Dear campus colleagues,

Thank you for choosing to present the CME “Bulletin Board in a Bag”: Latino Heritage Month in your area

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.

For the most part, the Board is just print and post ready. Color is obviously most eye-catching, but most of the graphics should be fine in black and white/grayscale if necessary. We strongly suggest researching and adding additional information that would be of most interest to your particular audience (relevant communities in home states/nations, campus/community activities that appeal to majors and hobbies); this can help expand the board and improve its impact.

If available at the time of publication, we’ve also included information about relevant campus/community events that you can post as well. You can always check our online calendar (lower right corner of www.du.edu/cme), the relevant Joint Council student organizations (www.du.edu/cme/programs-services/joint-council.html) and/or other sources to see what events and resources you can add to your Board. And, consider attending one/some of these events too!

Feedback
If you use the board, to help us know where our boards have been, and how audiences 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.)
Latino Heritage Month, 2016
Latino Heritage Month: an overview

• Latino Heritage Month began in the year, 1968, and is celebrated from September 15th-October 15th.

• This heritage month begins on September 15th because, on that date in the year 1821, the following countries gained Independence: Costa Rica, Guatemala, El Salvador, Honduras, and Nicaragua.

• Not to mention, Mexico, Chile, and Belize celebrate their independence throughout the heritage month as well.

• On October 10th, Día de la Raza, also known as Columbus Day, is also celebrated.

www.hispanicheritagemonth.org
Why celebrating Latino Heritage Month is important:

- We celebrate Latino Heritage month in order to recognize the contributions made by Latin Americans and the important presence of Latin Americans in the United States, in order to celebrate their heritage and culture.

- Not to mention, 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 century-old traditions that reflect the multiethnic and multicultural customs of their community.

www.hispanicheritagemonth.org
What it means to be Latino/a:

• “...being Latino means being from everywhere, and that is exactly what America is supposed to be about.” -Raquel Cepeda

• “People think of Latina women as being fiery and fierce, which is usually true. But I think the quality that so many Latinas possess is strength. I am very proud to have latin blood.” -Zoe Saldana

• “The Latina in me is an ember that blazes forever.” -Sonia Sotomayor

What is “Latinx”?

• Latinx is the gender-neutral alternative to Latino, Latina and even Latin@. Used by scholars, activists and an increasing number of journalists, Latinx is quickly gaining popularity among the general public. It’s part of a “linguistic revolution” that aims to move beyond gender binaries and is inclusive of the intersecting identities of Latin American descendants. In addition to men and women from all racial backgrounds, Latinx also makes room for individuals who are trans, queer, agender, non-binary, gender nonconforming or gender fluid.

• Languages change in order to accommodate the times in which it’s used, and in a year where discussions about trans and non-binary identity are at the forefront, it makes sense for “Latino” to evolve.

• Many opponents of the term have suggested that using an un-gendered noun like Latinx is disrespectful to the Spanish language and some have even called the term “a blatant form of linguistic imperialism.” However, in defense of the term, Brooklyn College professors María R. Scharrón-del Río and Alan A. Aja argue that the Spanish language itself is a form of linguistic imperialism for Latin Americans.

www.huffingtonpost.com/entry/why-people-are-using-the-term-latinx_us_57753328e4b0cc0fa136a159
LATINOS IN THE U.S. ARE...

50.5 MILLION PEOPLE

16.3% OF THE POPULATION

1 IN EVERY 6 INDIVIDUALS
1 IN EVERY 4 CHILDREN

56% OF THE POPULATION GROWTH FROM 2000 TO 2010

$1 TRILLION IN BUYING POWER

- 65.5% MEXICAN
- 9.1% PUERTO RICAN
- 3.6% SALVADORAN
- 3.5% CUBAN
- 2.8% DOMINICAN
- 2.2% GUATEMALAN
- 1.9% COLOMBIAN
...AND MORE

SOURCES: U.S. CENSUS BUREAU, PEW HISPANIC CENTER, SELIG CENTER FOR ECONOMIC GROWTH | VISIT: WWW.LATINOBRANDINGPOWER.COM
What to keep in mind during Latino Heritage Month:

• Although they are improving, the demographics show that the Latino population is suffering from big education attainment gap in comparison to White Americans.
• This, in turn, leads to a high percentage rate in poverty amongst Latinos.
• Not to mention, there is an extreme wage gap between white men in the US versus Latino men and Latina women. Using data from 2013, to each dollar a white man makes, a Latino man makes $0.67, and a Latina women makes $0.54.
• Ask yourself what you can do to help stop the marginalization of Latinos in America.

What is the Chicano Movement?

• The Chicano Movement was the Mexican American Civil Rights Movement, one of the least studied social movements of the 1960s. This movement encompassed a broad cross section of issues—from restoration of land grants, to farm workers rights, to enhanced education, to voting and political rights.

• The Chicano movement was a cultural as well as a political movement, helping to construct new, transnational cultural identities and fueling a renaissance in politically charged visual, literary, and performance art. Active through the 1970s, the movement fragmented and lost momentum in the 1980s but has reemerged in recent years as a new generation of Chicano activists, building on the legacy of their predecessors, have mobilized around the issues of affirmative action, globalization, the wars in Afghanistan and Iraq, and, most recently, immigrant rights.

http://depts.washington.edu/civilr/Chicanomovement_part1.htm
El Movimiento:

- History Colorado opened the exhibit *El Movimiento: The Chicano Movement in Colorado* in February 2015, immersed visitors in the urgency, passion and vitality of one of Colorado’s most important social movements.

- In the 1960s and 1970s, Chicano activists in Colorado—an important center of the Chicano movement—fought to end discrimination, secure rights and gain political and social power through education, culture and the arts.

- El Movimiento used artifacts, images, and the voices of Chicano activists to tell about the struggle for labor rights, the founding of the Crusade for Justice, student activism in Colorado schools, the Vietnam War, land rights, and other topics.

- While now closed, the website below still has information available regarding the exhibit.

http://historycoloradocenter.org/exhibits/el-movimiento-chicano-movement-colorado/
Immigration laws in regard to higher education in CO:

- Colorado has joined thirteen other states in allowing undocumented immigrant students to attend college at an in-state tuition rate.
- The new legislation will allow immigrants who graduate from state high schools to attend Colorado colleges at the in-state tuition rate that locals pay. Prior to the bill’s passage, undocumented immigrant students were prohibited from receiving postsecondary education benefits under the Illegal Immigration Reform and Immigrant Responsibility Act of 1996.

www.coloradoasset.com/about/what-is-asset
Rodolfo “Corky” Gonzalez’s impact in CO’s Latino community:

• 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.

www.escuelatlatelolco.org/Corky.html
Popular Latino Art:

- Self portrait by Frida Kahlo
- El Vendedor De Alcatraces - Diego Rivera
- Scull - Jean Michel Basquiat
- Mural of David Alfaro Siqueiros in Tecpan
- Still Life with Fruits - Fernando Botero
- Weeping Woman with Handkerchief - Picasso
- Melting Watch - Salvador Dalí
- Miguel Hidalgo y Costilla - José Clemente Orozco
- The Smile of the Flamboyant Wings - Joan Miro
Get involved on campus!

**Latino Student Alliance (LSA):** The purpose of the Latino Student Alliance will be to create and provide a strong and positive support group for Latino populations on campus through the promotion of cultural awareness and inclusivity. In order to address academic, social, and political issues LSA will provide cultural events, community involvement, advocacy, and student support while cooperating with other groups and communities across campus. In doing so, LSA will promote awareness and unity throughout University of Denver. Website: www.facebook.com/DULatinoStudentAlliance

**The University of Denver Latino Center for Community Engagement and Scholarship (DULCCCES):** a consortium of interdisciplinary faculty dedicated to creating and advancing knowledge that gives voice to the history, politics, culture, and legacies of Latino communities. The faculty of DULCCCES are dedicated to critical inquiry that incorporates the rich histories of the Latino community. As a community of scholars we value the connection between the mind and the heart of the community which is the foundation from which we have emerged as scholars. Email: latinocenter@du.edu