

# SERNA CENTER

## Who We Are

*The Serna Center promotes, fosters, and enhances leadership, empowerment, self-advocacy, and civic engagement among Chicanxs/Latinxs students and students from under-represented backgrounds.*

## Services

Academic and  
Career Guidance



**27**

students

Employer Relations  
Services



**182**

student connections

## Goals

- 1. Self-Advocacy, Empowerment, Leadership, and Civic Engagement**
- 2. Culture, Family, and Community Building**
- 3. Awareness of Political, Historical, and Cultural Realities of Chicanxs/Latinxs**

## Events and Programming

**Summer Orientation:** 28 students attended

**Institute for Transformative Communication Welcome:** 42 students attended

**La Raza Bienvenida (Co-Hosted with MCC):** 26 students attended

**ASI Leadership Panel:** 75 students attended

**Detox Your Social Media (Co-Hosted with The WELL):** 57 students attended

**Sacramento Republic's Noche Latina:** 50 students attended

**Diversity in the Outdoors (Co-Hosted with PEAK Adventures):** 69 students attended

**Chicanx/Latinx Recognition Ceremony:** 155 students attended

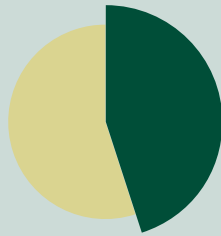


## Events and Programming (cont.)

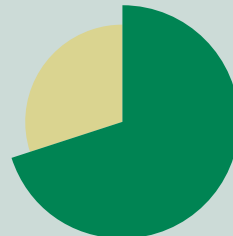
**Feria de Educación 2019:** Around 7,200 students and parents attended the event

- Approximately 90 volunteers
- 11 interactive workshops and various tracks

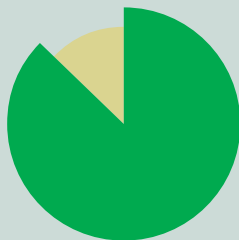
### Feria de Educación 2019 Survey Results



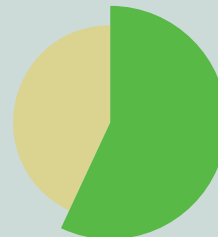
45% of attendees had a better understanding of navigating the CSU system due to the workshop.



70% of attendees had a better understanding of admission process and financial aid



82% of attendees heard about the event through their school



57% of attendees agreed that the educational pathway was the most significant activity at the event, followed by workshops at 39%

**2020 Census Outreach:** 80 attendees participated in the Census Information Workshops



**24**

Student Census Ambassadors



**398**

People counted as a result of Census Ambassador outreach



**110**

Students participated in the Census Social Media Challenge



**10**

Students participated in Census short videos

