

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

2015

What is Latino Heritage Month?

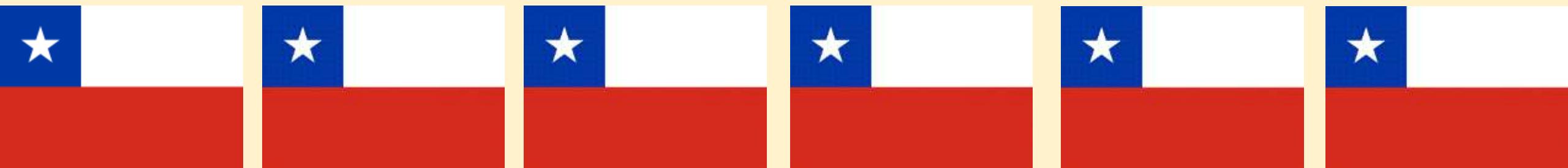
- Dating back to 1968, Latino Heritage month begins on September 15th and ends on October 15th
- Reason being, September 15th is the independence day of the following countries: Costa Rica, Guatemala, El Salvador, Honduras, and Nicaragua
- While, Mexico, Chile, and Belize also celebrate their independence during these days, as well as October 12th, Columbus Day, which translates to Día de la Raza, in Spanish

<http://www.hispanicheritagemonth.org/>



Why Do We Celebrate Latino Heritage Month?

- In order to recognize the contributions made and the important presence of Hispanic and Latino Americans to the United States and celebrate their 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



What does it mean to be Latino?

- 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

<http://www.hispanicheritagemonth.org/>



What is the Latino Population in the U.S.?

Hispanic or Latino and Race	2000 Number	2000 Percent	2010 Number	2010 Percent	Change, 2000 to 2010 Precent
Total population	281,421,906	100.0%	308,745,538	100.0%	9.7%
Hispanic or Latino (of any race)	35,305,818	12.5	50,477,594	16.3	43.0
Mexican	20,640,711	58.5	31,798,258	63.0	54.1
Puerto Rican	3,406,178	9.6	4,623,716	9.2	35.7
Cuban	1,241,685	3.5	1,785,547	3.5	43.8
Other Hispanic or Latino	10,017,244	28.4	12,270,073	24.3	22.5
Not Hispanic or Latino	246,116,088	87.5	258,267,944	83.7	4.9
White alone	211,460,626	75.1	223,553,265	72.4	5.7

<http://www.factmonster.com/us/statistics/us-population-hispanic.html>



What Should I Keep in Mind During Latino Heritage Month?

- 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.

<http://www.pewhispanic.org/2009/10/07/latinos-and-education-explaining-the-attainment-gap/>



What is the Bracero Program?

- A series of laws and diplomatic agreements, initiated by an August 1942 exchange of diplomatic notes between the U.S. and Mexico, for the importation of temporary contract laborers from Mexico to the United States, which did not end until December 1st, 1946
- Bracero means manual laborer, in Spanish
- At the start of the program, train loads of Mexican immigrants ready to work were sent over during the heart of WWII for the "emergency wartime agricultural and railroad importations"
- Shortages of food and other goods throughout the U.S caused chaos throughout the nation, leading to the bracero program as a solution

https://en.wikipedia.org/wiki/Bracero_program

Who are 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.”

From Latin

Americans in Texas, by Pauline R. Kibbe, University of New Mexico Press, Albuquerque, 1948.

- 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

http://www.unco.edu/cohmlp/pdfs/Bracero_Program_PowerPoint.pdf

Why are the Braceros Important?

- The Sacrifice to Feed their Families Back Home: 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.

[http://www.unco.edu/cohmlp/pdfs/Bracero Program PowerPoint.pdf](http://www.unco.edu/cohmlp/pdfs/Bracero%20Program%20PowerPoint.pdf)



What is it like to be a Latino Immigrant Attending College In Colorado?

- 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/



What About Latinos in Denver?

- 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



Who are the Famous Latinos In America Today?

- George Lopez:



- famous comedian, actor and talk show host
- Lopez says: He hopes Latino kids watching him see that they can have "goals, not just dreams. What is a dream to Mexican kids, to white kids is a goal."

<http://content.time.com/time/specials/packages/0,28757,2008201,00.html>

- Mari Carmen Ramírez:



- In 2001, Ramírez, who was born 50 years ago in Puerto Rico, was named the first director of the International Center for the Arts of the Americas, based at the Museum of Fine Arts, Houston
- The most ambitious effort of its kind in the U.S., the center is dedicated not only to collecting and showing work by the Latin American avant-garde but also to supporting research and education to make plain that there is more to that art than, say, the folkloric Surrealism of Frida Kahlo or the toiling peasants of Diego Rivera



What are Some Resources on Campus to Get Involved?

- 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 (DULCCES): 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 DULCCES 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

Want to attend some events?

- Follow this link to learn more:
- <http://www.du.edu/cme/programs-services/heritage-months/latino-heritage.html>