

Final Report

You Don't Even Speak Spanish! (YDESS)

1. Introduction

You Don't Even Speak Spanish! (YDESS) a Chicano farce written by Aaron Higareda and directed by Guillermo Avilés-Rodríguez was produced at California State University, San Bernardino (CSUSB) in Spring 2025. The production combined live performance with multimedia projections and bilingual supertitles, in collaboration across Theatre Arts, Spanish, and Communication/Media. It was praised by our student newspaper and brought many first-time visitors to our campus. As part of our outreach strategy, we produced more than a half a dozen promotional clips featuring our student actors:

2. Goals, Collaboration, and Student Learning

The project advanced interdisciplinary, experiential learning by uniting:

- Theatre students (acting, staging, lighting, sound, and stage management)
- Spanish students (English↔Spanish script translations, dramaturgical research)
- Multimedia students (videography, editing, lobby installation, and projections)

Students reported growth in bilingual performance, technical production, and cultural analysis.

3. Event Details

Performance Run: April 25 – May 4, 2025 (Barnes Theater) · Runtime: ~120 minutes + 15-minute intermission.

Lobby installation highlighted the rehearsal process and community context alongside the stage production.

Held a moderated panel discussion, and post-show talk back as part of our outreach strategies.

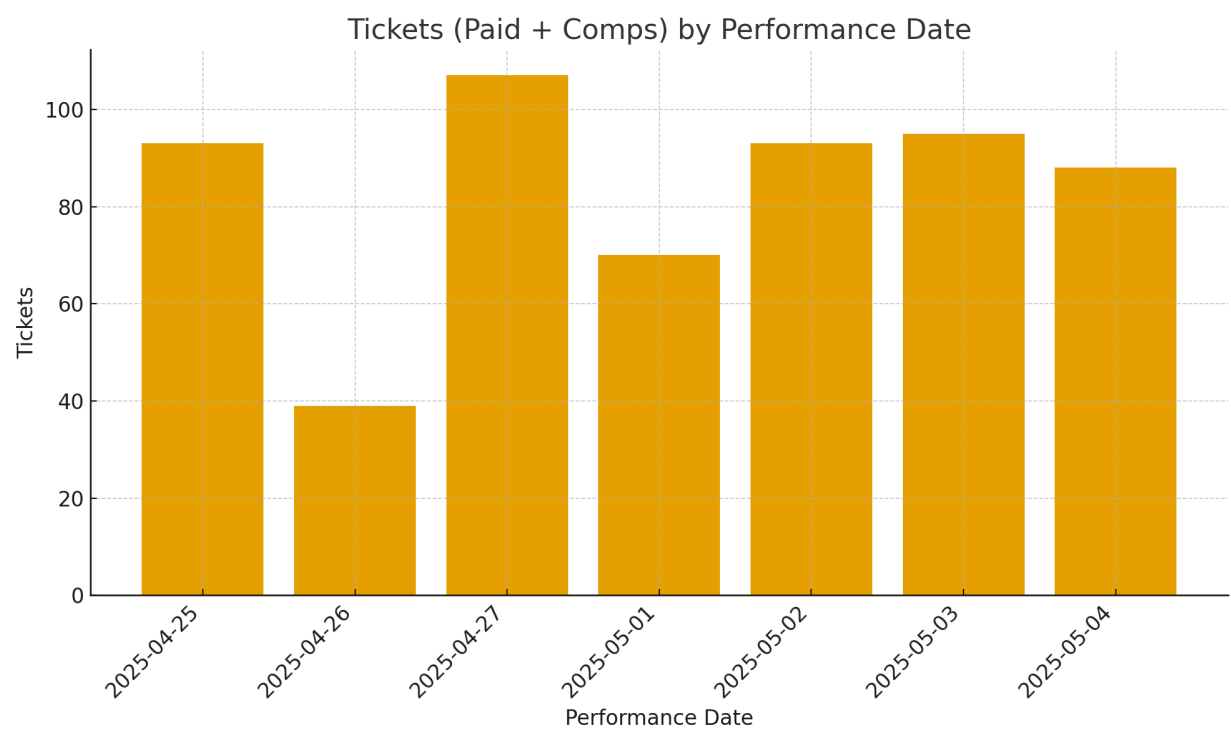
4. Timeline of Activities

January–February 2025: workshops in language, multimedia, and performance; March 2025: collaborative creation and pre-recorded scenes; April 2025: integrated rehearsals; Late April–Early May 2025: performances; May 2025: reflection and documentation.

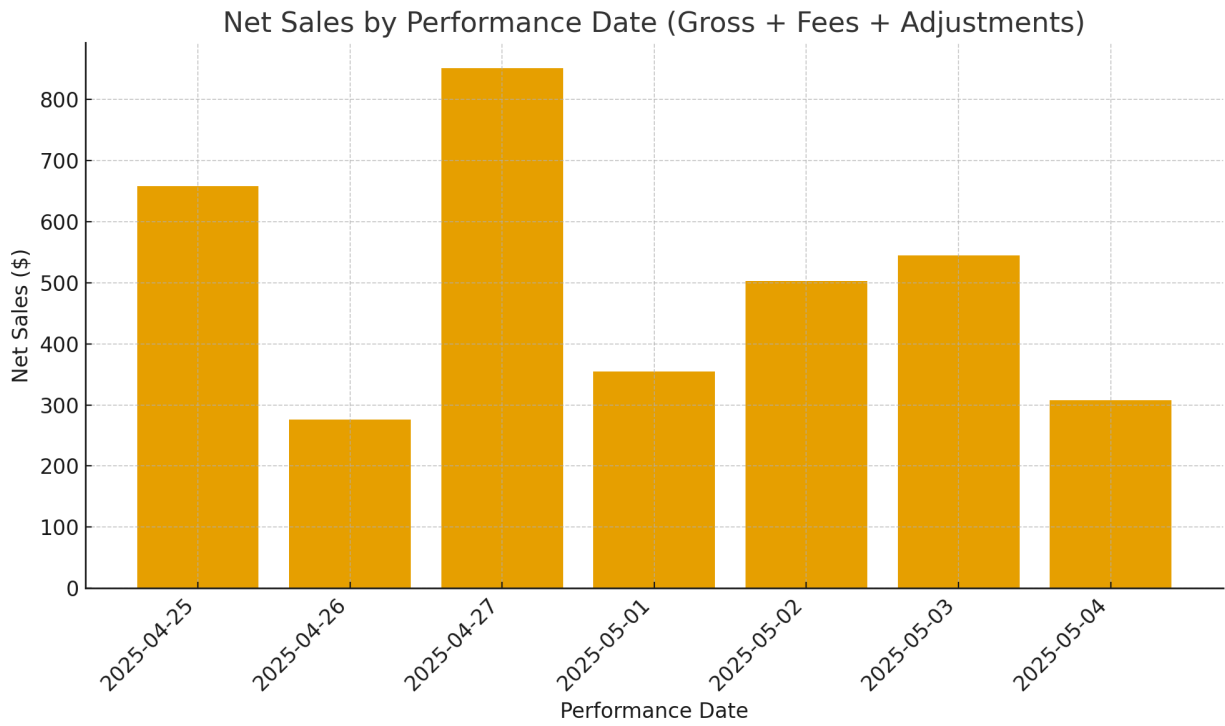
5. Ticket Sales and Attendance

Metric	Value
Total Tickets (Paid + Comps)	585
Paid Tickets	369
Comp Tickets	216
Gross Revenue	\$4,275.00
Fees (PurplePass)	\$-535.25
Adjustments (Coupons/Discounts)	\$-246.00
Final Sales (Net)	\$3,493.75
Number of Performance Dates	7
Average Tickets per Performance	83.6

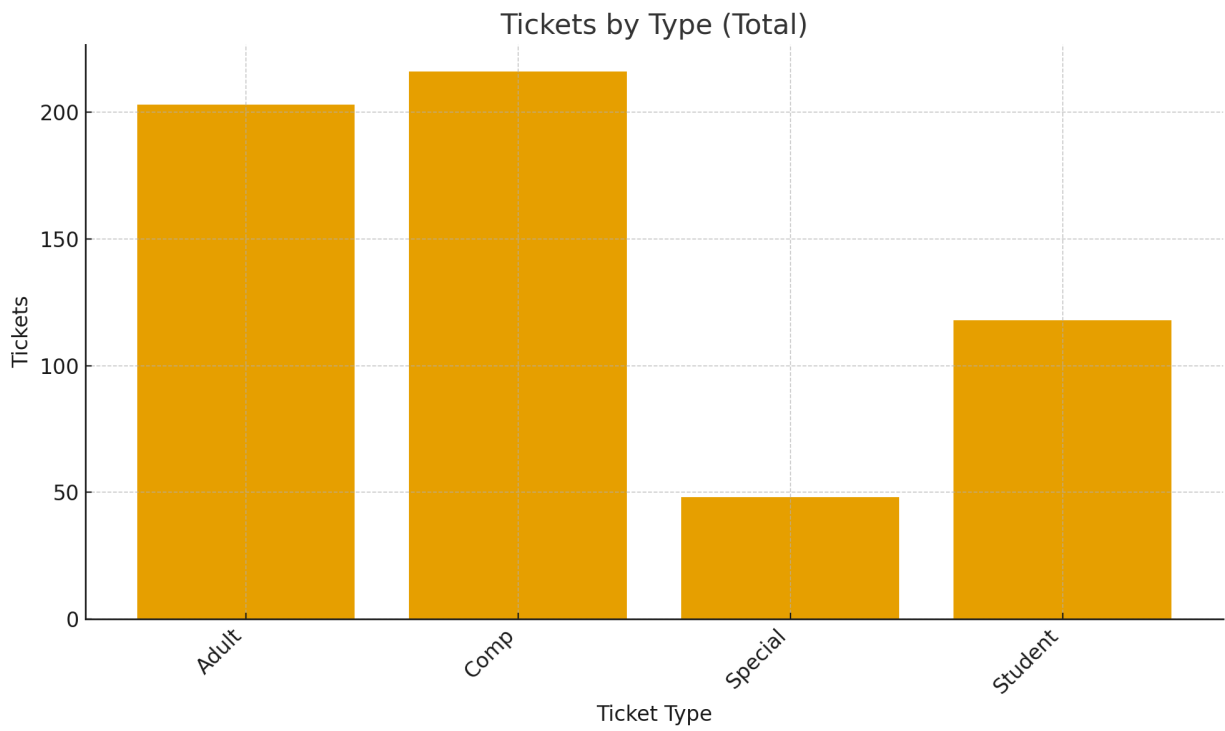
Tickets (Paid + Comps) by Performance Date



Net Sales by Performance Date (Gross + Fees + Adjustments)



Tickets by Type (Total)



Appendix A: Attendance and Sales by Date

Date	Paid Tickets	Comps	Tickets	Gross Revenue	Fees	Adjustments	Final Sales
2025-04-25	67	26	93	\$783.00	\$-124.87	\$0.00	\$658.13
2025-04-26	28	11	39	\$312.00	\$-36.17	\$0.00	\$275.83
2025-04-27	70	37	107	\$975.00	\$-124.55	\$0.00	\$850.45
2025-05-01	48	22	70	\$420.00	\$-59.75	\$-6.00	\$354.25
2025-05-02	56	37	93	\$648.00	\$-73.07	\$-72.00	\$502.93
2025-05-03	55	40	95	\$714.00	\$-73.73	\$-96.00	\$544.27
2025-05-04	45	43	88	\$423.00	\$-43.11	\$-72.00	\$307.89

Appendix B: Tickets and Gross Revenue by Type

Ticket Type	Tickets	Gross Revenue
Adult	203	\$3,045.00
Comp	216	\$0.00
Special	48	\$576.00
Student	118	\$654.00

6. Use of Funding and Sponsorship

Grant support from Pathways to Success enabled student assistantships and enhanced production capacity (e.g., multimedia capture, translation, projections, and technical operations). Community support included sponsors and benefactors recognized in the production program and campus partners, including the Ellen Weisser Endowed Theatre Showcase and ALFSS.

7. Recognition and Broader Impact

The production was entered in the Kennedy Center American College Theater Festival (KCACTF), extending opportunities for student recognition, scholarships, and professional feedback.

8. Conclusion

YDESS delivered on its dual mission: a bold artistic exploration of Chicano identity, language, and media, and a rigorous experiential classroom bridging disciplines. The model is replicable for future CSUSB collaborations.

9. Sources

- YDESS_Final Report.docx (project description, goals, timeline)
- YDESS_Program.pdf (run dates, runtime, cast/crew, sponsors, acknowledgments)
- YDESS Ticket Sales Report.xlsx (ticketing and revenue data)