



Museums for America

Sample Application MA-259472-OMS-26

Project Category: Lifelong Learning

Colonial Williamsburg

Amount awarded by IMLS:	\$297,656
Amount of cost share:	\$368,857

Colonial Williamsburg, in partnership with iCivics, will develop Revolutionary Kids—a multimedia project featuring eight animated videos and eight 22-page digital graphic novels designed for elementary classrooms—to commemorate the 250th anniversary of American independence. By highlighting uplifting narratives of our shared American experience through the relatable eyes of 1770s youth, this project refocuses on what unites us, while fostering respectful civil dialogue around our nation's founding. This project will result in the development of flexible instructional toolkits, web profiles, and field trip guides that seamlessly bridge digital learning with immersive onsite discovery. The primary audience includes the nation's 1.9 million elementary educators, their 38.5 million students, and the students and families who visit each year. Outcomes for this project include transforming the complexities of the 1770s into highly engaging, experiential learning tools for millions of youth.

Attached are the following components excerpted from the original application.

- Narrative
- Schedule of Completion
- Digital Products Plan

When preparing an application for the next deadline, be sure to follow the instructions in the most recent Notice of Funding Opportunity for the grant program to which you are applying.

Narrative: *Revolutionary Kids*

The Colonial Williamsburg Foundation (CW) and iCivics seek \$300,000 in cost-matched funds to create *Revolutionary Kids*, a multimedia project including eight animated videos and eight 22-page visually engaging graphic novels. Exploring the lives of eight children in 1770s pre-Revolutionary Williamsburg, these historically accurate resources will ground abstract historical concepts, such as the causes of the American Revolution and the economics of early America, in the relatable stories of young people. This project builds upon the proven success of our collaborative, interactive game, [Uncovering Loyalties](#), which has been played more than 747,000 times since its launch in fall 2024. The series will explore the lives of eight children featured in that game, offering young people a dynamic, age-appropriate entry point into the rich and powerful story of America's Founding principles.

I. Project Justification

Program Goal Alignment

To meet **MFA Goal 1**, “Advance the capacity of a museum to serve people of all ages and backgrounds through experiential learning and discovery,” and **Objective 1.1**, “Support public programs, including adult programs, family programs, school, and/or early childhood programs,” we will create short, engaging videos and graphic novels, along with supplemental resources, relaying colonial history resources for children, their families, elementary teachers, and visitors to Colonial Williamsburg's Historic Area. Answering the call to feature uplifting narratives of our shared American experience, these integrated resources will transform abstract historical principles into an immersive discovery of 1770s Williamsburg, and by extension Revolutionary America, empowering youth to consider what freedom and community truly mean.

Strategic Plan Alignment

CW's 2020–2026 [strategic plan](#) prioritizes national outreach through diverse visitation and technology-driven experiential learning. As part of CW's objective to expand its educational impact, its first stated goal is to “Increase visitation, attract new and diverse audiences, and provide experiential learning and engaging experiences that are fun and relevant to today's America.” Related goals include to “Build a core competence in collaboration with others to achieve our objectives” and to “Focus technology on enhancing the customer experience.” In 2023, CW began its Innovation Studios, creating digital content for YouTube, social media, and Google Arts & Culture. This initiative has helped to expand CW's global reach, securing over 26 million engagements in 2025.

Founded in 2009 by Supreme Court Justice Sandra Day O'Connor, **iCivics** is a nonpartisan organization dedicated to advancing civic learning by providing educators and students with the knowledge, skills, and resources needed to embrace and engage in our civic life together. iCivics empowers educators and leads the movement to make civic education a nationwide priority, so all young people have the confidence to shape the world around them and believe in our country's future. Today, up to 145,000 teachers and 9 million students in all 50 states utilize iCivics' innovative and free resources. As part of iCivics' strategic vision for 2025-2030, the organization is focused on: creating innovations in education; advancing policy for high-quality civic education; inspiring people of all ages and walks of life to engage; and building evidence that all our work has tangible results.

Pedagogical Alignment

To captivate youth and achieve national reach, *Revolutionary Kids* leverages the dynamic mediums of graphic novels and video to engage our youngest visitors in the stories of early American history. As educational psychologist Richard Mayer demonstrated, students learn more effectively when written or spoken words are paired with illustrations or photographs ([Lamar](#), 2024). *Revolutionary Kids* applies a multimedia learning approach by producing eight 22-page digital graphic novels and eight short, student-friendly videos. Integrating these modalities is proven to be effective in modern classrooms; an [impact report](#) found that 80% of teachers utilizing YouTube noted that video content actively increases

student engagement. As novel research completed by CW indicated teachers want short videos “to connect” students to history, noting “when it comes alive, they get interested, they get excited, they want to learn about it.” Furthermore, the visual nature of graphic novels aids reading comprehension by building conceptual schema and critical inferencing skills ([Edutopia](#), 2022). Because the comic format is inherently inviting, it uniquely encourages “rereading by choice,” giving students the agency to repeatedly revisit the stories of these young colonial figures to build reading fluency ([Edutopia](#), 2022). By translating complex historical content into these stimulating visual formats, *Revolutionary Kids* aims to foster genuine curiosity, provide crucial visual aids for English-language learners and students with reading difficulties, and offer an enriching, developmentally appropriate learning experience.

Primary Audience and Needs

We anticipate two key audiences for this project. Our first audience is the 38.5 million elementary students enrolled in the U.S., many of whom visit Colonial Williamsburg with their families and schools ([NCES](#)). To successfully grasp abstract historical concepts, young learners need engaging, developmentally appropriate entry points. We know students learn more when written or spoken words are paired with compelling visuals. By utilizing dynamic multimedia like graphic novels and short videos, we meet their need for accessible, visually stimulating formats that build critical schema, support different learning styles, and foster a curiosity-driven approach to the past.

A second audience for this project includes the 1.9 million elementary educators who teach these students ([NCES](#)). Elementary social studies teachers face a critical resource gap, often receiving fewer district-provided materials, and relying heavily on self-sourced digital learning tools ([Diliberti, et al.](#), 2023). To ensure our digital projects directly meet educators’ needs, CW completed novel national research with 995 K-12 educators and qualitative interviews with 28 teachers. This research revealed that 84% of K-5 teachers prioritize student engagement and 79% prioritize state standards alignment when selecting materials. Furthermore, teachers explicitly requested short, visually appealing video content that adapts easily to limited 30-minute class schedules. *Revolutionary Kids* directly answers this demand, delivering high-quality, standards-aligned multimedia that makes early American history “come alive” for their classroom. Further, this project focuses on themes that recur across state standards nationwide: daily life in colonial America, the causes of the American Revolution, and the economics of early America. By grounding these abstract historical concepts in the stories of youth, these digital resources will provide developmentally appropriate, standards-aligned content suitable for an inquiry-driven teaching approach.

Beneficiaries

As digital resources in CW’s and iCivics’ ecosystems, the *Revolutionary Kids* videos and graphic novels will be accessible for decades to come, ensuring a conservative lifespan estimate of at least ten years. During this time, they will provide a tool for all youth and their caregivers—including children on field trips under the guidance of their educators and all others who access the materials online—to explore the powerful principles of America’s Founding and uncover the values that shaped a nation in a fun, approachable way. In 2025, CW’s student-facing content (videos and games) garnered more than one million views, and more than 212,750 students visited the Historic Area. Using these numbers, we can estimate an annual engagement rate of approximately 1.25 million. Over the estimated 10-year lifespan of the project, this would account for 12.5 million views just on CW’s digital properties. If we assume one-fifth of iCivics’ annual student engagement of 9 million (or 1.8 million per year), the total jumps to a potential 30 million student views over the reasonable life of the product.

Given this, we believe *Revolutionary Kids* has the potential to benefit our local, state, and national communities as students take the lessons learned from these resources back to their own homes and classrooms. By exploring historical events from differing perspectives, students will practice the critical thinking necessary to engage in respectful civil dialogue and consider what freedom and community truly mean. While it would be hard to measure the overall effect of this, small changes in historical literacy and individual civic actions add up and, over time, can change the world. Given the agency’s call to refocus on what unites us and highlight uplifting narratives of our shared American

experience, providing resources that empower youth—our future voters and community leaders—to foster curiosity, understand the complexities of early America, and step into their own civic agency is vital.

Our Experience Serving Teachers and Students

CW and iCivics have deep experience supporting youth and educators. For over 35 years, CW's Bob and Marion Wilson Teacher Institute (BMTWI) has reached over 50,000 teachers in onsite, online, and offsite programs, impacting an estimated 10 million students. Its staff and summer coordinators include numerous former and current teachers, who will be deeply involved in planning and implementing this project, as well as sharing it with teachers. Likewise, iCivics has leveraged its expertise in teacher-centric development to create 25+ games since 2010, serving 145,000 teachers each year.

We have paired this deep institutional expertise and our existing collaborative relationship with rigorous, recent audience research to ensure our planning is directly driven by educators' most urgent priorities. By continuously evaluating national trends and analyzing state frameworks, we guarantee that *Revolutionary Kids* is ideally positioned to address a real-world resource gap in today's classrooms.

II. Project Work Plan

Stage 1: Research, Planning, and Request for Proposals

Building on the foundational research iCivics and CW conducted for the *Uncovering Loyalties* game, CW's digital content team will dive deeper into the lived experiences of the game's eleven featured youth to select the final eight subjects. The project team will map each child's story to specific aspects of the period (daily life, the American Revolution, religion, science, technology, etc.), using our research and state learning standards and the national C3 framework. Rather than teaching abstract concepts, these individual stories will serve as targeted visual case studies. For example, children can learn about colonial economics by exploring the daily operations and trades of the Geddy family's metalworking business. To teach the causes of the American Revolution and the power of the press, we can focus on the Rind family at the Print Shop, examining how publications like the *Virginia Gazette* helped spread revolutionary ideas and news of protests. Finally, to examine differing political perspectives, a story could focus on Lady Susan at the Governor's Palace, illustrating the Loyalist experience through the eyes of the royal governor's family as they clashed with colonists over British rules.

As research begins, we will complete a request for proposals (RFP) process to hire vendors to support video and graphic novel production. We will seek vendors willing to: 1- use graphic assets generated for the *Uncovering Loyalties* game; 2- use AI-assisted visual production to increase efficiencies and reduce costs; 3- share layered graphic file assets between iCivics, CW, and other vendors; and 4- commit to maintaining the highest possible historical accuracy in visual presentation, material culture, and depictions of Williamsburg's traditional and classical architecture. Preference will be given to bidders with experience producing educational content for elementary audiences. Once vendor partners have been identified, we will work with them to finalize the full project schedule for the project's three-year term.

Stage 2: Scripting

Once initial research is complete, CW and iCivics will develop scripts for each of the videos and graphic novels. The scripting team will include Leslie Clark (Executive Producer, CW), Jordan Taylor, Ph.D. (Manager of Digital Content, CW), Carrie Ray-Hill (Senior Director of Digital Learning, iCivics), Emily Doherty (Supervisor of Performing Arts, CW), and Lindsey Horner (Manager of Teacher Outreach, CW). We will seek additional feedback from a panel of two elementary teachers, selected from iCivics' or BMTWI's master teachers, two CW historians, and an external fact checker.

Stage 3: Video production

Once a vendor has been selected, the production process will begin with delivery of visual assets from *Uncovering Loyalties*. The vendor will collaborate with CW and iCivics on the creation of an overall visual style and storyboards or animatics for each video. CW will deliver reference images and other

materials to guide the vendor in ensuring that all visuals, including characters' clothing, interior and exterior scenes, and objects are historically accurate. Drafts will be delivered to the project team according to the timeline outlined in the RFP and the vendor will incorporate feedback regarding pacing, visual style, historical accuracy, voice overs, sound effects, music, etc.

Stage 4: Graphic history production

Following completion of the videos, iCivics, CW, and an external vendor will collaborate on developing the eight graphic novels, which are each grounded in historical research into the individual depicted. The graphic novel vendor will use graphic assets from *Uncovering Loyalties* and additional layered assets produced by the video project vendor to create eight visually engaging, 22-page graphic novels optimized for digital distribution and potentially for printing in the future.

Stage 5: Collateral production

To support the launch and use of these videos and graphic novels, CW and iCivics will develop web content, an instructional toolkit, a field trip guide, and integrations with onsite programming.

Web content: CWF will maximize the impact of *Revolutionary Kids* by embedding the new content across our web properties. We will build robust profiles for the eight featured individuals on the main CW website, complete with contextual history and cited primary sources. To guarantee widespread discovery, this content will be cross-published to the open-access history.org platform, preserved for long-term educator use in the Educator Resource Library (part of CW's Digital Collections), and actively linked to our online Resource Hub and existing *Uncovering Loyalties* digital itineraries. Further, iCivics plans to incorporate *Revolutionary Kids* into the *Uncovering Loyalties* game page and Teacher Resources. By distributing the multimedia materials across these interconnected platforms, as well as our YouTube and social media channels, we collaboratively ensure seamless access for the millions of teachers, students, and families exploring our digital ecosystems.

Instructional Toolkit: To support dynamic classroom use, CW's Education teams will develop a comprehensive suite of instructional materials centered on student encounters with the eight historical figures. Rather than a single rigid lesson plan, this toolkit will feature modular resources, such as profiles, student handouts, instructive presentation slides, and graphic organizers for each figure. Students will use these flexible tools to analyze and record observations about the figures' daily lives and views on the Revolution. As more profiles are completed, teachers can use guided prompts to help students compare perspectives and model evidence-based reasoning. Through these materials, students will examine how economic status, social position, and lived experiences influenced differing viewpoints among various populations in Williamsburg. The design of these instructional supports will be highly adaptable, allowing educators to seamlessly modify them for diverse student needs, while allowing for ease of implementation in whole- or small-group settings.

Field trip guide: To maximize experiential discovery, the BMWTI and Historic Area teams will design field trip guides that bridge classroom learning with onsite exploration. Equipped with pre-visit digital materials and customized maps, students will physically explore the exact historic spaces where their *Revolutionary Kids* characters lived, worked, and interacted. Back in the classroom, students will synthesize these real-world connections through reflective exit tickets and engaging class presentations.

Integrations with existing tours and onsite programming: To maximize capacity for experiential learning, we will directly connect the *Revolutionary Kids* digital resources to CW's physical historic spaces. We will achieve this by producing a new family-oriented STEM web itinerary and embedding the videos and graphic novels into our upcoming 2026 "[Junior Historians](#)" program and self-guided school tours. By replicating the successful model of our existing *Uncovering Loyalties* interactive [itinerary](#) and [Google](#)

[Arts & Culture Tour](#), these integrations will allow families and school groups to tangibly encounter the stories of these children as they explore the actual locations where American history unfolded.

Stage 6: Distribution and Educator Outreach:

To guarantee national reach, *Revolutionary Kids* will be distributed across high-traffic digital platforms, including CW's website (13.7 million views in 2025), CW's social media (5.9 million), CW's YouTube channel (2 million), the iCivics website, history.org, and WHRO Public Media's eMediaVA. Furthermore, the BMWTI team will actively drive educator adoption through:

- **Educator programs & conference presentations:** The BMWTI will host dedicated online professional development programs and travel to present at professional conferences across the country. Based on 2025 data, these opportunities (spanning states from Virginia to Texas to California) will directly engage over 3,100 educators and impact roughly 184,650 students across all 50 states.
- **Summer Teacher Institute:** The BMWTI will develop and deliver an onsite, residential summer institute session in 2029 for 28 elementary educators that focuses on using *Revolutionary Kids* and place-based education to teach early America. All participants in the institute will receive travel, tuition, room, and board free of charge.
- **Targeted Digital Outreach:** We will heavily promote the new deliverables to our collective social media followership of over 500,000—which drove 5.9 million engagements in 2025—as well as CW's 200,000 monthly email subscribers, 10,000 dedicated educator subscribers, and the approximately 145,000 teachers served annually by iCivics' digital platforms.
- **Strategic Partnerships:** CW and iCivics will co-host events and leverage external networks—including the Virginia Department of Education, the National Council for the Social Studies, the National Council for History Education, state-level social studies councils, Monticello, and WHRO Public Media's eMediaVA—to rapidly introduce these resources to new audiences.

Mitigating Risk

As it is intended for widespread distribution, this project carries the risk of reputational damage to CW and iCivics if it contains inaccurate information or unsupported interpretations. To minimize this risk, all scripts will be drafted in consultation with CW historians and reviewed by two elementary teachers, two CW historians, and an external fact checker.

A core assumption of this project is that the high engagement rates previously seen with the *Uncovering Loyalties* game will translate to these new multimedia formats. A corresponding risk is that target audiences may fail to adopt the new resources. We mitigate this risk by deeply grounding our content in the priorities identified by our novel research, and by leveraging the established distribution networks of both iCivics and CW's BMWTI. Further, because this project relies on external vendors for video and graphic novel production, there is a risk of timeline delays. To mitigate this operational risk, Project Director Carol Gillam and Co-Managers Leslie Clark and Jordan Taylor will utilize Monday.com to rigorously track deliverables, ensure early alignment on visual assets, and enforce strict schedule milestones throughout the three-year term.

Finally, an additional risk arises from the unsettled state of animation in a world where Artificial Intelligence-powered tools are rapidly changing how animators work. A potential risk is that a vendor could produce low-quality, AI-generated animation which would not be historically accurate, visually appealing, or congruent with the style developed for the *Uncovering Loyalties* game. To mitigate this risk, we will: 1- ensure that the RFP for video and graphic novel vendors emphasizes that while AI technologies may assist in the animation process, animation should begin with vetted assets produced for *Uncovering Loyalties*; 2- seek vendor partners who demonstrate attentiveness to historical detail, including in character and background animation; and 3- ensure that all partners align about the use of AI tools in the animation process as early as possible. In creatively adapting Artificial Intelligence tools for

educational purposes, we seek to align with Executive Order 14277, which calls for “promoting the appropriate integration of AI into education.”

Planning, Implementation, and Management

Implementing *Revolutionary Kids* requires a highly coordinated allocation of personnel and financial resources across research, production, and distribution. CW will leverage substantial institutional resources to drive the project's development and national distribution, while requesting IMLS funds to support the design and production of the multimedia deliverables via expert external contractors.

To guarantee the highest standards of historical accuracy, CW's expert historians and curators will rigorously review all deliverables during the scripting and development stages. Concurrently, to ensure these resources solve the resource gaps identified by our target audience, our educator advisors will be involved from day one to ensure quality and map the digital content to learning standards.

Project Director Carol Gillam will drive execution alongside Co-Managers Leslie Clark and Jordan Taylor. Meeting regularly to evaluate progress toward our stated goals, this core team will utilize Monday.com as a centralized project management system. This robust platform will allow them to clearly track sub-tasks, enforce strict schedule milestones, and rapidly make necessary course adjustments.

Finally, to ensure the project continually aligns with our strategic missions, an executive advisory committee—including Louise Dube, Mia Nagawiecki, Heather Nice, Joe Schmidt, Ramona Hill, and Robert Currie—will provide continuous oversight and strategic guidance (see Project Staff).

Project Team

- Director: Carol Gillam (Associate Vice President of Foundation Marketing and Engagement, CW).
- Co-Managers: Leslie Clark (Executive Producer, CW); Jordan Taylor (Manager of Digital Content, CW).
- Project team: Carrie Ray-Hill (Senior Director of Digital Learning, iCivics); Jonathan Anderson (Associate Director of School and Youth Groups, CW); Lindsey Horner (Manager of Educator Outreach, BMWTI, CW); Isabel Mann (Manager, BMWTI, CW); Ken Wolf (Manager, BMWTI, CW); Carson Cook (Senior Web Manager and Strategist, CW); Rachel Merkley (Manager, Department of Historic Interpretation, CW); Emily Doherty (Supervisor of Performing Arts, CW); Jorja Smith (Senior Digital Brand Manager and Strategist, CW); external vendors for video and graphic novel production; CW Curatorial Staff; two teachers advisors; external fact checker. (See Project Staff for full role explanations.)

The individuals listed in this section lead full teams at both CWF and iCivics and will leverage their strengths to ensure optimal project outcomes.

III. Project Results

Revolutionary Kids directly answers the national demand for developmentally appropriate elementary resources covering early American history. By delivering a comprehensive suite of digital multimedia, this project will provide enduring educational value for classrooms nationwide while dramatically enhancing experiential discovery for youth visiting CW's Historic Area.

Deliverables and Impact

CW and iCivics will produce eight short, animated videos and eight 22-page digital graphic novels, each bringing the 1770s to life through the relatable experiences of young Williamsburg residents. Supported by the *Uncovering Loyalties* game, interconnected web content, highly adaptable classroom materials, and immersive field trip guides, this multimedia suite directly answers educators' demands for visually appealing, age-appropriate, and historically accurate resources that seamlessly align with state curriculum standards.

Beyond the classroom, our professional development opportunities and collateral materials will empower teachers with new, primary source-based instructional skills and deepen their background knowledge of colonial childhood and daily life. Ultimately, these integrated deliverables will provide enduring educational value nationwide, while dramatically transforming CW's physical Historic Area into an engine for inquiry-driven, experiential learning for visiting families and school groups.

Distribution and Sustainability

To obtain national reach, we will leverage the combined digital ecosystems of CW and iCivics. *Revolutionary Kids* will be actively promoted to the 145,000 teachers and 9 million students in all 50 states who utilize iCivics' innovative platforms each year, seamlessly integrating into the existing *Uncovering Loyalties* game page and its supplemental Teacher Resources. Concurrently, CW will distribute the deliverables across its expansive digital footprint—which achieved a total of 26 million engagements in 2025—including our website, social media, and targeted email communications.

CWF will raise awareness about *Revolutionary Kids* among audiences of visiting families and educators through strategic integration with the onsite guest experience at CW through the creation of signage, installation of scannable codes, and other onsite displays and activations. Additionally, we will launch paid media campaigns to drive awareness to the materials using tactics such as pay-per-click advertising, YouTube video ads, display remarketing, and paid e-blasts. We will ensure that flyers and promotional materials are created for distribution at education-related events in support of the BMWTI team's active outreach.

We will further maximize public visibility by publishing the animated video series on CW's YouTube channel. Leveraging a proven partnership with YouTube, we will actively elevate these resources to educators and students already searching for social studies content. This strategy is highly effective: a recent featured playlist on YouTube Kids garnered more than half a million views in Fall 2025 alone, contributing to the over 2 million total views of our student-facing video content.

To ensure these resources drive sustained classroom adoption, CW's BMWTI will continue to engage its established national network of educators through targeted webinars, onsite programs, and conference presentations. Finally, to guarantee long-term sustainability and free, open access for decades to come, all videos, graphic novels, and instructional materials will be permanently preserved in the BMWTI's Educator Resource Library within CW's Digital Collections.

Conclusion

As our nation approaches the 250th anniversary of American independence, funding *Revolutionary Kids* offers an unparalleled opportunity to fulfill the agency's call for uplifting and positive narratives of our shared American experience. By merging CW's historical expertise with iCivics' immense national educational reach, this project directly advances MFA Goal 1 by transforming the complexities of the 1770s into highly engaging, experiential learning tools for millions of youth.

Ultimately, these meticulously researched digital videos and graphic novels will not only solve a critical gap in elementary social studies resources, but they will actively empower the next generation of citizens to critically examine our founding principles, engage in respectful civil dialogue, and discover what unites us as a nation.

Schedule of Completion

Project begins: September 1, 2026

	2026	2027	2027	2027	2027	2028	2028	2028	2028	2029	2029	2029
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Stage 1: Research, Planning, RFP												
Stage 2: Scripting												
Stage 3: Video production												
Stage 4: Graphic novel production												
Stage 5: Collateral production												
Stage 6: Outreach and distribution												

As depicted in the chart above, the *Revolutionary Kids* project will be executed over a three-year timeline, beginning with:

- **Stage 1: Research, Planning, and the RFP process**, which runs from the fourth quarter of 2026 through the second quarter of 2027 to complete research, map the stories to learning standards, and secure vendor partners.
- As research wraps up, **Stage 2: Scripting** will commence, bringing together CW and iCivics teams from Q2 through Q4 of 2027 to draft the core narratives.
- Except for the first quarter of work, this stream directly overlaps with **Stage 3: Video production**, taking place from Q3 of 2027 to Q3 of 2028, where the selected vendor will use existing visual assets to create the animated videos on a rolling production schedule.
- Kicking off concurrent to the final quarter of video work, **Stage 4: Graphic novel production** will run from Q3 of 2028 through Q1 of 2029 to optimize the visual assets into 22-page digital stories.
- To support these new multimedia tools, **Stage 5: Collateral production**—which includes developing instructional toolkits, web content, and field trip guides—will span Q4 of 2028 to Q2 of 2029, ensuring a summer launch for the related Summer Teacher Institute.
- Finally, **Stage 6: Outreach and distribution** will begin in Q4 of 2028 and continue through the end of the project in Q3 of 2029, utilizing CW's and iCivics' massive digital platforms and educator networks to drive national adoption.

Digital Products Plan

Type

The Colonial Williamsburg Foundation (CWF) and iCivics will create the following born-digital content:

- Eight short (roughly four-minute) **videos** about a child and their daily life in revolutionary Williamsburg, Virginia. These videos will be in MP4 format and will be available to users through the CW website, history.org, and the Bob and Marion Wilson Teacher Institute's (BMWTI) Educator Resource Library. They will be available for download by users or for export to a learning management system, such as Google Classroom.
- Eight short (estimated 22-page) **graphic novels focusing on these children**. These will be available in digital form for download through the CW website and Bob and Marion Wilson Teacher Institute's Educator Resource Library.
- Web content, including but not limited to, robust profiles, primary sources, and Google Arts & Culture Stories.
- Instructional toolkit that includes, but is not limited to, profiles, comprehension and analysis questions, vocabulary supports, student handouts, instructive presentation slides, and graphic organizers.
- Field trip guides will be created as a printable and shareable PDF file.
- Web pages providing context for childhood in eighteenth-century Williamsburg, information about the historical figures in this project, and the sources we use to understand their lives.
- Web integrations for enriching family visitation experience.

Availability

We intend to make all the above digital products openly available across several platforms.

- Videos will be available on YouTube (including YouTube Kids), CW's website, CW's [Bob and Marion Wilson Educator Resource Library \(ERL\)](#), [history.org](#), iCivics' web platforms, and WHRO's [eMediaVA](#) repository for teacher resources.
- Graphic novels will be available through CW's website, the ERL, eMediaVA, and iCivics' website.
- The instructional toolkit and the field trip guide will be openly available through the ERL and shared with teachers during BMWTI onsite and offsite sessions.
- Web content will be freely available on CW's website.
- Web integrations with existing onsite tour experiences will be freely available to visitors through CW's website and onsite collateral available to all ticket-holding visitors.

Access

The digital products will be freely available to users across multiple platforms, with a license allowing download and sharing for educational purposes, likely using a CC-BY-NC-ND license.

Sustainability

Colonial Williamsburg's Digital Content Strategy prioritizes sustainability of digital projects. To meet that aim in the medium term, CW and iCivics will make these digital products available on core platforms that are unlikely to disappear in the coming years, including the Colonial Williamsburg website, history.org, YouTube, the ERL, iCivics' website, and eMediaVA.

In the interest of long-term sustainability, all these digital products will be contained within [Colonial Williamsburg Digital Collections](#) (which hosts the ERL), the institution's Digital Asset Management (DAM) platform, maintained by CW's John D. Rockefeller Jr. Library. This public platform contains CW's vast collection of digital assets and resources, and will be maintained as a digital archive indefinitely, ensuring long-term retention and availability of this resource.

As an institution, Colonial Williamsburg is committed to ensuring that all historical content reflects our best understanding of past. As new information about the past, or these historical figures, emerges over time, these resources may be updated. To that end, layered asset files will also be stored and archived, to allow future edits and transitions to new formats.