

Bridge to Somewhere: Latino Networking for Institutional Change

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Questions for Consideration

- How to put heart-felt passion in terms administrators get?
- How are expectations managed?
 - When org constraints conflict with your heart
 - When you have built a groundswell and need to engage people
- What are the necessary and sufficient conditions for a campus-wide Latino association?
- What is the right catalyst?
- Once started, how is the movement maintained?
- How is it expanded?
 - Campus → City → State → World
 - Network or die

The Story of ALIANZA

- Association of UNCG students, faculty, staff dedicated to deepening connections among Latino and Latino allies across UNCG to:
 - Build a strategic framework to promote Latino student access, retention, and graduation
 - Energize Latino-focused scholarship

The Story of ALIANZA (cont'd)

- Latino staff were advocating for students as early as 2004
- Expanding Latino student population
- Bigger conversations emerged out of themed networking begun by Multicultural Affairs
- Major change began in summer 2013 and continued for the next year

Success Factors

- Deeply dedicated advocates pushing for years
- Rapidly accelerating “sense of self”
- *Blitzkrieg*
- Latinos in key places across campus
- Key contacts and opportunity windows
- Big vision that connected with everyone
- Complement don’t compete
- Be a resource
- Depressed campus
- Freedom of engagement
- Budget neutral approach
- Anchor points
- “Agendaless” meetings on neutral ground
- Always ask: “Are we still having fun?”

Challenges

- Those with “history” sometimes get stuck in it
- Turf battles
- Box shifting
- Bureaucratization/centralization tendency
 - Control freaks and form over substance problem
- Want forward posture, but get relaxed posture
- Changing the narrative
- Retention
- Faculty buy-in
- Culture of powerlessness

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Dimensions	Components
Org plasticity	
Campus heart matters	
Budget	
Student population	
External political environment	
Like-minded campus orgs	
Community orgs	
Connectedness of players	
Vision anchor points	
Vertical ← → Horizontal	