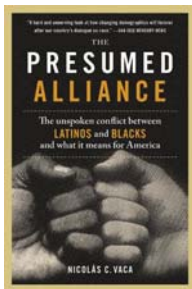


SERNA CENTER SPEAKER SERIES EVENT

**Nicolás C. Vaca, Practicing Attorney,  
Sociologist, & Award Winning Journalist to  
Speak at Sacramento State**



The final installment of the Serna Center Speakers Series events for academic year 2005/06 will be a lecture/discussion by Nicolás C. Vaca, whose new book brings to light what has been called a growing tension

between Latinos and African Americans, two groups usually thought to be aligned on political issues, at 1:30 p.m., Thursday, April 6 in the University Union Hinde Auditorium.

Vaca's book, *The Presumed Alliance: The Unspoken Conflict Between Latinos and Blacks and What it Means for America*, examines the often conflicting interests over resources and political power between Latinos and African Americans in light of the dramatic growth of the Latino population—now the largest minority group in the country—and how the groups can explore a mutually agreed-upon agenda.

A book-signing will follow Vaca's presentation. A reception for our guest lecturer will be held from 1 to 1:30 p.m. in the University Union Lobby Suite.

For more information, please call the Center (916) 278-4512, or visit our website, <http://www.csus.edu/sernacenter/calendar/vaca.htm>.

**Symposium on Increasing Diversity in the  
Healthcare Professions**

In April the Serna Center will help to bring a state-wide symposium to Sac State. Co-sponsored, planned, and hosted by the Discrimination Research Center, Sacramento State's College of Health and Human Services, and The Serna Center, the symposium will address obstacles and solutions for increasing greater ethnic/racial diversification in the healthcare industry.

The symposium will take place on Friday, April 21, 2006, from 8 a.m. until 12 p.m. Admission is free largely through a grant obtained by the event planning committee from The California Wellness Foundation and a free continental breakfast will be made available through a generous donation from Panera Bread.

For more information call the College of Health and Human Services at (916) 278-3551. To pre-register, e-mail the Discrimination Research Center, [drc@impactfund.org](mailto:drc@impactfund.org). If you are a student who would like to help at this event, please call The Serna Center at (916) 278-4512.

**DR. DAVID LEÓN**

We wish to express our deep appreciation to Dr. David León, Professor of Ethnic Studies and Director of the Chicano Studies Program at Sacramento State. Dr. León helped to lay the foundation and original direction for the Serna Center as its founding director.

We were also pleased to have sponsored his participation as a faculty representative from our campus to the Chicano Latino Intersegmental Convocation, a summit to explore Latinos and higher education in California this past Fall 2005 and to lend

support to his work in completing his book entitled *Lessons in Leadership: Executive Leadership Programs for Advancing Diversity in Higher Education* (2005). We look forward to Dr. León's involvement and contributions to the Serna Center in the future.

#### WWW WEB EXTREME HOME MAKEOVER

### The Serna Center on the Web: A Completely New Look and Feel

On Monday, March 20, 2006, the Serna Center launched its completely redesigned website. An entire makeover of the Center's electronic home on the internet was completed by our own Ms. Maria Ramirez. This redesign effectively reflects Sacramento State's overall identity package and our goal of being an information rich campus and community resource. We have added new features to our website including a more user friendly navigation system and the page now includes new links to vital scholarship opportunities, as well as useful government, education, and community resources. Although, our web page is a work in progress, we would really enjoying hearing from you; please take a moment to see all the changes for yourself and let us know what you think by visiting us on the web at <http://www.csus.edu/sernacenter/>.

#### NEW SERNA CENTER ARTWORK

### A New Design for the Center's Redesign

We hope you took note of the beautiful new graphic serving as the banner section of this issue of the Serna Center's newsletter. Working closely with Dr. Gwen Amos, Program Coordinator, and Jennifer Bourn, faculty in the Graphic Design program at Sacramento State, the Serna Center sponsored a design competition in Fall 2005 and selected this new student-designed art work to aid us in symbolically communicating the new direction and vision of the Serna Center at Sac State.

#### SERNA CENTER SCHOLARSHIPS

### The Serna Center Scholarship Programs

The Serna Center offers scholarship support to both undergraduate and graduate students at Sac State. Eligibility for these scholarships requires a record of strong academic performance as well as the successful completion of an educational internship which would already be required as part of a student's academic program but also focused on services which positively impact the fastest growing population in California, the Hispanic community.

In Fall 2006 the Center will be administering approximately 34 \$1000 scholarships under the auspices of three separate programs.

#### Leadership Through Service Scholarship Program:

Funded by a generous donation from Amador and Rosalie Bustos, the *Leadership Through Service Scholarship* gives 6, \$1,000 scholarships over the course of the year to students with an internship of at least 10 hours at an agency that serves Latinos.

#### Health-Related Internship Scholarship Program:

Thanks to a grant from the California Wellness Foundation, the Serna Center is able to provide 10, \$1,000 scholarships to students with internships in a healthcare-related agency with a focus on the Latino community.

#### Social Services to Children Scholarship Program:

The Serna Center is pleased to announce a new internship scholarship, the *Crowley Children's Fund Scholarship*. Up to 25, \$1000 scholarships will be granted to eligible students completing an internship in an agency that serves Latino children in our area. Applications can be obtained at the Center website [www.csus.edu/sernacenter](http://www.csus.edu/sernacenter) or from our office located in Library Building (North) Room 1000A.

**REDESIGN OF SCHOLAR-IN-RESIDENCE  
PROGRAM**

**Changes Promise New Energy for Research  
Impacting the Latino Community in our  
Region**

With a track record of five separate research reports all produced under the auspices of the Serna Center's Scholar-In-Residence program, we are planning the production of a compilation document for use by policy makers as well as wider dissemination of the studies to new audiences. Further, we are currently revising the design, objectives, and review process for the *Scholar-in-Residence* program. The call for program year 2006-07 proposals will soon be released. Meanwhile please visit our webpage to read past reports at <http://www.csus.edu/sernacenter/research/>.

**SERNA CENTER ADVISORY COMMITTEE  
UPDATE**

**New Members of the Center's Advisory  
Committee Announced**

In July 2005, the original advisory committee to the Center wrote, approved, and enacted the Center's first by-laws and transformed the original members to an *ad hoc* planning and nominations committee. As a result of a call for nominations in Fall 2005 the Serna Center was able to draw from a strong slate of candidates and appoint the on-campus members of the newly constituted advisory committee. The Serna Center is proud to announce the new members of the Serna Center Advisory Committee.

**Miguel Ceja**  
Assistant Professor  
Department of Public Policy & Administration  
Faculty Representative

**Sheila Macias**  
Director, Office of Community Collaboration  
Staff Representative

**Juanita Ruiz**  
Grants & Contracts Administrator  
University Enterprises, Inc.  
Staff Representative

**Bob Wassmer**  
Professor  
Department Public Policy & Administration  
Faculty Representative

**Mimi Beas**  
ASI - Chief of Staff  
Student Representative

The first meeting of the Advisory Committee to the Serna Center is scheduled for Thursday, April 27, 2006. We look forward to the identification, nomination, and selection of all remaining committee members as part of the initial work of the Advisory Committee. We look forward to working with our faculty, staff, and student Advisory Committee members in laying out the future course of the Center. Watch for Advisory Committee updates, biographical information, and photographs on our website in the near future.

**TORRES NAMED CENTER DIRECTOR**

**Dr. Santos Torres, Jr., Professor  
Appointed New Director of the Serna Center**

After serving as interim director during the fall 2005 semester Dr. Santos Torres, Jr. was selected as director of the Serna Center. He is a professor in the Division of Social Work for California State University, Sacramento. He completed an administrative leadership fellowship in 2004-05 with the Kellogg HACU/MSI Leadership Fellows Program. He was among only 30 in the nation chosen by the Alliance for Equity in Higher Education to participate in the initiative, which is designed

to train the next generation of university presidents and other senior leaders for minority-serving institutions.

Professor Torres served as Graduate Program Director for the Division of Social Work from November 2000 through May 2004 and as Program Coordinator of the Pupil Personnel Services Certificate in School Social Work Program in the Division of Social Work from September 1999 to fall 2002. He served as a member of the Sacramento State Judicial Review Board, the Destination 2010 President's Taskforce and the Secondary ARTP Committee's for the College of Health and Human Services and the College of Social Sciences and Interdisciplinary Studies. He was a Scholar-in-Residence for the Serna Center in the Spring 2003 semester, received the Pedagogy Enhancement Award for 2004-2005, and was selected to participate in the Teaching Using Technology (TUT) 2003 Summer Institute.

He holds a doctorate from Northern Illinois University, a master of social work from George Williams College, and a Bachelor of Arts in Psychology and Sociology from Aurora University.

#### THE CENTER'S PROGRAM YEAR IN REVIEW

#### **Serna Center Speaker Series September 2005 Event**

***Book: The Politics of Survival in Academia***

The Center began its popular speaker series with a panel discussion by Sacramento State professors, Dr. Lila Jacobs, Dr. José Cintrón, and Dr. Cecil Canton, during which they presented their book, *The Politics of Survival in Academia: Narratives of Inequity, Resilience, and Success*. The book reveals experiences of professors of color as they enter the academic world and learn to adapt, cope, and survive.

#### **Serna Center Speaker Series October 2005 Event** ***Book: The Devil in Silicon Valley***

The second speakers' series event was provided by Sacramento native and Yale University professor Dr. Stephen J. Pitti presenting his book, *The Devil in Silicon Valley: Northern California, Race, and Mexican Americans*, which discusses the history of race relations in northern California.

#### **Serna Center Scholar-in-Residence 2005 Research Presentation**

In November the Center hosted its Fall Forum. The Forum highlights the research of the Center's Scholar-in-Residence. This semester the Center was proud to have Dr. Susan Wycoff of the Counselor Education Department as its Scholar. Dr. Wycoff's presentation, *An Examination of Leading Health-Related Issues and Disparities among Latinos in the Sacramento Region: A Quality of Life Analysis*, was well attended by faculty, staff, and students. Her research was done in conjunction with the efforts of the Mexican-American Alcoholism Project (MAAP) to coordinate what was labeled as a series of events occurring across Sacramento and associated with the Bi-National Health Week culminating in a day-long health symposium.

#### **Serna Center Speaker Series February 2006 Event** ***Book: Diversity and Transcendence***

On Wednesday, February 15, 2006, Division of Social Work professors, Dr. Krishna Guadalupe and Dr. Doman Lum presented their book, *Multidimensional Contextual Practice: Diversity and Transcendence*, in the Hinde Auditorium of the University Union. Attendees included Sacramento State faculty, staff, and numerous students, especially undergraduate and graduate students from the Division of Social Work at Sacramento State. (*Multidimensional Contextual Practice:*

*Diversity and Transcendence* published by Wadsworth in 2005).

### **Visiting Scholars Teach Us About Mexican Migrant Workers and their Families**



What do you do when an event is so popular you've filled the room to capacity and still have a large group of people outside unable to watch the

presentation? Get a larger venue. The Serna Center is very proud to have been the lead organizer and co-sponsor of just such an event along with Division of Social Work, the College Assistance Migrants Program, and the Multicultural Center. Originally scheduled to take place in the California Suite of the University Union, the research presentation, *Entre la pena y la Gloria (Between Sorrow and Glory): Experiences of Mexican Immigrant Farmworkers in California*, drew such a large crowd that it had to be moved to the Hinde Auditorium of the Union to accommodate the number of people who wished to attend. The presenting research panel was comprised of two prominent visiting scholars from Mexico, Dr. Guillermo Gonzalez from Colegio de Postgraduados, Montecillo, Texcoco and Dr. Norma Lara, Universidad Autonoma Metropolitana, Mexico, D.F., and Sacramento State professor, Dr. Chrystal Barranti from the Division of Social Work. Drs. Gonzalez, Lara, and Barranti conducted over thirty interviews with Mexican immigrant farm workers throughout the greater valley region asking them questions regarding why they chose to come here, how they live currently, and their hopes for the future.

After relocating the panel and audience down two floors to the Hinde Auditorium, the panel continued presenting their findings to a rapt audience, answering questions and discussing issues with the audience. In addition to being a

highly interested and attentive audience of Sacramento State faculty, staff, administrators, and students, we also had special guests from the CAMP program at Sonoma State University.

We would like to encourage you to take a pictorial tour of all these many events online at <http://www.csus.edu/sernacenter/calendar/pastevents.htm>.

### **US/Mexico Border: An Inside Look from Both Sides**

In February 2006 the Serna Center joined with the Association of Mexican American Educators/Latino Educators Association and Cross Cultural Resource Center in sponsoring the photographic slide show presentation of Sacramento based photographer and art educator Francisco Dominguez. His presentation was held in the Hinde Auditorium and well attended. Dominguez has made numerous trips to both sides of the border documenting the plight of undocumented immigrants. The infrared-sensitive film he uses creates an ethereal atmosphere, and a timeless reflection of the cultural legacy of his subjects. Dominguez's photography gives an unexpected twist to the common assumption that documentary photographs reveal "objective" portrayals. His work has been supported by the California Arts Council.

### **3<sup>rd</sup> Annual Sweatshirt & Sweater Drive**

The Serna Center joined with the Division of Social Work in helping with the annual winter clothing drive conducted by a Sacramento based charitable organization called The Gift Relationship, Inc. The Center and the Division plan to serve as a drop site for these items each year. This organization distributes food, clothing and other needs to the people who are homeless in Sacramento. To learn more about this organization and how you can help go online at <http://www.thegiftrelationship.org/> as soon as you can.

## **Sponsored Student Activities**

The Serna Center is proud to be an annual sponsor of Chicana/o and Latina/o Graduation and Recognition Ceremony and M.E.Ch.A.

## **Sponsored Faculty & University Activities**

The Serna Center is pleased that we were able to support the participation of two members of the faculty by sponsoring their attendance at the Inaugural Green & Gold Gala event this past October 2005.

## **Sponsored Community Service Activities**

On September 24, 2005 the Serna Center joined with several organizations including La Raza, the Sacramento NAACP, the Greater Sacramento Urban League, the Spirit of Aztlan, and LULAC to convene a forum at Hiram Johnson High School in Sacramento to explore the issues and possible solutions involving the achievement gap between ethnic white students and students of color in our schools. We assisted the coalition in the development of a bilingual survey instrument and data analysis of information obtained through a survey and narratives from focus groups. These data and analysis were turned over to the Coalition for African American and Latino Academic Achievement Now (CALAAN). CALAAN has begun the process of incorporation to become a non-profit organization focused on the work indicated by its name.

### **NEWS & ANNOUNCEMENTS**

#### **The Experience of Latina/o Faculty and Staff at Sacramento State Initiative**

The Latino Support Network would like to invite you to participate in what we believe is an important effort to gather information about experiences encountered by Latina/o faculty, staff, and administrators while working at Sacramento State. Our purpose is to gather

relevant information to be used in building an up-to-date picture of the Latina/o professional *community within a larger community, Sacramento State*. If you have questions or need clarification on this survey, please feel free to call or e-mail one of the co-principal investigators; Carlos Nevarez at 278-5557 [nevarezc@csus.edu](mailto:nevarezc@csus.edu) or Krishna Guadalupe at 278-7178 [krishnag@csus.edu](mailto:krishnag@csus.edu) for more information on how to participate. Sponsorship for this initiative is being provided by the Serna Center.

## **Serna Center Organizational Affiliations**

- The Hispanic Association of Colleges and Universities
- The Sacramento Hispanic Chamber of Commerce

### **ABOUT THE CENTER**



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Director

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Center Staff

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