



California State University, San Bernardino  
Association of Latino Faculty, Staff and Students

# 2019-2020 Annual Report

 **ALFSS**  
CALIFORNIA STATE UNIVERSITY  
SAN BERNARDINO

Prepared by:  
2019-20 Executive Board

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San Bernardino CA, 92407

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# Letter from the Board

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Dear ALFSS Members, Donors, Advocates and Friends,

It has been our great honor to serve as Officers this term. This year we felt a calling to function as a best-practice board, attentive to input and processes, by which to best support you all with a clear vision.

We began the year by convening an ALFSS Planning Retreat, that transpired in the summer of 2019, with hopes that the practice continues annually as one of many newly-established protocols outlined in the recently-revised bylaws. Through our group discussion at the summer 2019 Retreat the following ideas, ways of solving problems, and values were embraced that guided us throughout the remainder of the year in our strategic direction:

**INNOVATION** helps ALFSS adapt to an ever-changing environment both on our CSUSB campus as Higher Education in general.

**EMPOWERMENT** provides our members, board, and supporters with the strategic guidance they need to be values-driven advocates.

**INCLUSION** drives us to honor our differing perspectives, listen to our colleagues and understand that there is more than one way to achieve and accomplish.

**TRANSPARENCY** pushes us to operate in such a way that it is easy for others to see what actions are performed and implies openness in our communication.

**ACCOUNTABILITY** ensures that together, we guarantee to follow through on our commitments.

This was a very exciting year for us to be in a leadership role with ALFSS, as many of those ideas imagined years ago had finally gained momentum, and there has been growth in every area of the organization, educational programming/events, membership, communication, and most importantly the benefits to our community, furthering our purpose and goals.

Unfortunately, in March 2020, we entered an unprecedented era with the outbreak and spread of the COVID-19 virus. It has been a strange and difficult time as our CSUSB campus closed, instruction was delivered exclusively online, and faculty/staff telecommuted from their homes. We were all concerned about what the coronavirus pandemic meant for our health, our livelihoods, and our communities, both in the short and long term.

As the Coronavirus and its impact continued to evolve and develop, ALFSS remained focused on the well-being and safety of our larger communities, as well as maintaining our commitment to the students, staff, faculty, administrators, and retirees of our CSUSB community.

Our board double downed about bringing our community together through education, advocacy and leadership. Even though we could not physically bring members together for the remainder of the AY, we committed to continue sharing information on ways to educate and advocate on behalf of our communities, and to continue supporting our leaders and celebrating their accomplishments and milestones.

## 2019-20 ALFSS Board

Enrique Murillo, *President*

Monica McMahon, *Vice President*

Aurora Vilchis, *Executive Secretary*

Antonio Guijarro-Ledezma, *Treasurer*

Miranda Canseco, *Director of Marketing*

Susana Barbosa, *Director of Programs*

Marisol Johnson, *Director of Membership*

Patricia Aguilera, *Director of Scholarships*

Carolina Yanez-Macias, *Student Representative*

# Executive Summary

The Association of Latino Faculty, Staff, and Students is pleased to provide this Annual Report summarizing the work, dedication and efforts of the organization and its members during a very successful 2019-2020 academic year. This is the first-ever ALFSS Annual Report which embodies the hard work and dedication that translates into the hundreds of volunteer hours devoted by this elected and appointed Board towards furthering the mission of the association. We would like to thank and acknowledge the previous board, especially the 2018-2019 President, Carlos Robles, and the substantial work they conducted by facilitating the By-Laws revision process. Approved in 2019, the new By-Laws created a foundation for the current Board through the implementation of Robert's Rules of Order into all meetings and restructuring of the Executive Board and Appointed Positions. The success of this current Board could not have occurred without their shared vision for the future of the association.

During the 2019-2020 academic year, ALFSS recruited 58 new members for a total of 94 active members including many new members of the University's Administrative Council, composed of vice presidents, deans, and other senior leaders. ALFSS raised a total of \$555 from membership dues and \$12,905.17 in scholarship funds which came from fundraising events and donations for a total of \$13,460.17. We hosted a total of nine events which included a new quarterly no-host social and the Inaugural 2019 Fall Latino Graduate Recognition Ceremony. Monthly general meetings were scheduled the first Wednesday of each month at noon, totaling 12 meetings. Zoom was used in the beginning of the year as an option to participate in monthly meetings, but quickly became the primary source for virtually connecting once campus transitioned to telecommuting. ALFSS set forth to implement a more cohesive marketing plan with a strategic communication that remained consistent with the brand and identity of the association. The newly established marketing plan emphasized brand recognition efforts that included; association polos, monthly newsletters, website, print and digital collateral, and social media campaigns.

ALFSS selected ten students to award scholarships in the amount of \$1,000 each to be disbursed during the 2020-2021 academic year. Due to circumstances out of our control, such as power outages and the COVID-19 pandemic, some marquee events including Dia de los Muertos and Spring Latino Graduate Recognition Ceremony were canceled or altered. Despite these challenges, ALFSS is proud to have contributed to the University's mission, vision and core values as an affinity organization.

## HIGHLIGHTS



**\$13,460.17**  
**RAISED**



**9 EVENTS**  
**12 MEETINGS**



**10 STUDENTS**  
**\$1,000/EACH**

# 2019-20 Board Members



**Enrique Murillo, Jr.**  
*President*



**Monica McMahon**  
*President-Elect*



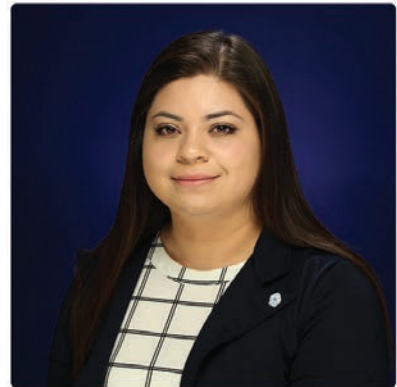
**Aurora Vilchis**  
*Executive Secretary*



**Antonio Guijarro-Ledezma**  
*Treasurer*



**Miranda Canseco**  
*Director of Marketing*



**Susana Barbosa**  
*Director of Programs*



**Marisol Johnson**  
*Director of Membership*



**Patricia Aguilera**  
*Director of Scholarships*



**Carolina Yanez-Macias**  
*Student Representative*



# About ALFSS

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The Association of Latino Faculty, Staff and Students (ALFSS) was established on May 1, 1985. ALFSS is a non-profit organization affiliated with California State University, San Bernardino and is committed to serving a diverse community. ALFSS affirms the multiculturalism of CSUSB and invites students of all ethnicities to apply. We seek to eliminate discrimination based on gender, class, economic status, ethnicity, sexual orientation, age, physical ability and cultural and religious backgrounds. Since 1985, ALFSS has awarded more than \$300,000 in scholarships to new and continuing CSUSB undergraduate and graduate students, including graduating high school seniors and community college transfer students.

## Purpose and Goals

- Encourage the involvement of students, staff, faculty and administrators of the university community in issues pertinent to Latinos.
- Promote the participation of Latino youth in higher education through the scholarship fund.
- Award scholarships annually to new and continuing students who attend CSUSB.
- Promote public interest in, and the understanding of, the rich and varied Latino cultures.
- Disseminate information about CSUSB to the general public, and the Latino community in particular.
- Further the personal and professional advancement of Latino faculty, staff and students.

## **Benefits to the community**

Our Association is volunteer-driven. We help make the difference between CSUSB as a Hispanic-“Enrolling” vs. a Hispanic-“Serving” Institution. Albeit our institution has done remarkable and commendable work in institutionalizing inclusive practices by providing great support and resources for faculty, staff and students from diverse populations; it cannot surely be enough during the current, disheartening and harsher increase in xenophobic rhetoric. ALFSS, as an affinity group, is one cog in the wheel, as we together navigate our institution, as our demographic and equitable participation have shifted, and will continue to shift. We together reduce the invisible labor and race-based cultural taxation our members have often experienced at CSUSB over the last 35 years. Together we help discern and reduce the inequities in academic experiences or outcomes, and create a more empowering environment.

Together we can all the better foster an inclusive, welcoming environment, and help our students succeed, and help our faculty and staff succeed. In short, ALFSS fosters success, inclusivity and open mindedness in academia, the workplace, and socially!

- We provide formal and informal advising to student organizations.
- We increase cultural competencies and literacy at CSUSB.
- We are an umbrella, collaborate in, and foment intergroup partnerships with those of varied missions.
- We recognize inclusive practices through faculty, staff, and student recognition ceremonies.
- We promote and integrate diversity, inclusion and equity-based educational experiences throughout the curriculum, environment, and campus experience.
- We build awareness through, and coordinate multicultural programming, performances, and educational events.

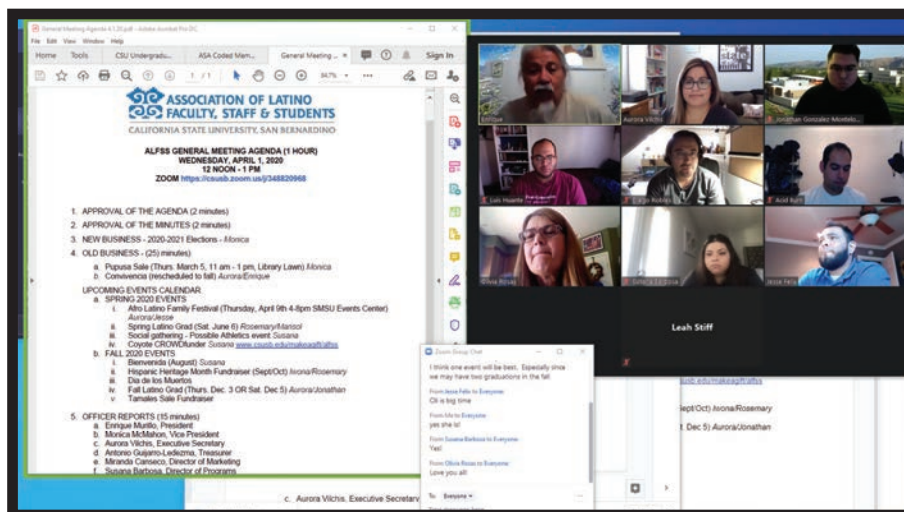
# Key Performance Indicators

## Meetings

As part of the ALFSS strategic direction for transparency and accountability, Executive Secretary, Aurora Vilchis made it a priority to ensure the website was up to date by posting meeting agendas and minutes for both general membership as well as board meetings. During the 2012-2020 academic year, 12 general monthly meetings and 12 monthly board meetings were held. To encourage collaboration with other university student clubs, organizations and departments; ALFSS reached out to different groups with similar missions to join the monthly general meetings. Presentations were made by groups such as the Latino Business Student Association (LBSA) and Acto Latino. ALFSS plans to continue this practice to further align with the various entities on campus and the goal to further the advancement of Latino faculty, staff and students.

Accurate meeting minutes were taken at these meetings especially during board meetings where votes pertaining to monetary decisions were made. All agendas and minutes can be found on the ALFSS website: <https://www.csusb.edu/alfss/membership/meetings>

Often meeting minutes were posted on the ALFSS website making them public for all shortly after the meeting concluded or, no more than 1-week after the meeting occurred. All documents (meeting agendas and minutes) have been saved on the ALFSS Google drive which all board members have access to. After the election cycle and during the transition retreat, new board members will be granted access to documents. All monthly meetings were scheduled for the first Wednesday of each month and in a similar location in the lower commons. A common university practice of streaming meetings on Zoom was introduced to ALFSS and became the primary means of meetings once campus transitioned to remote working. In compliance with state and local social distancing policies, ALFSS meetings will continue to be conducted via Zoom until it becomes safe for large gatherings.



# Financial Report

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The ALFSS Treasurer ensures that all financials are accounted for so that reporting to stakeholders is accurate. Each year it is vital that the appropriate individuals have the proper signature authority to complete daily ALFSS operations. This would require the ALFSS Treasurer to submit a DACS request for new individuals needing functional approver access as well as updating the approving official for the fiscal year if required.

The ALFSS organization operates using four funds, with each being used for different operations during the fiscal year. These consist of the following funds: SF061; P3176; P2385; SB001. The SF061 account is the ALFSS Trust account. Most of the ongoing operations for ALFSS get charged here. Most of the revenue generated through the various ALFSS events are deposited into this account. The P3176 fund is the ALFSS Scholarship account. Within this fund, the scholarship recipients that were selected during the previous fiscal year, in this case, 2018-2019, are awarded during the new fiscal year, in this case, 19/20. Revenue for this account is usually transferred over from the SF061 account or from the P2385 account using the appropriate methods. The P2385 fund is the ALFSS Donations account. This account is where donations or any credit card revenue collected is transferred into. This account could be used to pay for some items that might not be allowed under State Side policies.

The SB001 fund is the ALFSS StateSide account. This fund holds a small portion of the ALFSS fund that is mainly used for small-ticket items for events such as the Dia De Los Muertos event, Paint Night, or any other event that has small ticket items that need purchasing. This 2019-2020 fiscal year, ALFSS was required to create and approve a Request to Establish/Maintain Cashiering Collection Point and a Cash Handling Policies and Procedures. These forms are to be submitted to Student Financial Services no later than June 1st each year to obtain approval from the University Controller to collect cash, checks, and credit cards for each new fiscal year beginning July 1st and ending June 30th. The current ALFSS Treasurer will ensure that these are submitted prior to the deadline for the new fiscal year to ensure ALFSS is following cashiering policies set forth by the University.

The ALFSS Treasurer ensures the collection, reconciling, and depositing of funds that were generated from events, miscellaneous sales, or possibly membership fees. The Treasurer, as well as the other members of the organization, must abide by the Cash Handling Policies and Procedures established by the ALFSS organization for that given fiscal year. For any event in which ALFSS uses the credit card machine from Advancement, the users must ensure that names, addresses, and



# Financial Report

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emails are obtained so that the individual(s) receives donation credit. This is very important for reconciling purposes.

As for the cash collected by the organization, the storage of the cash must abide by the rules established in the Cash Handling Policies and Procedures established for the fiscal year. When it comes time to deposit funds, the account used is the 580093-SF061-B0100. A Departmental Cash Transmittal form, along with attachments are required to get turned into Student Financial Services for processing. These funds will then appear in the account after a few days. The Treasurer will ensure that copies of all items are kept for records. For any payments due, the ALFSS Treasurer must ensure that the correct university form is filled out correctly and completely with the correct account chartfield string and any attachments required to be submitted. The appropriate signature process must be followed, and once the form is complete, the Treasurer must ensure that a copy is retained for ALFSS records, and the original completed form is delivered to the correct department for processing.

During the COVID-19 pandemic in which most individuals are required to work remotely, various departments are accepting digital signatures and allowing for forms to be submitted to the department's email to get processed. Hard copies should be kept for auditing purposes.

# Programming and Fundraising Events

During the annual Summer Planning Retreat on August 8, 2019, the incoming board along with the existing board and key contributing members of ALFSS, planned a series of calendar events for each quarter. An annual fundraising goal was set for \$15,000 with a quarterly goal of \$5,000 to fund scholarships. For the 2019-2020 academic year, ALFSS set out to host an event each term that included a fundraising component. In addition to raising funds for scholarships, a goal was set to have a fun, relaxing no-host social event for membership to come together and build community. Additionally, ALFSS collaborated with many campus departments and co-sponsored other events throughout the year. The following programs and fundraising events were hosted or planned by ALFSS for the 2019-2020 academic year:

## 2019 Fall Quarter Events

- Bienvenida (Welcome)
- Dia de los Muertos
- Fall 2019 Latino Graduate Recognition Ceremony
- Fall Social
- Tamal Sale

## 2020 Winter Quarter Events

- Pupusa Sale
- Paint and Sip
- Coyote CrowdFunder Capital Campaign
- Winter Social

## 2020 Spring Quarter Events

- Convivencia
- El Grito de Nuestro Orgullo (Recognition for Spring Latino Graduates)
- Spring Social



ALFSS hosted **9 events** in the 2019-20 academic year, with the intended purpose of awareness, celebration or fundraising.

## **Bienvenida (Welcome)**

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For many years it has become an annual tradition for ALFSS to host a welcome event to kick-off the new year. This event has been hosted both on-campus as well as off-campus at the generous invitation of dedicated ALFSS members. On November 15, 2019, ALFSS held its annual fall Bienvenida in the Obershaw Dining Hall to give a warm Coyote welcome to all new CSUSB faculty, staff, administrators, and students. During the fall welcome all event, ALFSS had the opportunity to introduce current and new members to the passion that drives our association to support the Latino community and advocate for our students. The fall celebration was chaired by Susana Barbosa, Director of Programs. Over 95 members of the CSUSB community attended this event. A special plaque was presented to President Tomás D. Morales during the event by student representatives from various Latino student organizations led by ALFSS Student Representative, Carolina Yanez-Macias, to thank him for his continued support to Higher Education.

## **Día de los Muertos (Day of the Dead)**

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ALFSS traditionally hosts an annual Dia de los Muertos event on the San Bernardino Campus. During the event, ALFSS will feature an altar dedicated to those who have passed on, calavera decorating for silent auction, live performances from ballet folklorico and aztec dancers, and a variety of arts and crafts activities for the community. Unfortunately due to weather and a series of campus closures during 2019, ALFSS decided to cancel the event for the safety of event attendees.

# Fall 2019 Latino Graduate Recognition Ceremony

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ALFSS held the inaugural Latino Graduate Recognition Ceremony for fall quarter graduates in November 2019. For many years ALFSS has hosted the university's marquee event celebrating the graduation accomplishments of CSUSB students by honoring the Latino culture in a festive ceremony however, only during the spring. The academic year, the fall ceremony was Chaired by Executive Secretary, Aurora Vilchis. The decision to host this event came after a series of requests from students over the years and a willing board and planning committee to execute the event.

Traditionally, the spring ceremony has been held in the CSUSB coussoulis arena sharing the cost of the space with the Black Faculty Staff and Student Association (BFSSA). Without knowing what participation would be like or being able to share expenses with BFSSA, the planning committee decided to hold the event in the SMSU Events Center which allowed for 115 graduating students to bring 5 guests each. With no baseline of participation, registration opened October 22 during Grad Days and all 115 slots were filled within 3-days. The CSUSB student keynote speaker was Norma Barrera, a community college transfer student who earned her Bachelor of Arts in Psychology from CSUSB. Brining approximately 700 people to the evening ceremony on campus, the 26-member planning committee held a successful first fall ceremony. ALFSS graciously received a donation from Pepsi for water and drinks to give to attending guests. A debriefing meeting was held immediately following the event to share feedback with the planning committee and make recommendations for the future events.

## Planning Committee:

Patricia Aguilera  
Susana Barbosa  
Alfredo Jesus Barcenas  
Jose Carreno  
Miranda Canseco  
Jacob Chacko  
Iwona-Maria Contreras  
Elise Covarrubias  
Ana De Loera-Moll

Jesse Felix  
Valentina Felix  
Robert Garcia  
Antonio Guijarro-Ledezma  
Marisol Johnson  
Eduardo Mendoza  
Monica McMahan  
Enrique Murillo Jr  
Jasmin Ortiz  
Primavera Reza Nakonechny

Carlos Robles  
Olivia Rosas  
Doris Selva  
Patricia Sotelo  
Aurora Vilchis  
Carolina Yanez-Macias  
Rosemary Zometa

## Fall Social

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ALFSS has committed to one no-host event social per quarter to have the opportunity for all existing and new ALFSS members to attend and socialize with a no formal agenda. The first quarterly social took place on December 4, 2019 at Pizza Hut on Kendall Drive. Approximately 10 ALFSS members attended. ALFSS President and Vice-President donated the shared cost of pizzas and appetizers for those in attendance.

## Tamal Sale

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Tamal Sale chaired by Vice-President Monica McMahon and ALFSS member Edgar Estorga in December, 2019. The event was very successful, 67 total dozens with gross sales of \$1,340. With expenses, the total towards scholarship funds was \$703.04. Monica expects that next year expenses should decrease since ALFSS will not be expected to feed as many volunteers. Received nothing but compliments from various people. Will already start looking for volunteers for next year. Jesse Felix and Valentina Felix volunteer to co-host the tamal sale next year. They will look into outsourcing

and insourcing. In 7 or 8 months, we should revisit the tamal sale.



## Pupusa Sale

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March 5, 2020, ALFSS hosted a winter Pupusa Sale fundraising event selling out within 1 hour. ALFSS has previously hosted Pupusa sales however, the winter 2020 event has been the most successful to date. The event was chaired by Vice President, Monica McMahon. ALFSS membership made in-kind donations of paper goods such as plates, cups, napkins, aluminum foil, forks, etc. In-kind donations estimated \$100, total expenses were \$272 and a profit of \$442 was made for student scholarships. The event

was hosted on the Library Lawn as a central location for campus members to purchase pupusas. A marketing campaign to promote the event included flyer distribution, emails and social media posts. Logistics to host this event involved collaborating with a local Pupusaria in San Bernardino, going through the approval process with university departments, specifically Environmental Health and Safety, and submitting proof of a food handling licence. Overall the event was a success with minimal work and due to the in-kind donations of members netted a profit to cover almost half of 1 ALFSS student scholarship. In planning for future events, the Chair recommends continuing food fundraisers and a key consideration should be the anticipated revenue and amount of preparation time to plan the event. Other food fundraising ideas to consider during the summer planning retreat could include cut fruit with chile, empanadas, etc.

## Paint and Sip Fundraiser

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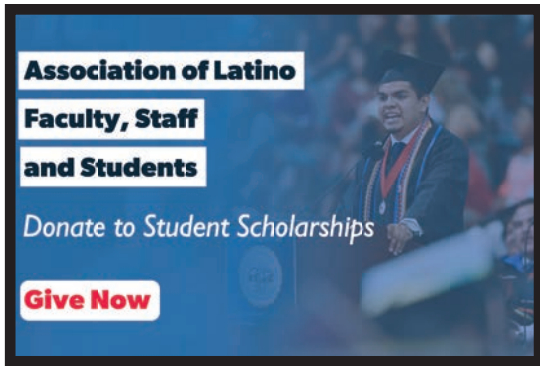


The Paint & Sip ALFSS' winter fundraising event was chaired by Vice-President, Monica McMahon, in February 2020 with a total of 16 participants. This event was held on campus and was open to the entire CSUSB community, tickets cost \$25, and included a complimentary agua fresca and the painting session with supplies. The SMSU Program Board contributed easels, brushes, water trays, paint palettes, and ice buckets. The painting instructor, current CSUSB student and former ALFSS scholarship recipient, donated her services to ALFSS. Overall \$400 in registration fees were

collected. We received \$69 of in-kind donations, and expenses totaled \$51.51. There was a total of \$348.49 profit to be used for student scholarships.

## Capital Campaign and Fundraising

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ALFSS launched its first-ever crowdfunding campaign to strengthen its fundraising efforts to raise funds for student scholarships. ALFSS piloted the Coyote CrowdFunder for the office of Annual Giving in the Division of University Advancement. This campaign allowed ALFSS to share its mission in continuing to support the participation of youth in higher education through scholarships. The CrowdFunder page included content about ALFSS, scholarship fund goals, how the donor can make a difference, an alumni scholarship

recipient testimonial, and a video of two past ALFSS scholars highlighting the impact the financial support made in their educational journey.

**ALFSS Testimonial Video:** <https://www.youtube.com/watch?v=iV3raU8HMjM&t=3s>

The scholarship campaign was shared amongst current dues-paying members and external constituents. The campaign took off strong by fundraising \$145 within the first two weeks of the soft launch. The campaign did not meet its goal of \$5,000 due to pause in solicitations due to COVID-19. ALFSS will continue to fundraise through the platform throughout the year with the support of Annual Giving.

## Winter Social

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ALFSS scheduled our winter no-host social at The Study, however due to lack of promotion time, this event was cancelled.

## Convivencia (Social)

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As part of the Latino Education and Advocacy Days (LEAD) Week, ALFSS co-sponsored a dinner/dance social, *Vamos a bailar y comer*, scheduled for Friday, March 20, 2020. Through partnership with LEAD, the cost of the space in the SMSU Events Center was covered by LEAD. Unfortunately, due to the COVID-19 Pandemic, this event was canceled. LEAD will be rescheduled for the next academic year, during Hispanic Heritage Month in 2020, ALFSS will continue to collaborate and host a fundraising event at that time.

## **El Grito de Nuestro Orgullo (Recognition for Spring Latino Graduates)**

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ALFSS decided to postpone the 2020 Latino Graduation Recognition Celebration in light of COVID-19 and social distancing guidelines. Many inquired about purchasing a cultural stole. The ALFSS leadership finalized the method for our graduates to safely and efficiently purchase the cultural stole. Stoles were sold for \$30/each and were mailed to the graduates. The situation is not as any of us would imagine it, so to adjust to the time we still want to give our CLASS OF 2020 a chance to share their accomplishments and pride! The Latino Graduate Recognition Ceremony provides students the opportunity to give a 15 second shout out and we want to keep that tradition alive! Graduates were encouraged to submit a photo, written statement or record a video to share what it means to be a latino grad and/or thanking friends and family for their support in your journey. Submissions were shared on the ALFSS social media and website the following weeks to share in a virtual celebration!

## **Spring Social**

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A virtual ALFSS Spring Social will be held on June 12, 2020. Members will be engaged in a game of Loteria over Zoom. This event will be hosted by ALFSS Vice President, Monica McMahon, and Executive Secretary, Aurora Vilchis.

## ALFSS Co-Sponsored Events

As ALFSS works toward inclusion drives us to honor our differing perspectives, listen to our colleagues and understand that there is more than one way to achieve and accomplish.

### El Grito

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On Sunday, September 15, 2019 CSUSB hosted the annual Mexican Independence Day celebration. As one of the many campus co-sponsors, ALFSS supported the Mexican Consul along with the Associated Students Inc., Inc., for the official Grito of the Inland region. The event also had a surprise announcement awarding ALFSS President, Dr. Enrique Murillo as the recipient of the university's Outstanding Community Engagement Award.

### Hispanic Heritage Month Movie Screening

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CSUSB celebrated Hispanic Heritage Month with the Inland Empire debut screening of 'Singing Our Way to Freedom - A Powerful Story of Ramon "Chunky" Sanchez and the Inspiring Music of the Chicano Civil Rights Movement'. ALFSS Co-sponsored this event along with LEAD and University Advancement on Tuesday, October 15, 2019. The event was attended by a few hundred people, primarily students. The movie was followed by a discussion with Director Paul Espinosa facilitated by ALFSS President, Dr. Enrique Murillo.

### Feria Educativa

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ALFSS planned to collaborate with LEAD during the annual Día de los Muertos however, due to local fires and power outages, this event was postponed to the March however; it was again canceled due to COVID-19.

### Afro-Latino Family Festival

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In collaboration with the Black Faculty Staff and Student Association (BFSSA), ALFSS worked toward hosting the first Afro-Latino Family Festival. This Festival aimed to recognize the African ancestry in the Latino culture and honor those who identify as Latin American of African descent. This event planned full of music, art, food and activities scheduled to take place in April was unfortunately canceled due to COVID-19. ALFSS looks forward to rescheduling this event for spring of 2021.

# Scholarship Awards

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Since 1985, ALFSS has awarded more than \$300,000 in scholarships to new and continuing CSUSB undergraduate and graduate students, including graduating high school seniors and community college transfer students. The ALFSS scholarship is an on-campus scholarship that is administered by the Office of Financial Aid and Scholarships. The scholarship is available to all incoming and/or continuing CSUSB students. An ALFSS scholar is selected based on success in the areas of academic performance, volunteer and work experience, future educational and career goals and, most importantly, involvement and contributions to the Latino community.

ALFSS affirms the multiculturalism of CSUSB and invites students of all ethnicities to apply. The Scholarship Requirements are listed here:

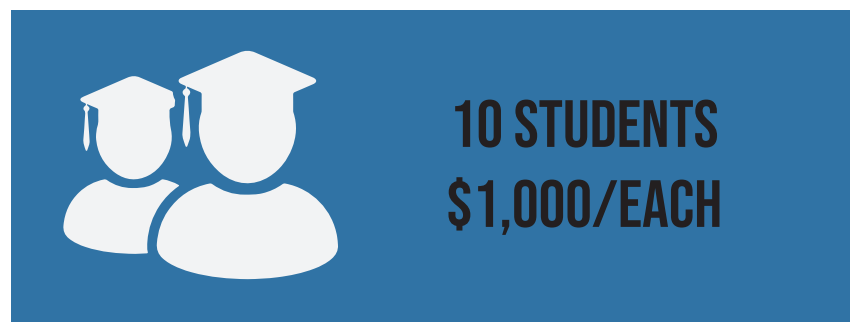
- Maintain a competitive grade point average.
- The determination of a competitive GPA is based on the applicant pool.
- Be a full-time undergraduate, credential or graduate student enrolled at CSUSB during the academic year.
- Complete the CSUSB online scholarship application (accessible via MyCoyote).
- Provide one online letter of recommendation from a current or previous instructor.
- Complete the Free Application for Federal Student Aid (FAFSA) or California DREAM Act Application.

As part of the Application Criteria and Process, ALFSS prioritizes those applicants who select the “Latino Culture in the Cultural Interests” section of the application as shown here;

Patricia Aguilera and Robert Garcia served as the Scholarship Chairs for the awards granted for the 2020-2021 academic year. Approx. 500 applicants chose the cultural option. We awarded 10, \$1000 awards for a total of \$10K in scholarships. The scholarships will be awarded in two disbursements of \$500/\$500 each semester.

## Awardees:

- Areli Noheim Enriquez
- Destiny Banner
- Dominique Zometa
- Emma De La Cruz
- Euliver Dizon
- Holly Chea
- Jonathan Robert Arvizu
- Mario Miguel Davik-Salas
- Rocio Delgado
- Tabitha A. Davis



The ALFSS Awardees are traditionally recognized at the Spring Latino Graduate Recognition Ceremony. Due to the COVID-19 pandemic, these scholars will be recognized in a new format or at the 2021 Spring Latino Graduate Recognition Ceremony.



# Membership

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During 2019-2020, ALFSS held a continuous membership drive to aggressively grow its membership base, with a goal of obtaining 100 members. The Association used every opportunity to solicit new members by tabling at its events, as well as campus-wide events. At the start of the 2019-2020 year, ALFSS had 36 active members. As of May 14, 2020, the active membership of ALFSS is 94.

Regular memberships: 71

Student Memberships: 23

Members on recurring payroll deductions: 42

In an effort to grow the number of student memberships, ALFSS tabled at Coyote One Stop events during the Fall and Winter quarters. These events provided visibility for the organization and allowed ALFSS members to share the benefits of membership as well as promote upcoming events and programs to students.

As a part of a concerted effort to expand the membership to include more members of the CSUSB administration, ALFSS President, Enrique Murillo reached out to the members of the Administrative Council to solicit their support of the organization through membership. As a result of his effort, several joined the Association and supported ALFSS events and fundraisers throughout the year.

Finally, during the 2019-2020 year, Human Resources extended their onboarding program for new staff by including ALFSS and other affinity groups on campus in the program to present to all newly hired employees. This opportunity greatly increased the Association's visibility and allowed new employees to learn what the affinity group does and how to become a member.

# Marketing and Communication

## Branding

ALFSS has historically been branded with the color red. During this year the Director of Marketing worked to establish a set brand look for the organization using the ALFSS red and variation of the CSUSB blue. All designs focused around the database of photography from past ALFSS events and cultural experiences. As well as strong typography to display messaging and/or announcements. New branding was integrated into social media, flyers, promotion, announcements and the new monthly newsletter. This year we also initiated the effort for ALFSS polos available for all board members and members. The purpose is to wear them at events, tabling and outreach opportunities.

Examples below:

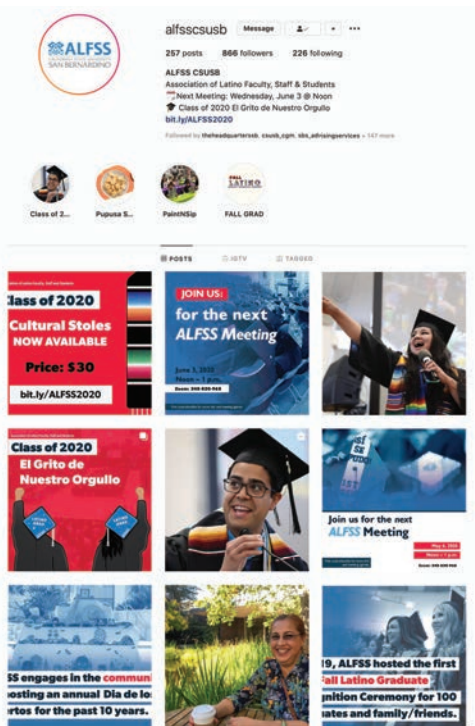
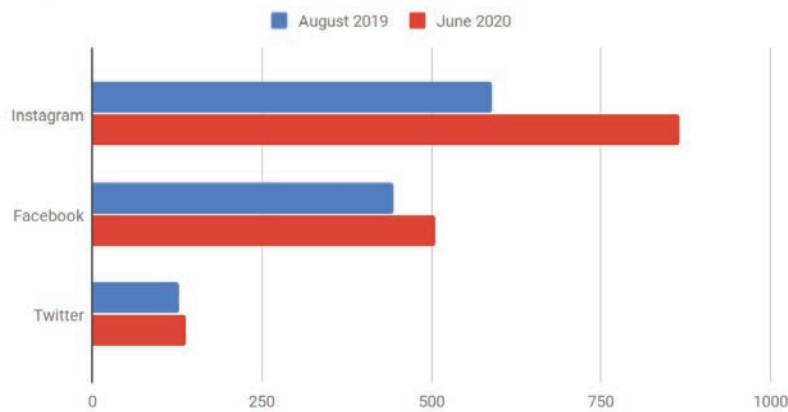


## Social Media

During the 2019-20 year, ALFSS repositioned all social media platforms to strengthen the overall brand. All handles were changed to @ALFSScsusb to remain consistent and accessible for all to find and follow. All social media platforms increased in followers and the primary focus for this year was on the Instagram account. For all postings the hashtag #ALFSScsusb was used for increased brand recognition. Large events were also highlighted on our Instagram so new followers could get a better understanding of the organization.

- Instagram – 590 to **866**
- Facebook – 444 to **505**
- Twitter – 128 to **140**

August 2019 and May 2020





## Newsletter

In January 2020, ALFSS launched the first monthly newsletter utilizing a designed mailchimp template. Emails were sent out to campus and membership for ALFSS events and monthly meeting announcements. The goal is to have all ALFSS communications consistent and branded. Each email also included an invite for membership and information about upcoming events and meetings.



## Event Promotion

All ALFSS events had event flyers and promotional efforts to coincide. Depending on the event audience we utilized the campus marquee and flyers around campus bulletin boards. Events were also promoted on social media and shared with other on campus platforms. Facebook events were another successful promotional tool for the events that attracted community member attendance - ex. Dia de los Muertos and Convivencia. This allowed ALFSS members to promote the event to their inner circles as well as promote to the San Bernardino community. For the Fall 2019 Latino Graduate Recognition Ceremony, an effective promotional tool was recording the Event Chair to go over important information and details for the ceremony. This had great feedback from students and attendees as the event approached.

## #MujerMonday-Women's History Month

During March's Women's History Month, ALFSS took the initiative to launch and spearhead the Mujer Mondays social media campaign. This campaign showcased female ALFSS members from different categories. It also served as an opportunity to thank these women for the strong leadership and involvement in the ALFSS community.

Week #1 - female executive board members

Week #2 - female ALFSS student scholars

Week #3 - female ALFSS professors

## Overall Communication

All ALFSS external communication was approved by the Director of Marketing to maintain the integrity of the ALFSS brand. This included messages from the President and any messaging to membership. For internal and role specific messaging, all board members were given an ALFSS signature that included all board names to demonstrate a unified leadership.

# Student Representation

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To serve as the voice for students through the Association of Latino Faculty, Staff and Students allows for the awareness of Latino culture, tradition, and education to be recognized and celebrated. ALFSS acknowledges the voices of students to not only be heard but to be understood and provides assistance for all the challenges faced daily and throughout our current reality due to the pandemic. Serving as a student representative expanded the opportunity in engaging with multiple committees to ensure every decision continues to be in the best interest of the Latinx student community.

To emphasize a few events where students were represented, our annual Bienvenida celebration welcomed the new academic year and prospering ALFSS members. Student leaders from Latinx organizations were welcomed and recognized by speaking upon their accomplishments throughout campus. Highlighting these moments provides the student leaders the acknowledgement of their hard work and dedication enhancing the empowerment of Latino education. The Fall Latino Graduate Recognition Ceremony represented graduates through the support and motivation from their faculty, staff and families to recognize all of their achievements and challenges they overcame through their academic journey at the university. The shout-outs from each graduate gave the opportunity to acknowledge their personal influential purposes in accomplishing this milestone. ALFSS also included student representation through their general organization meetings by welcoming all students to share any ideas, questions or concerns they would like to see advocated and improved. This platform also provides students a communal environment to explore culture, tradition and common experiences. Students were also given the opportunity to de-stress throughout the ALFSS Paint and Sip event by painting Calaveras. This event allowed students to take a moment for themselves to be creative within their culture.

Nevertheless, ALFSS has provided a community where students are able to feel their culture being represented through a variety of measures; informational workshops, fun events, traditional celebrations, etc. to continue the prospering of Latino education and overall success. Although the pandemic has halted many of the anticipated events, ALFSS is continuing to serve by identifying the supports necessary that'll be most effective in assisting everyone to reach their goals during this crucial pandemic period.





# Opportunities and Risks for the Latino Community during the COVID-19 Pandemic

Many Latinos are shouldering a disproportionate burden of the pandemic, NOT because they are not taking personal responsibility. It is structural, more closely related to income and access, not genetic, and primarily a factor of decades of policies that have ignored our communities. Our communities are ill-prepared for their battle against the coronavirus and thus are among the worst hit by the crisis because our communities are among the least able to access the healthcare systems and unemployment benefits that could bring relief.

In short: economic disparities go hand in hand with health vulnerabilities. The poorest people always pay the highest cost. Among the factors:

- Lack of, or insufficient health insurance. Some are wary of seeking medical care due to medical costs, and in some cases fear that going to a hospital will expose them to immigration authorities. Consider who have access to testing and who's getting into the hospitals. Latinos have the highest uninsured rate of any racial or ethnic group in the US.
- Latinos working in low-paying front-line jobs...more Latino/as work disproportionately in the country's 10 lowest-paying jobs . . . grocery store staff, restaurant workers, caretakers, cleaners and delivery workers. Also, Latinos are heavily represented on farms and warehouses, and those essential businesses that remain open during the shutdown. 84% percent of Latinos in the United States don't have jobs that allow them the privilege to stay home. In these jobs there is often crowding together, or interacting with the public (and unfortunately often without proper safety gear or PPE). Plus likely no paid sick leave either.
- Lack of savings and wealth. The economic fallout from the coronavirus pandemic is dealing a hard-hitting blow to Latinos who barely recovered from the hammering they took in the Great Recession, raising the possibility of a setback from which many may not recover. Millions of Latino families were just bouncing back from losing 66 percent of their household wealth, lagging far behind their white peers. During the Great Recession, Latino median household wealth plummeted from \$18,359 in 2005 to \$6,325 in 2009, the largest of any racial or ethnic group. - Multi-generational families or households living in close quarters. Impoverished Latinos crowded into small apartments or multiple families living under one roof.
- Anti-Mexican, Anti-Latino, and Anti-Immigrant social/political factors also at play as the current federal govt. administration policies not just discourage but push out Latino immigrants from making use of public health insurance and government benefits (such as food stamps). And again, as mentioned, the continuation of immigration enforcement. That is, even as the pandemic has spread in exponential numbers, Trump Administration policies and rhetoric continue to fan the flames of xenophobia and racism. This increases the fear that asking for government assistance, at any level, could mark them on the radar of immigration officials, and for some the fear is real of being separated from their children.

Thus, because Latinos are the fastest growing segment in the inland region, as in the U.S., what happens to Latinos will reverberate for years to come. Further, while the pain from the pandemic crosses all races and ethnicities, Latinos stand to endure a deep economic blow due to persistent income inequality, disparities in wealth, the fragility of Latino small businesses and the large number of Latinos employed in service industries such as hotels, restaurants and retail stores — many of which have been forced to shut down.

Albeit African Americans are the most likely to have suffered actual layoffs, Latinos have experienced the most widespread reduction in income through job loss, reduction of wages or work hours, or lost income to their businesses. So the pandemic has left many out of work and pushed Latino business owners in particular to the brink of shutting down. The crisis has either erased or is threatening to erase Latinos' decade-long climb back to financial stability.

The effects of COVID-19 are currently felt by Higher Education in general, and Latino students particularly are susceptible to technology disparities and inequities. CSUSB instruction and services have been moved to virtual or remote modalities. Immediately our institution has had to tap into its financial reserves to address the ongoing digital divide (race & class); the need for hardware & software; and the need for stable and reliable internet & hotspots.

Latinos have been lagging behind most other ethnic and racial groups in terms of gaining reliable internet access and having broadband at home because our population is largely gaining internet access through smartphones. In fact, 80 percent of Latinos access the internet through their smartphones.

In general, while college enrollment among Latino students had been increasing over the past decade and reached a record high in 2017, Latinos still lag behind in college completion. In higher education, the inequality is seen as some low-income, first-generation college students of color are struggling to meet the challenges they face.

Given the new normal, some students are all the more helping to put food on their families' tables. Some are newly homeless, having been asked to leave a rented room or dorm. Still more are balancing their own college classes with homeschooling their elementary-school-age children or siblings and translating for English learners in their families. Others do not have access to the technology, as mentioned previously, such as laptops, they need a quiet space to study.

Given the circumstances, the Opportunity Gap can easily get widened!

Education can change the economic level of multiple generations. It is the very best socioeconomic mover of lower-income people to higher socioeconomic status. Upon graduation, those grads move out of poverty and become part of the middle class in significant numbers, and contribute to society in multiple ways.

ALFSS is prepared to pivot and be part of solution-based approaches. We know we need to better imagine high-touch interventions; engage with faculty, staff and students to know who we/they are, understand our/their academic and non-academic challenges, and figure out which individual supports will be most effective in helping them reach their goals. ALFSS believes that Latinos are the bridge to a post-pandemic future, as well as a post-pandemic economy. We are the growth population in this region, as in the country and so what happens to Latinos in Education and in the Workforce Development has profound and significant implications for everyone, whether or not they are in that population.

So Education is one of the keys – as it has always been.



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