

## Equity Working Group for Black Student Access and Success in Illinois Higher Education – Digital Outreach Toolkit

Help us raise awareness about the equity gaps that persist for Black students at all stages of the educational path and through to employment in Illinois and how the Equity Working Group plans to address them.

### **Contacts:**

- Aspen Clemons, [aclemo20@csu.edu](mailto:aclemo20@csu.edu), Deputy Chief of Staff, Office of the President, Chicago State University
- Ximena Leyte Escalante, [xescalante@womenemployed.org](mailto:xescalante@womenemployed.org), Marketing & Engagement Coordinator, Women Employed

**Hashtags:** #ILEquityWkGroup #BlackStudentSuccess

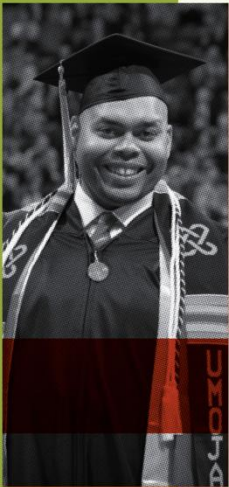
This toolkit includes graphics, language for social media posts, and sample newsletter language.

**Bit.ly Link for Quick Access:** <http://bit.ly/ILEquityWkGroup> (LINK IS CASE SENSITIVE)

### **Sample Social Media Graphics:**

[View Graphics for Twitter/Facebook/LinkedIn](#)

[View Graphics for Instagram](#)



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It's great when high schools take kids on college tours, but 1:1 mentoring is just as important. Sometimes your family wants you to go to college but kids don't always want to listen to parents and that's when it is crucial to have another person to talk to about college.

The Equity Working Group has developed strategies to provide the supports students need to succeed in higher education.

Learn more: [bit.ly/ILEquityWkGroup](http://bit.ly/ILEquityWkGroup)

**Illinois' higher education  
and workforce systems  
are failing Black students.**

The Equity Working Group for Black Student Access and Success in Illinois Higher Education has a plan to change that.

**LEARN MORE:**  
[bit.ly/ILEquityWkGroup](http://bit.ly/ILEquityWkGroup) ✎

# 29%

decrease in college attendance among Black students in Illinois between 2013 and 2018.

The Equity Working Group for Black Student Access and Success in Illinois Higher Education has a plan to change that.

**LEARN MORE:**  
[bit.ly/ILEquityWkGroup](http://bit.ly/ILEquityWkGroup)



Nearly

# HALF

of Illinois Black high school graduates don't enroll in college within 1 year of graduation.



The Equity Working Group for Black Student Access and Success in Illinois Higher Education has a plan to change that.

**LEARN MORE:** [bit.ly/ILEquityWkGroup](http://bit.ly/ILEquityWkGroup)

## The challenges facing Illinois' Black students can only be addressed through the collaboration of key stakeholders:



High Schools



Community-Based Organizations



Philanthropy



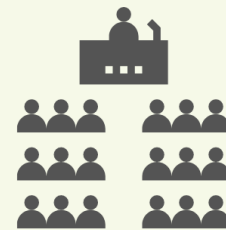
Colleges & Universities



Business Community & Employers

The Equity Working Group has identified actions that should be taken by leaders across these sectors to improve equity in access and outcomes for Black students in Illinois.

**LEARN MORE:** [bit.ly/ILEquityWkGroup](http://bit.ly/ILEquityWkGroup)



Policymakers

### Social Media Caption Language for Instagram, Facebook, LinkedIn:

- Illinois' higher education and workforce systems are failing Black students. Between 2013 and 2018, postsecondary enrollment for Black Illinoisans dropped 29.2%, indicating a crisis for Illinois and its Black students.

To address equity gaps that exist for Black students from high school graduation through entry in the workforce, over 40 Illinois leaders representing secondary and postsecondary education, elected officials, government agencies, business, community-

based organizations, and philanthropy formed the Equity Working Group for Black Student Access and Success in Illinois Higher Education.

The Equity Working Group has identified actions needed to close equity gaps to enable Black students, families and communities to thrive and survive in Illinois. Read their findings and recommendations: <http://bit.ly/ILEquityWkGroup>

- To address equity gaps that exist for Black students in Illinois, over 40 leaders from across the state representing secondary and postsecondary education, elected officials, government agencies, business, community-based organizations, and philanthropy formed the Equity Working Group for Black Student Access and Success in Illinois Higher Education. Together, the group crafted a multi-sector action plan to address these gaps. Learn more about their deep examination and recommendations: <http://bit.ly/ILEquityWkGroup>
- Only half of Black high school graduates will enroll in postsecondary education due to a lack of critical support structures. Of those who enroll, only 36 percent will graduate postsecondary, and even fewer will secure a job that pays an equitable wage after graduation. We must address inequitable outcomes for Black students in Illinois in order to close persistent racial wealth gaps and ensure a diverse and robust workforce. Learn more about what the Equity Working Group for Black Student Access and Success in Illinois Higher Education is doing to address these outcomes. <http://bit.ly/ILEquityWkGroup>
- The challenges facing Illinois' Black students, perpetuated by systemic racism, can only be addressed through the collaboration of key stakeholders working together to knock down barriers and address policies deeply rooted in racism. The Equity Working Group, a statewide, cross-sector partnership convened by Chicago State University, has identified critical actions needed to close equity gaps and enable Black students, families, and communities to thrive and survive in Illinois. These actions are detailed in the report, *Equity Working Group for Black Student Access and Success in Illinois Higher Education*. Read the report: <http://bit.ly/ILEquityWkGroup>
- Higher education must be truly accessible and affordable for all. To do this, policies and practices that impact Black student enrollment and persistence in a program of choice must be equitable, and a holistic approach to Black student well-being must be prioritized by institutions. To mobilize this goal, over 40 leaders from across the state representing secondary and postsecondary education, elected officials, government agencies, business, community-based organizations, and philanthropy formed the Equity Working Group for Black Student Access and Success in Illinois Higher Education. The Equity Working Group has identified critical actions needed to close equity gaps and enable Black students, families, and communities to thrive and survive in Illinois. Read their finding and recommendations in the *Equity Working Group for Black Student Access and Success in Illinois Higher Education* report: <http://bit.ly/ILEquityWkGroup>

## **Sample Tweets**

- To address equity gaps that exist for Illinois Black students from high school graduation through participation in the workforce, leaders from across the state formed the Equity Working Group for Black Student Access. Learn more: <http://bit.ly/ILEquityWkGroup> #ILEquityWkGroup
- Leaders from across Illinois representing secondary & postsecondary ed., elected officials, gov't agencies, business, CBO's, & philanthropy formed the Equity Working Group to address equity gaps that exist for Black students. Learn more: <http://bit.ly/ILEquityWkGroup> #ILEquityWkGroup
- We must address inequitable outcomes for Black students in Illinois in order to close persistent racial wealth gaps & ensure a diverse workforce. Learn more about what the Equity Working Group is doing to address these outcomes. <http://bit.ly/ILEquityWkGroup> #ILEquityWkGroup
- The Equity Working Group, a cross-sector partnership convened by @ChicagoState, has identified critical actions needed to close equity gaps & enable Black students, families, and communities to thrive in Illinois. Read their report: [bit.ly/ILEquityWkGroup](http://bit.ly/ILEquityWkGroup) #ILEquityWkGroup
- To make #HigherEd truly accessible, policies & practices that impact students must be equitable & a holistic approach to Black student well-being must be prioritized. Learn more about what the #ILEquityWkGroup is doing to make this a reality: <http://bit.ly/ILEquityWkGroup>

## **Newsletter Language:**

### **Diverse Stakeholders Across Illinois Outline Key Steps to Address 29% Drop in Black Student Enrollment in Higher Education**

In the wake of large and growing declining enrollment of Black students in Illinois' higher education systems, leaders across the state and across industries came together to create an action plan for reversing an inclusion crisis facing the state's education and employment sectors. The Equity Working Group, a statewide, cross-sector partnership convened by Chicago State University, has identified critical actions needed to close equity gaps and enable Black students, families, and communities to thrive and survive in Illinois. These actions are detailed in the Equity Working Group for Black Student Access and Success in Illinois Action Plan.

Read the Action Plan at: <http://bit.ly/ILEquityWkGroup>