



**FUTURE FORWARD:
A 50-Year Road-map for
Empowering Black Women
and Girls in California**



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A Call to Action

Letter from Kellie Todd Griffin, President & CEO

Subject: A Bold Vision for the Future: The 50-Year Social and Economic Action Plan

Dear Community Members, Advocates, and Partners,

I am honored to present the 50-Year Social and Economic Action Plan, a visionary framework designed to secure equity, opportunity, and justice for Black women and girls. At the California Black Women's Collective Empowerment Institute, we hold steadfast to our mission of improving the lives of Black women and girls through advocacy, leadership, and empowerment. This plan represents the culmination of that mission—a blueprint for a brighter, more equitable future for generations to come.

Throughout history, Black women have been the architects of social and economic progress, driving change in our communities while often being denied the same opportunities we've worked to create for others. This action plan is both a commitment and a call to action to dismantle these systemic inequities and build pathways to a future where Black women and girls thrive in every aspect of their lives.

The 50-Year Social and Economic Action Plan is directly aligned with our vision of a world where Black women and girls have access to the resources, representation, and respect they deserve. This plan centers on three pillars that reflect our commitment to sustainable and meaningful change:

1. Economic Empowerment:

We are amplifying opportunities for Black women and girls to achieve financial independence and intergenerational wealth. This includes supporting Black-owned businesses, advocating for equal pay, and providing pathways to entrepreneurship and leadership.

2. Leadership Development:

We are cultivating a pipeline of Black women leaders through mentorship, education, and civic engagement programs. Initiatives like our Black Girls Leadership Academy will ensure that our young women are prepared to take their rightful places as change agents in their communities.

3. Social Justice and Equity:

From housing and healthcare to criminal justice reform, we are

addressing the policies and systems that disproportionately impact Black women and girls. Together, we will champion solutions that ensure equity and opportunity in every sphere of life.

Through this plan, we are building on the foundation of our existing programs, like the CA Black Women's Think Tank at California State University, Dominguez Hills, Conversations for Black Women, which focuses on research, policy change and practice transformation; Having Her Say, which elevates the issues and voices of Black Women; and Protect Black Women and Girls that mitigates physical, economic and social violence the Black females face. These efforts will only grow as we align our resources and partnerships toward long-term transformation.

This 50-year vision requires not just the strength of our organization but the collective power of our community. We need your voice, your partnership, and your commitment to join us in this work. Whether you are an advocate, a donor, a policymaker, or a concerned citizen, you have a vital role to play in shaping this future.

This plan is not simply a strategy; it is a promise. It is our commitment to improve the lives of Black women and girls by breaking down barriers, creating opportunities, and building a legacy of empowerment that will outlast us all.

Together, we can ensure that every Black girl grows up with the confidence to lead, the freedom to dream, and the resources to succeed. Let us honor the sacrifices of those who came before us by building a future they could only imagine.

Thank you for standing with us. The work begins now, and the future belongs to us all.

In solidarity and with hope,



Kellie Todd Griffin
President & CEO
California Black Women's Collective Empowerment Institute

A 50-Year Social and Economic Plan for the Empowerment of Black Women and Girls in California

Overview

The CA Black Women's Collective Empowerment Institute's vision for a 50-year economic plan, shaped through the 2024 CA Black Women's Economic Summit, aims to redefine the economic, social, and cultural landscape for Black Women and Girls in California. This comprehensive plan was developed with the input of activists, thought leaders, policymakers, and community members, and is rooted in national best practices. The plan spans five decades, with clear goals, strategies, and mechanisms for evaluation and adaptation every 10 years. Each decade focuses on a specific phase, providing a roadmap to achieving sustained economic parity, social equity, and cultural empowerment.



10-Year Strategic Plan (2025-2034): Building Foundations and Economic Stability

Goals

1. Pay Equity:

- **Goal:** Achieve a 25% increase in median income for Black women, closing the income gap with white women by at least 50%.
- **Measurement:** Annual wage reports using California workforce data.
- **Strategies:**
 - Partner with major employers to increase salary transparency.
 - Implement pay equity audits across industries.
 - Advocate for state legislation mandating pay equity reporting by gender and race.

2. Wealth Equity and Homeownership:

- **Goal:** Increase Black women's homeownership rates by 20%, reaching parity with white women's homeownership rate of 68% by 2034.

- **Measurement:** Annual homeownership data analysis by race and gender.
- **Strategies:**
 - Launch a First-Time Home-buyer Program providing down payment assistance specifically for Black women.
 - Partner with financial institutions to offer low-interest mortgage loans and credit counseling.
 - Advocate for state and federal policies that address discriminatory lending practices.

3. Entrepreneurship and Business Development:

- **Goal:** Increase the number of Black women-owned businesses by 50% and ensure their sustainability with a 75% survival rate beyond five years.
- **Measurement:** Business registry data and analysis of new business filings.
- **Strategies:**
 - Establish a Business Accelerator Program tailored for Black women, offering grants,

mentorship, and technical assistance.

- Create a revolving loan fund to provide low-interest capital to Black women entrepreneurs.
- Partner with corporations to create supplier diversity programs that prioritize Black women-owned businesses.

4. Health Outcomes:

- **Goal:** Reduce the maternal mortality rate for Black women by 50%, aligning it with the current rate for white women by 2034.
- **Measurement:** Annual public health data on maternal mortality rates.
- **Strategies:**
 - Launch a statewide Maternal Health Task Force to address disparities in care.
 - Implement mandatory cultural competence training for healthcare providers.
 - Increase access to comprehensive prenatal care and mental health services for Black women.

Key Milestones:

- Establish the California Black Women's Economic Report Card to track progress on income, wealth, and health equity.
- Launch the #ImOut10 initiative, focusing on flexible work policies and support for working mothers.
- Complete the codification of pay equity laws across key industries.

20-Year Strategic Plan (2035-2044): Scaling Economic Parity and Expanding Opportunities

Goals

1. Pay Equity:

- **Goal:** Achieve full pay equity for Black women, matching the median income of white women by 2044.
- **Measurement:** Analysis of wage data from California Department of Labor.
- **Strategies:**
 - Implement statewide policies requiring equal pay for equal work across all sectors.
 - Enforce strict penalties for companies failing to meet pay equity standards.
 - Expand salary negotiation training programs for Black women.

2. Wealth Building and Homeownership:

- **Goal:** Close the wealth gap between Black and white women by increasing Black women's median wealth by 100%.
- **Measurement:** Biennial wealth assessments and asset ownership surveys.
- **Strategies:**
 - Expand homeownership programs to include grants for home renovations and property tax relief.
 - Create community land trusts to increase access to affordable housing for Black women.
 - Develop a financial literacy curriculum focused on real estate investment, savings, and retirement planning.

3. Entrepreneurship and Business Growth:

- **Goal:** Triple the number of Black women-owned businesses and achieve a 90% survival rate by 2044.
- **Measurement:** Analysis of business growth and survival rates.
- **Strategies:**
 - Partner with venture capital firms to increase funding for Black women entrepreneurs.
 - Establish a statewide network of business incubators focused on high-growth industries.
 - Advocate for state and federal tax incentives for Black women-owned businesses.

4. Health Equity:

- **Goal:** Eliminate the disparity in maternal and infant mortality rates between Black and white women.
- **Measurement:** Annual health equity report tracking maternal and infant health outcomes.
- **Strategies:**
 - Implement universal access to maternal healthcare services for all Black women.
 - Expand community-based doula and midwifery programs to provide culturally sensitive care.
 - Increase funding for mental health and postpartum support services.

Key Milestones:

- Achieve economic parity for 50% of Black women through targeted policy changes.
- Secure representation of Black women in healthcare roles at parity with the general population.
- Codify comprehensive wealth-building policies into state law.

30-Year Strategic Plan (2045-2054): Institutionalizing Wealth and Economic Independence

Goals

1. Pay and Wealth Parity:

- **Goal:** Achieve pay and wealth parity for 75% of Black women by 2054.
- **Measurement:** Comprehensive financial audits and wealth gap analysis.
- **Strategies:**
 - Enforce mandatory wage transparency and equity audits in all public and private sector jobs.
 - Expand wealth-building programs, including stock market investment education and retirement savings plans.

2. Homeownership and Real Estate Investment:

- **Goal:** Increase homeownership rates among Black women to 75%, with a focus on multi-generational wealth building.
- **Measurement:** Homeownership and real estate investment data.
- **Strategies:**
 - Implement policies providing tax incentives for first-time home-buyers and real estate investors.
 - Establish a statewide Real Estate Investment Fund, allowing Black women to invest in community development projects.

3. Business Expansion and Market Access:

- **Goal:** Establish Black women-owned businesses as 25% of all new

business startups in California.

- **Measurement:** Analysis of new business registrations and market share.
- **Strategies:**
 - Launch a statewide Supplier Diversity Initiative, ensuring Black women-owned businesses have access to major corporate and government contracts.
 - Provide business growth grants and technical assistance for expansion into international markets.

4. Health Equity and Improved Outcomes:

- **Goal:** Achieve health outcomes for Black women that are equal to or better than those of white women across all major health indicators.
- **Measurement:** Health outcome data, including life expectancy, chronic disease rates, and mental health metrics.
- **Strategies:**
 - Expand preventive care programs and access to cutting-edge medical treatments for Black women.
 - Increase the number of Black women healthcare providers through targeted scholarship programs and career support.

Key Milestones:

- Create the #ImOut30 initiative, normalizing flexible work and task-based employment models.
- Establish Black-owned financial institutions providing tailored wealth management services.

40- and 50-Year Strategic Plan (2055-2074): Achieving Full Parity and Sustained Empowerment Goals for 40 - and 50 - Year Milestones:

1. Full Economic Parity:

- **Goal:** Achieve full economic parity for all Black women in California by 2074.
- **Measurement:** Statewide economic indicators, including income, wealth, and employment data.
- **Strategies:**
 - Ensure ongoing legislative support and codification of economic rights.
 - Implement universal access to financial services and wealth management tools.

2. Sustainable Wealth and Homeownership:

- **Goal:** Achieve an 85% homeownership rate among Black women, with 50% owning multiple properties for wealth generation.
- **Measurement:** Real estate ownership data and wealth analysis.
- **Strategies:**
 - Expand community-based real estate investment cooperatives.
 - Provide continuous education on property management and investment strategies.

3. Holistic Health and Wellness:

- **Goal:** Achieve health outcomes for Black women that exceed national averages, including life expectancy and quality of life measures.
- **Measurement:** Public health data and quality of life surveys.
- **Strategies:**
 - Implement universal healthcare

access tailored to the needs of Black women.

- Establish comprehensive wellness hubs providing mental, physical, and financial health services.

Key Milestones:

- Pass the Equal Rights Amendment (ERA) with enforcement mechanisms protecting the rights of Black women.
- Ensure Black women have representation at parity or higher across all major economic, political, and health sectors.



50-Year Economic Plan for Black Women and Girls in California: Educational Goals

Education is a cornerstone of economic empowerment and social progress. This plan includes a comprehensive educational strategy spanning K-12, higher education, and career education, ensuring that Black women and girls have equitable access to high-quality, culturally relevant education that leads to economic success.



10-Year Strategic Plan (2025-2034): Laying the Educational Foundation Educational Goals:

1. K-12 Education:

- **Goal:** Ensure 100% of K-12 schools serving predominantly Black students implement a culturally relevant and inclusive curriculum, with a focus on financial literacy, STEM, and the historical contributions of Black women.
- **Measurement:** Annual school performance reviews and curriculum audits.
- **Strategies:**
 - Partner with school districts to integrate financial literacy, entrepreneurship, and career readiness programs starting in middle school.
 - Establish mentorship programs connecting Black girls with successful women in STEM, business, law, and healthcare.
 - Provide professional development for educators on cultural competence and anti-

racist teaching practices.

2. Higher Education:

- **Goal:** Achieve a 25% increase in college enrollment and completion rates for Black women, with a focus on debt-free education opportunities by 2034.
- **Measurement:** Enrollment and graduation statistics from California higher education institutions.
- **Strategies:**
 - Advocate for Cal Grant reform and expansion to cover full tuition and fees for Black women from low-income households.
 - Develop articulation agreements between K-12 and community colleges to ensure a seamless transition into higher education.
 - Launch scholarship programs specifically for Black women pursuing degrees in underrepresented fields, such as STEM and healthcare.

3. Career Education and Workforce Development:

- **Goal:** Create multiple pathways for career success by establishing a statewide Career Education

Initiative for Black women and girls not on a pathway to obtain a degree, aiming for 50% of high school graduates to be enrolled in a career training program by 2034.

- **Measurement:** Enrollment data in vocational and career training programs.
- **Strategies:**
 - Partner with industries to develop paid apprenticeship programs in high-demand fields, including technology, healthcare, and construction as well as careers in the public sector.
 - Implement dual enrollment programs allowing high school students to earn college credits and industry-recognized certifications.
 - Establish a statewide Career Coaching Program providing individualized career guidance and support for Black women transitioning from education to the workforce.

Key Milestones:

- Launch the California Black Girls Educational Achievement Report Card to track progress in K-12, higher education, and career readiness metrics.
- Pilot a Financial Literacy Curriculum in 50% of schools serving predominantly Black communities.
- Achieve debt-free education for at least 25% of Black women enrolled in higher education.

20-Year Strategic Plan (2035-2044): Scaling Access and Equity in Education Educational Goals:

1. K-12 Education:

- **Goal:** Close the achievement gap in reading and math proficiency for Black students, achieving parity with the state average by 2044.
- **Measurement:** Standardized test scores and educational outcome data.
- **Strategies:**
 - Implement targeted interventions, including tutoring and after-school programs, focused on reading and math proficiency.
 - Expand access to Advanced Placement (AP) courses and gifted programs for Black students.
 - Increase funding for schools serving predominantly Black communities to ensure equitable resources and technology access.

2. Higher Education:

- **Goal:** Increase the college graduation rate for Black women by 50% and ensure that at least 75% of graduates leave with no student loan debt.
- **Measurement:** Graduation rates and student loan debt data.
- **Strategies:**
 - Expand the Cal Grant program to include full coverage of living expenses for eligible students.
 - Partner with Historically Black Colleges and Universities (HBCUs) to create a pipeline for California students seeking culturally supportive higher

education environments.

- Launch a statewide campaign promoting scholarships, grants, and financial aid opportunities specifically for Black women.

3. Career Education and Workforce Development:

- **Goal:** Ensure that 80% of Black women in career education programs secure employment in high-wage, high-demand fields within six months of graduation.
- **Measurement:** Employment data and wage analysis for program graduates.
- **Strategies:**
 - Develop partnerships with major industries to create guaranteed hiring pipelines for program graduates.
 - Expand career education programs to include emerging fields like artificial intelligence, green energy, and digital marketing.
 - Offer lifetime access to career counseling and job placement services for Black women who have completed career education programs.

Key Milestones:

- Achieve a 50% increase in AP course enrollment for Black students.
- Reduce the student loan debt burden for Black women by 75%.
- Launch the Black Women's Career Education and Workforce Development Network, connecting graduates with job opportunities statewide.

30-Year Strategic Plan (2045-2054): Institutionalizing Education for Economic Independence Educational Goals:

1. K-12 Education:

- **Goal:** Ensure 100% of K-12 schools in California offer comprehensive financial literacy and career readiness programs tailored to Black girls.
- **Measurement:** Curriculum implementation reviews and student outcome assessments.
- **Strategies:**
 - Mandate financial literacy courses as a requirement for high school graduation.
 - Establish Career Exploration Days where Black girls meet professionals and learn about various career paths.
 - Implement a statewide mentorship initiative pairing 100% of high school students with college students and professionals.

2. Higher Education:

- **Goal:** Achieve universal access to debt-free higher education for Black women, with a 90% college completion rate by 2054.
- **Measurement:** Analysis of higher education enrollment, retention, and completion rates.
- **Strategies:**
 - Expand partnerships with community colleges to offer free tuition and guaranteed transfer to four-year institutions.
 - Increase investment in scholarship programs for Black women pursuing graduate and

- professional degrees.
- Develop alumni networks providing mentorship, career guidance, and financial support for recent graduates.

3. Career Education and Workforce Development:

- **Goal:** Achieve a 90% employment rate for Black women completing career education programs, with wage parity to their white female counterparts.
- **Measurement:** Employment and wage data tracking.
- **Strategies:**
 - Expand apprenticeship and on-the-job training programs across all industries.
 - Create a centralized database of career education opportunities, job listings, and employer partners committed to hiring Black women.
 - Advocate for state and federal incentives for companies that hire and promote Black women.

Key Milestones:

- Mandate financial literacy education in all high schools statewide.
- Launch a statewide Debt-Free Education Initiative covering tuition, fees, and living expenses for all Black women in higher education.
- Establish the California Black Women’s Workforce Leadership Council to guide policy and program development.
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40- and 50-Year Strategic Plan (2055-2074): Sustaining Educational Excellence and Parity Educational Goals for 40- and 50-Year Milestones:

1. K-12 Education:

- **Goal:** Achieve 100% proficiency in math, reading, and financial literacy for Black students by 2074.
- **Measurement:** Annual assessments and standardized test scores.
- **Strategies:**
 - Implement individualized learning plans and enhanced support for students needing additional assistance.
 - Establish a statewide tutoring program providing free, culturally competent academic support.

2. Higher Education:

- **Goal:** Ensure universal access to debt-free higher education for all Black women, with a 95% graduation rate.
- **Measurement:** Enrollment and graduation data analysis.
- **Strategies:**
 - Codify debt-free education policies into state law.
 - Expand partnerships with HBCUs and other minority-serving institutions.

3. Career Education and Workforce Development:

- **Goal:** Secure a 100% employment rate for Black women completing career education programs, with leadership positions held at parity with white women.
- **Measurement:** Employment, wage, and leadership representation data.

- **Strategies:**
 - Establish a permanent statewide Career Advancement Fund for ongoing training and upskilling.
 - Mandate leadership training for Black women across all industries.

Key Milestones:

- Achieve full proficiency in reading and math for Black students statewide.
- Eliminate the student debt burden for Black women entirely.
- Attain full wage parity and leadership representation for Black women in the workforce.



50-Year Economic Plan for Black Women and Girls in California: Addressing the Digital Divide

The digital divide is a critical barrier to economic equity, educational access, and career development for Black women and girls. Bridging this gap is essential for ensuring that all have equal opportunities to participate in the digital economy, access online education, and leverage technology for entrepreneurship and financial growth. This section integrates specific, measurable goals and strategies to eliminate the digital divide and provide full digital inclusion over the next 50 years.



10-Year Strategic Plan (2025-2034): Bridging the Digital Divide Digital Divide Goals:

1. Digital Access and Infrastructure:

- **Goal:** Ensure that 100% of Black women and girls in California have access to high-speed internet and essential digital devices by 2034.
- **Measurement:** Annual digital access surveys and infrastructure reports.
- **Strategies:**
 - Partner with internet service providers (ISPs) to offer free or low-cost high-speed internet for low-income households, targeting communities with a high proportion of Black residents.
 - Launch a Digital Equity Fund to provide free laptops, tablets, and phones to students and low-income families.
 - Collaborate with local governments to build and expand broadband infrastructure in underserved urban and rural communities.

2. Digital Literacy and Skills Development:

- **Goal:** Achieve a 90% digital literacy rate among Black women and girls, with a focus on foundational digital skills, online safety, and technology use for education and work.
- **Measurement:** Pre- and post-program assessments of digital literacy skills.
- **Strategies:**
 - Implement statewide digital literacy programs in K-12 schools, community centers, and libraries, focusing on essential technology skills.
 - Offer free digital literacy workshops and training sessions for parents and community members, helping them support their children's digital education.
 - Develop partnerships with tech companies to provide training on software, coding, and digital tools.

3. Digital Inclusion in Education:

- **Goal:** Ensure 100% of K-12 students have access to a digital device and internet connection for online learning by 2034.
- **Measurement:** School district technology access reports and student surveys.
- **Strategies:**
 - Implement a One-to-One Technology Program in all California public schools, providing each student with a personal laptop or tablet.
 - Establish a Digital Learning Support Hotline for families needing technical assistance with devices and online education platforms.
 - Collaborate with educational technology providers to offer discounted or free software for students and teachers.

Key Milestones:

- Launch the California Digital Inclusion Task Force to oversee progress and provide annual reports on digital access and equity.
- Distribute 500,000 free digital devices to low-income families and students within the first five years.
- Ensure broadband infrastructure expansion covers 100% of underserved communities by the end of the decade.

20-Year Strategic Plan (2035-2044): Achieving Digital Equity and Advancing Skills Digital Divide Goals:

1. Advanced Digital Skills and Workforce Readiness:

- **Goal:** Equip 75% of Black women and girls with advanced digital skills, including coding, data analysis, and cybersecurity, by 2044.
- **Measurement:** Enrollment and completion data from digital skills training programs.
- **Strategies:**
 - Partner with tech companies to develop digital skills academies, offering free courses and certifications in high-demand fields like software development, data science, and AI.
 - Establish a statewide Digital Workforce Development Fund to provide grants and scholarships for Black women pursuing careers in technology.
 - Expand access to coding bootcamps and digital apprenticeship programs, with a focus on increasing the participation of Black women.

2. Digital Entrepreneurship and E-Commerce:

- **Goal:** Increase the number of Black women entrepreneurs utilizing digital platforms for business by 50%, focusing on e-commerce, digital marketing, and online service delivery.
- **Measurement:** Analysis of business registration data and digital platform usage.
- **Strategies:**
 - Launch a Digital Entrepreneurship Initiative, providing grants, training, and technical assistance to Black women starting or scaling online businesses.
 - Partner with e-commerce platforms (e.g., Etsy, Shopify) to offer free setup and marketing

support for Black women-owned businesses.

- Create an online Digital Business Resource Hub with tools, tutorials, and resources for entrepreneurs.

3. Digital Health and Telemedicine Access:

- **Goal:** Ensure 100% of Black women and girls have access to digital health tools and telemedicine services by 2044.
- **Measurement:** Public health data on telemedicine access and usage rates.
- **Strategies:**
 - Partner with healthcare providers to expand telemedicine services and offer free devices for accessing digital health care.
 - Implement digital health literacy programs, teaching Black women how to navigate telemedicine platforms and use health apps effectively.
 - Advocate for state policies that mandate equitable access to telemedicine for underserved communities.

Key Milestones:

- Achieve a 50% increase in digital literacy program participation.
- Establish 10 Digital Skills Academies across California focused on advanced technology training for Black women.
- Ensure 100% of health providers in California offer telemedicine services accessible to all Black women by the end of the decade.

30-Year Strategic Plan (2045-2054): Digital Leadership and Technological Empowerment Digital Divide Goals:

1. Digital Leadership and Representation:

- **Goal:** Achieve 30% representation of Black women in digital leadership roles within California's tech industry by 2054.
- **Measurement:** Workforce diversity data from major tech companies.
- **Strategies:**
 - Develop a Digital Leadership Pipeline Program, offering mentorship, executive training, and career development for Black women in technology.
 - Partner with tech companies to implement diversity and inclusion targets, prioritizing the recruitment and promotion of Black women.
 - Launch a Digital Innovators Fellowship, providing paid internships and leadership training for young Black women interested in technology careers.

2. Closing the Wealth Gap through Digital Equity:

- **Goal:** Utilize digital tools and platforms to close the wealth gap between Black and white women by 50% through increased access to online investment, savings, and entrepreneurship opportunities.
- **Measurement:** Analysis of wealth data and digital financial tool usage.
- **Strategies:**
 - Create an online Financial Empowerment Platform offering

- free resources on investing, savings, and financial planning tailored for Black women.
- Partner with fintech companies to provide low-cost investment options and savings accounts designed for digital access and financial growth.
- Launch an E-Commerce Accelerator Program, supporting Black women in leveraging online marketplaces to grow their businesses.

Key Milestones:

- Achieve 100% digital literacy for all Black women and girls in California.
- Establish a statewide Digital Innovation Fund, investing in Black women-led tech startups.
- Ensure every public school in California has a Digital Skills Lab by 2054.

40- and 50-Year Strategic Plan (2055-2074): Sustaining Digital Equity and Inclusion

Digital Divide Goals for 40- and 50-Year Milestones:

1. Universal Digital Access:

- **Goal:** Achieve universal digital access and inclusion, ensuring that every Black woman and girl in California has affordable, reliable internet and the necessary skills to thrive in the digital economy by 2074.
- **Measurement:** Statewide digital access and literacy assessments.
- **Strategies:**
 - Codify universal broadband access as a legal right in

California.

- Maintain and expand public-private partnerships to continually upgrade digital infrastructure.
- Implement ongoing digital literacy education as a core component of lifelong learning programs.

2. Digital Equity and Wealth Building:

- **Goal:** Achieve parity in digital entrepreneurship, with Black women's businesses representing at least 30% of all online business ventures in California.
- **Measurement:** Business registration data and online sales metrics.
- **Strategies:**
 - Establish a Digital Equity Fund providing continuous support for Black women entrepreneurs in the digital space.
 - Implement statewide policies promoting equitable access to digital financial services, including online banking and investment platforms.

Key Milestones:

- Achieve 100% digital device access and internet connectivity for all Black women and girls.
- Eliminate the digital literacy gap, ensuring full digital inclusion across all demographics.
- Establish California as a national leader in digital equity, with a robust ecosystem supporting Black women's participation in the digital economy.



Expanded 50-Year Economic Plan for Black Women and Girls in California: Representation and Positive Imagery

Representation matters profoundly in shaping the narratives, opportunities, and cultural perceptions of Black women and girls. To create a society where Black women are visible, respected, and portrayed positively across all media, this plan includes focused goals on inclusiveness and positive representation in entertainment, advertising, artificial intelligence (AI), artwork, literature, and beyond. By prioritizing authentic and diverse portrayals, we aim to dismantle harmful stereotypes and ensure that Black women's stories are told with dignity and accuracy.



10-Year Strategic Plan (2025-2034): Laying the Foundation for Positive Representation

Representation Goals:

1. Inclusive Media and Entertainment:

- **Goal:** Ensure that 50% of all media content produced in California (film, TV, digital media) includes authentic and diverse portrayals of Black women by 2034.
- **Measurement:** Annual content diversity audits in collaboration with major studios and media platforms.
- **Strategies:**
 - Partner with Hollywood studios and streaming platforms to create guidelines and incentives for diverse casting and storytelling.
 - Launch the Black Women's Media Initiative, a grant program supporting films, TV shows, and documentaries that center the stories of Black women and girls.
 - Collaborate with industry unions

and guilds to increase the number of Black women writers, directors, and producers.

2. Positive Imagery in Advertising:

- **Goal:** Achieve a 30% increase in positive and inclusive portrayals of Black women in national and local advertising campaigns by 2034.
- **Measurement:** Analysis of advertising content and consumer perception surveys.
- **Strategies:**
 - Partner with major brands and ad agencies to develop inclusive marketing guidelines and diversity pledges.
 - Establish an annual Inclusive Advertising Awards recognizing campaigns that celebrate the diversity and strength of Black women.
 - Provide training workshops for marketing professionals on avoiding harmful stereotypes and creating authentic representations.

3. Cultural Representation in AI and Technology:

- **Goal:** Ensure AI tools and algorithms are free from bias and accurately reflect the diversity of Black women’s experiences, with a 50% reduction in biased outcomes by 2034.
- **Measurement:** Bias audits and impact assessments of AI systems and digital tools.
- **Strategies:**
 - Collaborate with tech companies to develop anti-bias protocols and conduct regular audits of AI algorithms.
 - Launch an AI Equity Task Force composed of data scientists, ethicists, and community advocates to oversee fairness in AI development.
 - Create a digital repository of culturally diverse datasets, ensuring AI systems are trained on inclusive data reflecting the realities of Black women.

Key Milestones:

- Launch a partnership with the California Film Commission to promote diverse storytelling.
- Establish the Black Women’s Representation Report, providing an annual assessment of media, advertising, and AI content.
- Secure industry commitments from 10 major brands to adopt inclusive advertising standards.

20-Year Strategic Plan (2035-2044): Expanding and Institutionalizing Positive Imagery

Representation Goals:

1. Diverse and Inclusive Literature:

- **Goal:** Ensure that 25% of all best-selling children’s and young adult literature features Black female protagonists and authors by 2044.
- **Measurement:** Analysis of publishing industry data and best-seller lists.
- **Strategies:**
 - Partner with major publishing houses to promote and prioritize Black women authors.
 - Establish a Black Women’s Literary Fund offering grants and fellowships for emerging Black women writers.
 - Launch a statewide Reading Campaign for Black Girl Joy, promoting books with diverse and positive portrayals of Black girls in schools and libraries.

2. Art and Cultural Representation:

- **Goal:** Achieve 50% representation of Black women artists in California’s major museums and public art exhibits by 2044.
- **Measurement:** Data analysis of museum collections and exhibition catalogs.
- **Strategies:**
 - Partner with museums and cultural institutions to curate exhibits centered on the works of Black women artists.
 - Establish the California Black

Women Artists Fellowship, providing funding and support for emerging and mid-career artists.

- Launch a statewide Public Art Initiative commissioning murals, sculptures, and installations celebrating the contributions of Black women to California's history.

3. Bias-Free AI and Digital Inclusion:

- **Goal:** Achieve a 75% reduction in bias detected in AI systems and ensure inclusive representation in digital content by 2044.
- **Measurement:** Ongoing audits and impact assessments of AI tools.
- **Strategies:**
 - Implement mandatory bias training for AI developers and product designers.
 - Collaborate with tech companies to develop inclusive datasets and culturally aware AI models.
 - Advocate for state legislation mandating bias audits for AI systems used in hiring, criminal justice, and healthcare.

Key Milestones:

- Launch the California Black Women's Literary Fund to support and celebrate diverse voices and stories.
- Establish a statewide network of museums and galleries committed to showcasing the art of Black women.
- Secure the inclusion of bias audit requirements in California's AI regulatory framework.

30-Year Strategic Plan (2045-2054): Cultural Leadership and Media Transformation Representation Goals:

1. Leadership in Media and Advertising:

- **Goal:** Achieve 30% representation of Black women in executive roles across the media and advertising industries by 2054.
- **Measurement:** Workforce diversity data and industry reports.
- **Strategies:**
 - Create a Leadership Development Program for Black women in media, offering executive training and mentorship.
 - Partner with industry associations to set diversity targets for senior leadership roles.
 - Launch an annual Media Leadership Summit focused on advancing Black women in executive positions.

2. Inclusive AI and Digital Storytelling:

- **Goal:** Ensure all AI and digital storytelling platforms include diverse, bias-free representations of Black women, achieving parity in digital content by 2054.
- **Measurement:** Comprehensive audits of digital platforms and user experience surveys.
- **Strategies:**
 - Partner with tech companies to create a Digital Storytelling Fund, supporting projects that highlight the experiences of Black women.

- Advocate for national standards on AI bias reduction and inclusive content creation.
- Launch the Black Women in Tech Initiative, providing scholarships and career pathways for Black women entering AI and digital media fields.

Key Milestones:

- Establish the California Center for Inclusive Media, a hub for diverse storytelling and content creation.
- Achieve industry-wide adoption of inclusive data standards for AI and digital tools.
- Secure 30% representation of Black women in executive leadership across major media companies.

40- and 50-Year Strategic Plan (2055-2074): Sustaining Positive Representation and Cultural Legacy

Representation Goals for 40- and 50-Year Milestones:

1. Cultural Parity and Positive Imagery:

- Goal: Ensure full cultural parity in all forms of media, literature, art, and digital content, with Black women represented proportionally to their population by 2074.
- **Measurement:** Comprehensive content analysis and cultural impact assessments.
- **Strategies:**
 - Codify cultural representation standards into state media and advertising regulations.
 - Launch the Legacy Project, documenting and preserving the contributions of Black women in

California's cultural and creative industries.

- Establish a permanent endowment supporting positive representation initiatives across all media.

2. Global Leadership in Inclusive AI:

- **Goal:** Position California as a global leader in inclusive AI, setting the standard for equitable representation and bias-free digital tools by 2074.
- **Measurement:** International benchmarking and compliance audits.
- **Strategies:**
 - Partner with global tech companies to develop and export California's inclusive AI frameworks.
 - Host the Global Inclusive AI Summit, showcasing innovations in bias-free technology and digital equity.
 - Create an International Center for Inclusive AI, training the next generation of developers in best practices.

Key Milestones:

- Achieve full proportional representation of Black women across all major cultural, media, and digital platforms.
- Establish a global reputation for California as a leader in inclusive media and AI.
- Secure permanent funding and institutional support for ongoing positive representation efforts.



50-Year Economic Plan for Black Women and Girls in California: Eradicating Violence Against Black Women and Girls

Violence against Black women and girls is a pervasive issue that transcends physical harm, encompassing social, economic, and structural violence. This comprehensive plan addresses the root causes and systemic barriers contributing to physical, social, and economic violence. By implementing long-term, measurable strategies, this plan aims to eradicate violence against Black women and girls, ensuring safety, dignity, and justice.



10-Year Strategic Plan (2025-2034): Building a Foundation for Safety and Justice

Goals:

1. Physical Safety and Protection:

- **Goal:** Reduce physical violence against Black women and girls by 30%, with a focus on intimate partner violence (IPV), sexual assault, and community violence by 2034.
- **Measurement:** Analysis of crime data, IPV reports, and community surveys.
- **Strategies:**
 - Launch a statewide Black Women’s Safety Initiative, providing resources, emergency housing, and legal support for survivors of violence.
 - Implement culturally competent training programs for law enforcement, focusing on de-escalation, anti-racism, and gender sensitivity.
 - Establish community-based

violence prevention programs, including self-defense workshops, trauma-informed care, and support groups.

2. Social Violence and Discrimination:

- **Goal:** Achieve a 50% reduction in incidents of workplace discrimination, harassment, and social violence against Black women by 2034.
- **Measurement:** Workplace discrimination reports and community feedback surveys.
- **Strategies:**
 - Partner with employers to implement mandatory anti-discrimination and anti-harassment training focused on the unique experiences of Black women.
 - Launch a public awareness campaign, Respect Black Women, to educate the public about the impacts of racial and gender-based violence.
 - Establish a statewide Social Justice Task Force to monitor and report on cases of social violence, including racial profiling and

systemic discrimination.

3. Economic Violence and Financial Independence:

- **Goal:** Reduce economic violence, including wage theft, predatory lending, and discriminatory hiring practices, against Black women by 40% by 2034.
- **Measurement:** Wage equity data, financial abuse reports, and employment statistics.
- **Strategies:**
 - Implement a Wage Equity Enforcement Unit to investigate and address cases of wage theft and economic exploitation.
 - Provide financial literacy and legal education programs for Black women, focusing on recognizing and addressing economic abuse.
 - Advocate for state and federal legislation to protect Black women from predatory lending practices and ensure fair access to financial services.

Key Milestones:

- Establish a statewide network of trauma-informed crisis centers specifically serving Black women and girls.
- Launch a comprehensive public awareness campaign addressing the roots of violence against Black women.
- Secure funding for community-based violence prevention programs in 10 key California regions.

20-Year Strategic Plan (2035-2044): Scaling Prevention and Legal Protections

Goals:

1. Enhanced Legal Protections and Justice:

- **Goal:** Achieve a 50% increase in successful prosecutions of perpetrators of violence against Black women and girls by 2044.
- **Measurement:** Analysis of prosecution rates, legal outcomes, and survivor satisfaction surveys.
- **Strategies:**
 - Establish a dedicated Legal Advocacy Center for Black Women, providing pro bono legal services and support for survivors of violence.
 - Partner with district attorneys and the judicial system to implement policies prioritizing cases of violence against Black women.
 - Advocate for the codification of enhanced sentencing guidelines for hate crimes and violence motivated by race and gender bias.

2. Community-Led Violence Prevention:

- **Goal:** Reduce community violence against Black women and girls by 50% through the implementation of community-led safety programs.
- **Measurement:** Crime data analysis and community safety surveys.
- **Strategies:**
 - Launch the Black Women's Community Safety Fund, supporting grassroots

organizations focused on violence prevention and survivor support.

- Develop a statewide network of Violence Prevention Ambassadors, trained community leaders who provide education, mediation, and support.
- Expand trauma-informed mental health services, ensuring accessible, culturally sensitive care for survivors of violence.

3. Economic Empowerment and Resilience:

- **Goal:** Eradicate economic abuse and increase economic self-sufficiency for 60% of survivors of violence by 2044.
- **Measurement:** Employment rates, wage growth, and financial independence data.
- **Strategies:**
 - Implement a Financial Independence Program offering microloans, job training, and entrepreneurship support for survivors of economic abuse.
 - Partner with financial institutions to provide safe, low-cost banking options and credit-building programs for survivors.
 - Advocate for policy reforms protecting survivors' employment rights and access to fair wages.

Key Milestones:

- Establish a statewide coalition of legal and advocacy groups dedicated to eradicating violence against Black women.
- Launch a comprehensive survivor support program, providing financial, legal, and mental health resources.
- Achieve a 50% reduction in

economic exploitation cases reported by Black women.

30-Year Strategic Plan (2045-2054): Institutionalizing Safety and Justice

Goals:

1. Institutional Accountability and Reform:

- **Goal:** Achieve systemic reform in law enforcement and the judicial system to ensure equitable treatment of Black women, reducing bias-related incidents by 75%.
- **Measurement:** Bias audit reports and justice system data.
- **Strategies:**
 - Partner with law enforcement agencies to implement a Bias-Free Policing Initiative, focusing on transparency and accountability.
 - Establish a permanent Independent Oversight Commission to investigate and address cases of bias and misconduct in the justice system.
 - Advocate for national standards on gender and racial equity in law enforcement and judicial practices.

2. Social and Cultural Transformation:

- **Goal:** Eradicate harmful stereotypes and societal biases against Black women, achieving parity in media portrayals and public perception by 2054.
- **Measurement:** Media representation audits and public perception surveys.

- **Strategies:**
 - Launch a long-term Cultural Reeducation Campaign, targeting schools, workplaces, and media platforms to dismantle harmful stereotypes.
 - Collaborate with media companies to create content guidelines that ensure positive, diverse portrayals of Black women.
 - Establish an annual Cultural Equity Summit, focusing on addressing and eradicating social and cultural violence.

3. Economic Security and Independence:

- **Goal:** Eliminate wage disparities and achieve full economic equity for Black women by 2054.
- **Measurement:** Wage gap analysis and financial security assessments.
- **Strategies:**
 - Implement comprehensive wage transparency laws across all sectors.
 - Launch a statewide Economic Justice Task Force, addressing systemic barriers to economic security for Black women.
 - Create an Economic Equity Fund, providing grants and resources to support the financial recovery of survivors of economic abuse.

Key Milestones:

- Establish the California Center for Equity and Justice, a hub for research, advocacy, and policy reform.
- Achieve industry-wide adoption of anti-bias training and diversity standards.
- Secure wage parity for Black women across all major industries

in California.

40- and 50-Year Strategic Plan (2055-2074): Achieving Lasting Safety and Equity

Goals for 40- and 50-Year Milestones:

1. Eliminating Physical Violence:

- **Goal:** Eradicate all forms of physical violence against Black women and girls, achieving a zero-tolerance environment by 2074.
- **Measurement:** Crime data and survivor outcome assessments.
- **Strategies:**
 - Implement universal protections and enforce strict penalties for all forms of violence against Black women.
 - Establish a global standard for gender-based violence prevention, led by California.

2. Social and Economic Justice:

- **Goal:** Achieve full social and economic justice for Black women, eliminating discrimination and exploitation by 2074.
- **Measurement:** Comprehensive social justice impact assessments and economic equity reports.
- **Strategies:**
 - Codify social and economic protections into state and national law.
 - Launch a Global Initiative for Black Women’s Safety, sharing best practices and setting international standards.

Key Milestones:

Establish California as a model state for safety and equity, with best practices replicated nationally and globally.

Achieve full eradication of economic and social violence against Black women and girls.

Secure permanent funding and institutional support for ongoing violence prevention and justice initiatives.



A Call to Action

CABWCEI's 50-year plan emphasizes accountability, with annual progress reports and stakeholder engagement to ensure goals are met. The institute is calling on policymakers, organizations, and individuals to join the effort.

"This is a living document that will evolve as our needs change," Todd Griffin said. **"But the vision remains constant: a future where Black women and girls can thrive."**

For more information about the plan and ways to support its implementation, visit:

www.CABlackWomensCollective.org



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