artifact that tells us an important story in the history of the United States of America. It inspires people across many countries and generations to take a stand against injustice!



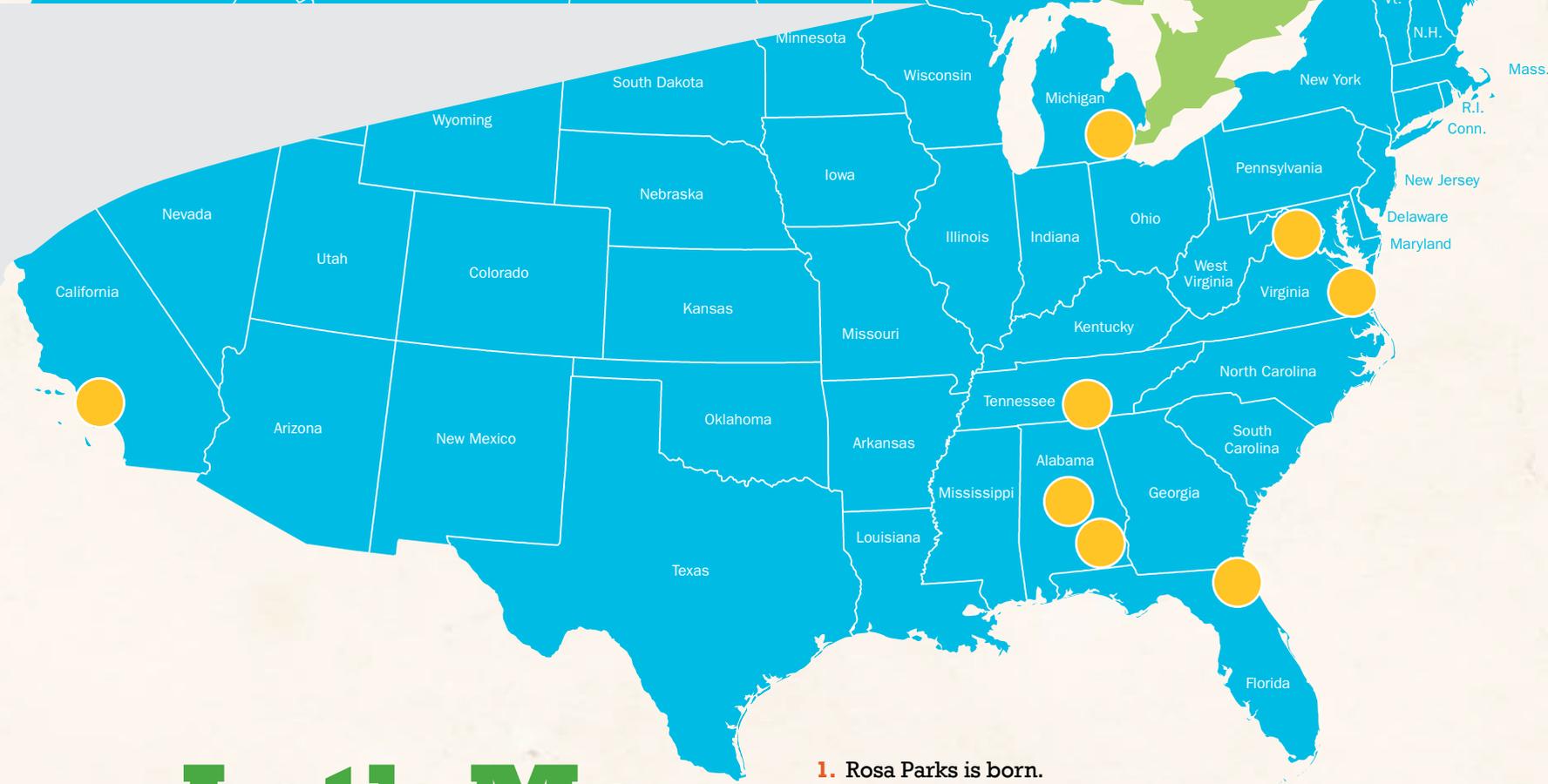
Official White House Photo by Pete Souza

Rosa Parks as an Inspiration

“I just sat in there for a moment and pondered the courage and tenacity that is part of our very recent history but is also part of that long line of folks who sometimes are nameless, oftentimes didn’t make the history books, but who constantly insisted on their dignity, their share of the American dream.”

– President Barack Obama, April 18, 2012, Henry Ford Museum, Dearborn, Michigan

Reflect on this quote by President Obama, and write down a few sentences about how you think ordinary people can accomplish extraordinary things.



Let's Map Rosa's Life Journey

Match the places to the dots to trace Rosa Parks' life journey. Write the number on each yellow dot.

- Rosa Parks is born.
- Attends NAACP leadership training seminar.
- Receives training at the Highlander Folk School.
- Refuses to give up her seat on the bus, starting a bus boycott.
- Moves here to be closer to her brother and sister-in-law after facing hardships in Montgomery. Later dies here.
- Leaves her husband and mother behind to briefly find work here.
- Begins to spend her winters here in the 1990s.
- Becomes the first woman and second African American to have their body lie in honor in the Capitol Rotunda.

Answers: 1) Alabama 2) Florida 3) Tennessee 4) Alabama 5) Michigan 6) Virginia 7) California 8) Washington D.C.

Match the Social Innovators with their cause

Match these past and present social innovators with their cause. Do some online research if you are not familiar with some of these people and their contribution.

Above image:

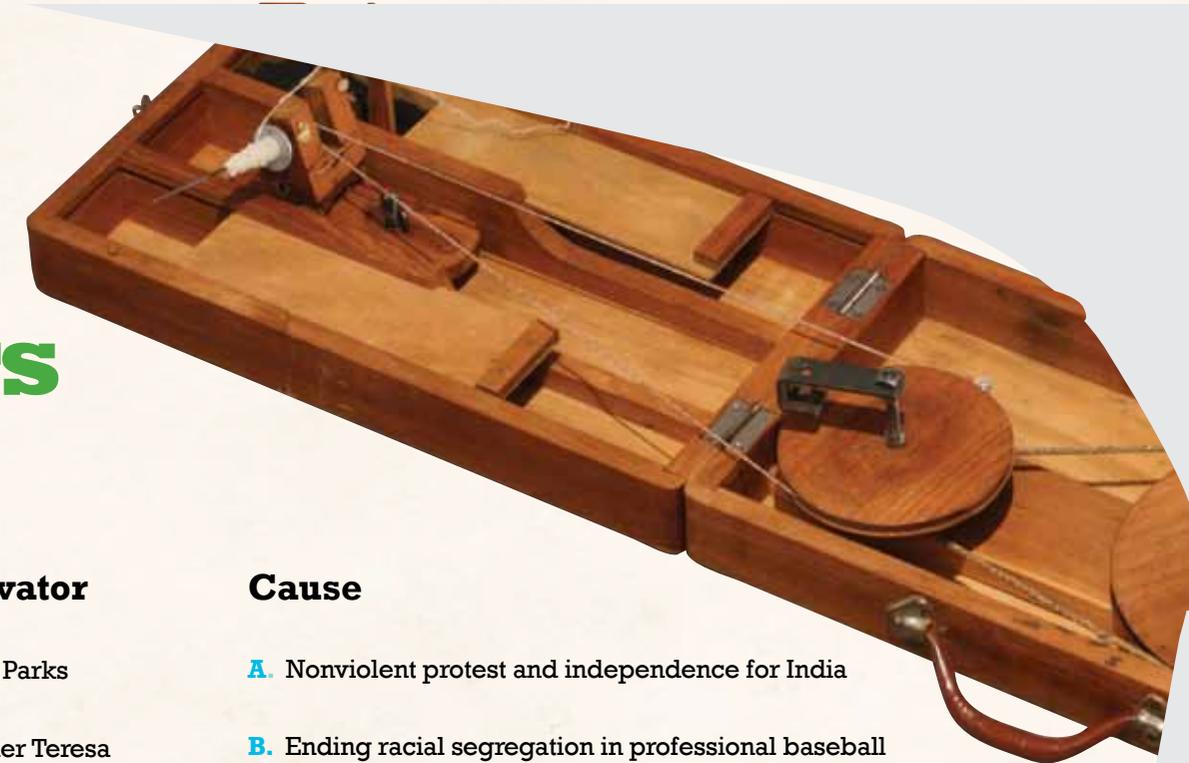
Folding portable spinning wheel used by Mohandas Gandhi and bearing his autograph. This spinning wheel was Gandhi's symbol of economic independence for India and was presented by him to Henry Ford through T. A. Raman, London, editor of United Press of India, 1942.

Innovator

- Rosa Parks
- Mother Teresa
- Eleanor Roosevelt
- Mohandas Gandhi
- Nelson Mandela
- Will Allen
- Jackie Robinson
- Susan B. Anthony
- Thomas Paine
- Mitchell Baker

Cause

- Nonviolent protest and independence for India
- Ending racial segregation in professional baseball
- Urban farming and sustainable food production
- Government representation for ordinary people
- Civil rights in the United States
- Help for working women
- Choice on the Internet by offering alternatives
- Ending segregation in South Africa
- Help for the poor and sick
- Women's right to vote



You can be a social innovator

Think of a social innovator you admire the most, and write down your views below.

why do you admire or relate to this social innovator the most?

what are some traits you share with this social innovator?

Call to action!

Think critically about some of the social or civic issues you or your family and friends are facing and that you want to take a stand on. Then write a few of your thoughts below.

1 If you could choose a social issue to take a stand on today, what would it be?

2 Why do you think it's important to take a stand on this issue?

3 How do you think your movement will help you and others?

4 What are some of the challenges you think you might face?

5 Who motivates you to stand up for your cause?

6 Can you work to make this change alone, or do you need a partner or team? Whom will you choose to help you?

My partner will be:

My team will be made up of these people:

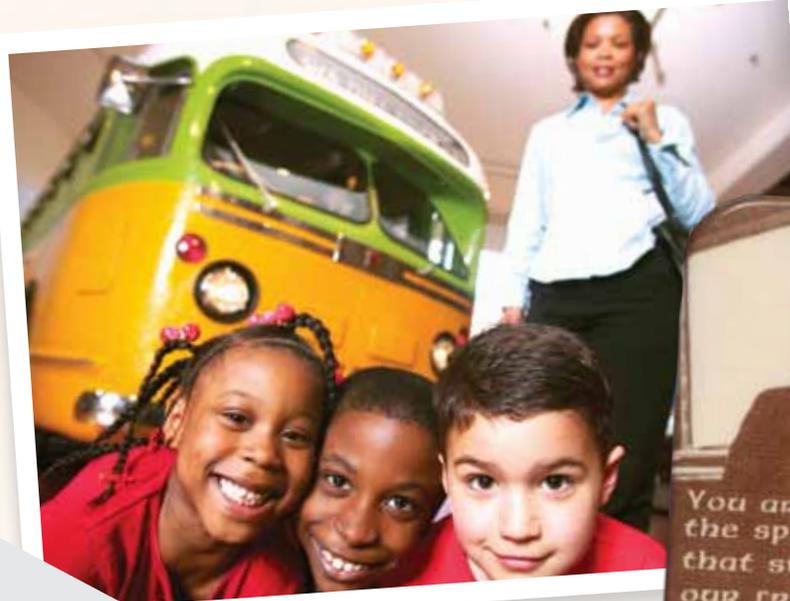
7 Write a five-step action plan to achieve your goal.

1. _____
2. _____
3. _____
4. _____
5. _____

A Moment to Reflect

on the **Past, Present** and **Future**

Write a letter to Rosa Parks about how her story is inspirational for you and how you plan to be a social innovator.



Dear Mrs. Parks:

Learn more

Want to learn more about Rosa Parks?

Explore these books:

Kellaher, Karen and editors of TIME for Kids. *Rosa Parks: Civil Rights Pioneer*. New York: HarperCollins, 2007.

Parks, Rosa and Jim Haskins. *Rosa Parks: My Story*. New York: Puffin Books, 1992.

Parks, Rosa and Gregory J. Reed. *Dear Mrs. Parks: A Dialogue with Today's Youth*. New York: Lee & Low Books, 1996.

Want to know more about the Rosa Parks Bus?

Explore these resources:

The Henry Ford. *Is This Really... The Rosa Parks Bus?* Terrell Creative, 2006.

www.thehenryford.org/exhibits/pic/2012/12_jan.asp

www.thehenryford.org/exhibits/rosaparks/restoration.asp

www.thehenryford.org/exhibits/pic/2002/busmore.html

www.thehenryford.org/museum/liberty/

onInnovation
Visionaries thinking out loud!

www.oninnovation.com/innovators/detail.aspx?innovator=Parks



BE AN INNOVATOR LIKE...
ROSA PARKS



Be an Innovator Like... Rosa Parks is an educational activity book of The Henry Ford. It provides historical facts and primary sources in a fun, relevant and engaging manner to inspire a love of reading among youth. It also reinforces 21st-century skills development by providing unique learning opportunities for critical and innovative thinking and creative visualization.

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