

# University of New Mexico

## El Centro de la Raza: Strategies for Academic Excellence & Student Success



THE UNIVERSITY of NEW MEXICO

*New Mexico's Flagship University*

*Preparate: Educating Latinos for the Future of America*  
May 1-2, 2013

**Presenters:**

Armando Bustamante, Student Programs Specialist  
Theresa Williams, Community Program Specialist





**El Centro de la Raza ~ Raza Graduation May 2012**

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**The Latino population in the US is growing dramatically, hence the need for “Culture Centers in Higher Education” to ensure Latino students receive critical social and academic support.**

**Objectives for today’s presentation:**

- Share programs and strategies that EC has developed for academic excellence among a growing student population
- Analyze the importance of strategic alliances between cultural centers and local communities for student success
- Develop skills to strengthen partnerships that support student academic excellence and provide opportunities for growth
- Brainstorm ways in which cultural centers should respond to challenges of the new millennium

***Presentation Objectives***

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- By year 2050 there will be more than 20 million Latinos between the ages of 5 and 17 living in the US (Chapa & De La Rosa, 2006).
- The expected number of college-age Latinos will increase from 3 million to more than 8 million by 2040.
- These numbers are **not** likely to translate into a significant increase in college enrollments. College enrolled Latinos will increase from fewer than 1 million to only about 2 million.
- The campus climate in which Latinos experience college will likely have a direct effect on both the learning and social outcomes of these students (Antonio, 2001; Chang, 1999; Hurtado, 1994).
- When students have holistic programming, services and advocacy such as El Centro de la Raza, they fare better in their academics and the campus climate is better for all students (Brown, 2008).

## ***National Landscape for Latinos***

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- The NM statewide Hispanic student population continues to face issues of *access to the institution; educational equality, educational resources, and degree completion*.
- UNM is designated as a *Hispanic-serving institution (HSI)*
- *29,056 students are enrolled at UNM* (2011 UNM Enrollment Data) and *Latinos/Hispanos comprise 37% of the total student population*. This demonstrates the critical impact and high demand for Latino specific programs and services.
- UNM has been successful in enrolling large numbers of Hispanic students; but we must continually advocate and support these Latino/Hispano specific programs for success of our students and to improve retention and graduation rates.

## ***New Mexico & UNM Landscape***

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- ***History:*** Since 1969, El Centro de la Raza has provided support services and academic programs for the largest and fastest growing ethnic population at the University of New Mexico.
- ***Mission:*** El Centro provides tools for the self-determination, personal responsibility and resiliency of Raza students. We support transformation through knowledge, skills, and challenging systems to achieve social justice. In engaging the community, we continue the legacy of advocacy, holistic support and partnerships.
- ***Impact:***
  - ✓ El Centro is committed to the cultural, social, academic, familial, communal and emotional experience of Hispano students and their families.
  - ✓ The work of El Centro has touched the lives of many people throughout the state and beyond. From mentoring, recruitment, cultural programming, civic engagement, advocacy, internships, professional development and scholarships, El Centro is instrumental to student access and success.
  - ✓ In FY12, El Centro made 12,398 contacts with student and community participants through various outreach and cultural programs; and hosted/collaborated 70 student outreach events. Additionally, El Centro staff made contact with 10,594 UNM and prospective UNM students.

## ***Our Mission & Impact***

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*Partnerships are crucial to the success of Hispanic students and impacting the larger community. ECDLR develops the necessary collaborations and relationships needed for students to succeed.*

*El Centro also sponsors students, staff, and faculty to participate in academic and professional conferences across the nation and bring dynamic international guest speakers to the University of New Mexico to expose students to global scholarship and leadership opportunities.*

El Centro de la Raza has strategic community partnerships with:

- Local, state and international communities and organizations
- University service and academic departments
- K-12 schools – public, charter and private

## ***Community Partnerships***

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## EL CENTRO'S KEY PROGRAMS & SERVICES

- ✓ *ACADEMIC ADVISEMENT*
- ✓ *COMMUNITY RESEARCH EDUCATION & ACADEMIC RETENTION PROGRAM*
  - ✓ *EL PUENTE UNDERGRADUATE INTERNSHIP PROGRAM*
  - ✓ *THE LATINA/O GRADUATE & PROFESSIONAL STUDENT FELLOWSHIP*
    - ✓ *FAFSA FREE-FOR-ALL*
    - ✓ *DESTINO UNIVERSIDAD*
  - ✓ *RECRUITMENT AND OUTREACH EVENTS*
- ✓ *MENTORING PROGRAMS – HIGHSCHOOL, UNDERGRADUATE & GRADUATE*
  - ✓ *LEADERSHIP & PROFESSIONAL DEVELOPMENT*
- ✓ *SCHOLARSHIPS & SPONSORSHIPS – PROFESSIONAL, EMERGENCY & ORG*
  - ✓ *SPEAKERS SERIES – GRADUATE & PROFESSIONAL*
  - ✓ *RAZA GRADUATION COMMENCEMENT CEREMONY*
  - ✓ *RAZA JUNTA WELCOME BACK ANNUAL EVENT*
  - ✓ *COMPUTER POD, PRINTING, STUDY & FACILITY SPACE*

# *Key Programs & Services*

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### **Student Support**

- **Student Advocacy**
- **Mentoring**
- **Academic Support**
- **Graduate Support**
- **Research Opportunities**
- **Professional Opportunities**
- **Workshops and Training**

### **Advisement & Referrals**

- **Academic Advisement**
- **Financial Aid Resources**
- **Scholarships**
- **Career/Professional Advisement**
- **Employment Opportunities**
- **Internships & Assistantships**

### **Community Involvement**

- **Cultural Programs**
- **Service Learning & Civic Engagement**
- **Student Organizations**
- **Community Events & Conferences**
- **Special Events & Activities**

### **Facilities**

- **Computer Pod**
- **Free Printing & Copying**
- **Conference/Library Room**
- **Copy/Fax Services**
- **Break Room & Kitchen**
- **Art Gallery**
- **Chicano/a Library**

# ***Student Support Services***

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# BIODIVERSITY & INDIGENOUS PEOPLES

ARE YOU INTERESTED IN INTERNATIONAL LAW AND/OR INDIGENOUS ISSUES?

We are inviting you to participate in a Capacity Building Workshop to discuss and address the UN Convention on Biological Diversity, the Protocol of Nagoya, and their relation to Indigenous Peoples and Local Communities.

**March 8, 9 and 10**  
UNM  
School of Law  
Room #2404

## OBJECTIVES

1. Analyze international policy toward Indigenous Peoples and Resources.
2. Review International Protocols in force within our borders or across and beyond them.
3. Prepare a position paper on the law of the sea and Indigenous Peoples.

Registered Participants will receive a Certificate of Participation.



For registration, please go to [www.unm.edu](http://www.unm.edu).  
You can also reach us at [elcentro@unm.edu](mailto:elcentro@unm.edu) or by phone at 505-277-5020



## MESOAMERICAN CALENDARS & DIFFERENT QUESTS FOR UNDERSTANDING MAYA

The Alfonso Ortiz Center for Intercultural Studies and El Centro de la Raza in collaboration with the Indigenous Nations Library Program with the support of Student Affairs present:



"The history and science of the Maya calendar is a complex and fascinating subject. This presentation will explore the different calendars used by the Maya and their relation to the natural world. The presentation will be given in Spanish and English." - Dr. Rudy Reyes, Associate Professor of Anthropology, University of New Mexico

"Maya history and culture are a rich and diverse subject. This presentation will explore the different aspects of Maya culture, including their art, architecture, and social structure. The presentation will be given in Spanish and English." - Dr. María Mercedes Pineda, Associate Professor of Anthropology, University of New Mexico

Thurs. Dec. 6, 2012  
6pm  
UNM Hibben Center  
UNM Hibben Center and the Anthropology Department presents  
Please to the history that we are and will be for all.

★ Are you attending college in 2013? ★

FAFSA Free for All  
**OUR TICKET**  
to paying for college

professional help you apply for over 4 billion in federal financial aid!

**\$500** scholarship

Visit [FAFSANM.org](http://FAFSANM.org) to find an event location near you

Event: FAFSA Free for All  
Location: El Centro de la Raza 211 Main Street  
Date: Dec 12, 2012 - 1:00PM - 4:00PM

## Destino Universidad™

Join us for a FREE seminar for middle & high school students and families. Learn about college preparation, financial aid resources and planning for college!

Presented by the College Board  
Hosted at the University of New Mexico Student Union Building Ballrooms

Thursday, May 24, 5:30-9:00 pm

FREE Food and Parking provided first come, first served

- Highlights
- Informational sessions in both English and Spanish
  - Free information about preparing your college resume to college level courses and systems through the Advanced Placement program
  - Workshops on financial aid and college planning
  - Knowledge of college financial aid resources
  - Refreshing!



Please join us for a Welcome Back Days celebration!  
FOOD - MUSIC - STUDENT ORGS - FACULTY - SUPPORT PROGRAMS - RESOURCES  
Thursday, September 6, 2012  
11:00am - 1:00 pm  
El Centro Cultural Park at Main Vista Hall

"Drop-In, Don't Drop-Out!"

Wednesday  
April 3  
2 - 4 p.m.  
Zimmerman  
Room B30

BRING WHAT YOU HAVE, OR START SOMETHING NEW!

## Professional Writing Drop-In Workshop

Are you applying for jobs? Are you thinking about graduate school? Are you applying for scholarships?

Drop-in and get the professional writing help you need to:  
-Land the job you want, in the career you deserve!  
-Get into the graduate program right for YOU!

Resumes, CV's, Letters of Intent, Cover Letters, Statements of Purpose, Scholarship Letters



UNM Graduate Resource Center



UNM Career Services

# Assessment: Latino / Chicano University Centers Across the Nation

## UNIVERSITY

## CENTER

- |  |  |
|--|--|
| ◆ <i>University of New Mexico</i>                      | <i>El Centro de la Raza</i>            |
| ◆ <i>Florida State University</i>                      | <i>El Centro</i>                       |
| ◆ <i>Northern Illinois University</i>                  | <i>Northern Latin Resource Center</i>  |
| ◆ <i>Northeastern University</i><br><i>Center</i>      | <i>Boston Latino Student Cultural</i>  |
| ◆ <i>Washington State University</i>                   | <i>Chicana Latina/o Student Center</i> |
| ◆ <i>Stanford University</i>                           | <i>El Centro Chicano</i>               |
| ◆ <i>U of California – Santa Cruz</i><br><i>Center</i> | <i>The Chicano Latino Resource</i>     |

*\*These are not the only centers. These are some of the ones we used as an example of centers with a variety of programs and services, such as El Centro de la Raza.*

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Programmatic Areas	University Centers						
	NIU	NU Boston	FSU	WSU	SU	U of C- Santa Cruz	UNM Centro
Needs Assessment	x						x
Consulting and Technical Assistance	x						
Focus Groups	x						x
Data Collection	x						x
Survey/Data Collection	x						x
Mentoring		x					x
Financial Aid and Academics		x	x				x
Graduate School Prep		x					x
Career Services							
Leadership Training		x	x			x	x
Scholarship		x				x	x
Internships						x	x
Orientation							
Outreach			x	x			x
Training	x						x
Retention				x			x
Academic Counseling							
Student Alumni Symposium						x	
Community Awards Banquet						x	
Partners for Academic Excellence						x	x
Graduate Scholarship Residence						x	
Brown Bags/speaker Series			x			x	x
Concilio/advisory board						x	
El Día de los Muertos							x
16 de Septiembre							x
Cultural Events				x		x	x
Book Talks, Film Screenings							
Reception and Gatherings						x	x
Queer and People of Color Activities						x	
Immigration							x

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# 7 Latino/Chicano Centers in US

**COMMUNITY BASED RESEARCH & LEARNING INITIATIVE**



**A PATHWAY TO  
RETENTION,  
GRADUATION  
&  
COMMUNITY BASED LEARNING**



**cbrli.unm.edu**



**Dr. Christine Sierra, Director  
Southwest Hispanic Research Institute**

**Veronica Mendez-Cruz, Director  
El Centro de la Raza**

**Dr. Irene Vasquez, Director  
Chicano/a Hispano Mexicano Studies**

**Community Based Research & Learning Initiative (CBRLI) is a collaboration framework to promote academic excellence through community based learning and research activities.**

**CBRLI Partners:**

- *Chicano/a Hispano Mexicano Studies ~ Academic*
- *Southwest Hispanic Research Institute ~ Research*
  - *El Centro de la Raza ~ Student Support*



- ***CBRLI Vision:*** The Community Based Research and Learning Initiative (CBRLI) is a mechanism for academia and community to work together to improve educational opportunities for Latino students to close the achievement gap and increase post-secondary, recruitment, retention and completion.
  - ❖ Integrate research, education, and community service by acting as a bridge between academia and community to create professional learning opportunities that support retention and graduation of students, and provide valuable services to community.
  - ❖ Research and learning activities are aimed at understanding and improving equity, development and sustainability within the social, cultural, economic and political contexts of local communities.

## ***CBRLI Vision***

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- ❖ Transfer knowledge, science, technology, and info to support the social, cultural, economic, and political development and sustainability of local communities
- ❖ Help students to identify, understand and take action on the SDOH to improve equity through community mapping, power analysis and other useful tools
- ❖ Provide organizational and professional support to our communities and students
- ❖ Create spaces for cultural competency, diversity and relevancy for student success
- ❖ Develop innovative community based curricula, research and service learning opportunities to support community development
- ❖ Identify students from multiple disciplines to foster interdisciplinary collaboration and education
- ❖ Provide leadership development opportunities to students through service learning so that they can become ambassadors within their community

## ***CBRLI Overarching Goals***

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## EDUCATION, RESEARCH, AND COMMUNITY SERVICE OUR DEVELOPMENT FRAMEWORK FOR STUDENT RETENTION AND SUCCESS

### Our Vision

- Advanced Education
- Applied Research
- Professional Community Service
- Student Retention and Success

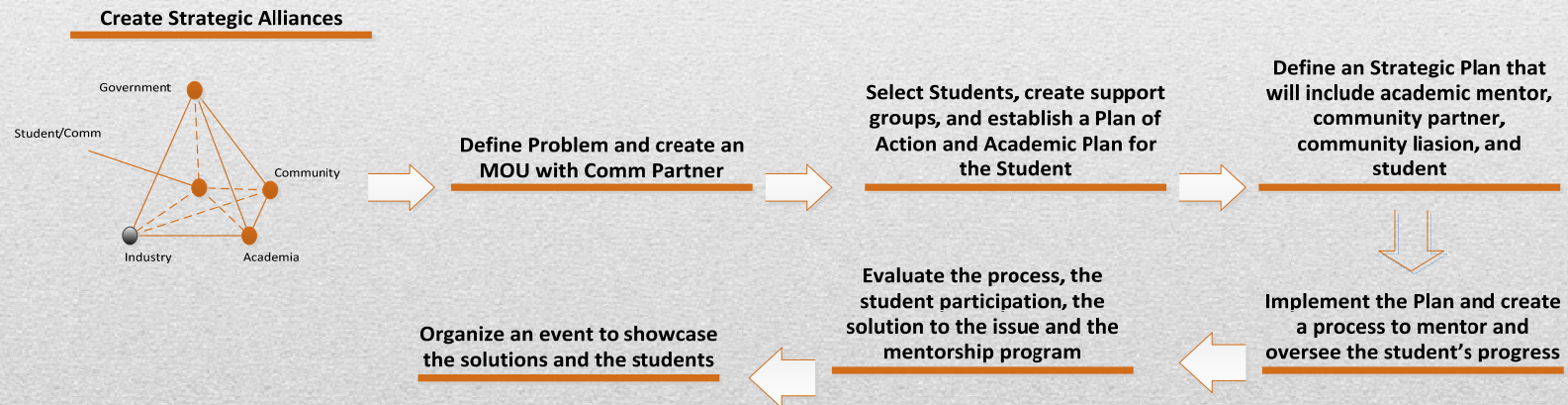
### Goal

- Academic Excellence through Community based Research and Learning Initiative
- Foster Comm-based research and academic ties with local community organizations and businesses
- Support student retention and academic success

### Objectives

- Enhance and support academic excellence
- Improve student academic success, thus outreach and retention
- Increase undergraduate and graduate research and learning opportunities

## OUR DEVELOPMENT PROCESS



# *Conceptual Process: Student Retention & Success*



**Program Goals and Strategic Approach:** Enhance and expand a community-based learning model at UNM to foster community based research and academic ties to local communities and businesses both local and across the state.

- ❖ Enhance and support academic excellence
  - ❖ Improve academic success
- ❖ Increase undergraduate and graduate research and learning

***CBRLI Moving Forward***

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**CBRLI provides state of the art educational and research experiences that will enhance the educational and professional careers for students:**

- Faculty recruitment & merging of faculty expertise to provide students with outstanding educational opportunities
- Innovative community based curricula, research and development that will address key areas of development in New Mexico
- Faculty research stipends to enhance and stimulate the dissemination of knowledge
- Undergraduate community internships to enhance the educational experience
- Graduate fellowships and assistantships
- Produce academic scholarship
- Create strategic alliances with community and business partners

***CBRLI Moving Forward***

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## El Centro de la Raza

- ✓ Collaborate in design, development and dissemination of community based programs, to support the intellectual and professional development of students
- ✓ Contribute to the social research and retention strategies to support the UNM Raza student population
- ✓ Develop innovative research schemes to expand educational training and leadership opportunities for UNM students
- ✓ Provide advisory and support services to students

***CBRLI Partner Roles***

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## Southwest Hispanic Research Institute

- ✓ Collaborate in design, development and dissemination of community based programs, to support the intellectual and professional development of our students
- ✓ Coordinate specific efforts to link students with faculty associated with SHRI
- ✓ Foster and facilitate student research publication through faculty mentorship

***CBRLI Partner Roles***

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## Chicano Hispano Mexicano Studies

- ✓ Collaborate in design, development and dissemination of community based programs, to support the intellectual and professional development of our students;
- ✓ Contribute to student academic development by offering Community Based Learning course opportunities

***CBRLI Partner Roles***

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- ❖ El Puente Internship
  - ❖ Community Based Learning & STEM Academy Courses
    - ❖ Strategic Alliances with Community Partners
      - ❖ Faculty Mentorship
      - ❖ Student Research Publication
      - ❖ Institutional Repository
    - ❖ Funding for Faculty & Graduate Support
      - ❖ Student Internships & Fellowships
  - ❖ Educational Forums – Community & Research Based

***proyectos en acción***


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**Case Study:**  
**High Impact Practices for Undergraduate Student  
Retention & Engagement:**

**El Centro de la Raza, El Puente Internship**







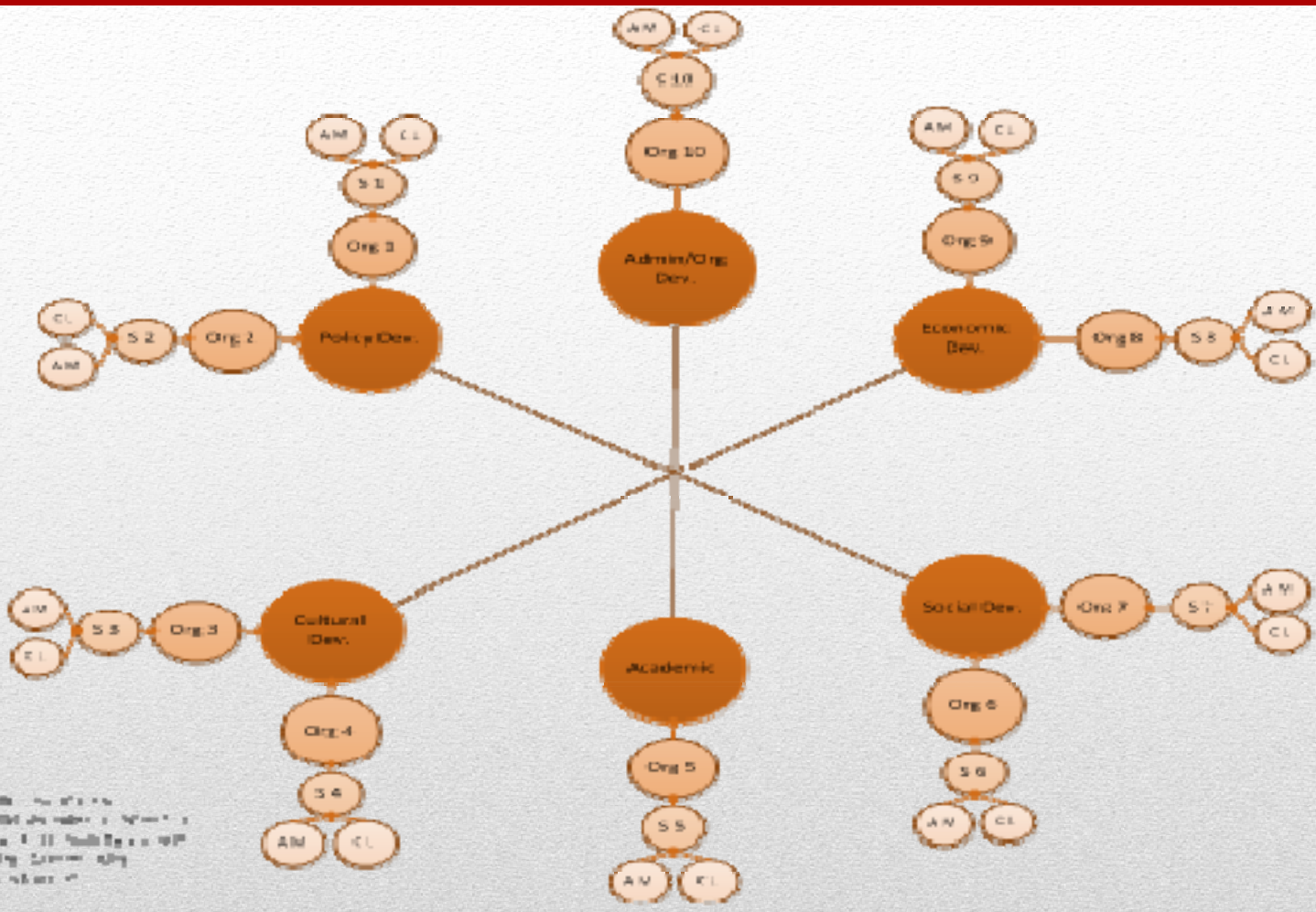
El Centro de la Raza is in year eight of the undergraduate internship program.

The internship program provides UNM students with *professional* and *leadership development, academic mentoring* and *research opportunities*.

*High impact educational practices* to build student leaders and community ambassadors who work on professional, personal and academic goals, while engaging in service learning, cultural and community based projects.

**Student participation – interns receive \$4,000 stipend:**

- ✓ One year academic internship comprised of weekly seminars, trainings, activities, professional development activities and lead a cultural event.
  - ✓ Students receive academic credit for completing a Chicano/a studies or critical pedagogy course, including independent study with faculty
  - ✓ Receive guidance from an academic and professional support team
  - ✓ Develop community based research projects in a team and individually (with guidance of graduate student and faculty mentor). Goal of projects to understand and improve equity, development and sustainability within social, cultural, economic and political contexts of local communities.
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*Conceptual Process: Student Support System*

## ***High Impact Educational Practices for Retention & Engagement***

El Centro de la Raza's diverse and innovative approach to engage student learners at the undergraduate and graduate levels, are based on student led activities that improve retention and graduation rates.

El Puente's student learning outcomes are based on evidence attributed to successful student engagement addressed by eight of Dr. George D. Kuh High Impact Educational Activities. "These high impact teaching and learning practices have been widely tested and shown to be beneficial for college students from many backgrounds." (AAC&U, 2008)


<b>Common Intellectual Experiences</b>	<b>Diversity/Global Learning</b>
Learning Communities	Collaborative Assignments/Projects
Writing Intensive Courses	Internship Projects
Undergraduate Research	Service/Community Based Learning

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## *Internship Project Goals & Objectives:*

- ❖ Research
    - ❖ Leadership Development
      - ❖ Entrepreneurship
      - ❖ Critical thinking
  - ❖ Professional Development
    - ❖ Community Networking
    - ❖ Cultural Relevance
-



El Puente 2013-214 Outcomes:

**Personal & Professional**

- ✧ Resume, Letter of Intent Grad school (writing workshops, Libraries, CAPS, GRC)
- ✧ Job Shadow and Professional Mentorship
- ✧ Public Speaking
- ✧ Seven Habits of Highly Effective College Students
- ✧ Teamwork and independent projects

**Cultural & Leadership Development**

- ✧ Led and/or coordinated a community event
- ✧ Community networking with local leadership and social entrepreneurs
- ✧ Monthly community site visits and final service learning activity

**Academic & Research**

- ✧ Graduate Student Fund Initiative Certificate (Grant Writing, Research or PI)
  - ✧ Core research skills, CBPR/technology/mapping/tools
  - ✧ Critical pedagogy, CRT, critical health literacy, Chicano/a studies course
  - ✧ Community based research projects and faculty mentorship
  - ✧ Academic research poster & presentation
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# Q & A Time!





## ***QUESTIONS/DISCUSSION:***

- Do you have any questions regarding the programs or strategies that El Centro is using for student academic excellence and success?
  - Do you have any feedback or comments about the CBRLI framework and/or El Puente internship model?
  - What is one concrete way that you can strengthen community partnerships and alliances to improve opportunities for your students?
  - How does the information presented today connect to the work you all do at your institution or organization?
  - What is the expectation of cultural centers in higher education and how should they respond to the challenges of the new millennium?
-