

JABSE



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OF BLACK SCHOOL EDUCATORS



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TABLE OF CONTENTS

Editor's Notes	iv
Articles	
Identifying Systemic Barriers: Computer Science District and School Policies and Practices for African American and Hispanic Students with Disabilities in Central Texas <i>Shailen Singh, Ph.D.</i> <i>Shetay Ashford-Hanserd, Ph.D.</i> <i>Christopher Harvey, Ed.D.</i> <i>April Mouton</i> <i>Christina Torre</i> <i>Ada Muoneke, Ph.D.</i> <i>Phillip Eaglin, Ph.D.</i>	1
Further Leveraging the Intellectual Capital of the National Alliance of Black School Educators to Continue to Enhance the Educational Attainment of Black Students <i>Kira Kristal Reed, Ph.D.</i> <i>Danielle Taana Smith, Ph.D.</i>	16
We All Belong Here: Teaching Diversity Equity and Inclusion in a Polarized Classroom <i>Gisele Marcus, MBA</i> <i>Charity R. Welch, Ph.D.</i>	32
The School To Prison Pipeline: An Ongoing Barrier To Social Justice <i>Bryan Wilkins, Ph.D.</i>	47
NOTE: <i>Hyperlinks may change</i>	
Book Review	
The Secret to Writing: 10 Secrets to Effective Communication Through Writing <i>Norbert K.C. Tan</i>	55
Cover Artist	
Katie Yamasaki	58
The History of the National Alliance of Black School Educators	60
Notes	62

THE SECRET TO WRITING: 10 SECRETS TO EFFECTIVE COMMUNICATION THROUGH WRITING

Norbert K.C. Tan
Book Reviewer

Author: Stanley B. Lemons
Title: *The Secret to Writing: 10 Secrets to Effective Communication Through Writing*
Publisher: Houston, Texas, The Secret to Writing, LLC
Publication Date: January 2023
ISBN: 978-0-9909278-3-9
Cost: \$24.95

The Secret to Writing: 10 Secrets to Effective Communication Through Writing is a refreshing and well-written how-to guide on writing. Given that writing is such a pervasive and empowering life skill, African American students and educators who teach them must have access to quality writing instruction resources. Unquestionably, students are expected to write well in school, tell their stories in admissions and scholarship essays, and advocate for themselves in public and private spaces -- should the need arise. *The Secret to Writing: 10 Secrets to Effective Communication Through Writing* is a resource that will not only help students to improve their writing skills but also the book will help students to develop their speaking skills.

Stanley B. Lemons, the author of *The Secret to Writing*, informs readers that *The Secret to Writing* is intended to be an “easy-to-read, short, and effective guide to writing.” Indeed, Mr. Lemons achieves his literary objectives. He uses simple sentences throughout the book, and consequently, *The Secret to Writing*, unlike other books in its genre, is free of cumbersome language and technical jargon that can so easily distract or bore readers.

Along with Mr. Lemons’ clear and concise writing style, he limits *The Secret to Writing* to 125 pages, making the book a relatively quick read. *The Secret to Writing* book is practical. The strategies and tips Mr. Lemons offers in the book are time-tested and easily implementable.

Mr. Lemons asserts that the secret to writing is anchored on three pillars: process, grammar, and practice. Yet, what differentiates Mr. Lemons’ guide to writing is how he hones in on the first pillar, the writing process. According to Mr. Lemons, the writing process is the area of writing that tends to cause the most angst among students, casual writers, and even those of us who rely heavily on writing to earn a living.

Mr. Lemons reminds us that people struggle with writing: from the uncertainty of how and where to start translating their thoughts into words. Luckily, Mr. Lemons goes on to share his very own 10-step writing process, the “crown jewel” of the book and, by all



Stanley B. Lemons

accounts, a clear path to overcoming the many challenges associated with writing.

The Secret to Writing book includes short vignettes or reflections, as Mr. Lemons describes them, that both inform and inspire. I appreciate the personal nature of Mr. Lemons' reflections, as they empathize with and encourage individuals seeking to improve their communication skills in general.

The independent nonfiction book critic, James H. Scott, describes *The Secret to Writing: 10 Secrets to Effective Communication Through Writing* as follows:

"The Secret to Writing delivers what it aims to accomplish: it is easy to read, short, and effective. It speaks of writing as communication, thus applicable not only to the written word but also to communicating by conversation and conversation's now dominant form, email, and even PowerPoint. This emphasis on communication embellishes the immutably authoritative laws of writing style we have learned before, with softer words that encourage, challenge, and strengthen, thus providing wisdom and focus to the goal of communicating. This is a writer's desk companion to the old classics."

I agree with this book critic's description of Mr. Lemons' *The Secret to Writing*. Further, I acknowledge that my book review leans strongly in a positive direction; but frankly, Mr. Lemons' book deserves high marks. Students, parents, teachers, administrators, and superintendents will benefit immensely from *The Secret to Writing: 10 Secrets to Effective Communication Through Writing*. I highly recommend that educators in K-12 school systems and higher education institutions add *The Secret to Writing* to their required reading list for students and staff. The book can be purchased online at www.thesecret-towriting.com.

BIOGRAPHY

Norbert K.C. Tan is a marketing and philanthropy executive who has successfully worked in both commercial and nonprofit environments over the past 25 years. Mr. Tan's consulting engagements include working with individual nonprofit organizations, institutions of higher education, and blue-chip international corporations in North America and Asia.

Mr. Tan completed a B.S. at UC Berkeley and an M.B.A. from the UCLA Anderson School of Management. He was honored to serve as an Arts Management Fellow at the John F. Kennedy Center for the Performing Arts in Washington, DC. Additionally, he attended the Stanford University Nonprofit Management Institute. He completed his Professional Coaching (CPC) certification from the College of Executive Coaching and his Board Certification in Coaching (BCC) from the Center for Credentialing & Education.

The easy-to-read, short,
and effective guide to writing

The
Secret 
to Writing

10 Secrets to
Effective Communication
Through Writing

STANLEY B. LEMONS

The *Journal of the Alliance of Black School Educators* is published by the National Alliance of Black School Educators, P.O. Box 176, Troy, NY 12181. The *Journal of the Alliance of Black School Educators* carries a variety of articles that contribute knowledge and ideas in the quest for excellence in educating children of African descent and other minority learners. Each issue contains research and general interest articles, and book reviews. Views expressed do not necessarily reflect the position taken by the National Alliance of Black School Educators.

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