



USC Race and
Equity Center

Systematically
Communicating the
Needs and Experiences of
**African American
Students and Families**
During COVID-19

Shaun R. Harper, Ph.D.
University of Southern California

**BLACK
STUDENTS,
EDUCATION
AND
COVID-19**

A NATIONAL VIRTUAL
TOWN HALL



MODERATED BY



**USC Professor
Shaun R. Harper**



**UCLA Professor
Tyrone C. Howard**

Register at no cost at
bit.ly/blacktownhall

Zoom link will be sent to registrants
24 hours before event starts

**Friday,
May 1
3pm EST/
12pm PST**

1. Other Black Parents and Families – Locally and Nationally
2. School Boards and School Leaders
3. Elected Officials and Policymakers
4. Local, State, and National News Media
5. Professional Associations

Target Audiences

- Daily Digital Diaries
- Crowdsourcing Common and Unique Experiences
- Hashtag Campaigns
- Digital Short Series Posted to Facebook, Twitter, Instagram, and YouTube
- Letter-Writing Campaign with Digital Signatories
- Live Tweeting during CNN Town Halls and Other COVID-19 TV Programs
- Local News Expose
- Virtual Town Hall Forums + Instagram and Facebook Live Panels

Social Media Strategies

- Leveraging Existing Associations and Networks like CAAASA
- Organizing parents and families through churches, mosques, and other places of religious worship
- Activating existing Black parent and family groups that exist on social media
- Creating new Black parent and family groups on social media specifically focused on COVID-19 – also specialized subgroups (e.g., Black Fathers who Barber)
- Creating new neighborhood associations
- Empowering Black parents and family members to recruit five new people in their networks

Coalition-Building Strategies



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Shaun R. Harper, Ph.D.

Provost Professor of Education and Business
Allen Chair in Urban Leadership
USC Race and Equity Center Executive Director

sharper@usc.edu
www.race.usc.edu

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