Social Media Toolkit - Welcome!

Thank you for supporting the "Affirmative Action in Higher Education Teach-Out."

In this toolkit, you will find messaging from the "Affirmative Action in Higher Education Teach-Out" landing page, the course logo, downloads to promotional videos, a shortened link to the course description page, and sample social media posts that you are welcome to share through your channels.

Please contact us at ai-marketing@umich.edu if you have any questions or ideas for additional opportunities to collaborate in support of this course.

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Social Media Toolkit - About

Teach-Out Description

In this Teach-Out you'll learn the historical context of affirmative action and its role in college admissions. You will hear from universities in states where affirmative action was already banned prior to the 2023 ruling. Participants are also encouraged to discuss the need for colleges and community members to be a part of building equitable educational opportunities for everyone. This Teach-Out will feature contributors representing diverse disciplines and experiences in the broader higher education community.

This Teach-Out will answer:
- What is affirmative action and what is its relations to college admissions?
- How does this U.S. Supreme Court ruling influence college admissions across the country?
- In the absence of race-based admissions, how can higher education institutions promote diversity, equity, and inclusion on their campuses, and what challenges they may face in doing so?
- What are the potential socioeconomic ripple effects of this ruling?
- How can faculty, staff, students, and community members support equitable educational opportunities for all?

Course Image

Click on the image to download.

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Social Media Toolkit - Media Assets

Social Image

Affirmative Action Teach-Out

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Content Files

Student Engagement in Fostering Equity & Inclusion

Brooklyn Blevins, on the importance of student activism and how universities can work with students to create change.

YouTube Link: https://www.youtube.com/watch?v=RyHx4utbkSY

The Need for Bold DEIJ Programming

Ryan Henyard, on the fear of litigation around pipeline programs or DEIJ programs and the need for bold DEIJ programming.

YouTube Link: https://www.youtube.com/watch?v=Tfbra6JQnWI

"It's important for people to realize that the court didn't eliminate affirmative action entirely in college admissions. That's what was feared to have happened, but the decision itself is quite a bit more nuanced."

Michael Bastedo,
Professor of Education, University of Michigan

Michael Bastedo Quote Card

"Promoting Diversity, Equity, and Inclusion is everyone's responsibility. It's not the responsibility of administrators alone. It definitely can't rest on the shoulders of students who so often are at the forefront of leading change on campuses."

Kyra Shahid, Ph.D., Director,
U-M Trotter Multicultural Center

Kyra Shahid Quote Card

"We're here now, and affirmative action is gone. So now that we are here, there shouldn't be any excuses for not trying courageous scholarships and bold approaches to address problems based off of the scholarship and research that we've done at our institutions that we have in-house."

Ryan Henyard,
DEIJ Educator & Consultant

Ryan Henyard Quote Card

Click on the thumbnails to download the image.

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Recommended Hashtags: **#affirmativeaction**   **#DEIJ**   **#DEI**   **#Diversity**   **#Inclusion**

The work to challenge the status quo on campus as a student is difficult, but it is recognized and important. Join Brooklyn Blevins from @umichbsu in our latest Teach-Out to learn about building an inclusive campus following the Supreme Court's decision on affirmative action. Learn more at https://myumi.ch/n7W23.

Recommended Content: Video: Brooklyn Blevins

How can we develop bold approaches to the challenges of diversity and inclusion on campus? How can we overcome the fear of litigation around pipeline or DEIJ programs? Find the answers to these questions and more in our new "Affirmative Action in Higher Education Teach-Out." Join the discussion at https://myumi.ch/n7W23.

Recommended Content: Video: Ryan Henyard

If you're not sure of the impacts of the Supreme Court's recent affirmative action ruling, hear from Professor Michael Bastedo of @umicheducation as he breaks down what the ruling means for admissions offices. Join Michigan Online in our latest Teach-Out to learn about "Affirmative Action in Higher Education." Learn more at https://myumi.ch/n7W23.

Recommended Content: Quote Card: Michael Bastedo

Copy the text to use for social post promotion.

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Short URL:

Our latest Teach-Out on "Affirmative Action in Higher Education" is now available for learners! Learn more about affirmative action, explore case studies from states required to implement race-neutral admissions policies, and better understand the potential impacts on college admissions. Start learning at https://myumi.ch/n7W23.

Recommended Content: Social Images

Join Ryan Henyard as he talks about how universities should proceed with the recent ruling on affirmative action in our new "Affirmative Action in Higher Education Teach-Out." Join the discussion at https://myumi.ch/n7W23.

Recommended Content: Quote Card: Ryan Henyard

Find out how to do your part in promoting Diversity, Equity, and Inclusion from Kyra Shahid in the new "Affirmative Action in Higher Education Teach-Out" from Michigan Online. Join the conversation at https://myumi.ch/n7W23.

Recommended Content: Quote Card: Kyra Shahid