

Hispanic Heritage Celebration (9/18/89)

9/18/98

5:30 pm

Pond Room Union

See Poster for Co-Sponsors

This is an event in the Hispanic heritage celebration--a two week period with cultural, social and academic programs organized around the theme of "Latinos Building their Future".

Monday's event is a Lecture by Dr. Zaragosa Vargas, Assistant Professor of History, from the University of California Santa Barbara on the subject: America's Latino Mosaic: Struggles Past and Present and Prospects for the Future. A reception will follow.

Anne Martinez is organizing this and other events now that she is full-time in OMA. As of now she is scheduled to introduce you.

- **Hispanic groups wanted you to participate in the keynote address by Henry Cisneros on Friday but you will be in LA. They also hoped you would be able to attend the reception on Monday following the lecture but your calendar wouldn't allow this. So format is not great for Monday.**

You will be coming in as people arrive for lecture. You will be introduced to the lecturer and some of the organizers and then will be introduced to the audience to make a few welcoming remarks.

It might be good to arrive about 5:35 and mingle and then make remarks with apologies for having to leave.

Talking Points

It is a real pleasure to be here with you this afternoon to meet our distinguished alumni, Professor Vargas, other leaders and members of the Hispanic community here at Michigan and to share in this Hispanic Heritage Celebration with all of you.

Note: Dr. Vargas is a 1984 PH.D. in American Studies from UM. He taught for three years at Yale before going to UCB where he is also in Hispanic Studies. There is a chance that he is interested in returning here so this may be a recruiting opportunity.

I am very sorry that I cannot stay throughout today's program but I have to go on on to a meeting that has been scheduled for many months and that I could not change. In fact, I will be going late to it in order to come by to say a few words today.

I did not want to miss this chance to at least extend greetings and to say that I hope we will have the chance to meet and work together in the coming year.

The program of events you have planned brings the Hispanic branch of the Michigan community (family) together to learn about and discuss common issues and concerns as well as to celebrate and draw sustenance from each other and from one of the world's t richest and most cosmopolitan linguistic and cultural traditions in which you have your roots.

I know this celebration provides the first opportunity for the Hispanic community to come together as we begin our academi year to see old friends and meet new ones.

I have been very impressed with the warm sense of community among our Hispanic students at Michigan and I know that this is an important source of mutual support and ability to achieve some of your common purposes. We want to do everything we can to help you succeed here and to create the networks, organizations and collective life that will help sustain a sense of community in what can be a large and sometimes impersonal environment.

Michigan Mandate

As many of you know, the University is committed to increasing the representation of minorities among our students, faculty and staff. To achieve our goal of national leadership in minority affairs, we have developed a plan we call the Michigan Mandate that establishes long term objectives and strategies for achieving them.

So I think the focus of your program: “Latinos Building their Future” is very appropriate for this moment in our history. For I expect that Latinos to have a major part in the future of this University. We are committed to this and we want to work with you to achieve it our common objectives of increasing the numbers of Latinos among our faculty, students and staff and in assuring them success in their careers here. And in creating an environment that is welcoming to you and to our members.

Let me just point to a few highlights of our program this year.

Admissions

The Hispanic community at Michigan is a bit larger this year. We have succeeded in attracting more Hispanic scholars and students overall to come to the University so your numbers are growing and we are committed to

making them grow even faster in the years ahead.

Our new Director of Admissions, Rick Shaw, has come to us from the University of California at Berkeley, where he gained a reputation as the most successful recruiter of minorities in the nation. That's why we wanted him here. Now, after a year of putting systems and networks in place, we can really look for results from Rick's efforts from here on out.

In a year when applications were down by as much as 10% here and in peer institutions across the country, we have managed to hold our own in minority admissions. Although we won't have enrollment figures for some weeks yet,

Total Undergraduate admissions and transfer deposits=207

Long Term Investment Strategy.

The University is committed to making long term improvements and to significantly increasing minority enrollments and, believe me, we have high goals for our eventual success in increasing the number of Hispanic students and faculty.

But we realize that we cannot achieve our goals overnight. We have chosen to take a long term approach that may not get immediate payoff or grab the headlines but that will contribute to long term improvements in the

numbers of students in the pipeline for college, graduate school and the academic profession.

We are doing this by reaching out to k-12 education in Michigan and nationally where we know that there are substantial minority enrollments, developing cooperative programs to strengthen educational preparation and motivation.

We are committing more and more funds to financial aid to assure that every Michigan student we admit will have financial needs met.

We are reaching out to community colleges in Michigan and nationally to develop programs of information and cooperation to facilitate transfer to Michigan. This is going to be a major source of Hispanic students in the years ahead and we are committed to recruiting them.

Probably our most significant investment of the past two years is in graduate student aid. We simply must produce more Ph.D.'s if our nations universities and colleges are going to have adequate numbers of minority faculty and researchers in the decades ahead. Because of our size and scope, Michigan is in a position to really affect the total

national pool of PH.D's. These numbers will grow as our programs for undergraduates such as *SRDP, which included 13 UM Hispanic students. * the ISR summer institute included a two week special course for Hispanic students and faculty on survey research methods. These and many other programs are intended to increase the numbers of undergraduates going on to graduate school.

This year we recruited 84 Hispanic graduate students who have made deposits up from 69 last year.

Our professional schools are taking national leadership in recruitment of minorities. for example, the Business School has 17 Hispanics who made deposits for the entering class.

Faculty Recruitment

This year we recruited 45 total minorities to the faculty, including lecturers, of whom 9 are Hispanic.

Hispanic Cultural Presence

Programs like Hispanic Heritage Celebration are important because they help to create a sense of community and identity in what can be a large and too impersonal place. The University encourages these activities for the benefits to the Hispanic community but also because they make a critical contribution to the educational and cultural experience of of entire University community.

The University community needs the enrichment of the cultural and scholarly programs you have prepared for this Celebration probably a lot more than you do.

Hispanics are becoming a growing force in this country and because of their accomplishments in national life and because their numbers are increasing so rapidly that they are predicted to be our largest ethnic group sometime in the next century. This makes it imperative that we know and understand the many Hispanic people who are are fellow citizens and neighbors.

Of course, given the importance of Spanish speaking nations, it is also important that we know and understand their language and cultures if we want to do business, cooperate peacefully with them and achieve our common aspirations for our common future in this increasingly internationalized world we are living in.

Finally, and in many ways most , importantly, We need to learn from you and from the great cultural wealth the Hispanic community brings to the world of ideas, of art and creativity and of moral and spiritual understanding. Many of the world's greatest writers and artists, and thinkers are products of Hispanic culture both in the old

world and the new . Writing in Spanish today are some of the most insightful and eloquent authors of our time and a number of them are recording the experience of the Hispanic community in this country in ways that are altering our consciousness of our national experience as they reflect the of the intensity and richness of the burgeoning Latino life of of our cities.

So we have much to learn from you and I hope our students and faculty will learn from the program you celebrate this week. It also looks as though everyone will have a chance for a good time, too, and I am sorry I will be out of town part of this coming week and will miss out on all the fun.

On behalf of the University, I wish you every success with the Celebration. I thank you for all the work that has gone into it. We appreciate all you are doing and look forward to having more time with you before long.

Thanks again.

