



**SCHOLARS**  
STRATEGY NETWORK

## Scholar Spotlight: Lessie Branch

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Lessie Branch

We've had some great additions to the SSN team recently - so today's Scholar Spotlight highlights Lessie Branch, an expert on Black optimism and perceptions of group status.

### [Lessie Branch](#)

Adjunct Assistant Professor of Urban Studies, Queens College, City University of New York, and Associate Dean, School for Business, Metropolitan College of New York

*SSN Key Findings:* [Social Knowledge, the Rhetoric of Public Policy, and Black Progress in America](#)

Branch's research examines the gulf between Black optimism about group process and the actual data on continuing disparities and potentially speaks to wider questions of social knowledge, social beliefs, and relative group position; even to questions of "consciousness." She is a Racial Policy Scholar and a Fulbright Specialist in Race, Ethnicity, and Religion in Politics and Senior Research Fellow at the Dubois Bunche Center for Public Policy at Medgar Evers College. She is the Associate Dean at Metropolitan College of New York in their School for Business.

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