

Dear campus colleagues,

Thank you for choosing to present the IEE “**Bulletin Board in a Bag**”: **Latino Heritage Month** in your area this **September**!

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 ready. Many of the sheets are designed so that you can put one on top of the other and residents can “flip” them to read more (Ex. the Hinduism sheet stapled on top of the facts about Hinduism). 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 aren’t any, you can check the IEE website ([www.du.edu/studentlife/ie-education/](http://www.du.edu/studentlife/ie-education/)) 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](mailto: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,

Inclusion and Equity Education

[www.du.edu/studentlife/ie-education/](http://www.du.edu/studentlife/ie-education/)

[facebook.com/IEedDU](https://facebook.com/IEedDU)



**LATINO  
HERITAGE  
MONTH,  
2018**

# HOW DID LATINO HERITAGE MONTH BEGIN?

- Latino Heritage Month began in 1968 on September 15th
- September 15th is a significant date to begin this heritage month because it is the anniversary of the independence of five countries in Latin America: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua
- Latino Heritage Month continues until October 15th
- Many countries celebrate their independence during this time frame, such as Mexico, Chile, and Belize
- During Latino Heritage Month, we recognize the contributions made and the important presence of Hispanic and Latino Americans to the United States and celebrate their heritage and culture
- [www.hispanicheritagemoth.org/hispanic-heritage-month/70-national-hispanic-heritage-month-2018](http://www.hispanicheritagemoth.org/hispanic-heritage-month/70-national-hispanic-heritage-month-2018)



# DEMOGRAPHICS OF THE LATINO POPULATION IN THE U.S.

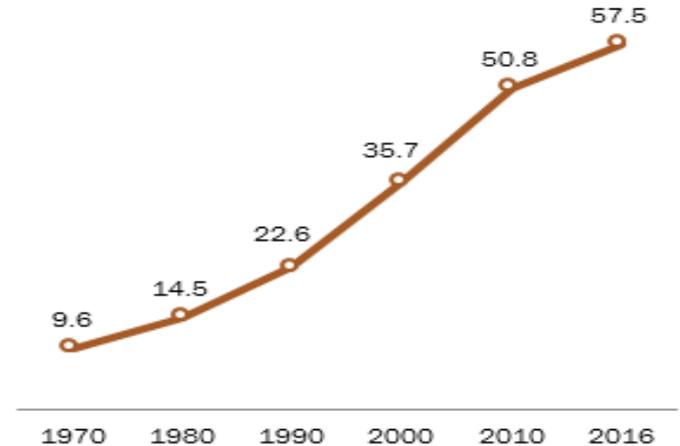
- The Latino Population in the US, as of July 1st 2016, is 57.5 million
- Latinos make up the largest ethnic minority in the US, at a whopping 17.8% of the population

[www.census.gov/newsroom/facts-for-features/2017/hispanic-heritage.html](http://www.census.gov/newsroom/facts-for-features/2017/hispanic-heritage.html)

[www.pewresearch.org/fact-tank/2017/09/18/how-the-u-s-hispanic-population-is-changing/](http://www.pewresearch.org/fact-tank/2017/09/18/how-the-u-s-hispanic-population-is-changing/)

## U.S. Hispanic population hits new high

*In millions*



Note: 1990-2016 estimates are for July 1.  
Source: 1970-1980 estimates based on decennial censuses (see Passel & Cohn 2008). 1990-2016 estimates based on intercensal population estimates and Vintage 2014.

PEW RESEARCH CENTER

# BEING INTENTIONAL WITH LANGUAGE: THE DIFFERENCE BETWEEN HISPANIC AND LATINO

- The word "Hispanic" focuses on a Spanish-speaking origin, which can include people from Spain
- "Hispanic" has a linguistic emphasis in which the individual or group of people speak Spanish
- The word "Latino" focuses on a Latin American Origin, which can include Brazil
- "Latino" has a geographic emphasis in which the individual or group of people have a connection with Latin America
- It should also be noted to not address people who speak Spanish as "Spanish" because that only encompasses one country, Spain, and not the 33 countries that make up Latin America



[www.huffingtonpost.com/entry/difference-between-hispanic-latino-and-spanish\\_us\\_55a7ec20e4b0c5f0322c9e44](https://www.huffingtonpost.com/entry/difference-between-hispanic-latino-and-spanish_us_55a7ec20e4b0c5f0322c9e44)

# WHERE DO NON-BINARY FOLKS "FIT IN" REGARDING THE TERM: LATIN@

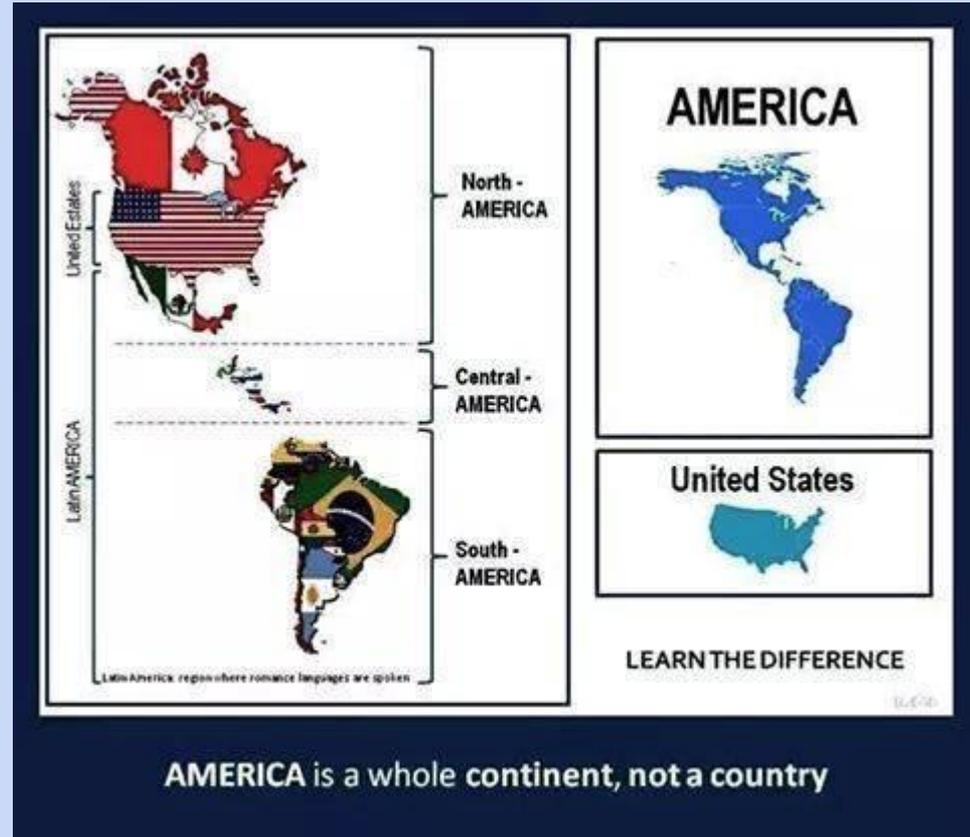
- Spanish is a language that exudes the gender binary in that every word is gendered to be either masculine or feminine
- Latina is a term used to identify Latina women, while Latino is a term used to identify Latino males
- What about a gender non-conforming Latino?
- This is where the term Latinx comes into play
- Latinx is the gender-neutral alternative to Latino, Latina and even Latin@
- This word is part of a "linguistic revolution" that aims to move beyond gender binaries and is inclusive of the intersecting identities of Latin American descendants
- [www.huffingtonpost.com/entry/why-people-are-using-the-term-latinx\\_us\\_57753328e4b0cc0fa136a159](http://www.huffingtonpost.com/entry/why-people-are-using-the-term-latinx_us_57753328e4b0cc0fa136a159)



# BEING INTENTIONAL WITH LANGUAGE: WHEN TO USE THE WORD, "AMERICA"

- Be intentional, accurate, and consistent with your language in using a general word, such as "America" to describe one specific place, like the US of A, when it encompasses a whole range of other countries and continents
- America also includes: Canada, Mexico, the Caribbean, Central America, and South America
- For more intentional language suggestions check our Knowledge Nuggets at: [www.du.edu/studentlife/ie-education/online-resources.html](http://www.du.edu/studentlife/ie-education/online-resources.html)

- [www.facebook.com/BeingLatino/photos/a.103844844814.113940.100704744814/10153461432499815](https://www.facebook.com/BeingLatino/photos/a.103844844814.113940.100704744814/10153461432499815)



# IMPACT THAT LATINOS HAVE HAD ON THE U.S.

- Not only have Latinos affected the US greatly in terms of demographics, but they also play a very large role in the culture, politics, and economy of the US
- The Latino population is a valuable resource in the US in terms of skill sets
- The bi/multilingual ability of some Latinos allows business interactions between many countries and cultures
- Not to mention, their votes are very important in the political sphere because they make up about 18% of the US population
- It is important to celebrate Latino heritage because they have influenced this country so greatly, and their voices and stories deserve to be heard



[www.prb.org/latinosandthechangingfaceofamerica/](http://www.prb.org/latinosandthechangingfaceofamerica/)  
[www.uscitizenpod.com/2017/09/citizenship-resources-for-hispanic.html](http://www.uscitizenpod.com/2017/09/citizenship-resources-for-hispanic.html)

# “SPEAK ENGLISH, YOU’RE IN AMERICA”

- This phrase is a very common one that is uttered by many monolingual US residents in order to make individuals who are bilingual feel inferior for speaking their native language. Many of these individuals happen to identify as Latino
- While English is the most frequently used language in the US, the nation and most states—including Colorado—have no official language. In fact, there are at least 350 languages spoken in the US!
- Spanish is not a “foreign” language in the territory of the US, as a matter of fact, about 40.5 million US residents speak it
- [https://en.wikipedia.org/wiki/Languages\\_of\\_the\\_United\\_States](https://en.wikipedia.org/wiki/Languages_of_the_United_States)
- [www.cnbc.com/2015/11/04/at-least-350-languages-spoken-in-us-homes-new-report.html](http://www.cnbc.com/2015/11/04/at-least-350-languages-spoken-in-us-homes-new-report.html)



# HOW LATINOS FIT INTO THE WAGE GAP

- In 2015, average hourly wages for Latino men were \$14, compared with \$21 for White men. Whereas, Latina women earned \$12, compared with \$17 for white women
- White and Asian women have narrowed the wage gap with White men to a much greater degree than Black and Hispanic women
- Black and Hispanic men, for their part, have made no progress in narrowing the wage gap with White men since 1980

[www.pewresearch.org/fact-tank/2016/07/01/racial-gender-wage-gaps-persist-in-u-s-despite-some-progress/](http://www.pewresearch.org/fact-tank/2016/07/01/racial-gender-wage-gaps-persist-in-u-s-despite-some-progress/)



# LATINO ACTIVISM: THE CHICANO MOVEMENT

- The Chicano Movement is the Mexican American Civil Rights Movement, one of the least studied social movements of the 1960s. This movement encompasses 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 is 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
- [http://depts.washington.edu/civilr/Chicanomovement\\_part1.htm](http://depts.washington.edu/civilr/Chicanomovement_part1.htm)



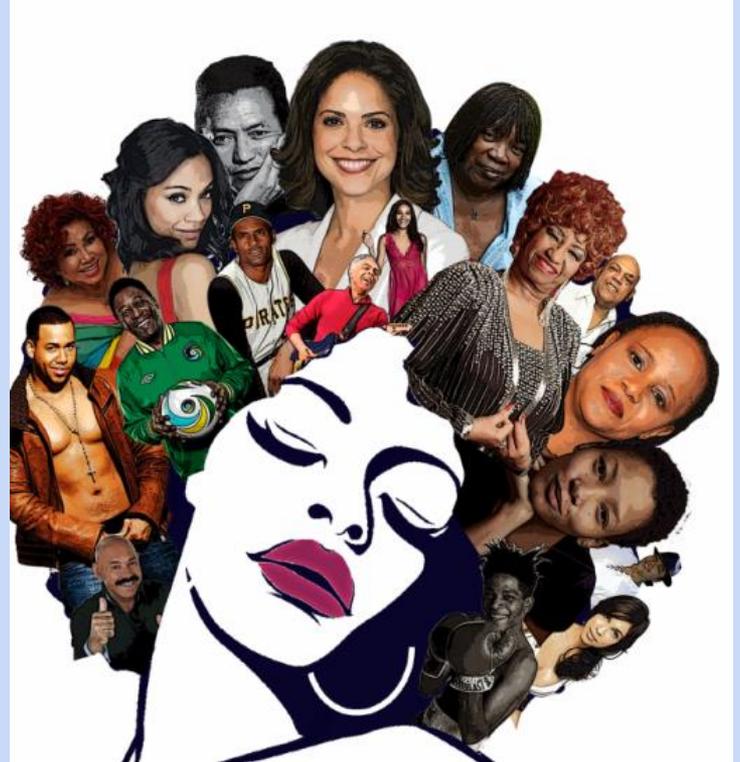
# CHICANO IDENTITY

- Chicano/a is a chosen identity of some Mexican Americans. The term “Chicano” is sometimes used interchangeably with Mexican-American
- The term “Chicano” had negative connotations before the Chicano Movement, and still is viewed negatively and archaic by more conservative members of this community
- Ultimately, it was the experience of Mexican Americans in the United States which culminated in the creation of a Chicano identity
- <https://en.wikipedia.org/wiki/Chicano>
- <http://egpnews.com/2014/09/hispanic-latino-chicano-american-a-dilemma-of-identity/>



# AFRO-LATINOS: AN OVERLOOKED IDENTITY

- “African American” is a term that encompasses Afro-Latinos as well, as there was a large use of African slaves in Latin America, especially the Caribbean
- Many Afro-Latino immigrants have arrived, in waves, over decades, to the United States, especially from the Caribbean, Cuba, Haiti, Dominican Republic and Puerto Rico
- A Pew Research Center survey of Latino adults shows that one-quarter of all U.S. Latinos self-identify as Afro-Latino, Afro-Caribbean or of African descent with roots in Latin America
- [https://en.wikipedia.org/wiki/Afro-Latin\\_Americans](https://en.wikipedia.org/wiki/Afro-Latin_Americans)



# GET INVOLVED ON CAMPUS



UNIVERSITY of  
DENVER

- **Latinx Student Alliance (LSA):** LSA creates and provides 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. [www.facebook.com/DULatinoStudentAlliance](http://www.facebook.com/DULatinoStudentAlliance)
- **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. Website: [www.du.edu/latinocenter](http://www.du.edu/latinocenter)