



HACU

HISPANIC  
ASSOCIATION  
OF COLLEGES &  
UNIVERSITIES

VOLUME 12, NO. 12, DECEMBER 2003

# THE VOICE

OF HISPANIC HIGHER EDUCATION



**INSIDE THIS ISSUE:  
Scenes From HACU's  
17th Annual Conference**

*Grand Opening Grand Opening Grand*

## INTERNATIONAL AWARD

■ HACU presented its highest international education award, the Exemplary International HACU Member Institution Award, to the University of Guadalajara during HACU's 17th Annual Conference. The University of Guadalajara is the second largest university in Mexico and one of the country's leading research institutions.

## PHILANTHROPIC AWARD

■ HACU presented the Verizon Foundation, the philanthropic arm of Verizon Communications Inc., with HACU's Extraordinary Philanthropic Partner Award during HACU's 17th Annual Conference. With the support of a \$250,000 grant from the Verizon Foundation, HACU is expanding the reach of online education technologies in the Hispanic higher education arena with a new HACU Virtual Learning Marketplace Initiative. Hispanic Magazine named Verizon to its "Corporate 100" list in 2001, 2002, and again in 2003.

## OUTSTANDING MEMBER AWARD

■ California State University at Fullerton was the recipient of HACU's 2003 Outstanding HACU Member Institution Award. Cal State Fullerton, a national leader in Hispanic higher education outreach, is one of the top universities in the country for the number of bachelor's degrees awarded to Hispanics, and also for its high numbers of Hispanic administrators and faculty members. Cal State Fullerton, a sponsor of HACU's 17th Annual Conference, also hosted the pre-conference Youth Leadership Fair.

## PUBLIC POLICY LEADERSHIP

■ U.S. Representative Jerry Lewis of California received HACU's Exemplary Public Policy Leadership Award for 2003. Lewis, a member of the powerful House Appropriations Committee, has been instrumental in winning new support for HSIs.

## PRIVATE SECTOR PARTNER AWARD

■ Gateway Inc. was the recipient of HACU's Outstanding Private Sector Partner Award for 2003. Through a formal partnership with HACU established last year, Gateway is providing discounted computers and a rebate program to HACU member and partner colleges and universities. More than 7,000 computer systems have been delivered, along with more than \$200,000 in rebates, to HACU member institutions in the past year.

## HACU HONORS NSF

■ HACU presented its 2003 Outstanding Public Sector Partner Award to the National Science Foundation (NSF). With a \$100,000 grant from the NSF, HACU this year formed the NSF/HACU Task Force to address increasing the ranks of under-represented Hispanics in science, technology, engineering, and mathematics (STEM) fields. The NSF is also supporting HACU with a grant designed to recruit Hispanic undergraduate and graduate science, math, and engineering students for research experience in Science and Technology Centers around the country over the next two years.

## GOVERNING BOARD AWARDS

■ HACU presented special awards to four outgoing members of the HACU Governing Board for outstanding service to HACU and the Hispanic higher education community. Awards were presented during HACU's 17th Annual Conference to: Ricardo Fernandez, President of Lehman College of the City University of New York; Piedad Robertson, President of Santa Monica College in California; Max Castillo, President of University of Houston-Downtown, and to Tito Guerrero III, President of Stephen F. Austin State University.

## COORS AND HACU

■ Coors Brewing Company, a sponsor of HACU's 17th Annual Conference, presented a \$35,000 gift to HACU at the conference for scholarships for students attending HACU member colleges and universities. Coors Brewing Company earlier this year provided \$125,000 in scholarship funds to HACU for the Coors Light Academic Success in Education (CLASE) scholarship program. HACU's 2004-05 scholarship application and program eligibility requirements will be posted on the "Student Resources" page at [www.hacu.net](http://www.hacu.net) in early 2004.

## YOUTH LEADERSHIP DAY

■ Nearly 900 California high school students attended HACU Youth Leadership Day events at HACU member California State University at Fullerton during HACU's 17th Annual Conference. Coordinator Isaac Cardenas said the goal was to provide students "with a greater awareness of the importance of early preparation for college, increased knowledge about admission requirements and financial aid opportunities, and highly motivated overall to pursue a bachelor's degree and beyond."

## OVERVIEW

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### ABOUT OUR COVER

From left, Northeastern Illinois University President Salme Harju Steinberg joins U.S. Coast Guard Vice Admiral Thad Allen and HACU President and CEO Antonio Flores at ribbon cutting ceremonies opening HACU's 17th Annual Conference. A special report begins on Page 5.

### MARK YOUR CALENDAR!

The HACU 2004 Capitol Forum on Hispanic Higher Education:  
March 28–31, 2004  
Washington, D.C.  
Register online at [www.hacu.net](http://www.hacu.net)!

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## HACU GOVERNING BOARD 2003-2004

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## ABOUT HACU

The Hispanic Association of Colleges and Universities represents more than 340 member and associate member colleges and universities in the United States, Puerto Rico and abroad with high Hispanic student enrollment rates — including federally designated Hispanic-Serving Institutions. HACU's mission is to improve access to and the quality of post-secondary educational opportunities for Hispanic students; to meet the needs of business, industry and government through the development and sharing of resources, information and expertise; and to promote the development and success of member and associate member colleges and universities.

## MESSAGE FROM THE PRESIDENT



# AMERICA'S PATH TO A BRIGHT FUTURE

By Antonio R. Flores  
President and CEO of HACU

Innovation and excellence are America's surest path to a brighter future for America's diverse learning communities, as confirmed by the extraordinary gathering of Hispanic higher education leaders at HACU's 17th Annual Conference in California in October.

The dedication to excellence that defined every event at this important national conference for Hispanic higher education will inspire us throughout the year ahead, as we accelerate efforts to win new support for those higher education institutions that remain our best investment in the future of our nation's youngest and largest ethnic population.

HACU's 17th Annual Conference produced a call for substantial new funding and program support for Hispanic higher education, and laid the foundation for new partnerships capitalizing on the

resources and expertise of our country's government and industry sectors to create new opportunities for Hispanic students.

The annual conference also provided our membership an opportunity to share their model programs and best practices. Conference participants were able to explore the means to open the doors to a new era of diversity in the top administrative ranks of higher education through HACU's 2nd Annual Latino Higher Education Leadership Institute, which has become a standing feature of our annual conferences.

Our place in the global arena of education and economic development produced a remarkable convergence of leadership at an International Plenary that called for new cross-border partnerships among our national and international member institutions.

I welcome the leadership of Miguel Palacios, President of the Desert Vista Campus of the Pima County Community College District in Arizona, who was elected Chair of the HACU Governing Board during the 17th Annual Conference. He is a renowned advocate for Hispanic higher education whose expertise in the community college arena will be especially

welcomed, since more than 50 percent of all Hispanic higher education students attend community colleges.

I welcome the continued leadership of outgoing Chair Salme Harju Steinberg, President of Northeastern Illinois University, who will now oversee the vital work of the Government Relations Committee as Chair of this important HACU Governing Board committee.

HACU's 17th Annual Conference celebrated the national leadership of Tomas Arciniega, President of California State University, Bakersfield,

at our first HACU Roast and Fundraiser. We welcome his continuing leadership as a new member of the HACU Governing Board.

Certainly, HACU's work in the year ahead will be enhanced by all of our distinguished new board members,

including: Ricardo Romo, President of the University of Texas at San Antonio; Maria Sheehan, President of California's College of the Desert, and Tessa Martinez Pollack, President of Our Lady of the Lake University in Texas.

We will look to the continuing guidance of Sigfredo Maestas, President of Northern New Mexico Community College and Dolores Fernandez, President of Hostos Community College of the City University of New York, who were elected to second three-year terms on the HACU Governing Board.

In these challenging economic times, we are deeply indebted to the commitment to Hispanic higher education success from members of our HACU Governing Board and HACU Corporate & Philanthropic Council, who provide invaluable oversight and guidance to our efforts each year.

HACU is grateful for the active participation of all of our members, sponsors, partners and allies who made HACU's 17th Annual Conference an outstanding success that we will build upon in preparation for next year's annual conference. I look forward to seeing you again next October at HACU's 18th Annual Conference in Miami.

*"The dedication to excellence that defined every event at this important national conference for Hispanic higher education will inspire us throughout the year ahead..."*



# CONGRESS, HSIs AND THE HIGHER EDUCATION ACT

By Gumeindo Salas  
Vice President of Government Relations

With final votes expected next year on reauthorization of the Higher Education Act, the Hispanic higher education community will enjoy a stronger voice in both houses of Congress with the anticipated creation of a House Hispanic-Serving Institutions Coalition.

Patterned after the Senate Hispanic-Serving Institutions Coalition, which has led efforts to win record new funding for HSIs, the House Hispanic-Serving Institutions Coalition will also be a bipartisan advocate for the Hispanic higher education community.

HACU, which advocated for creation of both coalitions, is awaiting finalization of the founding membership of the House HSIs Coalition. This new coalition will be a welcome addition to the longstanding support in the House from the Congressional Hispanic Caucus and Congressional Hispanic Conference.

HACU is proposing a comprehensive series of amendments to the Higher Education Act (HEA) specifically addressing the needs of HSIs on issues ranging from articulation and immigration to graduate education and technology.

Workshops at HACU's 17th Annual Conference in October on evolving HEA reauthorization issues and the upcoming FY 2004 budget votes in Congress attracted strong attendance from representatives of HACU member colleges and universities. The grass roots voice of HACU's membership is critical to advocating for substantial new increases in federal funding for Hispanic higher education.

The Senate Health, Education Labor and Pensions Committee held its first HEA reauthorization hearing on October 16 to explore how to expand access to college.

At HACU's 17th Annual Conference, Assistant U.S. Education Secretary for Postsecondary Education Sally Stroup stressed the need to also address retention issues because of high dropout rates among Hispanic college freshmen and sophomores.

During the conference's closing Town Hall Meeting, Assistant Secretary Stroup called upon the membership of HACU to propose model programs and initiatives specifically addressing college retention.

HACU urges its membership to respond to this invitation to contact Assistant Secretary Stroup on higher education retention issues. HACU's Washington, D.C., office will assist in relaying information and correspondence.

HACU continues to monitor legislation of importance to the Hispanic higher education community that now is approaching final votes in Congress for the FY 2004 budget. HACU will be dispatching HACU Action Alerts to the leadership of all member and partner colleges and universities on key votes expected to take place before the end of the year.

U.S. Representative Pete Hoekstra of Michigan, Chair of the Select Education Subcommittee of the House Education and the

Workforce Committee, introduced H.R. 3077, "The International Studies in Higher Education Act of 2003." H.R. 3077 would provide special funding opportunities to HSIs and other institutions serving under-represented populations for new international higher education programs.

HACU also is advocating for passage of H.R. 1871, "The Community College Partnership Act of 2003," introduced by U.S. Representative David Wu of Oregon. The bill would encourage more articulation agreements between two-year and four-year institutions.

Since more than half of all Hispanic higher education students attend two-year colleges, this bill is of particular importance to HACU's longstanding efforts to increase the numbers of Hispanic college students attaining four-year and graduate degrees.

A new graduate education bill, H.R. 3076, the "Graduate Opportunities in Higher Education Act of 2003," proposes amendments to Title VII of the HEA, but includes no special provisions for HSIs. This is in contrast to H.R. 2238, which specifically calls for first-time funding for graduate education for HSIs under Title V.

HACU has called upon the leadership of all HSIs to join HACU in persuading Congress to include the language of H.R. 2238 in final HEA reauthorization legislation.

HACU's 2004 Capitol Forum on Hispanic Higher Education will prove a powerful platform for promoting HACU's HEA reauthorization agenda by bringing the leadership of the Hispanic higher

education community in direct contact with the leadership of Congress.

The Capitol Forum is scheduled March 28-31, 2004, at the Washington Marriott Hotel in Washington, D.C.

In this uncertain economy, the Capitol Forum will provide an extraordinary opportunity for the leadership of our institutions to personally convey the fiscal and demographic challenges facing every institution of higher learning.

In addition to a day of Visits to Capitol Hill, HACU is inviting the leadership of Congress, the White House and the U.S. Department of Education to actively participate at interactive Capitol Forum sessions and workshops.

What transpires at this election year Capitol Forum will impact decisions by Congress and the White House for the remainder of 2004, especially as they relate to HEA reauthorization, which will determine federal spending policies for all higher education institutions for the next five years.

It is vital that HACU present a strong voice and record attendance at the 2004 Capitol Forum. Please make plans now to attend this important conference.

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*This bill is of particular importance to HACU's longstanding efforts to increase the numbers of Hispanic college students attaining four-year and graduate degrees.*

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# HISPANIC HIGHER EDUCATION CONFERENCE CALLS FOR NEW FUNDING, PARTNERSHIPS

**H**ACU's 17th Annual Conference ended with calls for new education funding and wider partnerships to support efforts to increase the ranks of Hispanic college graduates. More than 1,000 people attended the conference October 18-21 in Anaheim, California.

"There was consensus at every conference event that we must convince Congress and the country to make closing the Hispanic college graduation gap a national priority," said HACU President and CEO Antonio Flores.

"The stakes are enormous because of the profound impact our nation's youngest and largest ethnic population will have on our country's future economic strength and global leadership," Flores said.

Hispanics make up the fastest-growing college-age population in the United States, but continue to suffer the lowest high school and college graduation rates of any major population group.

"In these challenging economic times, we can present a powerful voice for academic excellence," said outgoing HACU Governing Board Chair Salme Harju Steinberg, President of Northeastern Illinois University.

"Our higher education institutions are the best in the world. We must not allow economic pressures at the state or

national level to diminish our investments in our institutions of higher learning. They are fundamental to sustaining our domestic peace and prosperity and our leadership as a free and enlightened democracy," said Steinberg.

Miguel Palacios, President of the Desert Vista Campus of the Pima County Community College District in Arizona, was elected the new Chair of the HACU Governing Board.

Sigfredo Maestas, President of Northern New Mexico Community College and Dolores Fernandez, President of Hostos Community College of the City University of New York, were elected to second three-year terms on the HACU Governing Board.

New members of the HACU Governing Board were elected: Ricardo Romo, President of the University of Texas at San Antonio; Maria Sheehan, President of California's College of the Desert; Tessa Martinez Pollack, President of Our Lady of the Lake University in Texas, and Tomas Arciniega, President of California State University at Bakersfield.

Arciniega, a renowned advocate for



*At the Student Track workshops.*

Hispanic higher education, was honored at HACU's First Annual Roast and Fundraiser before the start of this year's conference. Proceeds will support the general work of HACU and a new scholarship in Arciniega's name.

Among the sponsors of the HACU Roast and Fundraiser were the Educational Testing Service (ETS), The Coca-Cola Company, Mariachi International de Mexico, Miller Brewing Company and Southern California Edison.

In an uncertain economy, the higher education community also must share resources and expertise to ultimately increase Hispanic college graduation rates, participants agreed.

*continued on page 6*

## HACU AND THE ARMY ROTC

**H**ACU joined the leadership of the Army ROTC for the Fourth Annual Army ROTC-HACU Conference preceding the start of HACU's 17th Annual Conference. The Army ROTC produces more than 75 percent of all Army officers. "We have produced half a million lieutenants for the Army," said Brigadier General Neal Sealock, Deputy Commanding General for the U.S. Army Cadet Command.

"You only have to look at recent events to see what those youngsters are doing," Sealock said. "We owe it to them to have the best program we can."

Leadership training and management skills are high priorities among the wide range of experiences provided to students in the Army ROTC's college programs, which combine classroom time with hands-on experience for students who can be majors in a variety of disciplines. Former Army ROTC students include top corporate CEOs and two U.S. Secretaries of State.

The Army ROTC (Reserve Officer Training Corp) is committed to increasing diversity in its ranks. "We want our services to be representative of the demographics of America," Sealock said.

HACU has strengthened its partnerships with the Army and Army ROTC since a formal Memorandum of Understanding (MOU) was signed with the Secretary of the Army in 2002.

Army ROTC Hispanic Access Initiative programs now are in place at 14 HACU member Hispanic-Serving Institutions.



*Brigadier General Gratton (Neal) Sealock, Deputy Commanding General for the U.S. Army Cadet Command.*

## HISPANIC HIGHER EDUCATION CONFERENCE, *continued from page 5*



*U.S. Congressman Navier Bercerra of California at the Opening Plenary.*

### ACCESS AND RETENTION

“Access is always the first issue on everyone’s mind,” said Assistant U.S. Secretary of Education Sally Stroup. The Assistant Secretary for Postsecondary Education also challenged conference participants to focus on retention issues to better address traditionally high Hispanic dropout rates during the first and second year of college. “Once you’re a junior, you’re more likely to finish,” she said.

HACU is advocating for record new federal funding increases for Hispanic higher education in federal Fiscal Year (FY) 2004. HACU is also advocating for longer-term, wider-reaching increases in funding support as part of the five-year reauthorization of the Higher Education Act.

Flores attracted applause when he told the conference that HSIs next year for the first time are likely to surpass the \$100 million mark in annual federal funding under Title V of the Higher Education Act.

As the nation’s leading voice for Hispanic higher education, HACU has won substantial increases in each of the last several years for HSIs, said U.S. Representative Xavier Becerra of California.

“Our progress has been impressive, but HSIs are still the most under-funded cohort of institutions serving the most under-served population. We need to take it to that next level,” Becerra told conference participants.

“Latinos are the work force of the future of America,” U.S. Representative Loretta Sanchez of California, told the conference. “Where we go, so goes America.”

Sanchez and Becerra are members of the Congressional Hispanic Caucus,

which has proven instrumental in winning new support each year from Congress for the Hispanic higher education community.

### PARTNERSHIPS

The conference’s International Plenary attracted a large audience to hear a call for new cross-border academic partnerships from panelists from the United States and Mexico, including Juan Jose Serrato, Director of Bilateral Relations for Mexico’s Ministry of

Public Education.

“We know that education is a challenge, but it is also an opportunity,” Serrato said. “We have to keep pushing to guarantee an education to all of our children.”

The leadership of HACU joined the Army, Air Force and the leadership of the U.S. Department of Defense (DoD) for a series of pre-conference events and workshops.

The leadership of HACU and the DoD signed a new Collaborative Partnership Agreement during the conference that will promote new research and employment opportunities to students and faculty at HACU member colleges and universities.

The Air Force hosted a special reception to honor past and present Hispanic decorated military personnel and veterans. “Hispanics have contributed to our national security and defense with distinction and honor,” Air Force Deputy Assistant Secretary for Equal Opportunity Shirley Martinez said.

Nearly 900 Southern California high school students attended a pre-conference Youth Leadership Day event featuring workshops and special sessions designed to encourage Latino high school students to aim early for a college degree.

### LEADERSHIP

The shortage of Hispanic higher education executives was the subject of a pre-conference Latino Higher Education Leadership Institute, sponsored by The College Board, which addressed the need to add more diversity to top administrative ranks in higher education.

Many of the world’s leading corporations and government agencies were among sponsors of HACU’s 17th

Annual Conference, including AT&T, the Central Intelligence Agency, Eastman Kodak, Gateway, the Army, Coast Guard and U.S. Department of Agriculture.

Other conference sponsors included: Altria, Citibank, Coors Brewing Company, the Farm Credit Administration, Hispanic Magazine, Latina Style Magazine, Miller Brewing Company, Verizon Communications, Academic Systems, Cal State Fullerton, Capital One, the Educational Testing Service (ETS), ESX Engineering, Hispanic Network Magazine, The College Board and Toyota.

Conference sponsors also included: Freddie Mac, the Los Angeles Unified School District, Marriott International, Office of Surface Mining of the U.S. Department of the Interior, Southwest Airlines, TIAA-CREF, Towers Perrin, the U.S. Department of Commerce and McDonald’s Corporation.

HACU presented its highest awards for 2003 at the annual conference to:

- Gateway Inc. as Outstanding HACU Private Sector Partner;
- National Science Foundation as Outstanding HACU Public Sector Partner;
- U.S. Representative Jerry Lewis of California for HACU Exemplary Policy Leadership;
- Verizon Foundation as Extraordinary HACU Philanthropic Partner;
- Cal State Fullerton as Outstanding HACU Member Institution;
- University of Guadalajara in Mexico as Outstanding HACU International Member Institution.



*Juan Jose Serrato, Director of Bilateral Relations for Mexico’s Ministry of Public Education, addresses the International Plenary at the 17th Annual Conference.*

# TOWN HALL MEETING INVITES LIVELY EXCHANGE

A lively exchange of ideas and challenges for the Hispanic higher education community marked the closing Town Hall Meeting at HACU's 17th Annual Conference.

Assistant U.S. Education Secretary for Postsecondary Education Sally Stroup challenged college administrators to take the lead in efforts to end high dropout rates among first- and second-year college students by helping elementary and high schools ensure that students are better prepared academically for college.

"The higher education community needs to do more in the K-12 community," Stroup said. "High schools need to know what you want."

Affordability is a key factor in college retention, especially in states such as California that have recently implemented tuition increases, Adela Lopez, Department Coordinator for ethnic studies at Fullerton College in California, said during the annual Town Hall Meeting's traditional Q&A period. "I want you to fight hard for these students, for affordability," Lopez told Stroup.

Because of current budget constraints in an uncertain economy, some colleges are being forced to eliminate students by eliminating the classes they need, participants said.

Doreen Juarez, President of Associated Students of Ventura College in California, said students also are being "hit hard" by expensive textbooks, tuition increases and the closing of some campus clinics because of budget cutbacks.

A representative of the University of Missouri suggested funding be sought for higher education leaders to join forces to address high school-to-college pipeline issues. A representative of Florida International University said a return to forgivable loan programs should be considered in addressing college affordability.

College readiness is not a new issue, said Marvin Martinez, Associate Vice President of Planning and Development at California's Santa Monica College, citing the need to better coordinate available resources for college readiness programs.



*Assistant U.S. Education Secretary Sally Stroup and HACU President and CEO Antonio Flores at the Town Hall Meeting.*

Stroup encouraged HACU's membership to contact her directly with ideas and information about successful programs to increase student access and retention rates.

Christina Haugland, a student at Ventura College, praised Stroup and the gathering of higher education leaders for focusing on the needs of students. "Thank you for fighting for us," Haugland said, "Don't forget about us. We are your future."



*Freddie Mac executive Jim Park addresses the conference.*

## CREDITSMART ESPAÑOL EXPANDS

The campus edition of the national *Credit Smart Español* program, a free consumer credit education initiative, is expanding to three more HACU member colleges in New York, Arizona and Texas.

HACU and Freddie Mac announced the program expansion during

HACU's 17th Annual Conference in Anaheim.

The popular, Freddie Mac-funded credit education program is being extended to Lehman College of the City University of New York, the Desert Vista Campus of the Pima County Community College District in Arizona and South Texas Community College.

Since January of this year, HACU and Freddie Mac have launched *CreditSmart Español* at nine HACU member colleges and universities in Texas, Florida, California, and Puerto Rico.

*CreditSmart Español* is an extension of the trademarked *CreditSmart*® initiative from Freddie Mac, one of the nation's largest investors in residential mortgages.

*CreditSmart Español* is designed to help narrow the homeownership gap for Hispanic families by offering free classes in building strong credit and financial literacy. Sixty-eight percent of families overall own their own home, but only 48 percent of Latino families are homeowners, according to the U.S. Census Bureau.

"By expanding *CreditSmart Español's* reach into the Latino community, we are building new opportunities for America's Hispanic families to achieve homeownership," said Jim Park, Vice President of Industry Relations and Housing Outreach at Freddie Mac. "I want to thank our colleagues at HACU and its member colleges for coming together to expand the opportunity for homeownership and financial well-being in the Hispanic community."

Freddie Mac provides workshop materials in Spanish and English, and funding to each participating college to teach credit and money management skills to help participants better prepare for future homeownership, a college education for their children and other life-long financial goals.

The program was launched at HACU member California State University at Fullerton immediately preceding the 17th Annual Conference. Trained volunteers from the Latino Business Student Association at Cal State Fullerton led the first workshops.

"All students have questions about what affects their credit score, particularly as we are trying to build credit," said Raymond Garcia, President of the Latino Business Student Association and a volunteer instructor at Saturday's workshops.

# Scenes from 17th Annual



*Adriannaz Barrera,  
President of Los  
Angeles Mission  
College, at the Town  
Hall Meeting.*



*Chancellor Agnes Mojica visits the Inter  
American University of Puerto Rico,  
San German, booth at the conference  
Exhibit Hall.*



*Singer  
Iris Zambrano  
at the HACU  
Roast and  
Fundraiser.*



*Cal State Fullerton President Milton Gordon joins HACU  
President and CEO Antonio Flores to present an award to  
U.S. Representative Loretta Sanchez of California.*



*Coors Brewing  
Company executives  
present a check to  
HACU for a new  
scholarship program.*







*At the International Plenary.*



*(above) Hollywood celebrity emcee Mario Lopez presents a proclamation to Tomas Arciniega, President of California State University, Bakersfield, at the HACU Roast and Fundraiser honoring Arciniega.*



*Military veterans join HACU for pre-conference celebration of Hispanic military heroes.*



*At the HACU Latino Higher Education Leadership Institute.*

# HACU AND THE COAST GUARD: PARTNERS FOR DIVERSITY

When the United States Coast Guard announced its commitment to increasing diversity in its ranks, the commitment was personal. The much decorated Coast Guard Captain Adolfo Ramirez last year became the first Coast Guard officer to be assigned to a nonprofit association as in-house Executive on Loan to HACU for a three-year term.

This year, the Coast Guard's third in command, Vice Admiral Thad W. Allen, came to HACU's 17th Annual Conference to personally convey the Coast Guard's commitment "to make a difference" in efforts to increase the ranks of Hispanics in the Coast Guard's top civilian and officer ranks.

"The core of this partnership is to continue building a foundation that is mutually supportive and interconnected through shared vision, values and mission," Allen told HACU's 17th Annual Conference.

"Through progressive alignment, our efforts will develop leaders who have a passion for public service, possess a desire to transform organizational attitudes and behaviors, and build a workplace culture that will serve us well for generations to come," Allen said.

Joining him at HACU's 17th Annual Conference was the Coast Guard's highest ranking civilian, Walter Somerville, Assistant Commandant of Civil Rights, and Machinery Technician Second Class Manuel Huevo, who received the Coast Guard Achievement Medal for heroism for his actions in Operation Iraqi Freedom.

Huevo's honors "give me the chance to highlight the Coast Guard's role in Homeland Security, which extends well beyond our borders," Vice Admiral Allen said.

The sheer diversity of career paths is attracting an increasingly diverse pool of officer and civilian management candidates to the Coast Guard, which also patrols 95,000 miles of coastline in addition to the guard's humanitarian, intelligence, technology and armed forces roles.

"We're a low-density high-demand force right now," Vice Admiral Allen said. With total numbers varying between 36,000 and 40,000, "we're smaller than the Miami-Dade school system," he said.

With multiple responsibilities, Coast Guard personnel are especially adept at multi-tasking, which means "you're never bored," attested Allen, who has spent his career with the Coast Guard.

The Coast Guard's investment in diversity translated into an investment in HACU and Hispanic-Serving Institutions totaling more than \$300,000 just this year, said Allen, who has joined Captain Ramirez on some of his more than 25 trips to HACU member colleges and universities in the past year.



*HACU President and CEO Antonio Flores joins Cal State Fullerton President Milton Gordon to present an award to U.S. Coast Guard Vice Admiral Thad Allen at HACU's 17th Annual Conference.*

The Coast Guard was a sponsor of HACU's 16th and 17th Annual Conferences, and will invite participants from local, regional and national programs and offices to participate at HACU's 18th Annual Conference in Miami.

Vice Admiral Allen, former Commander of the Coast Guard Atlantic Area, Fifth Coast Guard District, assumed duties as Chief of Staff and Commanding Officer at Coast Guard Headquarters in Washington, D.C., in May 2002. As third in command of the Coast Guard, Vice Admiral Allen is responsible for all planning, budget and personnel functions of the service.

Vice Admiral Allen himself is the product of Coast Guard education opportunities he is now promoting. A graduate of the U.S. Coast Guard Academy in 1971, he also now holds a Master of Public Administration from George Washington University and a Master of Science degree from the Sloan School of Management of the Massachusetts Institute of Technology (MIT).

For nine years, the Coast Guard has been a partner with the HACU National Internship Program (HNIP), offering paid internships and professional development opportunities to students from HACU member colleges and universities at Coast Guard units around the country. Vice Admiral Allen announced plans to expand the Coast Guard's partnership next year with what has become the nation's largest Hispanic college internship program.

The Coast Guard's College Student Pre-Commissioning Initiative (CSPI) pays for a student's last two years at a four-year college. The CSPI program pays for tuition, lab fees and books, and provides a monthly stipend to pay for housing and food. In addition, CSPI students are enlisted into the Coast Guard Reserve and receive benefits that include medical, dental and eye care, commissary and Base Exchange privileges, and other benefits.

Upon graduation, the student is guaranteed a slot at Officer Candidate School, a 17-week program that produces commissioned officers with a rewarding three-year commission to the Coast Guard.

At the 17th Annual Conference, Vice Admiral Allen invited HACU to explore expanding the CSPI Program to target graduates from two-year Hispanic-Serving Institutions (HSIs) to enroll them at four-year HSIs and pay for them to finish their undergraduate degrees in preparation for Officer Candidate School.

Students at two-year HSIs also are being encouraged to apply directly to the Coast Guard Academy, a four-year military academy that offers full scholarships valued at more than \$200,000. Upon graduation, students receive a bachelor's degree, a commission as an Ensign and a five-year commitment in the Coast Guard.

High school and college students not accepted directly into the Academy can be considered for a fully funded one-year college preparatory program at the Naval Academy Preparatory School or a selected post-high school military school under the Coast Guard's Recruiting Initiative for the 21st Century.

## HISPANIC LEADERSHIP IN CORPORATE AMERICA

**H**ACU President and CEO Antonio Flores testified before Congress in October before the new Congressional Hispanic Caucus Taskforce on Corporate America.

“We cannot hope to sustain our economic prosperity without a corporate sector that is more reflective of our diverse citizenry,” said Flores, who also is chair of the Hispanic Association on Corporate Responsibility (HACR).



*HACU President and CEO Antonio Flores testifies before Congressional Hispanic Caucus Taskforce on Corporate America.*

“HACR and HACU share with the Congressional Hispanic Caucus the same mission to promote workforce diversity by our efforts to increase the ranks of qualified Hispanics with business degrees, and by promoting the expansion of employment opportunities for Hispanics in corporate management ranks,” Flores said.

HACR is a national coalition of the 11 largest Hispanic organizations in the United States. “HACR believes

it is essential that the economic benefits reaped by Corporate America be shared with the communities that help create these benefits for corporations and their shareholders,” Flores testified before the new task force headed by U.S. Representative Joe Baca of California.

HACR’s 2003-2004 Corporate Governance Study reports that Hispanics hold less than 2 percent (1.8 percent) of Fortune 1,000 board seats. Hispanics represent 10.7 percent of the private sector labor force, but only 4.7 percent of private sector officials and managers—and just 1 percent of executive officers.

“Even more sobering is the exceedingly low proportion of Hispanic executive officers, a meager 1 percent, because it indicates that there are actually fewer Hispanics in the pipeline than serving on boards,” Flores testified.

Still, these numbers represent an increase over the past decade, Flores said, due to “a growing realization that it is imperative to seek directors from under-utilized and under-represented talent pools.”

Flores praised the Congressional Hispanic Caucus for creating the new task force. “I look forward to working closely with the task force to accelerate the goal of equitable Hispanic inclusion in Corporate America,” Flores said.

## HACU AND THE DoD

**H**ACU joined the U.S. Department of Defense (DoD) in a new partnership to expand employment and research funding opportunities for the Hispanic higher education community.

The leadership of HACU and the DoD signed a Collaborative Partnership Agreement during special ceremonies before the start of HACU’s 17th Annual Conference.

“This formal document will open new doors to rewarding careers and important scientific research opportunities for our Hispanic higher education students and faculty in support of our country’s strategic defense and research needs,” said HACU President and CEO Antonio R. Flores. “I applaud the U.S. Department of Defense for its commitment to diversity.”

Flores joined Charles Abell, the DoD Principal Under Secretary of Defense for Personnel and Readiness, at the signing ceremony before an audience of high ranking DoD officers and civilians, decorated Hispanic war veterans and university presidents from throughout the country.

“If the Department of Defense wants to increase the representation of Hispanics in senior civilian and military leadership positions, it must improve information access for Hispanics to learn about military and civilian career opportunities within the department,” Abell told a special luncheon celebrating Hispanic Heritage Month before the start of HACU’s 17th Annual Conference.

As part of the new partnership, a HACU/DoD Project Partnership Task Force, composed of senior DoD officials and HACU member college presidents, was formed. HACU members of the new task force are:



*Principal Under Secretary of Defense Charles Abell joins HACU President and CEO Antonio Flores at the signing of a new partnership agreement.*

- Donald Averill, Chancellor, San Bernardino Community College District, California;
- Dolores Fernandez, President, Eugenio Maria de Hostos Community College, City University of New York;
- Ricardo Romo, President, University of Texas at San Antonio;
- Christine Johnson, President, Community College of Denver, Colorado;
- Jose Mendez, President, Ana G. Mendez University System, Puerto Rico.

The formal objectives of the new partnership agreement are: to develop programs and coordinate activities to enhance the capacity of HACU to support DoD objectives and initiatives; to increase HSI response to and participation in DoD awards and grant opportunities in research, development and technical assistance; and, to increase employment opportunities within the DoD for students, faculty and graduate of HACU member institutions.

# POSITIONS & ANNOUNCEMENTS

## THANK YOU TO OUR SPONSORS FOR HACU'S 17TH ANNUAL CONFERENCE

AT&T	State Farm Insurance Companies
CIA	The College Board
Gateway	Hispanic Journal
US Army	ESX Engineering
US Coast Guard	Toyota
Eastman Kodak	Capital One
USDA	California State University - Fullerton
Hispanic Magazine	Freddie Mac
Latina Style Magazine	Marriott
Verizon Communications	McDonald's Corporation
Farm Credit Administration	Towers Perrin
Coors Brewing Company	Office of Surface Mining
Altria	TIAA CREF
Miller Brewing Company	US Department of Commerce
The Walt Disney Company	Southern Edison
Citibank	Southwest Airlines
Hispanic Network Magazine	Los Angeles Unified School District
Academic Systems	



## California State University, Long Beach

California State University, Long Beach, a vibrant, comprehensive, urban university with an enrollment of approximately 35,000 students, is one of the largest campuses in California. The University is extremely proud of its long history of hiring outstanding faculty and staff, and it seeks to recruit and hire the most talented, inspiring, and dedicated professionals available.

### Associate Vice President for Academic Affairs – Graduate and Undergraduate Programs

The Associate Vice President for Graduate and Undergraduate Programs is the principal deputy of the Provost and Senior Vice President for Academic Affairs in matters of academic program planning, educational policy, curriculum review, and program evaluation. In coordination with the college deans, he or she provides leadership in campus efforts to maintain graduate and undergraduate programs of the highest quality, and to develop and improve programs that support student success and progress to graduation. He or she is also the University's principal officer in relations with regional and disciplinary accreditation associations. Reporting to the Associate Vice President are the Senior Director for Advising and Retention, the Director of International Programs, the Director of Academic Projects, the Curriculum Coordinator, and the Coordinator for Program Review and Assessment.

#### MINIMUM QUALIFICATIONS

- Experience in the broad spectrum of activities related to curriculum planning and development at both the graduate and undergraduate levels.
- Expertise and experience in academic program review and both regional and disciplinary accreditation processes.
- An appropriate terminal degree.
- Successful college/university teaching experience and a record of scholarly or creative activity suitable for a tenured faculty appointment in one of the disciplines of the university.
- Successful administrative experience and ethical leadership at the level of department chair or higher.
- Effective communication skills.
- Ability to interact effectively in a culturally and ethnically diverse community.

**DUTIES:** Works closely with Deans and Program Directors in the planning and development of new graduate and undergraduate programs and program changes, assuming special responsibility for securing their approval through University and higher levels of review. Assumes primary responsibility for development of graduate and undergraduate policies and represents the University on the California Consortium of Minority Graduate Education. Maintains a close liaison with appropriate faculty governance bodies, including the Educational Policies Council, the Graduate Council, the Program Review and Academic Planning Council, and the Teacher Preparation Committee, in academic planning and program evaluation, curriculum review and development, and the review and evolution of educational policy for both graduate and undergraduate programs. Has administrative responsibility for the preparation and presentation of annual revisions of the Academic Master Plan, for the oversight and coordination of the University plan of program evaluation, and for the production of the University catalog, including curriculum and policy content, and for the articulation of curriculum with other institutions. Acts as the principal University officer in relations with regional and disciplinary accreditation associations. Serves as the University's Commencement Officer. Oversees the establishment, conduct, and performance evaluation of Centers and Institutes.

**PLEASE CONTACT THE OFFICE BELOW OR SEE THE FOLLOWING WEB SITE FOR A COMPLETE POSITION DESCRIPTION:**

[http://www.csulb.edu/divisions/acadeffs/Academic\\_Personnel/job\\_listings.html](http://www.csulb.edu/divisions/acadeffs/Academic_Personnel/job_listings.html)

Submit a letter of interest addressing qualifications listed, curriculum vitae, three recent letters of reference, and a list of additional references including addresses, phone numbers, and e-mail addresses. Nominations and requests for additional information are invited. Submit applications and nominations to:

**Acad Personnel Mgr**

**CSULB – BH303**

**Academic Affairs**

**1250 Bellflower Blvd**

**Long Beach, CA 90840**

**562-985-5157**

**efoelber@csulb.edu**

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January 26, 2004

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# WILLIAMS COLLEGE



## Gaius Charles Bolin Dissertation Fellowships Academic Year 2004-2005

In 1985 Williams College established the Gaius Charles Bolin Fellowships to underline the importance of diversity on college faculties by encouraging able minority students to complete the doctoral degree and to pursue careers in college teaching. The Bolin Fellowships enable at least two graduate students from underrepresented groups to devote the bulk of their time during the academic year to the completion of dissertation work in residence at Williams College.

Named in honor of its first black graduate, who was admitted to Williams in 1885, the Bolin Fellowships will be awarded to graduate students from underrepresented groups who are working toward the Ph.D. in the humanities or in the natural, social, or behavioral sciences.

**ELIGIBILITY:** Applicants must be U.S. citizens and must have completed all doctoral work except the dissertation by the end of the current academic year.

**TERMS:** The stipend for 2004-2005 is \$30,500. The College will also provide housing assistance, academic support including office space and computer and library privileges, and an allowance of up to \$4,000 for research-related expenses.

During the year of residence at Williams, the Bolin Fellows will be affiliated with an appropriate department or program and will be expected to teach one one-semester course, normally in the fall semester.

**APPLICATION:** Candidates should submit two full sets in hard copy form (electronic applications will not be accepted) of each of the following materials, postmarked by January 1, 2004:

- a full curriculum vitae
- a graduate school transcript and three confidential letters of recommendation
- a copy of the dissertation prospectus, preferably limited to 10-15 pp.
- a description of teaching interests

**RESPOND TO:** William J. Lenhart  
Dean of the Faculty  
Williams College  
P.O. Box 141  
Williamstown, Massachusetts 01267

**NOTIFICATION:** Candidates will be notified of the Selection Committee's decision by early March 2004.

Williams College is a coeducational liberal arts institution, offering undergraduate education to its 2,000 students. The College has built its reputation on a long tradition of outstanding teaching and scholarship and on the academic excellence of its students. Among the opportunities that Williams offers its students and approximately 260 faculty members are interdisciplinary programs and centers, including the Multicultural Center, the Oakley Center for the Humanities and Social Sciences, and the Center for Environmental Studies as well as extensive library and museum collections, expanding theatre and dance facilities, a center for information technology, and well-equipped laboratories. See also Williams College website (<http://www.williams.edu>).

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### Arizona State University

#### JOB ANNOUNCEMENT

#### Assistant/Associate Professor Political Economy of Labor

Arizona State University, West Campus. The Department of Social and Behavioral Sciences invites applications for a full-time tenured/tenure track position at the assistant or associate professor rank beginning August 16, 2004. We seek candidates with expertise in the political economy of labor. Ph.D. required by August 1, 2004 in a discipline/interdisciplinary field related to the social sciences. Candidates must have an active research agenda in the political economy of labor, and a potential for or record of successful external funding, appropriate to rank. Must demonstrate potential for or record of excellence in scholarship and teaching, appropriate to rank. Evidence of work in a global/transnational context is desired. Also desired are applicants interested in collaborating across disciplines in research and proposal writing, and with strong potential for linking their research and teaching with the local/global Phoenix metropolitan community. Successful candidate will (1) teach lower and upper division courses in political science, sociology, and/or the interdisciplinary degree in social and behavioral sciences, which includes courses in anthropology and geography, (2) conduct research in political economy of labor, and (3) provide service to the department, campus, community, and discipline.

Applications must include a cover letter addressing qualifications with reference to the ad, including a description of your research interests and teaching philosophy, current curriculum vita, and the names, addresses, and phone numbers for three references. Please send hard copy, postmarked applications only, to: Kristin Koptiuch, Chair, Political Economy Search Committee, Department of Social and Behavioral Sciences, Arizona State University West, P.O. Box 37100, Phoenix, AZ 85069-7100. Deadline is January 15, 2004; if not filled, the 15th of every month thereafter until search is closed.

ASU West, a community-focused metropolitan campus of Arizona State University, located in Phoenix, serves the community and more than 7,100 residential and commuter students of diverse ages, ethnicity, and experience through 29 baccalaureate programs, nine master's programs, and eight certificate programs.

Please visit our web site at <http://www.west.asu.edu/>. ASU West is an Equal Opportunity / Affirmative Action employer in policy and practice.

### Arizona State University

#### JOB ANNOUNCEMENT

#### Assistant/Associate Professor Applied GIS and Quantitative Methods

Arizona State University West. The Department of Social and Behavioral Sciences invites applicants for a tenure-track position at the Assistant or Associate rank, to begin August 16, 2004. We are seeking candidates with expertise in the area of applied GIS and quantitative methods with specialization in at least one of the following social science research areas: environment, technology and science, sustainable development, urban, immigration, or evaluation and social policy. Responsibilities will include teaching undergraduate courses, interdisciplinary scholarly research and grant writing, and service to the department, campus, community, and discipline. All candidates must have a Ph.D. in a discipline/interdisciplinary field related to the social sciences, an active research agenda appropriate to rank, the potential to contribute to curriculum development in one or more of the department's social science disciplines and conduct research in one or more of the social science research areas listed above appropriate to rank. Preference will be given to those whose research interests center on issues confronting the western US and northern Mexico.

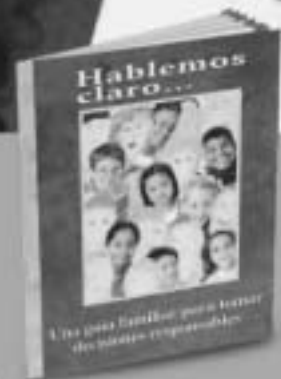
**For Associate**, the successful applicant must demonstrate a record of successful external funding, high quality teaching in GIS and quantitative methods, and provide evidence of interdisciplinary collaboration in research and grant writing.

**For Assistant**, the successful applicant must have Ph.D. by August 16, 2004, must demonstrate the potential for success in securing external funding, provide evidence of the potential to teach in GIS and quantitative methods and demonstrate the potential for interdisciplinary collaboration in research and grant writing. Applications must include a cover letter addressing your qualifications with reference to the ad, a statement about the research and teaching interests you plan to pursue over the next five years, your current curriculum vita, and the names, addresses, and phone numbers for at least three references. Please send your application to: Suzanne Vaughan, GIS Search Committee, Arizona State University West, Department of Social and Behavioral Sciences, P.O. Box 37100, Phoenix, AZ 85069. Deadline is January 15, 2004. If not filled, the 15th of each month thereafter until search is closed. Affirmative Action/Equal Opportunity Employer.

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