



The State of Blacks in Higher Education in California: The Persistent Opportunity Gap

SOCIAL MEDIA TOOLKIT

REPORT MATERIALS

The full report, infographic, and press release will appear on the Campaign's website at 9pm PST on Thursday, December 5, 2013. The URL will be <http://www.collegecampaign.org/resource-library/our-publications/>

SUGGESTED FACEBOOK POSTS

<https://www.facebook.com/collegecampaign>

1. Our partners, the Campaign for College Opportunity, today released, the "State of Blacks in Higher Education in California" report which finds Black students in CA are more likely than any other group to go to college but not graduate. Read the full report here: <http://bit.ly/16jYYTE>
2. Did you know that in 2012, more Black students in CA were enrolled in private, for-profit colleges than in the CSU & UC combined, according to a new report by the Campaign for College Opportunity? Read more on how California needs to act urgently to improve Black college going and completion: <http://bit.ly/16jYYTE>
3. A new report by the Campaign for College Opportunity highlights the tremendous impact the elimination of affirmative action has had on Black students in CA. Read it here: <http://bit.ly/16jYYTE>
4. After a decade of almost no change in college going and graduation for Black students in CA, it's time for a plan to improve Black college completion. Read more in the Campaign for College Opportunity's report, "The State of Blacks in Higher Education in California": <http://bit.ly/16jYYTE>

SUGGESTED TWEETS FOR TWITTER

@CollegeOpp

1. Report finds Black students in [#CA](#) more likely than any other group to go to college but not earn a degree. [#BlackEdu](#) <http://bit.ly/16jYYTE>
2. In 2012 more Black students in [#CA](#) were enrolled in private, for-profit colleges than in [#CSU](#) & UC combined [#BlackEdu](#) <http://bit.ly/16jYYTE>
3. Prior to elimination of [#affirmativeaction](#) in [#CA](#), Blacks were admitted to [#UC](#) @ rate of 75%. Today it's 58%. [#BlackEdu](#) <http://bit.ly/16jYYTE>
4. Young Black adults, aged 25-34, are less educated than 35-64 year old Black adults in CA. [#CAHigherEd](#) [#BlackEdu](#) <http://bit.ly/16jYYTE>
5. College going & grad rates for Black students in CA haven't changed much in 10 yrs. [#CAgov](#) we need a plan! [#BlackEdu](#) <http://bit.ly/16jYYTE>

OFFICIAL HASHTAGS

[#CAHigherEd](#)

[#BlackEdu](#)

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