As the Chief Communication Coordinator for TUSD I am always looking for authentic and meaningful ways to highlight important topics such as Black History Month. This year, I was excited to partner with Pitman High School Black Student Union Advisor and history teacher Dave Walls to share a very personal story about his own family and experience as a black man in America.

Dave had initially provided me an essay about his father Roscoe Walls that we shared and it received a lot of positive feedback including a feature in our local newspaper. Dave asked to share an even more personal experience about his adoption and the journey it took him to discover his roots. He provided me an essay and I shared that after reading it seemed to lend itself to a “serial” format which would be perfect for social media. Over the course of one week, February 21-25, 2022, we shared his story on our TurlockUSD Facebook, Instagram, and Twitter pages and received many accolades. Some examples:

“Love this story so far I can’t wait for more. Only seeing Mr. Walls as a coach it puts into perspective his coaching style. His attention and care to students/players is heartfelt.”

“Can’t wait for the rest of the story. Absolutely love Dave. One of the kindest men I know. My parents enjoyed being across the street neighbors for many years.”

“What a testament to the impact of bringing children out of foster care and into a family, through adoption.”

Although we utilized various methods to promote Black History Month this year including an article in our TUSD Update newsletter, a website curated with teacher resources, and other social media posts (link, link, link), Dave’s story seemed to strike a chord with many and helped bring the importance of this month to life in a way that was both personal and inspiring to students, staff, and the community alike. Dave is retiring from TUSD this year and I am hopeful he will continue to write and share more stories—we need to hear his voice!

Post 1: Roscoe Walls https://www.instagram.com/p/CZqnTaWLNpi/
Post 2: Family https://www.instagram.com/p/CaQ8G8LrayL/
Post 3: (My) Black History Month https://www.instagram.com/p/CaTaNgsFIpI/
Post 4: Keith Randal Tolle https://www.instagram.com/p/CaWCAhDrE_U/
Post 5: Roots https://www.instagram.com/p/CaYi2M0ISef/