

# PRESIDENT'S MESSAGE

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President & CEO



From the COVID-19 pandemic that has transformed our normal way of life, to the Black Lives Matter movement and the renewed fight to overcome systemic racism that has plagued us for centuries, 2020 will be studied and interpreted in history classes for years to come.

Amidst this global health crisis and social revolution, Americans will cast their ballots and proudly perform their civic duty on Election Day. It is a timely reminder of the crucial role that civics and history play in our daily lives.

Now more than ever, the Heinz History Center strives to educate and inspire our visitors to understand our past—both in person and virtually—so that we can make good decisions for the present and plans for the future.

With this mission in mind, the History Center recently launched a new campaign as part of its America 101 initiative, which empowers citizens to know and act on the promise of our nation's founders, enabling them to write the next chapter of our democracy. America 101 engages and inspires our community to explore what it means to be an American through public programs, special exhibitions, digital learning tools, and educational curriculum.

This history and civics education campaign is spearheaded by the launch of a new app called Citizen You. The innovative app, which is available now in both the Apple and Google Stores, fosters civic engagement by gamifying and incentivizing everyday civic actions like volunteering, contacting elected officials, completing the census, and voting.

Later this year, we hope to launch this app nationally through Made By Us, a national coalition co-founded by the History Center and leading civic and history organizations across the U.S., such as the Smithsonian, Thomas Jefferson's Monticello, the National Archives, and more.

In early 2021, the Smithsonian-affiliated History Center will work with the National Museum of American History to bring a vital new exhibition to Pittsburgh. Titled *American Democracy: A Great Leap of Faith*, it is an engaging and immersive experience that will demonstrate the critical importance of active participation in our quest to form a "more perfect union."

As part of America 101, we'll also work with the New-York Historical Society to launch a new course that builds civic knowledge and prepares permanent residents for the civics portion of the citizenship test developed and implemented by the United States Citizenship and Immigration Services (USCIS) naturalization interview.

If our initiative is successful, all residents will be able to pass the citizenship test by America's 250th anniversary in 2026.

We invite you to get involved at [www.heinzhistorycenter.org/learn/america-101](http://www.heinzhistorycenter.org/learn/america-101) to participate and learn more.



**USCIS Naturalization Ceremony and using the America 101 app.**

HHC Communications.

