DATE: July 27, 1995

TO: Implementation Committee
   Chicana and Chicano Faculty

FROM: Héctor Calderón, Chair

RE: César E. Chávez Center Annual Report, 1994-95

Please accept this document as the first annual report of the César E. Chávez Center for Interdisciplinary Instruction in Chicana and Chicano Studies. Since only a few members of the Implementation Committee answered my January 12 memo on availability for meetings, it seemed wise to continue the work of the Center through memoranda. At this time, I would like to thank you for your support when it was most crucially needed, for the vote on my joint appointment with the Center and the vote for the change of appointment from Associate to Full Professor for Aída Hurtado. My first duty as Chair is to insure the functioning of the academic program in Chicana and Chicano Studies. I can assure you that I have dealt responsibly with all programmatic matters. However, you should also understand that being Chair of the Chávez Center is not business as usual and that I have been engaged in many non-academic public relations matters. In the eight months since I accepted the Chairship, Center faculty, staff, and I have been deeply involved in establishing the Center on firm ground with regard to the UCLA Academic Senate, UCLA faculty, staff, and students, and the Latina and Latino community of the wider Los Angeles metropolitan area.

I. FACULTY APPOINTMENTS

Professors Alicia Gaspar de Alba, Otto Santa Ana, and Abel Valenzuela were appointed in the Chávez Center as of July 1, 1994. Professor Gaspar de Alba was on leave for the academic year 1994-95 and will begin teaching duties in the Fall Quarter 1995. Although on leave, Professor Gaspar de Alba attended all of the faculty meetings and the majority of the Center’s official events. On June 28, Professor Camille Guérin-Gonzalez accepted an appointment in the Chávez Center. As of the writing of this report, the personnel case for Professor Judith F. Baca is in the final stages. On July 17, the Chávez Center office sent her Chancellor Young’s letter of offer. Likewise, Professor Aída Hurtado will soon receive a letter of offer. The Chair, faculty, and staff, of the Chávez Center are extremely pleased with the
possibility of having all six appointments on campus by the Fall Quarter 1995. The three senior appointments reflect a good deal of work by an office of two, the Chair and Administrative Assistant Elena Mohseni. I would like to publicly thank Elena Mohseni for her assistance.

The important agenda item for the Implementation Committee next year will be to begin the process of deciding on the Center's permanent faculty through joint appointments. On June 7, 1993, Chancellor Charles E. Young in a letter to IDP Acting Chair David Lopez sent "Framework for a Center for Interdisciplinary Instruction in Chicana and Chicano Studies." This document describes the Chávez Center as a broadly-based instructional unit that "will draw on the talents of faculty from across the campus, with direct benefits for teaching and research in Chicana and Chicano Studies." This general guideline for a permanent faculty has been echoed by Judith L. Smith, Chair of the Academic Senate, in discussions concerning the progress of the Center. On the behest of Chair Smith, Scott L. Waugh, Dean of Social Sciences, requested in a March 10 memorandum that I, as Chair of both the Chávez Center and the Implementation Committee, inform existing faculty in Chicana and Chicano Studies that we should begin the process of determining joint appointments for the Center. I am enclosing Dean Waugh's letter suggesting the three-step process of (1) inquiring who among the faculty with a background in either research or teaching in Chicana and Chicano Studies would be interested in having a joint appointment and whether they would like to have voting privileges, (2) having faculty respond in writing stating reasons for desiring a joint appointment, and (3) compiling a list of candidates whose names will be submitted to the Implementation Committee for a vote.

I have been strongly urged by the Chair of the Academic Senate that the decision on a permanent faculty should be undertaken and completed during the Fall Quarter 1995. It is clear to me that the César E. Chávez Center is the future of the academic program in Chicana and Chicano Studies at UCLA. It is now up to all of us to cooperate and insure the success of the Center by moving forward and deciding on the permanent members of the Chávez Center.

II. STAFF PERSONNEL

In a memo dated January 17, 1995, I informed you of the career staff personnel hired for the Center. Jovita Cárdenas was hired August 15, 1994 under the interim Chairship of Carlos Grijalva to fill the position of Student Affairs Officer. She has been responsible for personal, academic, financial and graduate school counseling and for promoting the program to potential majors. She has also maintained student records and monitored the academic progress of our majors. She has provided students in the major and in the specialization with preferential
enrollment on a quarterly basis. On many occasions, I have requested assistance of her regarding students with academic difficulties. She and I have worked together closely to insure that the academic program in Chicana and Chicano Studies is functioning according to guidelines set by the College of Letters and Sciences and the UCLA General Catalog. Through Jovita, the Center has established a good working relationship with counselors Penny Hain-Unruh and Jane Crawford in Letters and Sciences, Robert Kilgore in Undergraduate Programs-Information Services, and staff in the Academic Record Services in the Registrar's Office.

I have also requested that she organize student meetings. The two most notable occasions were a January 26 reception open to all students interested in Chicana and Chicano Studies and a June 6 reception to recognize students who earned a 3.0+ gpa. The first reception was an opportunity for students to meet Center faculty and staff and to engage in an open and frank discussion about the Center's mission. The second meeting, attended by Dean Waugh, Chicana and Chicano Studies faculty, and guests from Honors Programs, Assistant Dean G. Jennifer Wilson, and Counselor Mike Suarez, was so well received that students have suggested that it be an annual event.

Jovita has also taken the lead in bringing members of UCLA academic and student services offices to offer their assistance to Center faculty. Patricia Rodriguez-Holguin, a Clinical Social Worker, and Dr. Thomas Olona from Student Psychological Services, visited the Center to discuss counseling services that address the personal and academic needs of Chicana and Chicano students. Assistant Dean Wilson and Counselor Mike Suarez of the Honors Programs also visited the Center and explored with the faculty the possibilities for our majors to participate in the Honors Program. For the next academic year, I will request that Jovita organize an Undergraduate Student Council composed of (1) majors in Chicana and Chicano Studies who will represent students in the standing committees of the Chávez Center and (2) a representative from the Student Departmental Senate of the Associated Students of UCLA.

Faculty that have taught this year for the Center know that Administrative Assistant Elena Mohseni has become the mainstay of the Center. After a preliminary screening and two tiers of interviews supervised by Campus Human Resources and the Office of Academic and Staff Personnel for the College of Letters and Science, Elena Mohseni was unanimously selected on December 8 by the Chair and the new core faculty of the Chávez Center. Max Espinoza, the student representative who participated in candidate screening, failed to attend the first tier of interviews and did not request information of the selection process until late December. Through December 29, 1994, I had a very difficult time dealing with a personnel problem that I
inherited regarding the primary staff member of the Center. After Elena was hired on January 3, she brought stability to the daily activities of the Center meeting scheduling needs, preparing courses lists, and processing of teaching evaluations, etc. For a departmental office, I inherited 67 Kinsey Hall, a large room used by teaching assistants in the program. Elena’s previous office management experience with the Department of Spanish and Portuguese helped all members of the Center with transforming an empty room into a fully functioning office. She and I have worked together closely to establish policies and procedures for staff and faculty.

Elena Mohseni will also be assuming the hiring of academic and staff personnel and the maintenance of all accounting activities and faculty and staff personnel records. Under the IDP in Chicana and Chicano Studies, the budget for the academic program was administered by the Chicano Studies Research Center. The Chávez Center will control its own budget that now includes increased funding for supplies and equipment as well as temporary FTE. I have entrusted Guillermo Hernández, Director of the CSRC, with the Chávez Center budget until Elena is able to assume full responsibility. In order to understand the accounting procedures for the budget and the new on-line system, Elena has taken several courses on her own time. On numerous occasions, she and I have met with Assistant Dean Marc Mayerson, Administrative Analyst Nick Hernandez of the Division of Social Sciences, and Alain C. de Vera, Fund Manager for the CSRC, in order to understand budgetary matters. Elena and I are extremely grateful to CSRC Director Hernández for providing assistance and Alain de Vera for his time and expertise.

I am extremely pleased with the performance of both Jovita Cárdenas and Elena Mohseni. Faculty and students have also come to hold them in high regard.

III. SPACE AND EQUIPMENT

The Chávez Center has been allocated a total space of 1,510 square feet consisting of five rooms, 67, 68, 70A, 70B, and 71A, on both sides of the basement hallway in Kinsey Hall. The five deep narrow rooms provided laboratory space for the Department of Physics and have exposed pipes that run across the length of the ceiling. The departmental office, 67, is a large room of 428 square feet occupied by the Chair and the Administrative Assistant. This room will soon have heating. The office has no furniture other than the bare essentials of two main desk areas, 3 chairs, a small storage cabinet, three file cabinets, and borrowed tables. The office, however, is now fully functioning with regard to three computers, two printers, and fax and photocopy machines. Only the Administrative Assistant’s computer is connected through the cable network to the rest of the campus. Humanities technical support will soon install cable for the
Chair and the Student Affairs Officer. The Chair has had to use room 68 across the hall for office hours and private consultations. The counselor for the program is housed in 71A, a long and very narrow room of 180 square feet that gives the impression that it functioned formerly as a custodial broom closet.

Two faculty members share a common doorway leading to offices 70A for Professor Santa Ana and 70B for Professor Valenzuela. The larger of the two rooms 70A has 224 square feet and 70B, 166 square feet. Adjacent to these rooms is 68, a large room used by TAs and Visiting Lecturers.

Space is obviously an important consideration. Several relocation scenarios have been offered by College of Letters and Science Facilities Analyst Don Simpson during the past year. Since the Center may have all six faculty members present by Fall Quarter 1995, plans are in place to divide three large offices on the south side of the seventh floor in Bunche Hall in summer 1995. The Chair, Administrative Assistant, and Student Affairs Officer will remain in their present locations. Dean Waugh has given the Chávez Center priority to the office space to be vacated by the Department of Classics on the north side of the seventh floor in Bunche Hall. The permanent relocation of Center faculty and staff is scheduled for summer 1996.

IV. THE MAJOR

The following data on students enrolled in the major were requested from the Office of the Registrar. It takes approximately 5 years and 2 quarters for a student to graduate with an average of 12 units per quarter. There are 85 students that have declared Chicana and Chicano Studies as a major distributed between 70 majors and 15 double majors. Also, 83 students have chosen the program as their field of specialization. Thus a total of 168 students are enrolled in the program. In 1993-94, 13 students graduated in the major, 7 with a double major and 19 with a field of specialization for a total of 32. It is estimated that approximately 16 majors, including 9 double majors, and 32 in the specialization graduated in 1994-95 for a total of 48.

Three of our graduates should be recognized for their outstanding academic achievements. Belinda Martinez, with a double major in Political Science, earned Honors at graduation. Alvaro Mejía and Ricardo Ramírez, who double majored in Political Science, were nominated by Assistant Dean of Honors G. Jennifer Wilson for the UCLA Outstanding Senior Award. Alvaro Mejía earned 44 units of Honors credit course work and was expected to receive Magna Cum Laude and Phi Beta Kappa upon graduation. Ricardo Ramírez also earned 44 units of Honors credits and was expected to graduate with a 3.5+ gpa.
V. STUDENT RELATIONS

Over the course of the academic year, the Chair, faculty, and staff had to overcome student mistrust and skepticism about the progress of the Center. To our relief, the energies and commitment we have expended in developing the Center have been noted by our students. The year ended on a very positive note. At the UCLA Raza Graduation on June 18, the Class of 1995 presented the Center with a plaque with the inscription "Recognition Award to the UCLA César E. Chávez Center For Outstanding Dedication and Commitment to the Chicano/Latino community."

In interviews with the Daily Bruin and La Gente, I stated that mistrust if not overcome could be at least alleviated by communicating with me about the Center. I felt that a meeting/reception open to all students to discuss the Center with Chair, faculty, and staff was needed. I wrote a letter dated January 17 on the progress of the Center to all Chicana and Chicano Studies majors inviting them to attend a reception on January 26. Some sixty students attended. This was not an easy occasion for faculty and staff who found themselves on an old political battle ground. But the faculty and staff stood their ground and repeated their commitment to be sensitive to student needs as the Center developed. As for me, I stated openly that I was not out "to do in students who had opposed me" as rumors had it, but in fact, I, faculty, and staff were there to assist students. I also always made it known that I was available to meet with students to listen to their concerns. However, only a few students including former hunger striker Joaquin Ochoa and members of MEChA did come to see me but not for a discussion on the progress of the Center.

The Center has become the sponsor of a wide variety of student groups. As Chair, I have become principal signatory/sponsor for all events of the student organizations within the Office of Community Programs headed by Isidro Rodriguez-V. I have also complied with a few requests for funding. Small amounts of funding were provided for the Ballet Folklórico's annual presentation, the Cinco de Mayo on the Hill performance of Banda América, the Murals of East Los Symposium, and the Mujeres en Education Workshop. I also complied with MEChA's request for funding of 5 airline tickets to the NACS conference in Spokane, Washington. The two-for-one fare feature allowed 9 MEChA members plus Joaquin Ochoa to attend the conference. As of the writing of this report, I have yet to receive official acknowledgment of our funding or the report on the group's activities that I requested for our files. I also sent a memo dated March 6 to Max Espinoza, Coordinator of MEChA, requesting suggestions for speakers and visiting faculty. I still have not received an oral or written reply to my memo.
MEChA has also been granted Center privileges, a mailbox and the use of the office fax machine.

No departmental committees were formed other than an Ad Hoc Curriculum Committee that met twice. MEChA representatives, Max Espinoza, Coordinator, and two other students attended the first meeting. For the second meeting, MEChA representatives were joined by Belinda Martinez of Latinas Guiding Latinas. Other students were invited but did not attend.

VI. CURRICULUM DEVELOPMENT AND STAFFING

On January 6, I appointed myself Chair of an Ad Hoc Curriculum Committee composed of the three Center faculty, the Student Affairs Officer, and student representatives to deal with the urgent matters of new courses and staffing of core courses 10A, 10B, and 101. I informed the members of this committee of the charge for this interim year: (1) having new courses approved by the Academic Senate Committee on Undergraduate Courses and Curricula, (2) given the current Chicana and Chicano Studies definition of Related Study courses, deciding on a list to be printed in the Catalog, and (3) assigning the responsibility of the core courses to the Center's faculty. I also informed the committee that in the next academic year we would be joined by other Chicana and Chicano Studies faculty, members of the Implementation Committee. The Committee met twice, on January 13 and April 14, with all members present. This official body moved swiftly, resolved problems, adding 17 courses to the major and a list of Related Study courses approved prior to the April 7 publication deadline for the 1995-96 UCLA General Catalog. As for the core program staffing for next year, CS 10A will be taught by Professor Alicia Gaspar de Alba, Professor Vilma Ortiz has offered to teach CS 10B, and Professors Abel Valenzuela and Camille Guerin-Gonzales will team teach CS 101. These assignments may change as the senior appointments are finalized. These new courses and staffing decisions addressed several issues at once. We were able to demonstrate to the various reviewing bodies of the Academic Senate that we were, indeed, making progress in the Center. We also were able to meet an immediate student need. Students have justifiably complained about the few 4 or 5 courses that are offered every quarter. Given the new courses by new faculty appointments and visiting lecturers, I foresee a healthy program of 10 to 12 courses every quarter.

I should also add that as I communicated with departments and schools about new courses, new multiple-listings, and related study courses, chairs and deans were all gracious and very supportive of our efforts.
New Multiple-Listed Courses

Currently, I offer, through cross-listing with the Department of Spanish and Portuguese, M145 Introduction to Chicano Literature and M197 Chicano Narrative. Both courses are part of my commitment to the Chicana and Chicano Studies program. The Curriculum Committee of Spanish and Portuguese had decided as early as Fall Quarter 1991 that M145 be divided historically into two courses, one covering Chicano literature to 1960, M145A, the other post-1960, M145B. This course division is now finally in place. Professor Guillermo Hernández will be responsible for M145A, I for M145B. Chicano Narrative was approved by the Curriculum Committee of Spanish and should have been submitted by that department to CUCC in spring 1992. Chicano Narrative will be designated M146.

Professor Chon Noriega of the Department of Film and Television agreed to cross-list his course in Chicano cinema Film 114 Film Genres, Chicanos and the Hollywood Cinema. Professor Steve Loza of the Department of Ethnomusicology and Systematic Musicology also agreed to cross-list his courses in Ethnomusicology 108A Music of Mexico, Central America and the Caribbean, 115 Musical Aesthetics in Los Angeles, and 116 Chicano/Latino Music in the United States. I secured approval from Professors Loza’s and Noriega’s departments/schools for multiple listing with Chicana and Chicano Studies. Since their inception, Chicano Studies programs have been dominated by the social sciences and the same holds true for UCLA. These new cross-listed courses in the arts would add to the courses in Chicano theater, 103C and 103D, and Latino performance lab taught by Professors Edit Villarreal and José Luis Valenzuela in the Department of Theater. This area would be greatly enhanced with the appointment of Professor Judith F. Baca with courses in both art history and studio art. Perhaps other programs can equal ours in terms of the traditional fields; however, no other program would rival ours in theater, film, music, and art. These new multiple listings are included on the enclosed course list for the major.

New Courses by Chávez Center Faculty

I requested from Professors Alicia Gaspar de Alba, Otto Santa Ana, and Abel Valenzuela a list of courses in their respective areas. Professors Santa Ana and Valenzuela began their teaching duties Winter 1995; Professor Gaspar de Alba was on leave for 1994-95. All three have their schedules for 1995-96. Professor Gaspar de Alba will assume the duties of teaching CS 10A. Professor Valenzuela will assume the duties of teaching the existing course CS 120 Immigration and the Chicano Community. Alicia Gaspar de Alba has submitted four courses: Barrio Popular Culture; Border Consciousness; Chicana Lesbian Literature; and Exhibiting Chicano(a)/Latino(a) Cultures. Otto Santa Ana has
submitted the following courses for 1995-96: Language of U.S. Ethnic Minorities and Social Issues; Sociolinguistics of U.S. Latinos; Urban Linguistic Methods; and Language in Education. Abel Valenzuela will add the following courses to the Center: Issues in Latino(a) Urban Poverty; and Planning Issues in Latino(a) Communities. These courses are also listed on the enclosed list of courses in the major.

I also requested from Professors Judith F. Baca, Camille Guerin-Gonzales, and Aida Hurtado a list of courses given their possible appointments as of July 1, 1995. Professor Baca submitted the following courses in Art History and Studio Art: Chicano Murals of California and the Southwest; Mexican Muralists: Diego Rivera, David Alfaro Siqueiros, José Clemente Orozco; Contemporary Issues in Chicana/Chicano Art; Public Art in a Many-Cultured Society; Drawing; Painting; Mural Painting; and Muralism in the Community. Professor Guerin-Gonzales sent to the Chair the following courses: History of Latinos in the U.S.; Chicano History; Latinas in the U.S.; and Women and Work. Aida Hurtado has provided the following list of courses: Spanish in a Social Context: Social Psychology of Bilingualism; Chicano Psychology; Latinos in the Media; Chicana Identity; and The Construction of Gender and Ethnic Identity in the Media.

Visiting Faculty

The advanced seminar 197 series has proven valuable for 1) allowing UCLA faculty and staff to experiment with new areas, 2) making it possible to augment course offerings when faculty members are on leave, and 3) attracting distinguished visiting faculty. Also, many students have complained that it has been difficult to fill their schedules with courses due to the few course offerings. The 197 series has alleviated this problem substituting for regular offerings. In Spring Quarter 1995, offerings were bolstered with the following 197 seminars. Richard Chabrán offered Studies in the Chicana and Chicano Community. Mike Davis, Los Angeles historian and community activist, offered Latino Metropolis: The Struggle for Justice in Los Angeles' Backyard. David Hayes-Bautista, Director of the Center for the Study of Latino Health, taught an undergraduate course, Health in Latino Culture, for the first time. Karen Dakin, a scholar of Meso-American culture and languages from the Universidad Autónoma de México, offered Meso-American Sources of Chicano Culture & Language. Lara Medina offered Latinos and Liberation Theology.

Mike Davis and David Hayes-Bautista had very positive experiences with our undergraduates and have requested to teach again next year for the Center. Susan Plann, Associate Professor in Spanish and Portuguese, is already scheduled to teach Latinos and Literacy in the Winter Quarter 1996. This is a course that will involve students with literacy programs in the community,
among them Las Madres Educadoras de Culver City. Performance artist Monica Palacios and L.A. writer Rubén Martínez have also discussed with me the possibility of teaching for the Center. I have also contacted Arturo Vargas, former lead litigation lawyer for MALDEF and currently head of the National Association of Latino Elected Officials (NALEO), about teaching a case-studies course on the law and Latinos in the Los Angeles area.

These are interesting and exciting community-related seminars not available elsewhere on the UCLA campus. Lecturers in 1994-95 were hired with the temporary FTE funds provided by both Dean Scott L. Waugh and Provost Brian Copenhaver. For the 1995-96 Academic Year, the Chávez Center has again been allocated temporary FTE funds. In addition, Assistant Dean of Honors Wilson has agreed to give the Center FTE funding for either a lower-division or an upper-division Honors designated course. In a memo dated January 19, I requested names for speakers and visiting faculty. I received only one reply. Again, I am requesting names if you are interested.

Honors Curriculum

Through Jovita Cárdenas, the Center has been able to establish a very good relationship with staff of the Division of Honors. Assistant Dean Wilson and Counselor Mike Suarez have offered to assist the Center in establishing (1) a departmental Honors component for the major, (2) funding Honors discussion sections for core courses 10A and 10B, and (3) funding an Honors designated course taught by a distinguished visiting faculty. I have agreed to cooperate with Assistant Dean Wilson and will designate Honors sections for 10A and 10B and seek a visiting scholar/writer to teach the Honors course. As the Center enters the next academic year, the Chair would appreciate faculty involvement in establishing an Honors component for the major. The June 6 Center reception to recognize the academic achievements of our majors generated interest from students who would like to organize an Honors Society for the major. In addition, Assistant Dean Wilson will host an open house for all Chicana and Chicano Studies majors with a 3.0+ gpa to encourage them to enroll in courses in the Division of Honors.

Curricular Issues

Other than consolidating the Chicana and Chicano Studies curriculum across The School of Theater, Film and Television and The School of the Arts and Architecture within the Chávez Center, and the addition of the core faculty’s new courses, no substantive or structural changes were made to the undergraduate major. The undergraduate curriculum is still distributed among six divisions: 1) as preparation for the major, a two-course sequence 10A Introduction to Chicano Life and Culture and 10B
Chicanos in American Society, and completion of Spanish 5 or equivalent; 2) nine upper division courses, including 101 Theoretical Concepts in Chicana and Chicano Studies; 3) one course in field studies; 4) at least one advanced seminar 197A-Z; 5) three related field courses with some Chicana/Chicano content, such as those on Mexico, Latin America, and the experiences of people of color in the U.S.; and 6) an optional multidisciplinary senior thesis.

As the Center is dramatically transformed by new appointments and new areas of study, it will be necessary for the program to have its own numbering system to reflect either series or clusters of courses in an area. Up to this point, the Center has relied on departmental course numbers. The Chair and the three core faculty members discussed in a January meeting the feasibility of supplementing the preparation for the major with writing intensive components and workshops, especially for 10A and a research methods laboratory for 10B. To partially meet this goal, the Writing Programs Office has complied with my request to fund a Writing Intensive 110W course for 10A and 10B. Chair and faculty have also begun discussing the need to reward academic excellence by instituting an Honors component to the curriculum with a GPA standard, Honors senior thesis (the senior thesis as an option would be eliminated from the major), and Honors sections to courses. While much work lies ahead, these are exciting times for Chicana and Chicano Studies at UCLA. The Chair and core faculty are looking forward to the three senior appointments and joint appointments with other UCLA faculty. The three senior appointments, especially, will bring their own ideas to the Center. The Center could have six women faculty members (Baca, Gaspar de Alba, Guerin-Gonzales, Hurtado, Ortiz, and Saldivar-Hull) that would add new dimensions to Chicana Studies/Women Studies at UCLA. If all goes according to plan, the curriculum will need restructuring.

VII. SPECIAL PROGRAMS

In November 1994, Professor Steve Loza, Director of the Mexican Arts Series at UCLA, requested assistance from the Chávez Center in the form of staff support and funding for his Thirteenth Annual Mexican Arts Series program. Noting the need for a public event that would highlight the Chávez Center throughout southern California, I agreed to support through unused FTE funds this year's May 14 event billed as "A Musical Tardeada in Celebration of the César E. Chávez Center." Robert L. Blocker, Dean of the School of the Arts and Architecture, decided to cosponsor the event with the Center. I would like to thank Professor Loza for his initiative in bringing together composer Joseph Julian Gonzalez, artist Gronk, and the Kronos Quartet, to which later were added The Steve Loza Sextet and the all-female Mariachi Reyna de Los Angeles. Also Magdaleno Rose-Avila, Director of the César E. Chávez Foundation, and Irv
Hirschenbaum, Vice President of the United Farm Workers, were present at the Tardeada and informed the audience of the latest developments in their respective organizations.

The Tardeada turned out to be a tremendous success with almost 500 in attendance for the concert and the afternoon buffet and entertainment. I have heard nothing but praise from all of our invited guests. Vice Provost Carol Hartzog wrote in a memo to me that the event "proved exceptional for its artistic quality and in its meaning for the entire campus." "Classy," "dignified," and "seamless," were phrases used by others in attendance. The three parts of the program were well received. The audience gave the mariachi and the Gronk/Gonzalez/Kronos collaboration standing ovations. It was an historic event and certainly well worth the effort and the cost. We mailed over 1000 invitations to the news media, community and business leaders, prospective donors, all Chicano/Latino elected officials of southern California, members of the UCLA Latino Alumni Association, all the Trustees of the UCLA Foundation, UCLA administrators, faculty and staff, and all of the majors in Chicana and Chicano Studies. Through the offices of Public Information and Community Relations, news of the event was received throughout the Latino community of Los Angeles.

I believe that the Center should continue cosponsorship of this event, however, without the same amount of funding and staff support that taxed Elena Mohseni, Pete Barraza, our student assistant, and myself to the point of exhaustion. In our meetings, Dean Blocker reiterated his commitment to the Mexican Arts Series and to its linkages in programming and curriculum with the Chávez Center. Unfortunately, Dean Blocker has decided to leave UCLA. Before the Dean's announced departure, plans were already underway for next year's event. Mexican Arts Series Director Loza and I plan to reconstitute a Board of Directors and begin seeking corporate sponsorship and donors through our respective development offices. One of the possible scenarios that we have discussed is to schedule the Mexican Arts Series as the concluding event to the planned Chicana Studies conference in May. Professor Loza and I have yet to meet to consider the change in dean in the School of the Arts and Architecture.

During his interim Chairship, Carlos Grijalva met with Magdaleno Rose-Avila, Director of the Chávez Foundation, to discuss future associations with the Chávez Foundation. To continue these discussions, David Melendez, Assistant Director of Development, Sandra Sealy of Community Relations, the faculty, and I traveled on March 10 to La Paz, California to spend a day with Foundation and UFW officials and the Chávez family. I repeated earlier offers to organize courses and seminars with temporary FTE funds around the legacy of César Chávez. I requested assistance from the Foundation Director in terms of suggestions and names. We also discussed an inaugural year for
the Center, 1995-96, developed around the commemoration of the thirtieth anniversary of the strike in Delano. Another meeting with Director Rose-Avila was held at UCLA on April 2.

Based on my experience with the Mexican Arts Series produced by the Center, plans to continue with the commemoration of the strike will be somewhat less grandiose than those discussed with the Chávez Foundation that included a week of workshops and celebrations throughout the Los Angeles area. During the Chairship of Carlos Grijalva, an Inaugural Committee was organized to plan for the César E. Chávez Center Dedication in Spring 1995. Since the Center was still in the formative stage especially with regard to faculty and space, I felt it best to postpone the dedication event until Fall 1995 so that it would coincide with the commemoration of the strike in Delano. I will revise the Inaugural Committee which already had formulated an event with a $93,000 detailed budget provided by UCLA Special Events and Protocol.

As part of next year’s calendar, the Chávez Center is cosponsoring with URL an exhibit on the legacy of César Chávez scheduled to coincide with Chávez’s birthday, March 31. I will assist URL Librarians Norma Corral and Silvia Mariscal in a very limited advisory capacity with no funding requirements. I have begun plans for a conference on Chicana Studies, possibly, "En Homenaje a Helen Chávez y Dolores Huerta" and tentatively scheduled for early May. I will request permission from both Helen Chávez and Dolores Huerta for the use of their names and ask them to be our guests at a conference function. I will also request cosponsorship from the Center for the Study of Women. I have already discussed preliminary plans with Center faculty and Professors Sonia Saldivar-Hull and Vilma Ortiz who contribute courses to the Center. All are enthusiastic about this project. I want the conference to establish a high academic profile for the Center on the UCLA campus and to produce a book anthology to establish a solid scholarly reputation for the Center within the field of Chicana and Chicano Studies.

VIII. ACADEMIC SENATE

In the first memo to the Implementation Committee dated December 19, 1994, I reported that the Chicana and Chicano Studies IDP/The César E. Chávez Center for Interdisciplinary Instruction in Chicana and Chicano Studies was rescheduled to undergo Academic Senate Review during the academic year 1994–95 requiring a self-review during the 1993–94 academic year. After I was denied an extension by Vickie Mays, Chair of the Committee on Undergraduate Courses and Curricula, I wrote Academic Senate Chair Judith L. Smith to intervene on behalf of the Center. At a meeting attended by Judith Smith, Dean Waugh, Vickie Mays, and myself, it was agreed that the Self-Review would be postponed
until Spring Quarter 1996 with the Academic Senate Review scheduled for 1996-97. I was requested by Judith Smith to prepare an interim report answering a list of questions on the progress of the Center in order to consolidate the Interdepartmental Program in Chicana and Chicano Studies with the new César E. Chávez Center for Interdisciplinary Instruction in Chicana and Chicano Studies. Earlier in a letter dated December 20, 1994, Dean Waugh and I had requested the administrative transfer of the IDP to the new CII. After two lengthy reports (on file in the Center office), the interim report submitted to Judith L. Smith on March 1 and another submitted to Vickie Mays on May 5, to answer questions raised by the Committee on Undergraduate Courses and Curricula, the Committee on Educational Policy, and the Committee on Academic Planning and Program Review, the Executive Board of the Academic Senate unanimously voted on June 8 to consolidate the IDP with the new CII. As of July 1, 1995, the Chávez Center is the custodian of the undergraduate program in Chicana and Chicano Studies. Also, the 1995–96 UCLA General Catalog will list the undergraduate major in Chicana and Chicano Studies under the César E. Chávez Center.

IX. PUBLIC RELATIONS

During the course of my Chairship, especially in the first months, time was consumed by non-academic matters including interviews for the Westsider (March 8, 1995), UCLA Today (November 18, 1994), the Daily Bruin (January 19 and February 15, 1995), and La Gente (Mayo 1995), as well as meetings with the editorial board of La Opinión, elected officials, and the Chávez Foundation. I would like to publicly acknowledge my gratitude to the new faculty who were always at my side during both pleasant and unpleasant circumstances.

Even before my appointment was public information on the UCLA campus, I was engaged in matters of public relations through an overzealous reporter from La Opinión who invaded the privacy of my home with harassing phone calls to my wife and daughter and later authored an attention-grabbing article that appeared on Sunday, November 20 on the front page of La Opinión. This article quoted accusations by UCLA Professor Jorge Mancillas of irregularities in my appointment and in the recruitment and appointment of the new core faculty, Alicia Gaspar de Alba, Otto Santa Ana, and Abel Valenzuela. After meeting with Harlan Lebo, Director of Communications for the College of Letters and Science, and Diana de Cardenas, Representative for the Office of Public Information, I, with the assistance of the new faculty, wrote a rebuttal and requested a meeting with the editorial board. The December 12 meeting attended by the three new faculty members, Diana de Cardenas, and myself produced an apology by the reporter involved, an agreement with Editor Monica Lozano to print my rebuttal (La Opinión, December 13, 1995) and an opportunity to write an editorial column on the mission of the
Chávez Center. The matter seems to have been resolved and we have established a good relationship with La Opinión.

Through Kim Savage, Federal Relations Coordinator in the Office of Community and Governmental Relations, the core faculty and I met with Congresswoman Lucille Roybal-Allard on December 21. The Congresswoman had requested a meeting in her Los Angeles office to discuss the progress of the Chávez Center. Otto Santa Ana, Abel Valenzuela, and Deborah Kallick, UCLA Director of Federal Relations, attended the meeting. On the evening of December 20, my daughter received a call from an unidentified female voice at my residence explaining that the Congresswoman had cancelled the meeting because of illness and had rescheduled for a later date. On that same evening, the Congresswoman received a call by someone, a female voice again, claiming to represent me, stating that I had cancelled the meeting because of illness. We did not learn that someone had attempted to keep me from attending the meeting until the following morning shortly before the scheduled appointment. However, I did participate in the meeting via telephone. The Congresswoman was upset at the "sabotage" and our meeting began awkwardly. Deborah Kallick and the faculty assured me that we had argued our case well. Under more pleasant circumstances, core faculty and I met for several hours with Assemblyman Antonio Villaraigosa during a visit to the UCLA campus on February 24.

Dean Scott L. Waugh, Development Officer David Melendez, and Sandra Sealy of Community Relations joined the Center faculty in attending the first César E. Chávez Legacy Awards Dinner at the Biltmore Hotel on March 31. Also, Professors Santa Ana and Valenzuela, as representatives of the Center, attended the MALDEF Banquet at the Century City Plaza Hotel on November 10.

X. DEVELOPMENT

We have made great strides this year: we have overcome some of the past divisions among students and faculty; the Chicana and Chicano Studies curriculum is now quite diverse and attractive; with Professor Camille Guerin-Gonzales on board, and offers to Professors Judith F. Baca and Aida Hurtado, we may be successful in recruiting some outstanding scholars to UCLA; and as of this past July 1, the IDP was consolidated with the new Center. In the next phase, strategic plans for development will play a crucial role especially with faculty support, curriculum enhancement, and programming.

Through David Melendez, Assistant Director for the Office of Development for the Social Sciences, I was involved early in my Chairship meeting with prospective donors. On December 7, the Center faculty and I hosted a luncheon sponsored by the Office of Development for the Social Sciences at the Fowler Museum of Cultural History for some eight business and community leaders.
The faculty and I prepared presentations on the progress and future plans for the Center and engaged in an interesting discussion. The luncheon was of no consequence for raising funds for the Center.

One of the events of this year’s Mexican Arts Series was a VIP preconcert reception. With this event, I wanted to attract to the UCLA campus business and community leaders, UCLA alumni, elected officials, and prospective donors to form a Friends of the Center group. The yield was not as I anticipated, but radio and television personality Mario Machado, who attended all of the events for the May 14 Tardeada, contacted me about producing a major fund-raising event for the Center. After discussing this possibility with Dean Waugh, I requested from Mr. Machado a written proposal. I have yet to hear from him and will soon contact him.

On the behest of David Melendez, a wish list was prepared by the Chair and faculty. Professor Santa Ana prepared a list emphasizing instructional support and curriculum development to provide undergraduates with critical academic and societal skills. Professor Valenzuela proposed a computer center to train undergraduates in research methodologies. As Chair, I requested endowments for an annual distinguished speaker lecture, a distinguished visiting scholar, and an annual conference. However, to my knowledge, these lists were never presented to any donors or funding agencies. The Center is in a disadvantage with regard to the other ethnic studies centers on campus who have not made a strict division between research and teaching. These other centers, I believe, have drafted proposals for presentation to the new UCLA campaign. The Center was left out of this possibility, as it was from funding for the 25th anniversary celebrations of the ethnic studies centers.

Over the course of the eight months of my Chairship, it has become evident that we are in great need of someone with an outstanding record in corporate and foundation relations with regard to fund-raising in the field of Chicana and Chicano Studies and also in Latino and Mexican programs. Our new institutional unit, so richly symbolic in its title and situated in Los Angeles, should yield fund-raising opportunities. I think it’s time that UCLA should think of an appointment in the area of Latino development that would assist us with our various academic and research programs across divisions and schools.

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I hope you sense my enthusiasm for the future of the Chávez Center. This has been a busy year, a learning experience for all members of the Center with accomplishments in crucial areas. For me, the transition to the Chairship of the Center was made easier through the assistance of Interim Chair Carlos Grijalva. During
the first weeks of my tenure, I was on the telephone with Professor Grijalva almost on a daily basis. Our success is owed also to Dean Scott L. Waugh who has been supportive of virtually every request that I have made to him. I have informed Dean Waugh that I am willing to serve for two more years as Chair. If I am allowed, I will continue to seize opportunities that enhance the Center’s curriculum and programming.

As we look toward the 1995-96 academic year, the following will be important agenda items: selecting a permanent faculty; establishing by-laws for the Center; forming standing committees; preparing an academic plan and possibly restructuring the curriculum; preparing the departmental self-review in Spring Quarter 1996; devising and implementing a development plan; and preparing a promotional brochure and a newsletter. If you have any comments, inquiries, suggestions, or would like to meet with me, please contact me at the Center through Elena Mohseni.
César E. Chávez Center
Calendar, 1994-95

Professors Santa Ana and Valenzuela attend MALDEF Banquet, Century City Plaza Hotel, November 10.


Chair and faculty meet with the Editorial Board of La Opinión, Corporate Headquarters, December 12.

Dean Waugh and Chair Calderón in a letter to Judith L. Smith, Chair of the UCLA Academic Senate, request consolidation of the Interdepartmental Program in Chicana and Chicano Studies with the César E. Chávez Center for Interdisciplinary Instruction in Chicana and Chicano Studies, December 20.

Chair and faculty meet with Congresswoman Lucille Roybal-Allard, Roybal Building, December 21.

Reception for Students and Chávez Center Faculty and Staff, James E. West Alumni Center, January 26.

Jovita Cárdenas, Workshop for Freshmen and Sophomores interested in pursuing a major in Chicana and Chicano Studies, February 7.

Chair and faculty meet with Assemblyman Antonio Villaraigosa, 2325 Murphy Hall, February 24.


Chair submits report on the progress of the Chávez Center for consolidation of the IDP with the CII. Submitted to Judith L. Smith, Chair of the UCLA Academic Senate, March 1.

Jovita Cárdenas represents Chicana and Chicano Studies at UCLA Transfer Alliance Program, Ackerman Grand Ballroom, March 3.

Chair and faculty meet with Magdaleno Rose-Avila, Director of the César E. Chávez Foundation, and Chávez family, La Paz, California, March 10.

Chair and faculty attend César E. Chávez Foundation Legacy Awards Dinner, Biltmore Hotel, March 31.

Chair and faculty meet with Magdaleno Rose-Avila, Office of Community Relations, UCLA, April 3.
"Counter Hegemonic Organizing in the Age of Global Capital: The Bus Riders Union and Transportation Policy in Los Angeles," Lisa Durán, Colloquium, 158 Haines Hall, Cosponsored with CSRC, April 11.

Special Screening of Tomás Rivera's "...And the Earth Did Not Swallow Him," UCLA Ackerman Grand Ballroom, Cosponsored with Office of the Chancellor/Academic Development, UCLA Latino Cultural Arts Committee, UCLA Alumni Association, UCLA World Fest, April 20.

Cinco de Mayo on the Hill, Concert with Banda America, Northwest Campus Auditorium, Cosponsored with Delta Terrace Residence Hall, May 4.

Chair submits second report on the progress of the Chávez Center in order consolidate the IDP with the CII. Submitted to Vickie Mays, Chair of the Committee on Undergraduate Courses and Curricula, May 5.


"Chicano Murals of East Los," Symposium, Dickson Auditorium, Cosponsored with Latin American Center, GSA, SALAS, Raza Women, USAC, CSRC, May 11.


Reading by Helena María Viramontes, Rolfe 1301, Cosponsored with Department of English, June 6.


Interdepartmental Program in Chicana and Chicano Studies consolidated with the César E. Chávez Center, July 1.