



# Targeting Geographies for Youth and College Affordability Campaign Investment

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A Landscape Analysis

**NAACP**<sup>®</sup>

May 2025

# Research Goals and Methodology

## The Mission

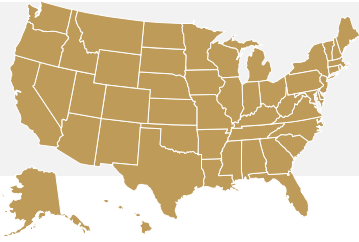
This project aims to create a rubric to help identify the states NAACP should invest its youth and college affordability resources into.

To do so, we collected a set of metrics about each state, and Washington, D.C., and synthesized the results to select 16 focal geographies (with four alternates).

## The Key Metrics\*

1. Percentage of the state residents who are Black
2. Number of Black residents
3. Number of Black residents age 18-25
4. Black median income
5. The cost of tuition at the state's median price-point
6. Percentage of Black median income needed to pay median tuition
7. Number of HBCUs
8. Percentage of Black residents with a 4-year degree
9. Percentage of state lawmakers who are Black
10. Recent bills/laws regarding college affordability
11. High-profile Black political leaders

\* See the appendix for the full list of metrics evaluated



# United States



Representative University: **Massachusetts College of Liberal Arts**

**11.6%**

*% Black Residents*

**30,422,462**

*# Black Residents*

**4,436,248**

*# Black Residents Age 18-25*

**\$55,277**

*Black Median Income*

**\$11,590**

*Representative Tuition*

**21.0%**

*% Black Income to Pay Median Tuition*

**101**

*# of HBCUs*

**14.2%**

*% Black with a Bachelor's Degree*

**5%**

*% Black federal lawmakers*

**Bills/Laws:**

**2024: S. 4379**

**2023: S. 3086/H.R. 5998; H.R. 3923/S. 1848**

# Results

## Selected Statistics

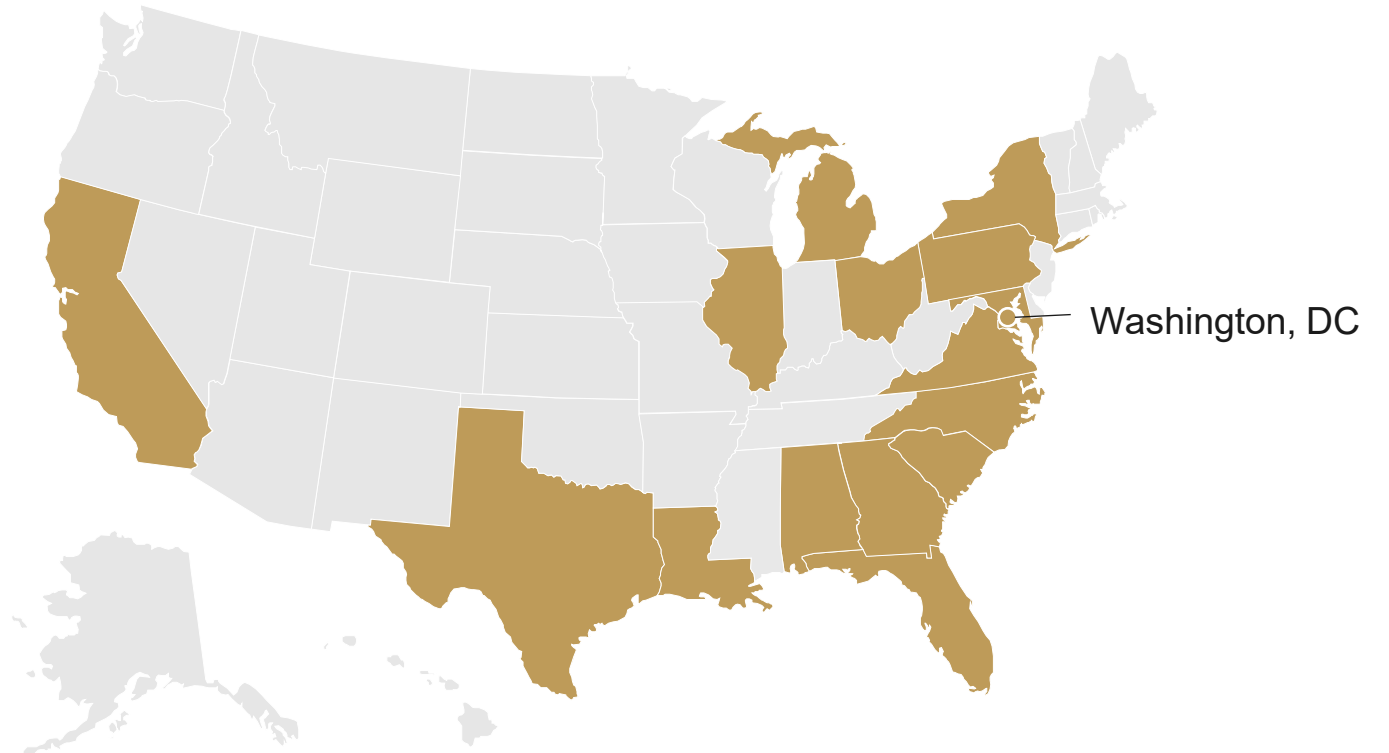
- ✓ When it comes to the percentage of the state residents who are Black, 12 of the 16 recommended geographies rank in the top third
- ✓ When it comes to the number of Black residents, 15 of the 16 recommended geographies rank in the top third
- ✓ When it comes to the number of Black residents age 18-25, 15 of the 16 geographies rank in the top third
- ✓ 12 recommended geographies have HBCUs
- ✓ The recommended geographies vary in terms of
  - ✓ Black median income
  - ✓ Cost of tuition at the state's median price-point
  - ✓ Percentage of Black residents with a 4-year degree
  - ✓ Percentage of state lawmakers who are Black
  - ✓ Recent bills/laws regarding college affordability
  - ✓ High-profile, nationally known Black political leaders
  - ✓ Region (9 Southern, 3 Midwestern, 3 Northeastern, and 1 Western)

# Recommended Geographies

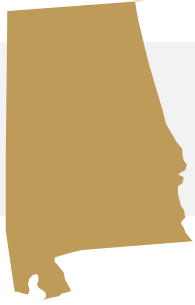
## The Places

1. Alabama
2. California
3. District of Columbia
4. Florida
5. Georgia
6. Illinois
7. Louisiana
8. Maryland
9. Michigan
10. New York
11. North Carolina
12. Ohio
13. Pennsylvania
14. South Carolina
15. Texas
16. Virginia

- *Delaware*
- *Mississippi*
- *New Jersey*
- *Tennessee*



# Recommended Priority Geographies



# Alabama



Representative University: **University of South Alabama**  
High Profile HBCU: **Tuskegee University**

**24.9%**

*% Black State Residents*

**991,387**

*# Black State Residents*

**156,670**

*# Black State Residents  
Age 18-25*

**\$43,339**

*Black Median Income*

**\$9,116**

*Representative Tuition*

**21.0%**

*% Black Income to Pay  
Median Tuition*

**14**

*# of HBCUs*

**12.3%**

*% Black with a  
Bachelor's Degree*

**17.9%**

*% Black State Lawmakers*

**Bills/Laws: None**

**Black Leaders:  
Minority Leader  
Bobby D. Singleton**



# California



Representative University: **San Francisco State University**  
High Profile HBCU: **N/A**

**5.4%**

*% Black State Residents*

**1,634,532**

*# Black State Residents*

**203,101**

*# Black State Residents  
Age 18-25*

**\$67,476**

*Black Median Income*

**\$7,524**

*Representative Tuition*

**11.2%**

*% Black Income to Pay  
Median Tuition*

**0**

*# of HBCUs*

**19%**

*% Black with a  
Bachelor's Degree*

**2.5%**

*% Black State Lawmakers*

**Bills/Laws:  
None**

**Black Leaders:  
Representative  
Maxine Waters**



# Florida



Representative University: **Florida Atlantic University**  
High Profile HBCU: **Florida A&M University**

**13.5%**

*% Black State Residents*

**2,470,590**

*# Black State Residents*

**363,269**

*# Black State Residents  
Age 18-25*

**\$57,820**

*Black Median Income*

**\$4,879**

*Representative Tuition*

**8.4%**

*% Black Income to Pay  
Median Tuition*

**4**

*# of HBCUs*

**9.8%**

*% Black with a  
Bachelor's Degree*

**8.1%**

*% Black State Lawmakers*

**Bills/Laws: None**

**Black Leaders:**  
**Minority Leader**  
**Fentrice Driskell and**  
**Representative**  
**Maxwell Frost**



# Georgia



Representative University: **Augusta University**  
High Profile HBCU: **Spelman College, Morehouse College**

**30.2%**

*% Black State Residents*

**2,568,392**

*# Black State Residents*

**379,464**

*# Black State Residents  
Age 18-25*

**\$58,739**

*Black Median Income*

**\$8,122**

*Representative Tuition*

**13.8%**

*% Black Income to Pay  
Median Tuition*

**10**

*# of HBCUs*

**12.5%**

*% Black with a  
Bachelor's Degree*

**19.1%**

*% Black State Lawmakers*

**Bills/Laws: None**

**Black Leaders: Senator Raphael Warnock; Minority Leaders Harold Jones II and Carolyn Hugley; Stacey Abrams**



# Illinois



Representative University: **Eastern Illinois University**  
High Profile HBCU: **N/A**

**12.9%**

*% Black State Residents*

**1,274,525**

*# Black State Residents*

**180,260**

*# Black State Residents  
Age 18-25*

**\$50,338**

*Black Median Income*

**\$13,101**

*Representative Tuition*

**26.0%**

*% Black Income to Pay  
Median Tuition*

**0**

*# of HBCUs*

**16.2%**

*% Black with a  
Bachelor's Degree*

**16.4%**

*% Black State Lawmakers*

**Bills/Laws: None**

**Black Leaders: Mayor  
Brandon Johnson;  
Majority Leader  
Kimberly A. Lightford**



# Louisiana



Representative University: **Louisiana Tech University**  
High Profile HBCU: **Xavier University of Louisiana**

**29.3%**

*% Black State Residents*

**1,029,822**

*# Black State Residents*

**159,283**

*# Black State Residents  
Age 18-25*

**\$38,115**

*Black Median Income*

**\$10,065**

*Representative Tuition*

**26.4%**

*% Black Income to Pay  
Median Tuition*

**6**

*# of HBCUs*

**9.1%**

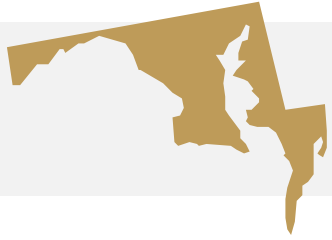
*% Black with a  
Bachelor's Degree*

**18.1%**

*% Black State Lawmakers*

**Bills/Laws: None**

**Black Leaders:  
None**



# Maryland



Representative University: **Towson University**  
High Profile HBCU: **Morgan State University**

**29.0%**

*% Black State Residents*

**1,400,634**

*# Black State Residents*

**176,441**

*# Black State Residents  
Age 18-25*

**\$78,926**

*Black Median Income*

**\$10,818**

*Representative Tuition*

**13.7%**

*% Black Income to Pay  
Median Tuition*

**4**

*# of HBCUs*

**11.2%**

*% Black with a  
Bachelor's Degree*

**22.3%**

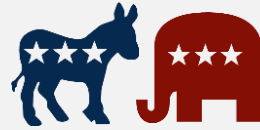
*% Black State Lawmakers*

**Bills/Laws: None**

**Black Leaders:  
Governor Wes  
Moore; Senator  
Angela Alsobrooks**



# Michigan



Representative University: **Saginaw Valley State University**  
High Profile HBCU: **N/A**

**12.6%**

*% Black State Residents*

**996,568**

*# Black State Residents*

**145,218**

*# Black State Residents  
Age 18-25*

**\$44,632**

*Black Median Income*

**\$11,565**

*Representative Tuition*

**25.9%**

*% Black Income to Pay  
Median Tuition*

**0**

*# of HBCUs*

**13.9%**

*% Black with a  
Bachelor's Degree*

**7.4%**

*% Black State Lawmakers*

**Bills/Laws:  
2023: MI S 173**

**Black Leaders:  
None**



# New York



Representative University: **Fashion Institute of Technology**  
High Profile HBCU: **N/A**

**13.4%**

*% Black State Residents*

**2,087,085**

*# Black State Residents*

**277,756**

*# Black State Residents  
Age 18-25*

**\$60,927**

*Black Median Income*

**\$6,170**

*Representative Tuition*

**10.1%**

*% Black Income to Pay  
Median Tuition*

**0**

*# of HBCUs*

**18.5%**

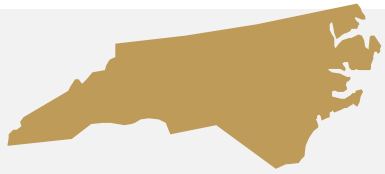
*% Black with a  
Bachelor's Degree*

**10.8%**

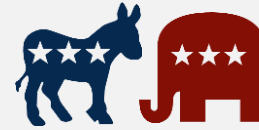
*% Black State lawmakers*

**Bills/Laws: None**

**Black Leaders:**  
**Representative Hakeem  
Jeffries; Majority Leaders  
Andrea Stewart-Cousins  
and Crystal D. Peoples-  
Stokes**



# North Carolina



Representative University:  
North Carolina State University at Raleigh  
High Profile HBCU: North Carolina Agricultural  
and Technical State University

**19.8%**

*% Black State Residents*

**1,685,067**

*# Black State Residents*

**249,153**

*# Black State Residents  
Age 18-25*

**\$52,219**

*Black Median Income*

**\$9,128**

*Representative Tuition*

**17.5%**

*% Black Income to Pay  
Median Tuition*

**10**

*# of HBCUs*

**12.0%**

*% Black with a  
Bachelor's Degree*

**13.5%**

*% Black State Lawmakers*

**Bills/Laws:  
None**

**Black Leaders:  
None**



# Ohio



Representative University: **Youngstown State University**  
High Profile HBCU: **N/A**

**11.3%**

*% Black State Residents*

**1,045,370**

*# Black State Residents*

**150,742**

*# Black State Residents  
Age 18-25*

**\$43,809**

*Black Median Income*

**\$10,478**

*Representative Tuition*

**23.9%**

*% Black Income to Pay  
Median Tuition*

**2**

*# of HBCUs*

**12.2%**

*% Black with a  
Bachelor's Degree*

**8.3%**

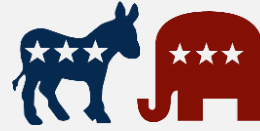
*% Black State Lawmakers*

**Bills/Laws:  
None**

**Black Leaders:  
None**



# Pennsylvania



Representative University: **Pennsylvania State University-Penn State Altoona**  
High Profile HBCU: **N/A**

**9.8%**

*% Black State Residents*

**1,011,043**

*# Black State Residents*

**156,076**

*# Black State Residents  
Age 18-25*

**\$47,841**

*Black Median Income*

**\$15,904**

*Representative Tuition*

**33.2%**

*% Black Income to Pay  
Median Tuition*

**2**

*# of HBCUs*

**16.3%**

*% Black with a  
Bachelor's Degree*

**6.7%**

*% Black State Lawmakers*

**Bills/Laws: 2025:  
PA S 86; PA H 770**

**Black Leaders:  
None**



# South Carolina



Representative University: **South Carolina State University**  
High Profile HBCU: **N/A**

**23.5%**

*% Black State Residents*

**992,956**

*# Black State Residents*

**143,155**

*# Black State Residents  
Age 18-25*

**\$45,558**

*Black Median Income*

**\$11,060**

*Representative Tuition*

**24.3%**

*% Black Income to Pay  
Median Tuition*

**8**

*# of HBCUs*

**19.3%**

*% Black with a  
Bachelor's Degree*

**15.9%**

*% Black State Lawmakers*

**Bills/Laws:  
2025: SC H 3271**

**Black Leaders: Senator  
Tim Scott, Minority  
Leader Todd Rutherford;  
Rep. Jim Clyburn**



# Texas

Representative University: **West Texas A & M University**  
High Profile HBCU: **N/A**

**12.0%**

*% Black State Residents*

**2,756,061**

*# Black State Residents*

**405,377**

*# Black State Residents  
Age 18-25*

**\$57,762**

*Black Median Income*

**\$9,101**

*Representative Tuition*

**15.8%**

*% Black Income to Pay  
Median Tuition*

**9**

*# of HBCUs*

**12.7%**

*% Black with a  
Bachelor's Degree*

**7.2%**

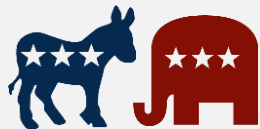
*% Black State Lawmakers*

**Bills/Laws:  
None**

**Black Leaders:  
Representatives  
Jasmine Crockett and  
Al Green**



# Virginia



Representative University: **Virginia Commonwealth University**  
High Profile HBCU: **Hampton University**

**18.1%**

*% Black State Residents*

**1,239,896**

*# Black State Residents*

**174,256**

*# Black State Residents  
Age 18-25*

**\$62,307**

*Black Median Income*

**\$15,828**

*Representative Tuition*

**25.4%**

*% Black Income to Pay  
Median Tuition*

**5**

*# of HBCUs*

**11.3%**

*% Black with a  
Bachelor's Degree*

**11.4%**

*% Black State Lawmakers*

**Bills/Laws:  
None**

**Black Leaders: L.  
Douglas Wilder**



# Washington, D.C.



Representative University: **N/A**  
High Profile HBCU: **Howard University**

**39.0%**

*% Black State Residents*

**215,327**

*# Black State Residents*

**29,502**

*# Black State Residents  
Age 18-25*

**\$60,446**

*Black Median Income*

**N/A**

*Representative Tuition*

**N/A**

*% Black Income to Pay  
Median Tuition*

**2**

*# of HBCUs*

**47.6%**

*% Black with a  
Bachelor's Degree*

**N/A**

*% Black State Lawmakers*

**Bills/Laws:  
None**

**Black Leaders:  
Mayor Muriel  
Bowser**

# Supplemental Geographies



# Delaware



Representative University: **Delaware State University**  
High Profile HBCU: **Delaware State University**

**20.7%**

*% Black State Residents*

**169,941**

*# Black State Residents*

**26,183**

*# Black State Residents  
Age 18-25*

**\$62,176**

*Black Median Income*

**\$8,358**

*Representative Tuition*

**13.4%**

*% Black Income to Pay  
Median Tuition*

**1**

*# of HBCUs*

**17.1%**

*% Black with a  
Bachelor's Degree*

**17.7%**

*% Black State Lawmakers*

**Bills/Laws:  
None**

**Black Leaders: Senator  
Lisa Blunt Rochester,  
Majority Leader Kerri  
Evelyn Harris**



# Mississippi



Representative University: **Jackson State University**  
High Profile HBCU: **N/A**

**34.8%**

*% Black State Residents*

**789,157**

*# Black State Residents*

**125,000**

*# Black State Residents  
Age 18-25*

**\$38,488**

*Black Median Income*

**\$8,445**

*Representative Tuition*

**21.9%**

*% Black Income to Pay  
Median Tuition*

**7**

*# of HBCUs*

**4.6%**

*% Black with a  
Bachelor's Degree*

**24.1%**

*% Black State Lawmakers*

**Bills/Laws: None**

**Black Leaders:  
Minority Leaders  
Derrick Simmons and  
Robert Johnson III**



# New Jersey



Representative University: **Kean University**  
High Profile HBCU: **N/A**

**12.1%**

*% Black State Residents*

**880,438**

*# Black State Residents*

**118,965**

*# Black State Residents  
Age 18-25*

**\$68,896**

*Black Median Income*

**\$12,972**

*Representative Tuition*

**18.8%**

*% Black Income to Pay  
Median Tuition*

**0**

*# of HBCUs*

**21.9%**

*% Black with a  
Bachelor's Degree*

**10.8%**

*% Black State Lawmakers*

**Bills/Laws:  
2025: NJ A 853;  
NJ A 2639**

**Black Leaders:  
Senator Cory  
Booker**



# Tennessee



Representative University: **The University of Tennessee Southern**  
High Profile HBCU: **N/A**

**14.8%**

*% Black State Residents*

**824,167**

*# Black State Residents*

**118,202**

*# Black State Residents  
Age 18-25*

**\$50,060**

*Black Median Income*

**\$10,200**

*Representative Tuition*

**20.4%**

*% Black Income to Pay  
Median Tuition*

**6**

*# of HBCUs*

**12.2%**

*% Black with a  
Bachelor's Degree*

**10.6%**

*% Black State Lawmakers*

**Bills/Laws:  
None**

**Black Leaders:  
Minority Leader  
Karen D. Camper**

# Appendix

# Comprehensive List of Metrics Studied

Region	Percentage of Black residents with a 4-year degree
Percentage of the state residents who are Black	Number of Black federal lawmakers
Percentage of the state residents of Black residents age 18-25	Number of state lawmakers who are Black
Number of Black residents age 18-25	Political partisanship
White median income	White incarceration rate per 100,000
Black median income	Black incarceration rate per 100,000
Percentage of Black residents at or below poverty	Recent bills introduced regarding college affordability
Flagship college/university	Recent laws passed regarding college affordability
Flagship college/university tuition	National political leaders
College/university at the state's median price-point	
Number of HBCUs	
High profile HBCUs	

# Existing Bills/Laws in Primary/Supplemental Geographies



## Michigan

MI S 173 (2023): Capped public higher education institution tuition increases at 4.5% (\$676.00) in the 2023-2024 school year.

- Status: Enacted – Act No. 103



## Pennsylvania

PA S 86 (2025): Expands on the Public School Code to provide in-state tuition for undocumented individuals.

- Status: Pending – Senate Education Committee (last action: 1/22/2025)

PA H 770 (2025): Expands on the Public School Code to promote transparency around tuition increases. An institution must send notices electronically and by mail to all enrolled students at least 45 days before a bill for tuition is issued.

- Status: Pending – House Education Committee (last action: 2/25/2025)



## South Carolina

SC H 3271 (2025): A student is eligible for state-sponsored scholarships and tuition assistance at a public institute of higher education if they attended a SC high school for 3+ years, graduated from a SC high school, or received the equivalent of a SC high school diploma.

- Status: Pending – House Ways and Means Committee (last action: 1/14/2025)



## New Jersey

NJ A 853 (2024): [“Prohibits public institutions of higher education from increasing resident undergraduate tuition for four continuous academic years following student’s initial enrollment.”](#)

- Status: Pending – Assembly Higher Education Committee (last action: 1/9/2024)

NJ A 2639 (2024): [“Prohibits public institutions from increasing resident undergraduate and graduate tuition and fees by more than 4% over the prior academic year.”](#)

- Status: Pending – Assembly Higher Education Committee (last action: 1/9/2024)

# Data Sources



- American Community Survey
- <https://collegecost.ed.gov/affordability>
- <https://worldpopulationreview.com/state-rankings/hbcus-by-state>
- <https://www.usnews.com/best-colleges/rankings/hbcu?sort=rank&sortDirection=asc>
- <https://cbc.house.gov/membership/state.htm>
- <https://www.governing.com/now/blacks-in-state-legislatures-a-state-by-state-map.html>
- [https://www.nasfaa.org/legislative\\_tracker\\_improving\\_affordability](https://www.nasfaa.org/legislative_tracker_improving_affordability)
- <https://www.ncsl.org/about-state-legislatures/state-partisan-composition>
- <https://www.ncsl.org/education/postsecondary-legislation-database>
- <https://www.prisonpolicy.org/profiles/>