

# Noliwe M. Rooks

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## Education:

<b>Ph.D American Studies</b> <i>The University of Iowa</i>	<b>1994</b>
<b>M.A. American Studies</b> <i>The University of Iowa</i>	<b>1991</b>
<b>B.A. English</b> <i>Spelman College</i>	<b>1987</b>

## Professional Experience:

### *Academic:*

<b>Professor</b> Africana Studies <i>Cornell University</i>	<b>2018-Present</b>
<b>Associate Professor</b> Africana Studies <i>Cornell University</i>	<b>2012-2018</b>
<b>Associate Director and Lecturer</b> African American Studies <i>Princeton University</i>	<b>2000-2012</b>
<b>Visiting Scholar,</b> African American Studies <i>Columbia University</i>	<b>2003, 2007</b>
<b>Visiting Assistant Professor,</b> History and African American Studies <i>Princeton University</i>	<b>1997-1999</b>
<b>Assistant Professor,</b> English and African American Studies <i>University of Missouri-Kansas City</i>	<b>1994-1997</b>

*Administrative:*

<b>Director</b> American Studies Cornell University	<b>2017-Present</b>
<b>Interim Chair</b> Africana Studies Cornell University	<b>2016-2017</b>
<b>Director of Graduate Studies</b> Africana Studies Cornell University	<b>2013-2016</b>
<b>Associate Director</b> Center for African American Studies <i>Princeton University</i>	<b>2000-2012</b>
<b>Founding Coordinator</b> Center for African American Studies Civic Initiatives on Environmental Justice, Urban Education Reform, Art and Social Justice <i>Princeton University</i>	<b>2009-2012</b>
<b>Founding Director</b> Black Studies Program <i>University of Missouri-Kansas City</i>	<b>1994-1997</b>

**Doctoral Committee Membership:**

- Bobby Smith, Food Activism and Justice from SNCC to Black Lives Matter
- Tess Pendergrast, Water, Race and Rights in Urban America
- Kanitra Fletcher, Black American Artists for and Against Black Aesthetics

**Publications:**

**Monographs:**

*Cutting School: Privatization, Segregation, and The End of Public Education*, The New Press, 2017 (Finalist Award, Hurston/Wright Legacy Award for Non-Fiction)

*White Money/Black Power: African American Studies and the Crisis of Race in Higher Education*, Beacon Press, 2006.

*Ladies' Pages: African American Women's Magazines and the Culture That Made Them*, Rutgers University Press, 2004.

*Hair Raising: Beauty, Culture and African American Women*, Rutgers University Press, 1996. (Winner, *Choice* award for Outstanding Academic Book, 1997 and selected by the Public Library Association as an Outstanding University Press Book, 1997).

**Edited Volumes:**

Lead Editor, *Women's Magazines in Print and New Media*, (Research in Gender and Society Series, November, 2016) New York and London: Routledge Press.

Guest Editor, *Black Fashion: Art.Pleasure.Politics*, Special Issue of *NKA: Journal of Contemporary Art*, (November, 2015) Duke University Press: No. 37.

Associate Editor, *Paris Connections: African American Artists in Paris.1920-1975* San Francisco: Q.E.D. Press, 1992 (Winner,1993 American Book Award).

**Book Chapters:**

"Reading Race and Gender/Writing Identity and Culture," Introduction, *Women's Magazines in Print and New Media*, (Research in Gender and Society Series, October 2017) New York and London: Routledge Press: 1-8.

"Being the Lone Black Friend Did Not Protect Him," in *Our Black Sons Matter: Mothers Talk About Their Fears, Sorrows, and Hopes*, Rowman and Littlefield, 2016: 41-44.

"Black Women's Studies" *Ideology, Identity and Assumptions* (Schomburg Studies on the Black Experience), Howard Dodson and Colin Palmer eds, Michigan State University Press, 2007: 95-125.

"Wearing Your Race Wrong: Black Hair and the Contemporary History of African Americans at Play on a Battlefield," in *Recovering Black Female Body*, Michael Bennett ed. Rutgers University Press, 2001: 279-296.

"My Father's Whistle" *Father Songs: Testimonies By African American Sons and Daughters*. Gloria Wade-Gayles ed., Beacon Press, 1997: 98-101.

**Journal Articles:**

"Like Canaries in the Mines: Black Women's Studies at the Millennium" in *Signs* special issue *Feminisms at the Millennium*, Volume 25, Number 4 (Summer 2000): 1209-1211.

"Writing Themselves Into Existence: The Intersection of History and Literature in Writing about Black Women." *Iowa Journal of Cultural Studies*, (Spring 1989): 51-63.

"The Women Who Said I Am: Black Women and Activism, 1880-1960." *Sage: A Scholarly Journal on Black Women*, (Winter 1988): 26-35.

"By Any Other Name: Cicely Tyson, *Sweet Justice* and Contemporary Visual Politics." *Camera Obscura: Journal of Feminism and Film Theory* 36 (Summer 1997): 49-68.

### **Encyclopedia Entries:**

“Hair” in *Black Women in America: An Historical Encyclopedia*, Eds., Darlene Clark-Hine, et al, New York and London: Oxford University Press, 2004.

“Annie Turnbo Malone and the Politics of African American Hair” in *African American Encyclopedia*, Eds., Henry Louis Gates et al, Cambridge: Harvard University Press, 2004.

Cultural Histories of “Hair” and “Hairdressing” in *The Oxford Companion to the Body* London: Oxford University Press, February 2002.

### **Book Reviews:**

*Top Down: The Ford Foundation, Black Power, and the Reinvention of Racial Liberalism*, University of Pennsylvania Press, 2013 by Karen Ferguson, *American Historical Review* (2014) 119 (3): 944-945

“Race and Reason: In Favor of Discrimination,” a review of *For Discrimination: Race, Affirmative Action, and the Law*, Pantheon, 2013, by Randall Kennedy) in *The Chronicle of Higher Education*, October 4, 2013 (solicited review).

William L. Andrews and Mitch Kachun, eds. *The Curse of Caste; or The Slave Bride: A Rediscovered African American Novel*. *African American Review*; Winter 2006, Vol. 40 Issue 4, p833

"Writing Race, Selling Culture" by Ann duCille) in *Novel: A Forum on Fiction* (Spring, 1998): 271-272.

"Pushed Back to Strength" (by Gloria Wade-Gayles) *The New Times* (4 October 1995): 28.

### **Writing for the Popular Press (Selected):**

**New York Times:** “Cindy Hyde-Smith Is Teaching Us What Segregation Academies Taught Her: The campaign gaffes of Mississippi’s newly elected senator reveal the way that the past is always present.” Nov. 28 2018 (<https://www.nytimes.com/2018/11/28/opinion/cindy-hyde-smith-mike-espinoza-senate-mississippi.html>)

**CityLab:** “Are Cyber Elementary Schools Coming to New York? While these schools may be cheaper to run, they haven’t demonstrated a record of success.” March, 2018 (<https://www.citylab.com/equity/2018/03/are-cyber-elementary-schools-coming-to-new-york/554930/>)

**Washington Post:** “How ‘segrenomics’ underpins the movement to privatize public education.” January 19, 2018 ([https://www.washingtonpost.com/news/answer-sheet/wp/2018/01/19/how-segrenomics-underpins-the-movement-to-privatize-public-education/?utm\\_term=.155271cd8349](https://www.washingtonpost.com/news/answer-sheet/wp/2018/01/19/how-segrenomics-underpins-the-movement-to-privatize-public-education/?utm_term=.155271cd8349))

***Huffington Post/The Hill/Chronicle of Higher Education:***

“The Taste of Justice,” *Huffington Post*, February 20, 2016.

“The Failure of Personal Responsibility Does Not Explain Ferguson,” *The Hill*, March 10, 2015

“Michelle Obama, Food Justice and the Battle Over School Lunches”, *The Hill*, July 2, 2014

“Knowing When to Teach Current Events: 5 Questions Faculty Members Should Ask Themselves Before They Weave a Recent Controversy Into Their Courses,” *The Chronicle of Higher Education*, September 22, 2014

“Charter Schools, Civil Rights and the Theft of Education Funds,” *The Hill*, October 2, 2014.

This is What Racial Inequality Looks Like, “The Conversation” *The Chronicle of Higher Education*, April 11, 2014

“Black Women’s Status Update,” *The Chronicle Review*, *The Chronicle of Higher Education*, June 26, 2014

“The Beginnings of Black Studies.” *The Chronicle of Higher Education: The Chronicle Review*, February 10, 2006: B 8.

***Time Magazine:***

“Renisha McBride and Evolution of Black-Female Stereotype,” Nov. 14, 2013 *The Biggest Barrier to Elite Education Isn’t Affordability. It’s Accessibility*, Feb. 27, 2013

“MLK Day: It’s Time for a Second Emancipation Proclamation,” Jan. 21, 2013

“Is Obama’s Cabinet Too Male?” Jan. 16, 2013

“The Problem with Food-Stamp Challenges,” Nov. 28, 2012

“What Would Lincoln Think About Laws That Deny Felons The Right To Vote?” Oct. 25, 2012

“Why It’s Time to Get Rid of Standardized Tests,” Oct. 11, 2012

“The Myth of Bootstrapping,” Sept. 07, 2012

“Why the Online-Education Craze Will Leave Many Students Behind,” July 30, 2012

“What Charlie Sheen Teaches Us About Domestic Violence,” July 10, 2012

“How Minority Millennials Are Driving Politics,” June 21, 2012

“Are Blacks Predisposed to Be Less Healthy Than Whites?” June 11, 2012

“Why Do We Care More About Diversity on TV Than in Our Schools?” May 24, 2012

“Do Black Women Really Want to Be Fat?” May 14, 2012

“Is Racism an Illness?” May 04, 2012

“Trayvon Martin: The Problem with the ‘Some of My Best Friends Are Black’ Defense,” April 09, 2012

## **Academic Papers, Panels and Lectures:**

### **Invited, Keynote and Endowed:**

“Pretty Politics: How Beauty Impacts Electoral Politics for Women” Cornell Club of Boca Raton/Fort Lauderdale, Cornell University Office of Alumni Affairs and Development, March, 2019.

“Segrenomics and American Public Education,” The Kennedy School, Harvard University, Graduate Student Conference on Poverty and Inequality, Cambridge, MA, February, 2019

“White Supremacy/Black Education,” Keynote. Randolph College Black Alliance Conference on Social Justice in Education. Lynchburg, Virginia, February, 2019

“Black Students, Billionaires, and the End of Public Education,” The Impact Empowerment Group, Inaugural Lecture, School Solutions Series, Denver, Colorado January, 2018.

“Why Segregated Schools Are Too Lucrative to Fail” Allison Davis Lecture, Northwestern University, Evanston, Illinois, October, 2018.

“Segrenomics.Food.Cannibis.Justice” Fall Colloquium, Environmental and Sustainability Studies, Cornell University, Ithaca, NY, October 2018

“Apartheid Education in America,” Keynote, Transfer Schools Annual Conference, Dept. of Education, New York City, June, 2018

“The Race for Beauty,” Distinguished Guest Lecturer-UC Consortium for Black Studies, UC-Santa Barbara, Santa Barbara, Calif, May 2018

“Privatization, Segregation and Underfunding,” New York State Association of Black and Puerto Rican Legislators, Albany, NY February, 2018 (with Chancellor of the Board of Regents, Betty A. Rosa).

“Apartheid Schools and Jim Crow Classrooms: The Segrenomics of American Education” Ralph Watkins Lecture Series, SUNY Oneonta, February 8, 2018

“Black Resistance in the Age of Trump: An Education Story” Conversations in Black Freedom Struggles, Schomburg Center, New York Public Library, February 1, 2018

“Race, Writing and Higher Education” Department of Art and Public Policy, New York University, March 4, 2016.

“Representing Black Masculinity” Black Portraiture 2.0, Tisch School of the Arts, New York University, 2016.

“The Politics of Race and University Service Learning Initiatives in the Second Gilded Age,” Against Educational Apartheids: The Other Global University-A Forum on the Past, Present and Future of Higher Education, The Heyman Center for the Humanities, Columbia University, 2015.

“Michelle Obama, Food Justice, and the Big Business of Poverty in the South Bronx” City and Regional Planning Lecture Series, College of Architecture, Art and Planning, Cornell University, April 10, 2015.

“Real Women in Black: Advertising Race, Beauty and Black Women in the Dove ‘Real Beauty Campaign, Bowdoin College, April 6, 2015.

“Race, Higher Education and Social Justice” The 2015 Henry Cohen Lecture Series on Public Policy in Action, The Milano School of International Affairs, Management and Urban Policy, at The New School University, March 9, 2015.

“A Dilemma Revisited: Race, Segregation and the End of Public Education in America” The Rabinor Lecture in American Studies, Cornell University, November 19, 2013

“Does Each One Still Teach One: Race, the Humanities and a Liberal Arts Education” Georgia College, Bergmann-Gordon Lecture, Milledgeville Georgia, November 5, 2013

“A Second Emancipation Proclamation?” Cornell Reunions, Faculty Speaker, June 7, 2013.

“Is It Time for a Second Emancipation Proclamation?: Racial Segregation in Housing and Education”, Thirty-Fourth Annual Connecticut Fair Housing Conference”, April 25, 2013 (Keynote)

“Modeling Race, Advertising Gender: Black Women, Beauty Advertisements and Popular Magazines” Kingston University, Great Britain, August 2012 (Keynote)

“Am I Black Enough for You: Black Studies and the 21<sup>st</sup> Century.” Reimagining the Diaspora, Vassar College, April 17, 2009. Keynote Speaker

“Reimagining a Color Blind Past for the New Century” Keynote Speaker, Black History Month Program, U-Missouri Columbia, February 3, 2009.

“Black Studies in the 21<sup>st</sup> Century” Keynote Speaker, Mellon African American Studies Consortium, Swarthmore College, October 17, 2008.

“Beauty, Race and the Dove Beauty Campaign” Conference on the Body, Tanner Humanities Center, University of Utah, March 5, 2008.

“‘The Change You Will Be in the World’: Black Studies and American History.” Louisiana State University, February 8, 2008. Keynote Speaker

Black Studies from the Ground Up: African American Studies in the 21<sup>st</sup> Century.” Mount Holyoke , February 27, 2008.

“Race, African American Studies and Higher Education.” University of Iowa, April 22, 2007.

“Race, Education and African American Studies.” Bowdoin College, February 18, 2007.

“Losing our Mother’s Gardens: Black Women and Film.” Princeton University, February 10, 2007.

“Black is not a Primary Color: African American Studies and the Future of Race in Higher Education.” Columbia University, February 2, 2007.

“African American Studies for a New Century.” Temple University, November 11, 2006.

“Black Studies in a New Millennium.” University of Pennsylvania, October 16, 2006.

“Black Studies in Historical Context.” University of North Carolina-Chapel Hill, April 10, 2006.

“Rewriting Rape, Listening to Silence: Ringwood’s Afro-American Journal of Fashion” (1891-1894), Schomburg Center for Research in Black Culture, January 2002.

“Rape, Writing and Silence: African American Women’s Magazine’s in the Nineteenth Century,” University of Maryland, November, 2001.

“Gender, Generation and Geography: Black Women’s Magazine at the Turn of the Century.” Department of History, University of Delaware, October 2000.

“Dirt and Domesticity: African American Women's Magazines 1891-1975” UNC-Chapel Hill, November 1999

“Subscribing for Identity: a History of African American Women’s Magazines, 1891-1935” Princeton University, January 13, 1998



“Wearing Your Race Right: Fugitive Fashion Identities, Hair and African American History” New York University, November 13, 1997.

“Wearing Your Race Right: Fugitive Fashion Identities, Hair and African American History” Sarah Lawrence College, October 23, 1997.

“Black and Blue: Black Graduate Students and White College Campuses” The 5th Annual Research Forum & Visual and Performing Arts Symposium, April 18-19, 1997 University of Iowa. (Keynote Address).

“She’s Come Undone: Black Women and Beauty in Historical Context” Anna Julia Cooper Lecture, University of Kentucky, March 13, 1997. (Keynote Address)

“Black Hair Issues Today: Politics and Black Identity” Black People’s Hair: A Symposium on the Political Culture of Everyday Life, University of Toledo, March 6-7, 1997 (Keynote Address).

#### **Academic Panels and Conferences:**

“From Slavery to Segrenomics” History of Capitalism Faculty Panel, Cornell University, November, 2018.

“Crisis of ConFORMity: The Material Dimensions of Race and the Built Environment,” American Studies Association Annual Meeting, Atlanta, Georgia, November 9, 2018

“Madam C.J Walker in Historical and Contemporary Perspective,” Association for the Study of African American Life and History, Indianapolis, Indiana, October 4, 2018.

“Jim Crow as Friend and Foe,” Association for the Study of African American Life and History, Indianapolis, Indiana, October 5, 2018.

“Race and Public Education in America,” Smithsonian National Museum of American History and Culture, November 18, 2017

“The Crisis in Black Education” Plenary Session Speaker, 102<sup>nd</sup> Annual ASALH Meeting, Cincinnati, Ohio, Sept 28, 2017

“Let the Church Say Amen: Black Churches/Popular Culture” American Studies Association Meeting November 16, 2016, Denver, Colorado

“Black Studies at 50” Plenary Session Speaker, Association for the Study of African American Life and History, October 2016

“Spelman Women/Black Lives” Association for the Study of African American Life and History, Annual Conference September, 2015

“Chains, Fences, and Bonds,” (Panel Chair) American Studies Association Annual Meeting, Toronto, October 16-18, 2015

“Reprimanding Race: The Violence of Silence and the Politics of Speech in Racial Discourse,” Modern Language Association Annual Conference, January 9, 2015

“#Black Fashion: Blogging, Tweeting and Writing the Future of Fashion” (Chair) American Studies Association Annual Meeting, Washington D.C., November 2013

“Gender, Race and Citizenship in Magazines and New Media” (Conference Organizer) Cornell University, October 25-27, 2013.

The Politics of Black Women’s Hair: A Symposium (Featured Panel), University of Pennsylvania, March 2013

“Black Studies in Art and Design Education: Innovations for Institutions,” The New School for Social Research, April 2011

“Black Studies in the 21<sup>st</sup> Century: Urban Education Reform,” Winthrop University, Rock Hill, South Carolina, March 2011

“Good and Bad Hair” Newark Black Film Festival, July 2010

“Black Studies in the 21<sup>st</sup> Century: The Case for Urban Education” Amherst College, April, 19, 2010

“Black Studies at 40: The Ivy League,” Princeton University, October 10, 2009

“Race, The Tenure Ladder and the Ivy Leagues.” Columbia University, March 16, 2007.

“Through a Lover’s Gaze and a Culture’s Desire: Josephine Baker and the Art of Paul Colin. “Celebrating 100 Years in the Spotlight: Josephine Baker. Barnard College and Columbia University, September 30, 2006.

“*Crash* and the Understanding of Race in Contemporary American Culture.” Southwest Texas Popular Culture Association Annual Meeting, Santa Fe, New Mexico, February 10, 2006.

“The Black Presence in the Ivy League: Where Do We Go From Here,” Director’s Roundtable, Columbia University, October 2004.

“Women and Religion in the African Diaspora.” Moderator, Princeton University, April 2004.

“Race, Hair and Beauty in Black Feminist Film,” Fordham University, February 2003.

“Mapping a Trajectory: Race in American Studies” American Studies Group, Princeton University, December 2000.

“Gendering Beauty” Symposium on Race and Beauty, Princeton University December 1999.

*Bordering Black Studies in the Americas*, American Studies Association Conference, Montreal, Canada, October, 1999 (Chair).

“Dirt and Domesticity: Ringwood's Journal of African American Fashion, 1891-1898” Berkshire Conference on Women and History, University of Rochester, June 4-6, 1999.

“Black Hair Dramas: Bodies, Style and African American Identity” Hair Culture: African American Women, Beauty and Identity. Rutgers University, October 22, 1997.

"History, Images and Black Women in the Media" Association for the Study of African American Life and History (ASALAH) Annual Conference, Los Angeles, California, October 1997 (Panel Chair and Commentator).

“Civil Rights Matters and the African American Artist” 3rd Annual Tri-Regional Civil Rights Summit, US Office of Civil Rights, Kansas City, Missouri July 17, 1997.

"Black Hair Dramas: Bodies, Style and Hair in African American Culture" Style Conference, Bowling Green University, July 23-25, 1997. (Featured Speaker)

“Nappy Edges: Black Women’s Studies Into the Next Century” Third Annual Conference Celebrating Women of African Descent, University of Kentucky, March 12, 1997.

"Erasing Race: *Sweet Justice*, Cicely Tyson and the Politics of the New South" Console-ing Passions, Conference on Women and Media, University of Washington, Seattle, April 1995.

"Reproducing History: African American Women and Visual Representation, 1900- 1919." National Graduate Women's Studies Conference, University of California, San Diego, April 14-17, 1994.

## **Community Engagement Initiatives:**

### Urban Education Reform

**2009-2012:** Initiated and raised funding for a three-year internship partnership with two educational organizations—Making Waves in Richmond, CA and the Young People’s Project in Jackson, Mississippi. Two Princeton interns per year go to each location and engage in original research to help each fulfill their aims and goals.

**2010-2012:** Raised funding for a partnership between the Center for African American Studies at Princeton and the Trenton Public Schools aimed at addressing the racial and economic achievement gap. Began with an innovative two-year research study looking at mentoring and tutoring curriculums.

**2011-2012:** Successfully recruited Bob Moses to the Center for African American Studies for a fellowship year. In addition to completing his own research, he will consult with CAAS on math education and the achievement gap.

**2011-2012:** Raised continued in funding for the second year of the research study which will be revised to include computer-based learning curriculums.

#### Environmental Justice:

**2015-2017** Formed a partnership with local food sustainability groups in Ithaca to explore food justice initiatives in the Ithaca area.

**2011-2012:** Initiated a research study in the Bronx, NY on the relationship between food, behavior and academic achievement for minority and low-income elementary school children.

**2010-2011:** Successfully recruited Van Jones to the Center for African American Studies for a fellowship year.

**2007-2008:** Formed a partnership with the Princeton Environmental Institute who funded our first Environmental Fellow. Also conceptualized and organized the first conference on Princeton's campus on the topic of Environmental Justice. Hosted Majora Carter to inaugurate the first year of programming around the topic of environmental justice.

#### Art and Social Justice

**2009-2011:** Initiated an innovative public and private multi-agency collaboration between the city of Trenton, New Jersey, Princeton University and the Philadelphia Mural Arts organization. This collaboration resulted in African American Studies providing the organizational infrastructure and seed money to begin a mural arts organization in Trenton, NJ and to complete the first mural.

#### Grants and Awards:

<b>2018</b>	Hurston Wright Legacy Finalist Award, Non-Fiction
<b>2017</b>	Institute for Social Science Research
<b>2017</b>	Atkinson Center for a Sustainable Future-Faculty in Residence Fellowship
<b>2016</b>	Kaplan Family Distinguished Faculty Fellowship
<b>2015-2016</b>	Engaged Cornell Faculty Fellowship
<b>2015</b>	Engaged Cornell Curricular Enhancement Grant (Co Winner)
<b>2013</b>	Mellon Mays Foundation Central New York Humanities Corridor Grant
<b>2011</b>	Woodrow Wilson
<b>2007</b>	Princeton Center for African American Studies Faculty Research Award

**2002-2003** Ford Foundation Grant, Division on Knowledge, Empowerment and Religion  
**1997-1999** Social History Post-Doctoral Fellowship, Princeton University  
**1997** Public Library Association, Outstanding University Press Book  
**1997** *Choice* award for Outstanding Academic Book  
**1987-1992** CIC Pre-Doctoral Fellowship  
**1987** McKnight Dissertation Fellowship (declined)

### **Departmental and University Service:**

#### Cornell University

Chair, President's Visioning Committee on NYC  
Provost Appointed Member, Search Committee for Dean, College of Arts and Sciences  
Provost's Sustainability Initiative Task Force, member  
Community Food System Minor (Executive Committee)  
Council for the Humanities, Society for the Humanities  
A & S Taskforce on Revenue Enhancement (member)  
McNair Program Faculty Advisory Committee (member)  
African American Male Retention Committee (member)

#### Cornell University Africana Studies

Graduate Admissions Committee  
Priorities Committee  
Curriculum Committee  
Chair, 20<sup>th</sup> Century African American History Search (2013-2014)