



Leading Equity & Social Justice in Higher Education Since 2013

Archive



History and Background

Black British Academics was established in April 2013 by [Dr Deborah Gabriel](#) to tackle racial inequality in higher education. Responding to the need to address structural and systemic inequalities, she drew on her expertise in media, culture and communication, becoming an advocate, highlighting issues around inequality in the news media. With a clear mission centred on equity and social justice, she began building a global community, networking with like-minded scholars to develop research-informed projects centred on transformation. Since its inception, Black British Academics grew into a diverse, global community with subscribers in over 10 countries, working with over 30 organisations in the higher education sector as clients, partners and collaborators. After transitioning from a full-time academic role to pursue a lifelong interest in social philanthropy, Dr Gabriel continued to offer expertise in educational equity on a consultancy basis until her retirement.



Black British Academics' Operations

Intellectual Capital

Online Presence

**DOMAIN, WEBSITE
TRADEMARK**

Community

**SUBSCRIBERS & SOCIAL
MEDIA FOLLOWERS**

Knowledge

**PUBLICATIONS
FRAMEWORKS**

Business

**JOB PROMOTION
CONSULTANCY**

Public Engagement

EVENTS, PRESS COVERAGE

Social Capital

Online Presence



The website was created in 2013, helping to establish the public presence of Black academics in the UK. It reflected the perspectives and experiences of a diverse community, as well as setting important standards, such as racial [categorisation and terminology](#), now widely used in the mainstream media.



The colourful logo which represents the ethnic and cultural diversity of staff and students in higher education, is a registered trademark with the [Intellectual Property Office](#).



Black British Academics was featured in numerous publications across primetime TV, radio, print and online, offering critical viewpoints to inform and educate the wider public and promote engagement.

Community

2.3k

[LINK](#)



0.06k

[LINK](#)

3.1k

[LINK](#)



0.5k

BBA Subscribers Demographic Profile



ETHNICITY

BLACK 79%

(Black African, Black Caribbean, Other)

MIXED RACE 13%

ASIAN 9%

(Indian, Pakistani, Bangladeshi, Chinese, Other)

WHITE 9%

OTHER ETHNICITY 4%

WOMAN 79%

MAN 18%

NON-BINARY/ TRANS/QUEER 14%



GENDER

**The above demographics apply to our subscribers only and excludes social media followers*

BBA Email Campaigns Outperformed the Sector

Email benchmarking

Oct 6, 2024 - Feb 17, 2025

Your email campaign performance compared to similar businesses. Learn more about [benchmarking](#).

Characteristics you and your peers share

Industry

Education and Training

Your industry was either self reported or predicted using natural language processing techniques. You can update it in [your settings](#).

Audience demographics

Over 65% Female, from 35 and up

Audience size

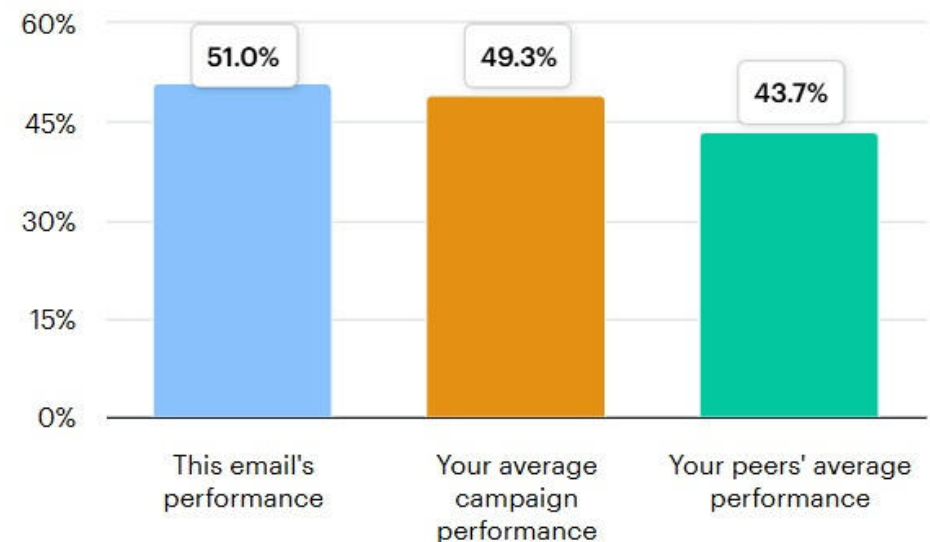
200 - 2,000

How your email compares

Open rate

Click rate

Unsubscribe rate



**Above Extracted from a Report From our Email Campaign Provider*

Knowledge - Frameworks

3D Pedagogy Framework

A strategic model of inclusive teaching practice developed to decolonise, democratise and diversify the higher education curriculum. [Learn More](#)

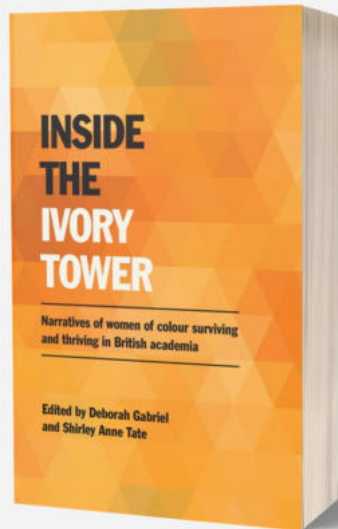
Ivory Tower Framework

An emancipatory framework developed to facilitate collaborative and transformative research. [Learn More](#)

Transformative Leadership Model

A model based on conceptual frameworks of social justice advocacy, transformative leadership and organisational justice for equity & diversity leadership. [Example](#)

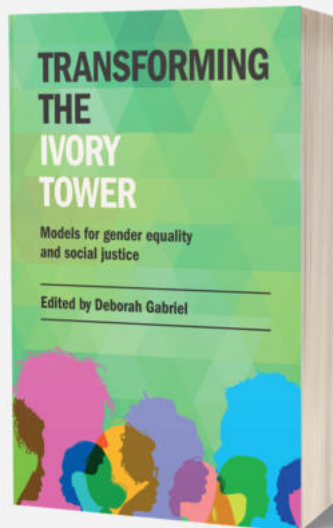
Knowledge - Publications



Title: [Inside the Ivory Tower](#)

ISBN: 978-1858568485

Editors: Deborah Gabriel & Shirley Anne Tate



Title: [Transforming the Ivory Tower](#)

ISBN: 978-1858566771

Editors: Deborah Gabriel

Business



BBA worked with numerous HEIs across the sector, supporting their efforts to increase recruitment of staff from under-represented groups. This included academic posts, fellowships, advisory boards, peer review and funding opportunities.



BBA worked with several HEIs, delivering inclusive teaching strategies that enhance teaching and learning. Its initiatives have been transformational and centred on a social justice agenda. (Photo of Deborah Gabriel pictured with students at the University of Greenwich).

Clients, Partners & Collaborators



Public Engagement -Events



BBA hosted numerous events across the HEI sector educating audiences with critical perspectives centred on social justice informed by collaborative research. (Pictured: contributors to Inside the Ivory Tower at the VIP launch at UAL. It was attended by an audience of 400).



BBA's Leaders Forum aimed to develop critical leadership strategies to tackle inequality, promote inclusion and enhance educational equity. The Inaugural event took place at the University of Westminster. (L-R Stephen Reid, Aisha Richards, Natalie Brett, Deborah Gabriel).

Public Engagement - Press Coverage



Impact

Transformative Leadership

POLICY

BBA's approach identified policies and procedures that perpetuate inequalities, facilitating the development of positive action strategies to address historic injustices.

PEOPLE

BBA's approach helped staff develop high levels of cultural competence and critical understandings of disparities linked to power and privilege; giving voice and visibility to marginalised groups, facilitating their representation.

PRACTICE

BBA's approach prioritised valuing and rewarding divergent ways that minoritised staff contribute to an organisation's success and encouraged leaders to reward staff through pay, progression and career opportunities.

Research - Ivory Tower Series

INNOVATION

The research methodology adopts autoethnography and participatory witnessing to advanced lived experience as valuable knowledge that promotes critical understandings of raced and gendered experiences in academia.

STRATEGIC RESOURCE

This research informs operational practices around gender equality, adopted by HEI leadership teams. It provides models for building equity in teaching, research and community practice.

EMANCIPATORY PRACTICE

Social justice was embedded in the research process to empower contributors through training, and mentoring. The Health, Wellbeing & Happiness event emphasised the need to promote the physical and mental wellbeing of Black women and women of colour.

SELF-EMPOWERMENT

This research adopts Black Feminism as a standpoint for resistance against intersectional inequalities shaped by race, class and gender, underpinned by an emancipatory framework.