Dear RA,

Thank you for choosing to present the CME “Bulletin Board in a Bag”: Latino Heritage Month in your hall this September-October!

In this packet, and any attached documents, you will find everything you need to begin a great bulletin board.

**How to use:** We’ve provided several flyer-sized pages of information, intended to get your board started; researching and adding additional information that would be of most interest to your particular residents (relevant communities in their home states/nations, campus/community activities that appeal to their majors and hobbies) can help expand the board and improve its impact.

For the most part, the Board is just print and post. Color is obviously most eye-catching, but most of the graphics should be fine in black and white/grayscale if necessary.

If we had it available at the time of publication, we’ve also included or attached information about campus/community events observing this month, that you can post as well. If there isn’t any, you can check our calendar (www.du.edu/cme/cme_calendar.html) and/or with the relevant Joint Council student organizations (www.du.edu/cme/joint_council.html) to see what events they have scheduled, and add them to your Board. And, consider making attending one of these events a program for your floor!

**Feedback:** To help us know where our boards have been, and how residents have responded to them, please email us (igr@du.edu) any/all of the following:
- Your name, hall and floor where the board is posted
- A photo or two of the board up on your floor
- A brief description of any reaction/feedback the board generated on your floor community,
- And any feedback you have about this board or ideas for other Inclusive Excellence-related identities/issues/observances we could provide for the future.

(And in the unfortunate event there’s any defacement or other negative reaction to the board, please follow your hall’s reporting procedures, and let us know.)

THANKS for sharing this important, and interesting, info with your residents!

Sincerely,

Center for Multicultural Excellence
www.du.edu/cme facebook.com/DUCME
Latino Heritage Month
The Start of Migration to the States: The Bracero Program (1942-1964)

An agreement between the US and Mexican governments that permitted Mexican citizens to take temporary agricultural work in the United States. It began in August of 1943. Over the program’s 22-year lifespan, more than 4.5 million Mexican citizens were legally hired for work in the United States. The agreement was expected to be a temporary effort, however, the program was not terminated until December 1, 1964 - more than nineteen years after the end of World War II.
Who are the Braceros?

“Generally speaking, the Latin-American migratory worker going into west Texas is regarded as a necessary evil, nothing more nor less than an unavoidable adjunct to the harvest season. Judging by the treatment that has been accorded him in that section of the state, one might assume that he is not a human being at all, but a species of farm implement that comes mysteriously and spontaneously into being coincident with the maturing of cotton, that requires no upkeep or special consideration during the period of its usefulness, needs no protection from the elements, and when the crop has been harvested, vanishes into the limbo of forgotten things—until the next harvest season rolls around. He has no past, no future, only a brief and anonymous present.”


Upon arrival, braceros were taken to processing centers where they were searched for vegetables, weapons marijuana and sprayed with DDT by Department of Agriculture personnel.

www.unco.edu/cohmlp/pdfs/Bracero_Program_PowerPoint.pdf
The short handle hoe was used because the long handled hoe was considered harmful to the plants. The short handle hoe required the user to work in a bent over position and crawl along the dusty rows of plants for ten to twelve hours a day. The use of this tool is now illegal in most states, although you may find farm workers still using it.

Discrimination
The requirement that Mexican nationals not be discriminated against was also disregarded. In the state of Texas alone, Mexicans were discriminated against to such an extent that the Mexican government forbade the use of its nationals in the fields in Texas. The braceros experienced all types of abuses to an extent that some restaurants had signs to prohibit the entrance of Mexicans.

The End of the Bracero Program
By the 1960’s, an excess of ‘illegal’ agricultural workers along with the introduction of the mechanical cotton harvester destroyed the practicality of the bracero program. The Braceros returned home where they were unable to survive in their communities and due to this, many continued to cross the border to work farms and ranches in the U.S.

www.unco.edu/cohmlp/pdfs/Bracero_Program_PowerPoint.pdf
During **National Latino Heritage Month** (September 15 to October 15) we recognize the contributions made and the important presence of Hispanic and Latino Americans to the United States and celebrate the group's heritage and culture. Latinos have had a profound and positive influence on our country through their strong commitment to family, faith, hard work, and service. They have enhanced and shaped our national character with centuries-old traditions that reflect the multiethnic and multicultural customs of their community.

[www.hispanicheritagemonth.org](http://www.hispanicheritagemonth.org)
Who Are Latinos?

The term Hispanic or Latino, refers to Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race. On the 2010 Census form, people of Spanish, Hispanic and/or Latino origin could identify themselves as Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or "another Hispanic, Latino, or Spanish origin.

According to this Census, 50.5 million people or 16% of the population are of Hispanic or Latino origin. This represents a significant increase from 2000, which registered the Hispanic population at 35.3 million or 13% of the total U.S. population.

### A Changing Nation

The Census Bureau projects that by 2060 Hispanics will account for nearly one in three people in the U.S. Percentage of population by race:

<table>
<thead>
<tr>
<th>Category</th>
<th>2012</th>
<th>2060</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native Hawaiian and other Pacific Islander</td>
<td>0.2%</td>
<td>0.3%</td>
</tr>
<tr>
<td>American Indian and Alaska native</td>
<td>1.2</td>
<td>1.5</td>
</tr>
<tr>
<td>Two or more races</td>
<td>2.4</td>
<td>6.4</td>
</tr>
<tr>
<td>Asian</td>
<td>5.1</td>
<td>8.2</td>
</tr>
<tr>
<td>Black</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>Hispanic of any race</td>
<td>17</td>
<td>31</td>
</tr>
<tr>
<td>Non-Hispanic white</td>
<td>43</td>
<td>63</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau

Did You Know?

By the year 2060 it is estimated that the Latino population will be one in three people in the United States.

Why is it Important?

With the Latino population growing year by year it is important that we start paying attention to this population, as they soon will be the future of America. Although they are improving a lot of the demographics show that the Latino population is suffering from big education attainment gap in comparison to White Americans. This in turn also leads to a high percentage rate in poverty amongst Latinos. Ask yourself how it is you can start helping changing this.

Did You Know?

The states of California, Nevada, Utah, Arizona, New Mexico, Texas and parts of Oklahoma, Kansas, Colorado and Wyoming once were a part of Mexico. But with the Mexican-American war and the Treaty of Guadalupe Hidalgo Mexico had to cease their land to the United States.
DACA (Deferred Action for Childhood Arrivals)
On June 15, 2012, the Secretary of Homeland Security announced that certain people who came to the United States as children and meet several key guidelines may request consideration of deferred action for a period of two years, subject to renewal, and would then be eligible for work authorization. Deferred action is a discretionary determination to defer removal action of an individual as an act of prosecutorial discretion. Deferred action does not provide an individual with lawful status.

Colorado ASSET will allow undocumented students to pay in-state tuition.

Many students are already working their way through the immigration system and are able to be employed, and the remaining students will be required to seek lawful presence as soon as possible.

Colorado ASSET will allow all qualified high school graduates to attend a Colorado college or university at the in-state tuition rate.

www.coloradoasset.com/about/what-is-asset/
In the 60's, Rodolfo “Corky” Gonzales and Chicano community members founded an urban civil rights and cultural movement called the Crusade for Justice. He became one of the central leaders in the Chicano movement and a strong proponent of Chicano nationalism and self-determination. During this time Corky, and his organization, supported high school walkouts, and demonstrations against police brutality. He was one of the first civil/human rights leaders to speak out against the Vietnam War at mass demonstrations around the country.
Rodolfo “Corky” Gonzales and his Masterpiece

Gonzales wrote an epic poem by the name of “I am Joaquin” or “Yo Soy Joaquin” which really became a testament and voice of the Chicano and Mexican-American people during the Chicano Civil Rights Movement of how they were not going to back down and how they were going to continue fighting for their rights.

\[
\text{I am Joaquin, lost in a world of confusion,}
\hspace{1cm}
\text{Yo soy Joaquín, perdido en un mundo de confusión,}
\text{caught up in the whirl of a}
\hspace{1cm}
\text{enganchado en el remolino de una}
\text{gringo society,}
\hspace{1cm}
\text{sociedad gringa,}
\text{confused by the rules,}
\hspace{1cm}
\text{confundido por las reglas,}
\text{scorned by attitudes,}
\hspace{1cm}
\text{despreciado por las actitudes,}
\text{suppressed by manipulation,}
\hspace{1cm}
\text{sofocado por manipulaciones,}
\text{and destroyed by modern society.}
\hspace{1cm}
y y destrozado por la sociedad moderna.
My fathers}
\hspace{1cm}
\text{Mis padres}
\hspace{1cm}
\text{have lost the economic battle}
\hspace{1cm}
\text{perdieron la batalla económica}
\hspace{1cm}
\text{and won}
\hspace{1cm}
\text{y conquistaron}
\hspace{1cm}
\text{the struggle of cultural survival.}
\hspace{1cm}
\text{la lucha de supervivencia cultural.}
\hspace{1cm}
And now!
\hspace{1cm}
\text{Y ahora!}
\hspace{1cm}
I must choose
\hspace{1cm}
\text{yo tengo que escojer}
\begin{align*}
\text{between} & \hspace{1cm} \text{en medio} \\
\text{the paradox of} & \hspace{1cm} \text{de la paradoja de} \\
\text{victory of the spirit,} & \hspace{1cm} \text{triunfo de espíritu,} \\
\text{despite physical hunger,} & \hspace{1cm} \text{a despecho de hambre física,} \\
\text{or} & \hspace{1cm} \text{o} \\
\text{to exist in the grasp} & \hspace{1cm} \text{existir en la empuñada} \\
\text{of American social neurosis,} & \hspace{1cm} \text{de la neurosis social americana,} \\
\text{sterilization of the soul} & \hspace{1cm} \text{esterilización del alma} \\
\text{and a full stomach.} & \hspace{1cm} \text{y un estómago repleto.}
\end{align*}
dulcces presents

LHM

latino heritage month

09.26.13, thursday
spoken word event
“A Night of Art & Activism” presented by Pi Lambda Chi, CIRC, and Together Colorado
driscoll gallery, 6-8:30 p.m.

10.03.13, thursday
Poetry reading with Martín Espada
book signing and dessert reception
driscoll ballroom, 7 p.m.

10.04.13, friday
“Civil Rights in the Latino Community”
DULAA Latino Policy Symposium
craig hall community room, 2:30-4 p.m.
catered reception to follow
*RSVP: alumni.du.edu/latinopolicy13

10.10.2013, thursday
“Taste of Latin America” presented by Sigma Lambda Beta
Latin American food and music
first-come, first-served
driscoll ballroom, 12-3 p.m

10.10.13, thursday
film screening “Cinco días sin Nora / Nora’s Will” presented by CJS, DULCCES, and Spanish Program
lindsay auditorium, 6 p.m.

10.17.13, thursday
“Noche Caliente: An Evening of Latin Dancing” presented by Latino Student Alliance
Latin dancing and music for all
driscoll ballroom, 8-11 p.m.

10.18.13, friday
“Keeping the Dream Alive” conference presented by CME & Community Collaborators
*RSVP: alumni.du.edu/kda2013
sturm hall, 8 a.m.- 3:00 p.m.

all events free and open to the public.
For more information or questions about accommodations, contact Shellei Strueby at dulatinocenter@gmail.com or 303.871.3196.