Becoming and staying an ally to people of color (be they students, faculty or staff) begins with deepening one's knowledge of those communities and experiences. Here are some good reads to help build this knowledge:

Understanding racism in America (website)

Talking about race (website)

Microaggressions in the classroom (YouTube video)

Racism in America (Free download resource by Harvard University Press)

Message to white allies

5 ways an anti-racist white caucus supports diversity

Views of higher ed differ

Silence is not an option

No apology apology

Good intentions can go wrong

What College Activist want

Do anti-racist programs work?