

The Recruit: A Futurist Story About Race and College Admissions

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Introduction

This story is inspired by Dr. Shaun R. Harper, who said this about the low representation of black males in higher education: “I am convinced that if admissions officers expended as much effort as coaches, they would successfully recruit more black male students who are not athletes” (Harper, 2018, p. 16).

“The Recruit” is set in a not so distant “utopian” future, where college admissions officers employ the same tactics football coaches use to find qualified black male athletes. “College coaches do not wait for high school students to express interest in playing for the university . . . [they] (1) scout talent; (2) establish collaborative partnerships with high school coaches; (3) spend time cultivating one-on-one relationships with recruits; (4) visit homes to talk with parents and families; (5) host special visit days for student-athletes whom they wish to recruit; and (6) search far and wide for the most talented prospects (as opposed to recruiting from a small number of high schools)” (Harper, 2018, p. 16).

“The Recruit,” told through the lens of Critical Race Theory (CRT), harnesses counter-storytelling to paint a cogent picture of how programs supposedly meant to address issues of social justice, in and of themselves, become new and more insidious versions of their predecessors. CRT posits that racism is inextricably embedded into the legal frameworks that govern every aspect of American society (Hirald, 2010, p. 54). A brief survey of American history reveals that for every law passed to liberate, another law (formal or informal) is passed to contain, subjugate, and normalize the continued exploitation of black

Americans. The abolishment of slavery in 1865 was met with sharecropping and black codes. The abolishment of black codes was met with separate but equal and mass incarceration. The integration of schools was met with affirmative action, student loan debt, and the rise of college athletics. Racism within the realm of higher education is insidious. Like every Orwellian tale, the system has built for itself a utopian society where the “others” live on the fringes, interacting with the “citizens” only when it benefits the “citizens.” The “citizens” get to tout their inclusiveness and how happy the “others” are doing. Yet the “others” are unaware of their predicament, because the way things are, is the way they have always been. Come and join me as we explore a future where new laws have incentivized the recruitment of the black male non-athlete to America’s top schools. Is this truly equal access or just another form of exploitation?

The Characters

The main characters are Billy London (The Recruit); Mathew Cherish (Billy’s best friend); Billy’s Mom and Dad; Dave Chandler (Director of Admissions at Goldleaf State, an exclusive private university in New Hampshire); and Marcus, Julie, and Scott (students at Goldleaf State).

The Setting

It is the year 2140. Small Town U.S.A. is a self-supporting ecosystem set up as a feeder for an expanding technology sector. For over one hundred years, the vast majority of the population of over one million people live and die within the walls of Small Town U.S.A., never venturing outside. But there is one way out, the “selection.”

The Dilemma

Will Billy choose to play linebacker at Out West University or study economics at prestigious Gold-leaf State?

Signing Day

Billy London looked at the football. He gripped it tightly. Throwing it up in the air, he marveled at how the spinning white patterns merged to form a solid stripe, before coming to a stop, in the grasp of his strong hands.

He walked over to the window and reflected on his surroundings. He had always loved Small Town, U.S.A., with its tree-lined streets and cookie-cutter houses, complete with cul-de-sacs and playgrounds. Everything he was, and everything he was going to become, was rooted in this place. It was a place of adventure and safety. It was a place that encouraged his tendency to daydream. Even now, as he faced a very important decision.

Off in the distance, he saw something, or rather someone. It was the figure of Mathew Cherish. Mathew was Billy's closest friend and confidante. You could hear the wheels on Mathew's skateboard zing, rising and falling in pitch as he pushed the ground to maintain speed. The sound crescendoed as he drew closer.

Mathew was short, awkward, almost bookish. The antithesis of Billy's hulkish frame. Since first grade, the pair had been inseparable. But now, a change was on the horizon. It was time for both to consider the possibilities of life outside of town.

Mathew was on the way to Billy's house. He wanted a front-row seat to witness the national spectacle that was happening in his neighborhood.

For the last two years, colleges and universities both big and small had been courting Billy. It started with letters and emails. In the beginning, Billy's mom would get excited as she gathered the letters. She'd run into the house and make Billy open and read each one.

After a while, the letters became a nuisance. They eventually found their way into the trash bin. Right about that time was when people started dropping in unannounced. They didn't come to the

house at first. Instead, they would just show up at school.

The System

The national urban renewal plan of 2010, better known as "The Plan for Transformation," called for the demolition of all low-income high rise buildings throughout large cities across the United States of America (Chicago Housing Authority, 2018). Tens of millions of residents, mostly black, mostly poor, were displaced to the south and west sides of their respective cities. Simultaneously, health services and even trash collection in these areas were drastically reduced. By 2045, due to purposeful neglect, the public school systems in these areas collapsed, brought on by an unequal distribution of funds to "inner city" schools wherein basic classroom materials were in short order, teachers were underpaid, and basic student services like after-school programs and mentorships were nonexistent. During the mid-2020s, art and music curriculums were deleted. By 2055, stalwarts like physical education and preschool were found to be unnecessary. Simultaneously, manufacturing jobs in rural towns moved to places like Mexico, China, and Vietnam. Leaders in these towns secretly looked to mass incarceration as a means of establishing a new "blue-collar" economy. Public schools turned into holding cells for people of color. Qualified educators seeking better pay and working environments entered the private sector in droves. Eventually, academic advisors, counselors, and vice-principals were replaced by judicial services. America's people of color were surveilled from birth and marked as criminals long before reaching the legal working age.

The stigmata of criminality and unemployability ushered in an informal "off the books" economy: running numbers, mechanic shops, unlicensed taxicabs, construction work, gambling, odd jobs. But it was the drug trade that transformed places like South Big City, South Small City, and Machine Town into what began being called the "forgotten places". It was no

coincidence that streets like Rosa Parks Blvd. or Martin Luther King Blvd. in cities across America were synonymously identified with crime and violence. Back in 2018, BBC correspondent Reggie Yates had these prophetic words to say:

“This is a place that’s sending signals to kids that no one cares about this area and I guess it sends a signal that no one cares about you. So what does that lead to, if you’re a child and you’re continually being told by everything you’re surrounded by that you don’t matter? By the time you are in your teens or early twenties, why are you going to care about your own life, let alone somebody else’s?” (BBC & Yates, 2018, May 05, 3:26).

Extended school closures became a regular occurrence at “inner-city” public schools. Many cities adopted names like Chiraq or Killadelphia to illustrate rising murder rates. Entire industries sprung up around “murder culture”. Video games, music, fashion, and film all did their part to legitimize “murder culture” as a way of life (Adorno & Horkheimer, 2007). Gun manufacturers, taking advantage of legal loopholes, entered the marketplace, supplying military assault rifles and “Glock 9’s.” It was not uncommon for a recording artist to become famous by killing a rival and then writing a song about it (Osborne, 2019, February 14). “It is easier to get a gun than a laptop computer around here,” noted one frustrated parent (Breezo TV, 2018). In this environment, infamy carried more cultural capital than wealth. “Murder culture” was making a killing.

First Contact

Billy slowly put his eye on the glass circle at the center of the door. Dave Chandler stood on the other side, adjusting his jacket in a feeble attempt to hold off the winter breeze that was currently assaulting him. Almost instinctively, Mr. Chandler lurched toward the warm air that escaped as Billy opened the door.

“Hello, umm, can I help you,” Billy said.

“Yes,” said Dave, “I’m from Goldleaf State.”

Dave Chandler reached a shaky hand in his lapel pocket to reveal a shiny gold cellophane busi-

ness card. Billy took the card and examined it. He brought it close to his eyes to read the name.

“Dave Chandler,” said Billy.

Billy held the card at arm’s length, turning it slightly back and forth, then over his head, marveling at how you could almost see through the shimmering gold ticket.

“Director of admissions,” he said, “what does that mean?”

“Billy,” said Dave, “you are Billy London right?”

Billy nodded his head and motioned David to step into the foyer, out of the cold.

“Over the last few months, I’ve sent you a few letters, but didn’t get any response,” said Dave. “I decided to drop in to see you face to face. I’ll be spending some time at your school this week and wanted to know if you and your parents had a few moments to sit down and talk about your academic future.

The Candidates

The technology boom of 2060, similar to the industrial revolution, created thriving new industries that began recruiting workers directly out of high school. Students who had at least three years of experience working on Grape Computers and were able to pass a basic background check were put on career tracks that would earn them a six-figure income after an initial three-year apprenticeship. In the early days, most of these workers were upper-middle-class, white graduates from the nation’s top college prep schools. Merk Zoodle, who dropped out of prestigious Goldleaf State to focus on his startup Inlay Opus, became the face of the new movement. He began paying college students to drop out and start businesses. By 2080, it became the norm for these students to put off higher education or forgo it completely.

To maintain a steady flow of graduates, public and private universities were instructed to widen their search for potential candidates. These “potential candidates,” formally an untapped resource, were African American boys and girls whose entrée to higher education overwhelmingly came through sport. The prevailing research in the early days

suggested these students were ill-prepared for the rigors of higher education. Some forward-thinking academics investigated the situation and found that contrary to the current discourse, these students showed great promise.

New laws were passed removing limits on education-related compensation. Academic departments could offer compensation packages that rivaled traditional athletic scholarships. Admissions officers at the nation's most prestigious colleges began competing directly with their own athletic departments for the nation's most promising student-athletes, wooing them away from athletic pursuits, presenting pathways to careers in science, technology, and business administration. These events set the stage for "the selection," a nationally televised annual event in which new "recruits" commit to their chosen school. In recent years, a growing number of top athletic recruits have committed to academic pursuits threatening the college athlete pipeline.

The Visit

The air was crisp, perfectly still. Billy paused at the great gate, taking a moment to comprehend the majestic scene.

"This gate is one hundred and fifty years old," said Marcus.

Billy took a long glance at the gate. Wincing his eyes, cocking his head slightly to the left, he rubbed his baby face chin and observed a peculiar scene. People would walk right up to the great arches of the gate, then suddenly veer left, taking the side entrance.

"Oh, I forgot to mention," said Marcus. "We are a little superstitious here at Goldleaf. You see, undergrads enter through these awesome gates on their first day of school and exit through these same gates on the day of graduation. In the in-between time, we enter through the side door."

Billy looked intently down the cobblestone path. Cherry trees in full bloom neatly framed the expanse, providing a canopy of pink, white, and red hues.

"It's beautiful isn't it," said Julie. "Every April these trees come alive."

The day was loosely planned. Billy would meet up with a few students: Marcus, Julie, and Scott. They would give Billy the official campus tour, then sit in on an economics lecture. After the lecture, they would grab some lunch. At some point after lunch, Dave Chandler would introduce Billy to Lucas Christe, head of the Economics department. Lucas introduced Billy to students from the previous year's cohort, who gave Billy the "unofficial tour" of the economics department.

Human Capital: Mined for Talent and Labor

Small Town U.S.A. sits on the ruins of Machine City. With a landmass of 62.8 square miles, three times the size of New York City, its population of roughly one million people live under the protection of a giant spherical energy dome. The city is meticulously planned as a self-sustaining ecosystem of interdependent socio-economic enterprises. The city is divided into sixteen technology hubs, each providing the select (promising athletes or students), products, and services that meet the demands of technology firms outside of the city. Except for the select, the inhabitants of Small Town U.S.A. will live and die without ever moving beyond its walls. "The Plan for Transformation" displaced over 100,000 residents of east Machine Town, who began building a makeshift city. Founded on the principles of the equitable distribution of goods, and the abolishment of personal profit, Small Town U.S.A. became a social experiment whose aim was to rebuild the communities of Machine Town. Overseen by twelve regents, the city thrived as a model of communal living. But as the regents died they were slowly replaced by lobbyists for People Corp., who increasingly saw the thriving, compliant city as an incubator for much-needed talent and labor.

Decisions, Decisions

A single beam of sunlight peeked through the curtains, landing squarely on Billy's right eyelid, coaxing him awake. At first, he instinctively covered his eyes with the corner of his blanket, but as the morning intruded, he gradually gained conscious-

ness. As he lay in bed, he followed the rays of light cascading through the windblown tree limbs just outside his window.

He thought about what he had learned at Goldleaf. What he had learned about Marcus, Julie, and Scott. What he had learned about himself. He began to see himself in an entirely different light.

Just as the present world began to give way to further contemplations, the maple aroma of bacon permeated his senses, calling him back to Saturday, Saturday at home.

Billy's bedroom door opened slightly, exposing the bearded face of his Dad. "Don't sleep in," he said, "You will miss breakfast."

Startled, Billy glanced at the now open doorway. He could see the thin figure of his Dad casually moving down the hall, toward the kitchen.

Billy sat up and slowly placed his feet on the floor. They were big, size fifteen. Finding good shoes was always an issue.

Abruptly two muffled voices began to echo through the house, emanating from the living room. Billy's Dad sat down glancing intently at the widescreen LCD, breakfast in hand. Billy grabbed a towel, entered the bathroom, and closed the door.

Voice#1: . . . signing day is just five days away and we have got some unanswered questions. Let's take a look at our Education Sports Programming board. Here we have the top three hundred. As you can see, the majority made their commitment during the early signing period last year. However, we still have notable holdouts.

Voice#2: What I want to note here is the rise of Johns Hopkins University and Bowdoin. Both were able to steal two top thirty recruits.

Voice #1: Yes . . . John Hopkins had some major holes to fill after a successful graduating class last year. They were able to beat out USC and Notre Dame, which has never been done before.

Voice 2: . . . so what do you think about this? Is this the future of college . . .

Voice 1: Well, it's clear. The NCAA no longer has monopoly control of this market. Last year's removal of caps on education-related compensation really turned the tables. Athletic departments are simply unable to compete with the lucrative offers this new crop of students are demanding . . .

The Commitment

Good afternoon. Welcome to our second signing day. I'm trying to get used to this new format. At our staff meeting this morning, we were kind of commenting that it doesn't feel like a normal signing day . . . (Indiana University Athletics, & Allen, 2019)

Billy positioned himself as close as he could to the middle of the long gray folding table. This was the best vantage point to observe the activity. His mom, moving from his right to left, as usual, was busy making sure everyone was taken care of. Dropping a large bowl of potato chips on the table, she exited the room. Through the bay window directly in front of him, Billy could see a T.V. van parked in front of the house. He traced the black and red cables that streamed from the van like so much spaghetti through the yard and the front door, connecting to the large microphone so conspicuously placed between his elbows. To the left of the bay window, a large T.V camera's red light illuminated, signaling that it was now coming online, slowing panning from Billy's left to right, centering on the table, the microphone, and Billy.

"It's been a great journey," said Billy, leaning into the microphone. "I've been playing football since I was seven years old. I want to thank all of the coaches who helped me get to this place. You know, up until about a year ago, I could not have envisioned my future without football. All I ever wanted to do was make it to the selection. The selection means I can do my part to provide for our amazing community. The selection also means that I will venture beyond the walls of Small Town U.S.A., most likely never to return. Earlier this year, I had the chance to see a cherry tree in bloom for the first time, well hundreds of them. Their white and pink petals covered the ground.

Scooping them up in my hands, I put them to my face and breathed in the sweet smell. This is the fragrance that opened up a whole new world for me. I don't know what the future holds, but I know I want to go back to that place, that place of new possibilities, that place somewhere outside of these walls. Dave Chandler had the foresight to look beyond my athleticism and allowed me to embrace other possibilities which include growing up and venturing out. And with that, I would like to say, I will be attending Goldleaf State as a first-year economics student in the fall."

Discussion

Critical Race Theory (CRT) is a framework that critiques society and culture in relation to law, race, and power. There are five tenets to CRT: (1) counter-storytelling; (2) the permanence of racism; (3) Whiteness as a property; (4) interest conversion; and (5) the critique of liberalism (DeCuir & Dixson, 2004; Hiraldo, 2010; Ladson-Billings, 1998).

CRT leverages counter-storytelling to explain and critique "the dominant (male, white, heterosexual) ideology, which perpetuates racial stereotypes" (Hiraldo, 2010, p. 54). CRT posits that racism is permanent and inextricably embedded in every aspect of the social, economic, and political realms of American society (p. 54). CRT explores the notion of whiteness as a property that includes "the right of possession, the right to use and enjoyment, the right to disposition, and the right of exclusion" (DeCuir & Dixson, 2004; Hiraldo, 2010; Ladson-Billings & Tate, 1995; Ladson-Billings, 1998;). CRT suggests that whites are the primary beneficiaries of civil rights legislation and that whites will support social justice to the extent that it benefits them. CRT critiques liberalism and the idea of color blindness and equality for all (DeCuir & Dixson, 2004; Hiraldo, 2010).

It is through the lens of CRT, that we will explore meaning in the short story "The Recruit".

The Recruit is a Futurist Story that is Unextraordinary

For Billy London and his family, there are no

flying cars, talking houses, or hoverboards. It is 2180 AD, and the Londons are flourishing with the basics: safe walkable neighborhoods built to a human scale, jobs, and access to education. On the surface, Billy's home is a self-supporting ecosystem, a portrait of the fundamental ingredients of an education infrastructure that is holistic in nature, nurturing the systems that produce successful educational outcomes. In a 2012 speech at the Democratic National Convention, Bill Clinton crystallized the interest convergence that would produce these conditions:

It turns out that advancing equal opportunity and economic empowerment is both morally right and good economics, because discrimination, poverty, and ignorance restrict growth, while investments in education, infrastructure and scientific and technological research increase it, creating more good jobs and new wealth for all of us. (Clinton, 2012)

The truth is, those in power (the wealthy, mostly white, mostly male), will support social justice (i.e., equal opportunity and economic empowerment) when it benefits them. In the case of Small Town U.S.A., a need for qualified workers preceded access to the white spaces outside of the city. Legal structures acquiesced, providing alternative routes to higher education (besides athletics) via unlimited compensation packages for education. Private industry and policymakers engaged a coordinated community project that miraculously enjoyed universal approval. Even with all of this, Small Town U.S.A. is unremarkable. Billy and his family live in a bubble. In previous times, Billy may have been exploited for his athletic prowess, but now he is mined to grease the wheels of academia.

Home Sweet Home

The Recruit opens with the narrator noting how everything Billy "was and everything he was going to become was rooted in" Small Town U.S.A. This statement alludes to the integral part community plays in supporting educational outcomes. Initiatives such as George W. Bush's "No Child Left

Behind” and Bill Gates’ “Intensive Partnerships for Effective Teaching” failed because they neglected to address the generational effects of social injustice. Bias in treatment, structural racism, and housing segregation have birthed fragmented networks, economic and educational injustice, inferior community institutions, and dysfunctional group practices. It will take more than better P-12 schools and teachers to support black male representation within the realm of higher education. It will take communities that support the needs of the black family, nothing extraordinary, just the basics: safe walkable neighborhoods built to human scale, jobs, and access to education (Freixas & Abbott, 2018, p. 235).

Racism is a normal part of American society. So much so, that it is impossible for me to present a utopian future where race is not an issue. How do black Americans recover from hundreds of years of social, economic, cultural, mental, and physical oppression? How long will it take? This is the unanswerable question that presents itself, even as I extend “The Recruit” over 100 years into the future. Alas, Small Town U.S.A. inflicts its own insidious form of oppression unknown to its inhabitants.

Color Blindness

“The Recruit” critiques liberalism and the idea of color blindness and equality for all by conspicuously leaving out racial descriptions of the main characters, allowing the story to be seen through two unique lenses.

If Billy is white, Small Town U.S.A. and his college choice are unremarkable. White Billy London is simply enjoying his property rights: “the right of possession, the right to use and enjoyment, the right to disposition, and the right of exclusion” (DeCuir & Dixon, 2004; Hiraldo, 2010; Ladson-Billings & Tate, 1995; Ladson-Billings, 1998; McCoy, 2006). There is nothing extraordinary about Dave Chandler, the Director of Admissions at Goldleaf State. Mr. Chandler spends the majority of his time justifying the expense of a Goldleaf State degree to white students and their families who

know that college choice will have little impact on their child’s socioeconomic standing. If Billy London is white, the energy dome that protects the circumference of this utopian jewel serves to maintain the comfort of white homogeneity.

However, if Billy is black, Small Town U.S.A. and his college choice must be extraordinary. Black Billy London and his family have somehow navigated structural barriers to find themselves in white spaces. But let’s give credit where credit is due. Billy’s family made it to Small Town U.S.A. through the benevolence of well-meaning lawmakers and private industry. Yes, if Billy is black, Dave Chandler is a well-intentioned Admissions Officer seeking to give Billy access to an education (white spaces) that will change the trajectory of his life forever.

Equal Opportunity

And what about equal opportunity? It seems Billy’s family is carving out “opportunity,” but “equal” is a far-off dream. Black men, deprived of every means of social mobility, have leveraged physical prowess as a form of social capital. The image of the black college athlete is so pervasive that it borders on absurdity to imagine black students being recruited for academic pursuits. Theresa Runstedtler equated the current situation to child labor, noting,

[T]he likes of Nike, the NCAA (and its members), the NBA, and media companies benefit from young black American boys’ lack of access to good-quality public education, their diminished job prospects, and their early exposure to the criminal justice system in the postindustrial United States. Indeed, they benefit from the fact that African American youths are not afforded the same protections as non-black children . . . (Runstedtler, 2018, p. 155)

Deep-seated racial power structures privilege some (mostly white) and disadvantage others (mostly black), predisposing some to academic pursuits, and others to athletic pursuits. Perhaps the key to increasing the number of black males who are not athletes within the realm of higher

education is simply to expose them to other options.

Exploitation

The facade of Small Town U.S.A. is of an idyllic place that supports the needs of its community, fostering access to higher education, social justice, equality. However, the reality is Small Town U.S.A. is the mirror image of the desolate Machine City landscape it replaced. An oasis in form, a ghetto in practice.

Since its foundation, American society has had a fixation with containing the black community, restraining progress, and profiting off of black labor. The slave trade, sharecropping, mass incarceration, and even college athletics stand as culturally accepted frameworks in American commerce. In his book “Unsportsman Like Conduct,” Walter Byers, the NCAA’s first executive director from, 1951 to 1988, said “the college player cannot sell his own feet (the coach does that) nor can he sell his own name (the college will do that). This is the plantation mentality resurrected and blessed by today’s campus executives” (Byers & Hammer, 1997, pp. 390–391). Small Town U.S.A. stands as the next logical progression in the historical continuum of black oppression.

The Other Side of The Tracks: CRT and Community Design

Freixa and Abbott (2019) discuss the role race has played in the architecture and design of black communities in the United States. Early planning strategies focused on keeping blacks out of white communities eventually shifted to a focus on keeping blacks inside their own communities. Invisible municipal lines are now instruments through which blacks “are surveilled, policed, fined, jailed, and prevented from accumulating real-estate wealth” (p. 397). In the case of Small Town U.S.A., the “protective” energy dome restricts the inhabitants from ever knowing about the outside world.

They are docile and predictable. And just like the ghettos of Philadelphia, Detroit, and Chicago, where the inhabitants rarely venture to the other side of the train tracks, the best of the batch, the ones who persevere through oppression, the shining examples, the exceptional, gain access to the “Ivory Tower.”

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