The University of Idaho (U of I)
Black Research Institute for
Flourishing and Thriving’s mission
is to develop scholarship that leads
to effective policy and practice
prescriptions that facilitate a
wholistic sense of belonging and
joy for the Black community.
Best Practices to create a welcoming and inclusive environment for Black Citizens, Employees, and Patrons

In our globally connected world, fostering inclusivity and embracing diversity is paramount for the sustainable growth of communities and businesses. For business owners in Moscow, Idaho, ensuring that Black community members feel valued and welcome makes ethical sense and enhances the vitality and richness of the local culture. Here are ten recommendations to help achieve this goal:

1. Invest in cultural awareness training for yourself and your staff.
2. Ensure your hiring practices are fair and promote racial and ethnic diversity.
3. Establish channels through which Black employees and customers can provide feedback.
4. Host events, workshops, or themed days celebrating Black history, culture, and achievements.
5. Source and promote products from Black-owned businesses.
6. Create a policy that promotes your establishment as a safe space for everyone, regardless of race or ethnicity.
7. Provide avenues for growth and mentorship for Black employees.
8. Stay informed about national and global issues impacting the Black community and act locally to make a difference.
9. Include Black representation in advertisements, online content, and promotional materials.
10. Support and donate to Black organizations and initiatives.

History of Blacks in Moscow, Idaho and vicinity
Notable Citizens

**WELLS FAMILY**
(ONE OF THE FOUNDING FAMILIES OF DEARY, ID)
LATE 1880’s
- Joe (Father) and Lou (Mother) ran a popular halfway house and helped build up the community.
- Three children: Chuck, Roy, and Mary.

**CHISIMON FAMILY**
(MOSCOW) EARLY 1890’s
- Lewis (Father), served as a barber and Louisa (Mother), served as a housekeeper.
- Lousinda (Daughter).
- Jennie Eva Hughes (Daughter), the 1st Black graduate from the University of Idaho.
- Edna Gertrude Chrisman (Daughter), 2nd Black student to attend the University of Idaho.

**SETTLE FAMILY**
(MOSCOW) EARLY 1920’s
- Eugene Hoyle Settle (Father), served in the US Army and worked at Latah County Grain Growers as a warehouse superintendent.
- Three children: Eugene, Stella, and Booker T.

**KING FAMILY**
(TENSED, ID AREA) EARLY 1900’s
- Calvin King (Father) and Lunar (Mother) were sharecroppers who won a homestead lottery of 160 acres just outside of Tensed.
- The couple had seven children.
- King Valley just outside of Tensed is named for the King family.

**MR. JOHN CROUT**
(MOSCOW) 1930’s
- Owner of the African Free Inc., a local nonprofit organization dedicated to introducing Black history and culture to the region in hope of educating a predominantly white population while attracting more Blacks as residents.
- Curator of “The Long Walk Back to Freedom” Black history exhibit.

**MR. JOHN CROUT**
(MOSCOW) 1930’s
- Eugene Hoyle Settle (Father), served in the US Army and worked at Latah County Grain Growers as a warehouse superintendent.
- Three children: Eugene, Stella, and Booker T.

**DR. JESSICA SAMUELS**
(MOSCOW) EARLY 2000’s
- American Civil Liberties Union (ACLU) of Idaho Board Member 2021 to 2022

**DR. SYDNEY FREEMAN, JR.**
(MOSCOW) MID 2000’s
- 1st male American Descendant of Slaves to earn the rank of Full Professor at the University of Idaho.
- 2023 Ismat & Mannan Sheikh Community Unity Award recipient.

**DR. LYDIA FREEMAN**
(MOSCOW) MID 2010’s
- 1st Black woman full-time faculty member of the Idaho WWAMI Medical Education program.
- Named by Idaho Business Review as a 2022 Business Woman of the Year honoree.