

USC Bookshelf Reading List and Posters Pitch Deck

Promoting Culturally Relevant and Culturally Reinforcing Books

USC Bookshelf Reading List Program

- Concept originated from the “The Black Panther Party's 1968 Recommended Reading List”
- The goal of our Bookshelf Reading list is to empower USC members, friends and the communities we serve with knowledge, and to foster an understanding of the historical, political and social issues that impact our community.
- The list aims to educate and inform readers about the African American struggle, Financial & Economic Literacy, Political freedom, Social Consciousness, and Art.
- The list will serve as a tool to deepen a readers understanding of racial justice issues and provide historical and current context for issues impacting our community.
- We can expand the list and itemize the list to address more and different issues, related to the higher ideals of the Social Justice and Civic Engagement Committee.
- Encourage reading by systematically providing references to influential works by influential authors.

Short-term Goals and Benefits:

- **Inclusive Environment:** With Book Banning happening, Create an atmosphere where our members and friends have references that allow them to feel seen and valued. When people see themselves represented in reading materials, it fosters a sense of belonging.
- **Improved Engagement:** Promote continuous learning, people are more likely to be interested and engaged in reading when the content is relatable and reflective of their own experiences.
- **Enhanced Understanding:** Improve cultural vision, develop immediate exposure to diverse perspectives which can broaden understanding, while promoting empathy and tolerance.

Long-term Goals and Benefits:

- **Academic Achievement:** Over time, culturally responsive reading can improve literacy rates and overall academic performance, as students who feel included and engaged are more likely to excel.
- **Critical Thinking:** By encountering diverse viewpoints, people develop the ability to think critically and understand complex social issues, preparing them for a multicultural world.
- **Lifelong Learning:** Encouraging a love for reading through relatable and diverse materials can instill a lifelong passion for learning and personal growth.
- **Social Harmony:** In the long run, people exposed to culturally relevant materials can become more empathetic and more understanding citizens, contributing to a more inclusive and harmonious society.

First Year Marketing Plan



Advertising

Initial Bulletin Article, Photos of
Poster in Consistories
USC Website



Publicity

Chairmen Video
Inclusion in Allocution



Promotions

Poster Set given to every
Consistory



Public Relations

Press Releases
Podcasts
Social Media



Sales

Make poster available for sale to
Book Stores, Libraries, ...

Short Term Activities

Article for Bulletin

Letter to Deputies

Posters for each Consistory

- Cost ~\$1,400
- 93 Consistories @ \$15/each set
 - Posters, Mailing Tube, Introduction Letter

Request for Photo to post

- Photos of Libraries, Posters, Gifts
 - Social Media
 - Bulletin entry for each Orient

Long Term growth brainstorming



Host awards program at every Triennial



Guest Speakers / Authors at Consistory and Assembly Events & Fundraisers



Create a speaker's circuit/tour



Committee on Education Preservation to engage our teachers and educators



Committee on Cultural Preservation to engage our activist and influencer population



Work with Southern Jurisdiction Prince Hall



Virtual and in-person Book Clubs