

November 9, 2022

Freddy Shegog
Founder, The Message, LLC

[5:00 pm] Pam

Happy Voting Day! We are excited for [#EquityChat](#) sponsored by [@CollegeFutures](#) tonight with our guest [@freddyshegog](#) Founder/CEO [#TheMessageLLC](#) Do not miss this convo of hope, recovery & love! [@iamkeithcurry](#) [@DrTammeil](#) [@equityavengers](#) Welcome Freddy!

Replying to [@DrPamLuster](#) [@CollegeFutures](#) and 3 others

Thank you so much for having me! What a blessing it is to be on this conversation and apart of this blessed work! Thank you ALL for all that you do as history will shine bright on you! [#EquityChat](#)

[5:05 pm] Tammeil

Q1 [@freddyshegog](#) As you engage in equity-focused work, what is your walk-up song or anthem? [@DrPamLuster](#) [@iamkeithcurry](#) [@CollegeFutures](#) [#EquityChat](#) [#EquityAvengers](#)

Replying to [@DrTammeil](#) [@DrPamLuster](#) and 2 others

I have a playlist of hype songs before I present my keynotes. I love to play "What's going on?" by Marvin Gaye, "Shining Star" by [@EarthWindFire](#), and "People make the World go round" by [@RealStylistics](#). These songs prepare me to lift souls! [#EquityChat](#)

[Dr. Tammeil Gilkerson](#) [@DrTammeil](#) · Nov 9

Replying to [@freddyshegog](#) [@DrPamLuster](#) and 4 others

I love these song choices and how they lift you as you work to lift others. The Power of Music!

[Freddyshegog](#) [@freddyshegog](#) · Nov 9

Replying to [@DrTammeil](#) [@DrPamLuster](#) and 4 others

Music touches the soul! When I put on my suit, get in my new ride, and head to the school blasting these songs I feel EMPOWERED!

[Dr. Tammeil Gilkerson](#) [@DrTammeil](#) · Nov 9

Replying to [@freddyshegog](#) [@DrPamLuster](#) and 4 others

Picture Me Rollin'!

[Freddyshegog](#) [@freddyshegog](#) · Nov 9

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FACTS

[5:10 pm] Keith

Q2 [@freddyshegog](#) You often share your transformational journey from addiction and homelessness. What are 2-3 takeaways you hope people walk away with after hearing your story? [@DrPamLuster](#) [@DrTammeil](#) [@CollegeFutures](#) [#EquityChat](#) [#EquityAvengers](#)

[Freddyshegog @freddyshegog · Nov 9](#)

Replying to [@Iamkeithcurry @DrPamLuster and 2 others](#)

Mental illness & addiction are not moral failures; they are a disease. Never let a bad grade, test score, or negative moment define your life. Building a “Freddie Village” and relying on them for support is essential. Hard work plus village= POWERFUL
[#EquityChat](#)

[5:16 pm] Pam

Q3 @freddyshegog Tell us more about your experience attending a community college. What were some of the key resources and services that supported you in your educational journey? @DrTammeil @Iamkeithcurry @CollegeFutures #EquityChat #EquityAvengers

[Freddyshegog @freddyshegog · Nov 9](#)

Replying to [@DrPamLuster @DrTammeil and 2 others](#)

[@DelawareCCC](#) taught me that college should not just change my bank account; it should also change my soul. The whole building was a resource from an advisor, janitor, and cafeteria worker. It was like going to my aunt's for Thanksgiving dinner and having to take classes.

[5:23 pm] Tammeil

Q4 @freddyshegog This season of #EquityChat, we've talked a lot about #basicneeds. Based on your experience, what are 3 priorities you believe need to be tackled to address #basicneeds barriers for students? @DrPamLuster @Iamkeithcurry @CollegeFutures #EquityChat #EquityAvengers

[Freddyshegog @freddyshegog · Nov 9](#)

Replying to [@DrTammeil @DrPamLuster and 2 others](#)

Funding, Resources, policy with oversight. You need a commitment from the highest levels of the college to invest in these programs. Also put these programs front and center of your donors to show the beauty in what helping these students can do!

[5:30 pm] Keith

Q5 @freddyshegog What would you say are the “Big E” and “Small E” goals to achieve equity? How are you contributing to achieving these goals? @DrPamLuster @DrTammeil @CollegeFutures #EquityChat #EquityAvengers

[Freddyshegog @freddyshegog · Nov 9](#)

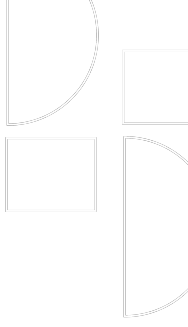
Replying to [@Iamkeithcurry @DrPamLuster and 2 others](#)

(1/2) The big goal is to be in rooms of policy where I can use my experience and education to help the most marginalized populations. In order to do so, I am getting my MPA as we speak [@WCUofPA](#). The small goals are continuing to keynote through <http://freddyshegog.com> & book.

[Freddyshegog @freddyshegog · Nov 9](#)

Replying to [@freddyshegog @Iamkeithcurry and 4 others](#)

(2/2) I plan on writing multiple books because through <http://freddyshegog.com> I have spoken at schools, national conferences, and treatment centers doing DEI work. I did not realize until this company that my life experience touches on many issues facing America. [#EquityChat](#)



[5:36 pm] Pam

Q6 @freddyshegog Based on your professional and life experiences, what can higher education leaders do to better support students, particularly those in recovery? @DrTammeil @Iamkeithcurry @CollegeFutures #EquityChat #EquityAvengers

[Freddyshegog @freddyshegog · Nov 9](#)

Replying to [@DrPamLuster @DrTammeil and 2 others](#)

Give students in recovery equal space with funding and adequate resources to grow. It starts at the HR level, building a pedagogy culture that starts with students being human's first. Empower people to empower others by sharing resources!

[5:42pm] Tammeil

Q7 @freddyshegog To do this work, we must continue learning and partnering with others. Who/what is informing your practice? Who do you recommend we follow, and what are you learning from them? @DrPamLuster @Iamkeithcurry @CollegeFutures #EquityChat #EquityAvengers

[Freddyshegog @freddyshegog · Nov 9](#)

Replying to [@DrTammeil @DrPamLuster and 2 others](#)

[@innodim](#) [@DrJesssSom](#) [@zrodriguez](#) [@javeedsukhera](#) these are all change agents who daily devote their lives to the betterment of humanity. They are teaching me that no matter how long the CV, your fee for a keynote, or title, the goal is a more equitable earth.

[5:48 pm] Keith

Q8 @freddyshegog What advice would you give to other equity practitioners? @DrPamLuster @DrTammeil @CollegeFutures #EquityChat #EquityAvengers

[Freddyshegog @freddyshegog · Nov 9](#)

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(1/2) Patience, as significant work, takes time and faith. Expect to have long nights, tears, sadness, jealousy, etc.. it all comes with it but there is no greater joy in knowing your work is not in vain and humanity for will better off for it!

[Freddyshegog @freddyshegog · Nov 9](#)

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(2/2) Understand that the system is not broken; it was designed to keep the marginalized down. Hence why you have been blessed to do this work, and we need all hands on deck! This work is truly clean up duty in America! [#EquityChat](#)

[5:54 pm] Pam

Q9 @freddyshegog Last question for tonight - You've said you started The Message LLC because you wanted to "sell hope for a living," but what gives you hope? @DrTammeil @Iamkeithcurry @CollegeFutures #EquityChat #EquityAvengers

[Freddyshegog @freddyshegog · Nov 9](#)

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(1/2) A student once DM said thank you for sharing after a keynote because I have been through everything you said, and you gave me hope!

[Freddyshegog @freddyshegog · Nov 9](#)

Replying to [@freddyshegog @DrPamLuster and 3 others](#)

After my last keynote [@MstateCollege](#) a student posted a picture of us on social media and said this was the best day of his life. These moments gave me the hope that I have a place in this world, and my speaking and story help heal others, NO GREATER FEELING! [#EquityChat](#)

[6:00 pm] Pam

[Dr Pamela Luster #EquityAvengers #RealCollegePrez @DrPamLuster · Nov 9](#)

TY [@freddyshegog](#) for taking the time to share your story and message of hope with us tonight. We'll be back again next week for an all new [#EquityChat](#) - keep an eye on [@equityavengers](#) for guest announcement. Until then, [@Iamkeithcurry @DrTammeil @DrPamLuster #EquityAvengers](#) OUT!