



# THE VOICE

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OF HISPANIC HIGHER EDUCATION



**Inside this Issue:  
HACU's Summit on Diversity  
Message From the President**

## BEST PRACTICES

HACU's 18th Annual Conference October 16-19 in Miami, Florida, will showcase best practices and programs at HACU member and partner colleges and universities. The 18th Annual Conference, "Championing Hispanic Higher Education Success: Investing in 21st Century America," also will promote new partnerships, networking and Hispanic higher education funding opportunities. Visit [www.hacu.net](http://www.hacu.net) for early registration discounts and conference information.

## DIVERSITY

A new diversity report from HACU associate member Michigan State University reports that while total student enrollment declined in the fall of 2003 at Michigan State University, Hispanic student enrollment increased. The report, "Diversity within Community 02-03: Best Practices in Diversity," details the progress and programmatic efforts to achieve and support diversity at the university. For more information, visit [www.msu.edu/~aacm](http://www.msu.edu/~aacm).

## INTERNATIONAL EDUCATION

HACU member Northeastern Illinois University received the Institute of International Education (IIE) Andrew Heiskell Award for Innovation in International Education. The university was cited for its study abroad programs and international partnerships. "The university has taken systematic steps to create innovative study abroad opportunities linked to curriculum for all students," said Northeastern Illinois University President Salme Harju Steinberg. This summer, the university will inaugurate the first International Summer Institute for students on campus and from partner institutions

## BORDER GEOGRAPHY

Researchers from HACU member New Mexico State University have completed the first phase of what will eventually be the most detailed map ever produced of the 2,000-mile U.S.-Mexico border and its 39 crossings. The project to create the first bi-national Geographic Information System (GIS) is funded by the U.S. Department of Transportation and will include data on roads, railroads, airports and ports of entry along the U.S.-Mexico border, as well as socioeconomic and environmental data.

## ENGINEERING

HACU members California State University at Dominguez Hills and

California State University at Fullerton signed a partnership agreement that will allow students to obtain a bachelor of science in physics from the Dominguez Hills campus with an option in electrical engineering by attending engineering classes at the Fullerton campus. The genesis for the collaborative effort came about at a regional NASA conference that involved minority-serving institutions, including representatives from the two campuses.

## FAIR TRADE CENTER

The Fair Trade Research Group at HACU associate member Colorado State University was awarded a \$300,000 grant from the Ford Foundation to continue critical research on the global impact of fair trade. The grant also is helping to establish the foundation for a permanent Center for Research on Trade and Development at Colorado State University.

## CSU AND ARMENIA

HACU member California State University at Northridge signed a formal agreement with Yerevan State University in Yerevan, Armenia, that will encourage student and faculty exchanges. The campus in Southern California, where the Armenian community is large and expanding, began offering classes in Armenian studies 20 years ago and formally created an Armenian studies program 10 years ago.

## PHARMACY PROGRAM

HACU member University of the Incarnate Word in San Antonio in September will enroll the first pre-pharmacy students in a new professional pharmacy degree program designed to address the nationwide shortage of pharmacists. The university will formally launch the doctoral program in pharmacy in 2006.

## SCHOOL OF MANAGEMENT

HACU associate member University of California at San Diego received a \$30 million gift from Ernest Rady and the Rady Family Foundation to support the university's recently established School of Management. The university will name the school the Rady School of Management in recognition of the second largest philanthropic gift in the university's history. Rady is the founder and chair of San Diego-based American Assets Inc.

## TEACHERS

College graduates will be able to earn a teaching certificate and earn hours

toward a master's degree in a 13-month alternative teacher certification program beginning this summer at the HACU member Texas A&M University-Kingsville System Center in San Antonio. The center is located on the campus of HACU member Palo Alto College.

## OVERVIEW

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### ABOUT OUR COVER

HACU's Summit on Diversity united the national leadership of campus, corporate government and civil rights sectors to promote diversity as a national priority. A special report begins on page 6. (Photos by José Galvez/[www.josegalvez.com](http://www.josegalvez.com))

### MARK YOUR CALENDAR!

HACU's 18th Annual Conference  
October 16-19, Miami, Florida

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## ABOUT HACU

The Hispanic Association of Colleges and Universities represents more than 360 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



# Diversity for the 21<sup>ST</sup> Century

By Antonio R. Flores  
President and CEO of HACU

**H**ACU and The George Washington University this spring hosted an extraordinary national platform for unity in support of diversity on our campuses, in our communities and in our workplaces. The inaugural HACU Summit for Diversity attracted the country's leading voices for diversity as a national priority.

As the only nationally organized voice for Hispanic higher education, HACU well knows the role of diversity. It is one of the most important means to strengthen and enrich higher education for all students.

HACU was honored to add its voice to the written legal arguments to the U.S. Supreme Court filed in support of the University of Michigan in the landmark affirmative action cases of 2003.

HACU was among the many national organizations to defend diversity in the earlier Hopwood case involving affirmative action challenges to another HACU associate member institution—the University of Texas at Austin.

Our membership of 360 colleges and universities joined MALDEF, the American Council on Education and numerous other distinguished national organizations in formal legal briefs filed in the two cases involving the University of Michigan—a HACU associate member institution.

HACU welcomed the leadership of the University of Michigan, the University of Texas System and MALDEF, along with the leadership of The George Washington University and the University of Maryland, as keynote speakers at the Summit for Diversity in March on the campus of our host, The George Washington University, in Washington, D.C.

We welcomed the presence of the leadership of the U.S. Office of Personnel Management, and applauded its continuing efforts to make diversity in federal employment recruiting and training policies a top priority for all federal government agencies.

HACU also welcomed the leadership of General Motors Corporation, the sponsor of HACU's Summit on Diversity and a long-time supporter of HACU initiatives, including the acclaimed HACU/General

Motors Excellence in Engineering Scholarship program.

General Motors played a decisive role in rallying corporate support for the University of Michigan in the landmark U.S. Supreme Court cases, filing pro-diversity legal briefs at every stage.

HACU applauds General Motors for its support for the Summit and continuing corporate leadership in support of a well-educated, diverse work force

HACU will continue to promote diversity in the face of future challenges to diversity in our courts, in our state legislatures and in the court of public opinion.

Any threats to diversity in our admissions policies in higher education would shut the door to the American Dream for too many of our citizens, especially in an era when minorities are so quickly becoming the “emerging majority.”

Indeed, new U.S. Census Bureau reports project that non-Hispanic whites, who now represent 69.4 percent of the population, are expected to represent only about half (50.1 percent) of the total U.S. population as early as 2050.

The Census Bureau projects that the Hispanic population is expected to triple over the next half century, with its share of the U.S. population expected to increase from 12.6 percent to 24.4 percent.

HACU's Summit on Diversity was held in a year in which special events throughout the nation are marking the 50th anniversary of the Brown v. Board of Education decision that eliminated legal segregation from our schools and colleges.

However, the very real impact of “residential segregation” remains a challenge, as addressed at the Summit on Diversity and as clearly evident from the minority versus non-minority student enrollment patterns in public school systems in our largest cities.

The soaring costs of a college education are also raising the specter of “class segregation” at a time when federal direct aid is declining in proportion to expensive student loans that discourage so many of our neediest students from even applying for college.

HACU is responding with comprehensive proposals now before

Continues on page 9.



## CRITICAL LEGISLATION FOR HISPANIC-SERVING INSTITUTIONS

*By Gumeindo Salas  
Vice President of Government Relations*

**H**ACU has won the support of the leadership of the House Education and the Workforce Committee for two measures of critical importance to the Hispanic higher education community.

Expected legislation being prepared for the pending five-year reauthorization of the Higher Education Act (HEA) will support HACU's proposals to eliminate the two-year wait-out and 50-percent low-income assurance requirement from Title V of the HEA. Title V is the chief vehicle for targeting federal funds to Hispanic-Serving Institutions (HSIs).

HACU met on Capitol Hill with Congressman John A. Boehner, Chair of the House Education and the Workforce Committee, and Congressman Howard McKeon, Chair of the House Education and Workforce Committee 21st Century Competitiveness Subcommittee. HACU learned that the leadership of the Committee has reached consensus on the proposed "College Access and Opportunity Act." This legislation will be introduced as part of the five-year HEA reauthorization process.

The bill will include a provision to eliminate the two-year wait-out period now required of HSIs between grant completion and new application cycles.

HACU has advocated for elimination of this provision, which currently impedes the intent of Title V by forcing HSIs to cut off services to needy students and suffer the loss of program staff, momentum, results and necessary long-range strategies. HACU applauds support for eliminating this onerous provision.

The bill also proposes elimination of the 50-percent low-income assurance requirement from current Title V funding criteria. The present requirement—which is listed in addition to the requirement that student enrollment be 25 percent Hispanic at a minimum—applies only to HSIs among minority-serving institutions.

This unnecessary requirement creates an unfair and costly administrative burden in demanding collection of information not traditionally collected by higher education institutions. HACU applauds support for eliminating this provision.

HACU also welcomes the bill's provision to set aside 10 percent of TRIO funding under Title IV for innovative programs not already funded by TRIO. This measure will create new opportunities for HSIs without a TRIO program already in place.

This measure will allow HSIs without a TRIO program new status when presenting an innovative program proposal. It also allows HSIs with TRIO programs already in place to retain their "prior experience" advantage when reapplying for a grant.

However, the bill also contains measures that remain challenges for HACU and HSIs. The proposed language for the pending introduction of the "College Access and Opportunity Act" contains an authorization level of "\$94 million and such sums as necessary" for Title V undergraduate funding. HACU is seeking a \$175 million appropriation for Title V for FY 2005,

and will seek the support of Congress for an authorization of \$465 million through the next five-year reauthorization cycle.

Disappointingly, the proposed House bill does not include any authorization for a new graduate education grant program. HACU will continue to work toward winning a first-time, \$125 million authorization for a new graduate education component under Title V starting in FY 2005—as proposed in earlier bills introduced last year in the House and Senate.

The leadership of the Hispanic higher education community will be asked to join HACU to oppose language within the "College Access and Opportunity Act" that would allow for-profit institutions that meet Hispanic student enrollment requirements to be defined as HSIs.

HACU is opposed to this measure because it would immediately increase the number of HSIs by nearly 50 percent. This would dramatically expand the pool of historically underfunded HSIs already competing for limited funds. For-profit institutions also do not have to meet the same requirements and community responsibilities of not-for-profit HSIs.

### ON OTHER FRONTS:

HACU is working to win Senate support for including HACU's proposal to authorize \$20 million per year for a new "Hispanic International Scholars and Fellows" program under Title VI within HEA reauthorization legislation.

HACU is working to win Senate support for including HACU's proposal to authorize \$15 million per year for a new "HSI Fellowship Program" under Title VII within HEA reauthorization legislation.

HACU will regularly advise its membership on the progress of this measure, additional provisions within this legislation, and follow-up action plans as new measures and amendments are introduced.

The leadership of the Hispanic higher education community also is being urged to attend HACU's 18th Annual Conference October 16–19 in Miami, Florida, which will prove a crucial national platform for promoting HACU's Legislative Agenda, in addition to presentations on new public and private sector grant and funding opportunities. Please visit [www.hacu.net](http://www.hacu.net) for complete information on the upcoming conference and on-line registration.

With a shortened legislative calendar, the grass roots leadership of HACU member and partner universities is essential to HACU's success on Capitol Hill.

Congress is in recess June 29 through July 5, and again for an extended period July 26 through September 26 to coincide with this summer's presidential election-year political conventions.

HACU will continue to look to the leadership of its membership for support in winning crucial new federal support for Hispanic higher education in the critical months ahead.

# HACU PARTNERS WITH IOHE

**H**ACU has joined the Inter-American Organization for Higher Education (IOHE) in a new partnership to strengthen the reach of higher education throughout the Americas.

HACU President and CEO Antonio R. Flores recently welcomed IOHE President Victor A. Arredondo at a signing ceremony in San Antonio, Texas, for the new General Agreement of Collaboration.

“We are delighted to form this new partnership, through which we will exchange information and collaborate in support of our shared mission to enhance higher education access and excellence throughout this hemisphere,” Flores said.

The IOHE, with headquarters in Quebec, Canada, is an international university association representing 400 institutions of higher learning, research centers, regional and national university associations and rectors’ conferences in 25 countries throughout the Americas.

“This partnership will benefit the membership of both organizations by establishing the foundation for future access to our individual programs and activities, and by expanding our information-sharing networks,” said Alvaro Romo, HACU Executive Director of International Programs and Support Services.

Romo will manage future initiatives for HACU stemming from the new HACU/IOHE partnership. “The IOHE offers outstanding opportunities to enhance the delivery of higher education in the Americas through its College of the Americas



*HACU President and CEO Antonio R. Flores joins IOHE President Victor A. Arredondo at a signing ceremony in San Antonio, Texas, for a new General Agreement of Collaboration.*

and Institute of University Management and Leadership,” Romo said.

“HACU represents a membership at the forefront of every important effort to serve our Hispanic higher education community, as well as model cross-border partnerships between our U.S. and international member institutions for research, technology, teaching, student and faculty exchanges, and multicultural education initiatives,” Romo said.

# HACU AND THE LIBRARY OF CONGRESS

**H**ACU and the Library of Congress signed a new partnership agreement to strengthen support for Hispanic higher education.

The new Cooperative Agreement establishes the foundation for the Library to expand participation in HACU conferences and outreach, as well as provide new opportunities for Library personnel to contribute to research, development and other initiatives at HACU member colleges and universities.

In response to historically low Hispanic representation in the federal labor force, HACU and the Library of Congress will work together to promote employment, related education and training opportunities at the Library for students, faculty and graduates from HACU member higher education institutions.

The Library will implement a new HACU Cooperative Education Program that will offer eligible Hispanic college students permanent employment upon successful completion of their paid internships at the Library of Congress.

“We believe this new program will become a model for other federal



*(From left) Deputy Librarian of Congress General Donald L. Scott; Julissa Gomez, of the University of Texas at Austin, the first participant in the Library’s HACU Cooperative Education Program; Gil Sandate, Director of Workforce Development at the Library of Congress; and HACU President and CEO Antonio Flores.*

agencies,” said HACU President and CEO Antonio R. Flores. “We applaud the Library of Congress for its leadership.”

Flores joined Deputy Librarian of Congress General Donald L. Scott in Washington, D.C., in April to sign the formal Cooperative Agreement.

“The mission of the Library is to acquire, preserve, protect and share the history of America with the Congress and the public. We cannot carry out this mission effectively if our work force does not truly reflect the American public we serve,” Scott said.

Nearly 40 percent of the Library’s work force will become eligible for retirement within the next three years. “Hispanics represent the work force of the future in America,” Scott said.

The Library will bring participating HACU National Internship Program (HNIP) students on board and, upon successful completion of their internships and other requirements, offer them the opportunity to become permanent employees.

“We’re excited to participate in this new initiative that will directly lead to rewarding careers at the Library of Congress for our students,” said William Rafael Gil, who oversees HNIP as HACU Assistant Vice President for Collegiate Programs and Federal Relations.

# HACU's SUMMIT ON DIVERSITY

HACU's Summit on Diversity was hailed as "an outstanding success" in uniting the national leadership of campus, corporate, government and community sectors to promote diversity as a national priority.

The Summit, co-sponsored by General Motors Corporation, took place on March 31 immediately following HACU's 2004 Capitol Forum on Hispanic Higher Education in Washington, D.C.

The George Washington University co-hosted the event on its campus, addressing challenges and opportunities in the wake of the landmark U.S. Supreme Court decisions of 2003 upholding diversity in admissions policies at the University of Michigan.

"Our shared commitment to working together to keep diversity at the forefront of all efforts to enhance our



*University of Texas System  
Chancellor Mark Yudof*

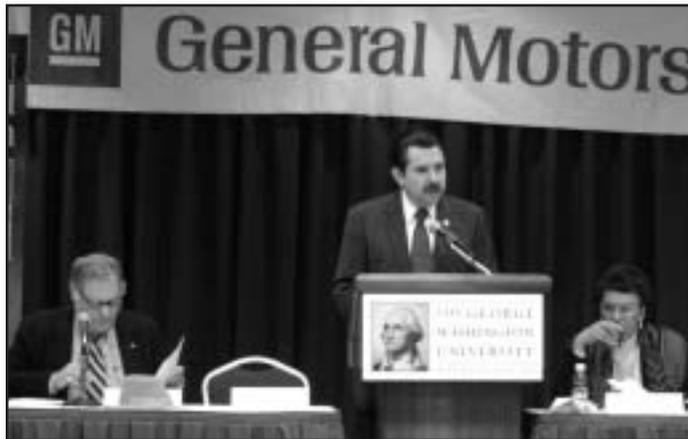
country's social and economic progress made this Summit an outstanding success," said HACU President and CEO Antonio R. Flores following the one-day Summit.

The U.S. Supreme Court in June 2003 upheld the use of race and ethnic background in admissions policies. The opinion upheld the specific admissions policies in place at the School of Law at the University of Michigan, while

rejecting a specific point system used in undergraduate admissions policies. HACU had joined leading national organizations, corporations and civil rights groups in defense of the University of Michigan in legal arguments filed with the Supreme Court preceding the decisions.

"We need affirmative action," said University of Texas System Chancellor Mark Yudof, who presides over one of the nation's largest higher education systems with 15 campuses and an enrollment of more than 160,000 students. Without opening more doors to college to all diverse communities, "we face the risk of a permanent underclass, which no democracy can survive," he said.

Promoting policies that encourage a diverse student enrollment is not only right; it is the smart strategy, said University of Michigan Provost Paul Courant. "The smart



*The George Washington University President Stephen Joel Trachtenberg, HACU President and CEO Antonio Flores, and Mary Futrell, Dean of the Graduate School of Education and Human Development at The George Washington University.*

investment... is the development of people who can operate in a multicultural world," he said.

"To create an effective citizenry in a globalized world, it is essential that we have students who are trained and experienced in crossing the ethnic, racial, and cultural divides that separate us. The next generation needs to have a cross-cultural agility that does not come naturally to many of us," Courant said.

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## CONTINUING CHALLENGES

"The Supreme Court's decisions did not mark the end of the struggle," Courant said, referring to an effort under way

in Michigan to place an anti-affirmative action initiative on the state's November 2004 ballot.

Mary Cothran, Director of Multi-Ethnic Student Education at the University of Maryland at College Park, decried the "recalcitrant nature of bigotry and prejudice in our society."

The University of Maryland at College Park, University of Texas and University of Michigan are HACU associate member institutions. Several University of Texas System campuses are HACU member Hispanic-Serving Institutions.

The Educational Testing Service has predicted within the next few years college enrollment will increase by some 2 million students, Stephen Joel Trachtenberg, President of The George Washington University, told the Summit on Diversity.

"Of these 2 million new students, 80 percent will come from racial and language minority groups. Finding ways to respond to students who may represent the first generation in their family to go to college, helping students for whom English is not their native language, and supporting young people who may feel displaced when they first come to campus, must be a priority in the future of higher education in America," Trachtenberg said.

Trachtenberg said his university is committed to work with HACU to conduct research on how to improve educational opportunities in higher education for Latinos and other minorities. "Your success is our success, and we are pleased to be able to continue our partnership with you," he said.



*MALDEF Regional Counsel  
Marisa Demeo*

## VALUE OF DIVERSITY

The corporate community has long considered diversity a priority in building a diverse, talented work force for a global economy, said Roderick Gillum, General Motors Corporation Vice President of Public Policy and Diversity Initiatives. "From a business standpoint, diversity is a value," Gillum said.

General Motors rallied the support of Corporate America in defense of diversity in admissions policies at the University of Michigan in the landmark U.S. Supreme Court cases of 2003.

"General Motors has been very consistent in its support of affirmative action over the years," said Gillum, who also serves as Chair of the General Motors Foundation.

Mary Futrell, Dean of the Graduate School of Education and Human Development at the George Washington University, said the higher education community can use this year's celebrations of the 57th anniversary of Mendez v. Westminster and the 50th anniversary of Brown v. Board of Education as a springboard for new commitments to achieving diversity.



*OPM Associate Director  
Marta Brito Perez*

Futrell, former president of the National Education Association, praised HACU for "providing courageous leadership by making the issue of diversity a priority not only within your universities, but also within our nation."

Today's schools are more diverse than ever before, Futrell said. "However, today and for the foreseeable future, the issue of class, rather than race, may be a more defining factor in determining access to education, the quality

of education children in America receive, and how we address the issue of diversity," she said.

Twenty-five percent of America's children come from families living in poverty, she said. "The vast majority of those children are from African American and Hispanic families who live in the nation's 25 largest cities, cities where the schools are almost as segregated today as they were six decades ago. Residential segregation has succeeded in keeping most of the nation's largest school districts from becoming desegregated, much less integrated," Futrell said.

The higher education community must form strong partnerships with public schools and community organizations to ensure that its future students receive an equitable, high quality and safe education before they reach college-age, she said.

Marisa Demeo, the nationally acclaimed Regional Counsel in Washington, D.C., for the Mexican American Legal Defense and Educational Fund (MALDEF) said rising tuition rates also have a discriminatory effect because of the disproportionately high rate of poverty among Hispanics and other minority groups.

"Higher education funding is extremely precarious in this country," Yudof of the University of Texas System said. Yudof



*Roderick Gillum, General Motors Vice President of Public Policy and Diversity Initiatives, addresses HACU's Summit on Diversity, sponsored by General Motors.*

said a better system might be to peg tuition rates to income levels. Awarding federal Pell Grants as early as the 11th grade and simplifying the application process would encourage more students to believe that college is possible, he said.

## HACU'S ROLE

Yudof praised organizations such as HACU that are actively promoting and defending diversity on campuses and in communities. "It's organizations like this that give me hope," he said.

Marta Brito Perez, Associate Director for the U.S. Office of Personnel Management (OPM), told the Summit her agency has made it a priority to boost Hispanic representation in the federal workforce through aggressive outreach and recruiting efforts, including the agency's highly successful [www.USAJobs.opm.gov](http://www.USAJobs.opm.gov) website.

"OPM is actively engaged in the recruitment and retention of a younger and more diverse workforce in alignment with the President's Management Agenda. This Summit has gathered leaders of key organizations and educational institutions committed to seeing the same reality come to pass," said Perez, who is Associate Director for the OPM Division for Human Capital Leadership and Merit System Accountability.



*University of Michigan Provost Paul Courant*

# ACHIEVEMENTS & AWARDS



### BARRY PRESIDENT

Linda Bevilacqua on July 1 will become the sixth president of HACU member Barry University in Miami. She will assume office one day following the retirement of Jeanne O'Laughlin, Barry's fifth president, who retires after 23 years of service. Bevilacqua is a former associate vice president for academic affairs and dean of the Frank J. Rooney School of Adult and Continuing Education at Barry University.



### COMMISSION

Carmen L. Gonzales, vice provost for distance education at HACU member New Mexico State University, has been elected to a four-year term on the board of trustees of the Higher Learning Commission of the North Central Association of Colleges and Schools. A member of the NMSU faculty since 1995, Gonzales has been vice provost for distance education since April 2002.



### NMSU PRESIDENT

Michael V. Martin, vice president for agriculture and natural resources at the University of Florida, on July 1 will become president of HACU member New Mexico State University. Martin stressed his commitment to service. "I believe in the land-grant mission, I believe in public higher education, I believe in diversity as part of excellence," he said.



### MALDEF

Ann Marie Tallman has been elected president and general counsel of the Mexican American Legal Defense and Educational Fund, or MALDEF. Tallman is a former senior vice president at Fannie Mae, the mortgage financing giant, and former president and CEO of the non-profit Fannie Mae Foundation. While at the Foundation, Tallman launched the Hispanic Heritage Award Foundation's Youth Awards, which in just six years awarded nearly \$1.1 million in scholarship funds.



### VICE CHANCELLOR

Ellen Wartella, dean of the College of Communications at HACU associate member University of Texas at Austin, will become executive vice chancellor and provost at HACU member University of California at Riverside, effective July 1.

### APPOINTMENT

California Governor Arnold Schwarzenegger appointed Margaret Quiñones, a member of the Board of Trustees at HACU member Santa Monica College, to the California Community Colleges Board of Governors. Quiñones, who is also a counselor at HACU member El Camino College in California, was appointed to a four-year term.

### FELLOW NAMED

Roger A. Pielke Sr., an atmospheric science professor at HACU associate member Colorado State University, was named a Fellow of the American Geophysical Union for 2004. The prestigious fellowship is awarded to scientists who have attained eminence in the geophysical sciences.

### TECHNOLOGY

Kathleen Proietti, chair of the Computer Information Sciences Department at HACU associate member Northern Essex Community College in Massachusetts, was a recipient of the 2004 David R. Pierce Faculty Technology Award, sponsored by Microsoft in cooperation with the American Association of Community Colleges. The award honors those who use technology to enhance teaching and expand outreach among minority, disabled and other under-served students.

## HOBSONS AND HACU

Global education information provider Hobsons and HACU announced plans to publish and distribute free regional college guides for Hispanic students.

The first three guides will be released this fall and will highlight institutions serving Hispanics in California, Texas, and the Southwestern states.

"With the Hispanic population moving away from its minority status in the United States, it is obvious that there is a need for resources and education on college choices specific to this demographic group," said HACU President and CEO Antonio Flores.

"The regional editions of The Hobsons Guide for College-Bound Hispanic Students will help connect Hispanic students in California, Texas, and the Southwest with institutions that are committed to their success."

According to the Western Interstate Commission for

Higher Education, Hispanics will comprise 21 percent of the graduating class of 2008. Since 1988, western states have graduated the most Hispanic students.

The regional guides will include information on scholarships, financial aid and internship programs for Hispanic students, as well as college and student profiles. The guides will be distributed to every high school with more than 50 Hispanic students in the targeted regions.

With more than 100 publications disseminated to students in 160 countries each year, Hobsons is the largest worldwide provider of education and recruitment information.



# HIGHER EDUCATION FUNDING CRISIS; POOR, MINORITY STUDENTS HIT HARDEST

Continuing cutbacks in student financial aid are taking a disproportionate toll on poor and minority students, according to a new report on the nation's higher education funding crisis released at HACU's 2004 Capitol Forum on Hispanic Higher Education.

"Higher education is the cornerstone of democracy. Yet, in the world's richest democracy, college is increasingly inaccessible to the poorer people in American society," according to the report from the president of the nation's largest college, Florida's Miami Dade College President Eduardo Padrón.

"It is perilous for a nation, any nation, to forego the talents of large numbers of young people. This failure reverberates throughout the political, economic and social environment," said the report, which calls for new increases in state and federal funding.

The report, "A Deficit of Understanding: Confronting the Funding Crisis in Higher Education and the Threat to Low-Income and Minority Access," was released at the Capitol Forum held in Washington, D.C. The entire report can be found online at <http://www.mdc.edu/president/Email/HACUDocument.pdf>.

"The detailed findings of this important new report confirm the very real crisis we face in trying to keep the doors to college open in this uncertain economy," said HACU President and CEO Antonio R. Flores.

"Certainly, the stakes are critical for the country's youngest and largest ethnic population, which also is disproportionately poor and, thus, less able to afford the soaring costs of a college education," Flores said.

The report from Padrón, whose college enrolls more than 166,000 students,

including the largest Hispanic and second largest black student enrollment in the country, describes a national higher education system struggling to meet the needs of surging enrollment at a time of continuing state and federal funding cutbacks.

Tuition and fees rose in every state last year. While personal incomes increased only 10 percent over the past decade, the cost of attending a public four-year institution rose 47 percent, wrote Padrón.

"Since the early 1970s, the cost of paying for public college, as a percentage of family income, has risen for low-income families from 42 percent to 71 percent, as opposed to a constant 19 percent and 5 percent for middle- and upper-income families, respectively," Padrón wrote. "Up to 25 percent of academically qualified low-income students no longer even apply to college."

Overall state funding to higher education increased only 1.2 percent for the 2003-2004 school year, the smallest increase in a decade. In California and Texas, two states with the largest Hispanic populations, state funding increased only 1 percent. State higher education appropriations actually decreased in 14 states, according to the report.

Padrón said a "deficit of understanding" has led some in Congress to suggest that higher education institutions "function more like a business" in the face of shrinking revenues.

"Such a business-like approach would alter the mission of the institutions," Padrón wrote. "They would offer fewer courses, close departments, eliminate remedial programs, cut back on support services like counseling, and hire more adjunct instructors in place of full-time professors."



*Miami Dade College President  
Eduardo Padrón*

The report calls for substantial increases in state and federal support for higher education, including increases in federal Pell Grant funding to offset the declining "purchasing power" of student aid grants that covered 84 percent of college costs 25 years ago, but only 39 percent of those costs today.

Padrón is a founding member and former Chair of the Governing Board of HACU. He has received presidential appointments from three U.S. Presidents and also has served on the boards of the American Council on Education, The College Board, Carnegie Foundation, U.S. Congressional Hispanic Caucus Institute and League for Innovation in the Community College.

## MESSAGE FROM THE PRESIDENT, Continued from page 2

Congress that call for greater federal investments in those higher education institutions with the largest concentrations of Hispanic higher education students. HACU is also requesting new federal support that would allow Hispanic-Serving Institutions to enhance their outreach to future students in our country's disproportionately poor Hispanic communities.

HACU and its partners in the Alliance for Equity in Higher

Education call for greater pre-collegiate and higher education support for all minority student populations.

In this 50th anniversary year of *Brown v. Board of Education*, all citizens must recommit themselves to removing every vestige of inequity in our public schools and in our colleges in order to achieve the ultimate intent of that historic decision to promote fair access to academic excellence for every student.

# HACU C&P COUNCIL WELCOMES NEW MEMBERS FROM GATEWAY, CITIGROUP

**H**ACU welcomes two new members representing Citigroup and Gateway Inc. to HACU's Corporate & Philanthropic Council for 2004.

"HACU is honored to welcome two new outstanding supporters of Hispanic higher education success from corporations renowned for promoting diversity in communities across the nation and globally," said HACU President and CEO Antonio R. Flores.

"HACU looks forward to the expertise and guidance of every distinguished member of our Corporate & Philanthropic Council in our shared mission to open new doors to college and career success for our country's largest ethnic population," Flores said.

The Governing Board of HACU, composed of presidents and chancellors of HACU member higher education institutions, appointed two new members to the Council for 2004: Rebeca Vargas, Director, Hispanic Markets, Citigroup, and Hector Placencia, Director, Emerging Markets/National Accounts, Gateway Inc.

As Hispanic Markets Director for global financial services giant Citigroup, Vargas oversees successful strategies to penetrate the growing U.S. Hispanic market, including the development of bilingual services, targeted product and marketing and long-term partnerships with community organizations.

She also acts as a liaison between Citigroup's U.S. businesses and its Banamex operations in Mexico to leverage cross-border capabilities with a focus on new product development.

Citigroup, with a presence in more than 100 countries, and where 98 percent of employees are hired locally, has been labeled as "perhaps the most diverse company in the world." Citigroup has been named among the top companies for minorities by Fortune and among the best companies for Latinas by Latina Style.

Citigroup is partners with the Consortium for Graduate Studies in



*Hector Placencia,  
Director of Emerging Markets,  
Gateway*

Management, helping Hispanic and other minority college graduates pursue careers in business, and the Robert A. Toigo Foundation, providing fellowships for top minority students pursuing MBAs. Citigroup is also a sponsor of annual Hispanic Heritage Month events.

Placencia, who created the Ethnic Marketing Department at technology giant Gateway, was recently awarded HACU's award as "2003 Partner of the Year for Extraordinary Leadership in Support of Hispanic Higher Education Success." HACU presented the national award to Gateway in October during the 17th Annual Conference in Anaheim, CA.

Under Placencia's leadership, Gateway is a formal partner with HACU in efforts to bridge the digital divide between minority and non-minority populations. Gateway is providing affordable technology solutions and new educational opportunities to HACU's 360 member and partner colleges and universities. Discounted PCs and a rebate program are part of the initiative. Gateway is also a leading sponsor of HACU annual conferences and events.

In 1999, Gateway launched the PC industry's first Spanish-speaking initiative that allows Spanish-speaking customers to purchase PCs and benefit

Gateway  
Professional

citigroup

from Gateway customer service and technical support in Spanish. Gateway also is partners with the National Association for Equal Opportunity in Education, or NAFEO, in service to the country's Historically Black Colleges and Universities.

Other members of HACU's Corporate & Philanthropic Council for 2004 are:

- Raquel Egusquiza, National Hispanic Affairs Contributions Program Manager, Ford Motor Company Fund
- Rafael Fantauzzi, Corporate Relations Manager, Coors Brewing Company
- Enrique Gomez, Director of Offerings, Tivoli On-Demand Products, IBM Corporation
- Guillermo Jimenez-Sepulveda, Banking, Mexico City
- Ronald E. Montoya, President and CEO, PlasticComm Industries Inc.
- Orlando Padilla, Director, Public Policy Center, General Motors Corporation
- Carlos Pagoaga, Manager, Hispanic Community Relations, The Coca-Cola Company
- Jose R. Ruano, Manager, Priority Market Relations, Miller Brewing Company
- Grace Tillinghast, Community Relations and Contributions, Eastman Kodak Company

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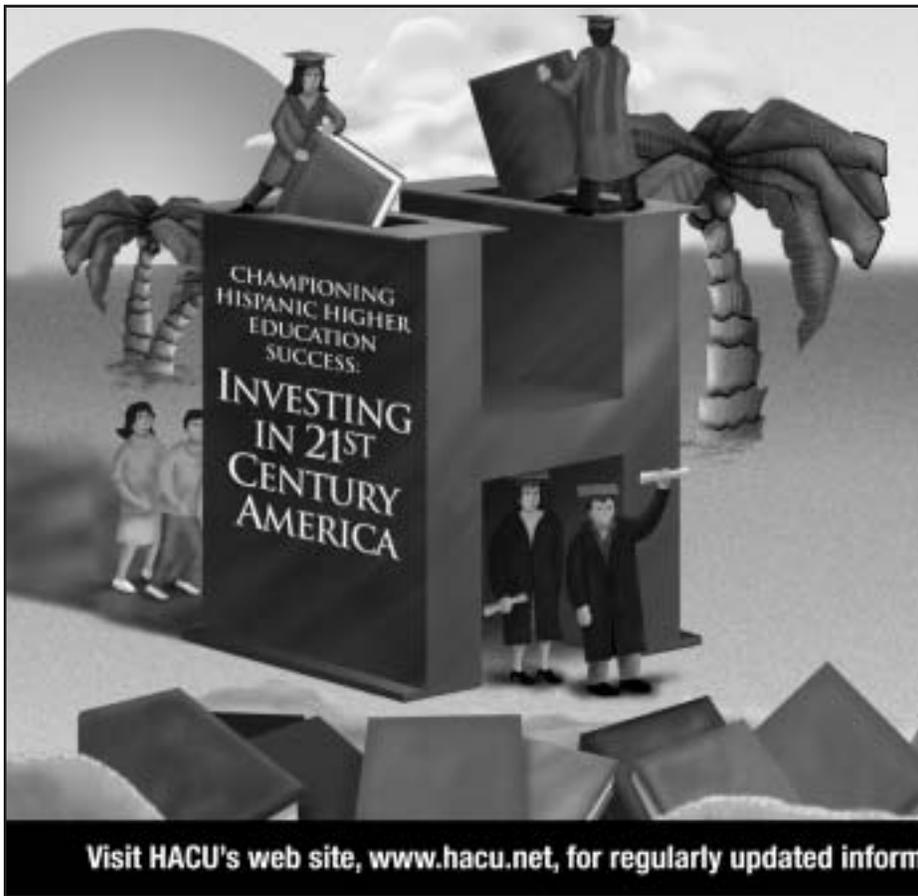
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