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

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 at a rate of 75%. Today its 58%. #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/1

OFFICIAL HASHTAGS

#CAHigherEd
#BlackEdu

#AfAmEdChat

PLEASE FEEL FREE TO TAG US IN YOUR TWEETS OR FACEBOOK POSTS