BOT Diversity Grant Proposal
Chicano Education Program

1. Cover Page

Title of the Project: Chicano Education Program’s Band Outreach Project
Grant Category: Student recruitment and retention
Name & Affiliation of Project Lead: Dr. Carlos Maldonado
Names & Affiliation all of Project Partners: Chicano Education Program, College Assistance Migrant Program, and the EWU Admissions Office

2. Project Summary

Some colleges and universities have established exciting outreach initiatives based on the talents of their students. Examples of such initiatives include choral, theatrical, dance, and music performing groups. Such groups serve as institutional goodwill ambassadors and important outreach efforts to the larger community.

The Chicano Ed Band founded during the 2004-05 academic year follows this tradition. The band consists of Latino and non-Latino members with various academic majors and class standings. The goal of the band is to utilize students’ music talent for the purpose of promoting higher education among secondary students as well as providing cultural entertainment at various EWU and Chicano Education Program events. Towards this end, the Chicano Ed Band has performed at the annual Dia de los Muertos Celebration, CEP’s Mentoring Project End of the Year Recognition Event and at the Wahluke School District’s Parent and Student College Information Night.

During the 2005-06 academic year, the Chicano Education Band will perform monthly at college information events at school districts in EWU’s service region, EWU’s Annual Latino Parent & Student Education Conference, the CEP Mentoring Project End of the Year Recognition Event, CEP’s Cinco de Mayo Celebration and other possible campus wide initiatives such as EWU Orientation.

The Chicano Ed Band is an excellent student outreach initiative as well as a learning opportunity for students participating in the band. It is important to support and develop the creative talents of our students.

This funding request will enable the Chicano Ed Band to purchase additional band equipment critical for future performances and continual development.
3. **Detailed Proposal**

**Statement of the Issue or Problem:** The low enrollment or participation of Chicanos/Latinos in higher education has been clearly highlighted in national and regional educational reports. A recent report issued by the Washington State Higher Education Coordinating Board (HECB) stated that although Latino student enrollments continue to increase in Washington’s public colleges and universities, Latino student enrollment has yet to exceed the public baccalaureate undergraduate benchmark of 4.2% set by the HECB (Diversity and Participation of People of Color in Higher Education, 1999). The participation level of Latinos in Washington’s public baccalaureate institutions has in fact remained stagnant for several years. This project will contribute to promoting the participation of Chicano/Latino students in higher education by having the Chicano Ed Band perform and promote higher education at college information sessions targeting Latino parents and students.

The project will contribute to promoting collaboration and interdepartmental efforts by engaging the EWU Admission Office, College Assistance Migrant Program, and the Chicano Education Program in the recruitment of Chicano/Latino students to Eastern Washington University.

The project will also contribute to supporting EWU’s mission as it relates to making contributions to a culturally diverse society by implementing a creative outreach effort in the Latino community to attract Latinos to Eastern Washington University.

Additionally, the project contributes to the Board of Trustees Diversity Initiative by contributing to building an inclusive campus community that celebrates diversity. Attracting more Latinos to Eastern Washington University will enhance diversity enrollments and provide an opportunity for EWU’s diverse students groups to mutually learn about each other through the academic programs and campus wide non-academic activities offered to all students.

Furthermore, the Chicano Ed Band represents an innovative approach to conducting student outreach. The music, culture and the engagement of students to utilize their creative talents makes student outreach enjoyable and meaningful. The Chicano Ed Band needs additional band equipment to effectively produce a quality performance. The Board of Trustees Diversity Initiative funding would be used to support the equipment purchase.

**Project Objectives**

The project’s objectives include the following:

- Stage a band performance once a month at interested school districts that are staging college going sessions benefiting Latino parents and students. The band will provide a music performance and promote higher education
and Eastern Washington University during these sessions. The goal is to collectively provide college-going information to 200-250 Latino parents and students at these performances and outreach efforts. CEP, CAMP, and EWU's Admissions Office will seek out these venues.

- Perform at EWU's Annual Latino Parent/Student Education Conference on May 6, 2006. This annual event attracts about 300 Latino parents and students from eastern Washington. CEP, CAMP, and the Admissions Office will collaborate in the staging of this annual event. These events focus on providing information to conference participants about the enrollment process, financial aid and scholarships, academic programs, non-academic campus resources, housing, student organizations and other relevant information.

- Record a 10-15 minute DVD of the band’s performances for the purpose distributing it to interested schools considering extending an invitation to the Chicano Ed Band.

- Perform at other CEP sponsored events such as the Annual CEP Mentoring Project End of the Year and Recognition Event held during the spring quarter. This mentoring initiative involves about 120 Latino students enrolled at EWU.

**Project Design**

The following is a discussion of how CEP will accomplish the above stated project objectives.

- The Chicano Ed Band will produce a DVD using the MARs Lab resources highlighting the band’s past performances so that interested schools may have a good understanding of the music performance that is available. This DVD will be recorded during the current fall quarter and be available for distribution to interested schools through the outreach staff from CEP, CAMP, and the EWU Admissions Office.

- The CEP, CAMP and the EWU Admissions Office will develop a master list of school counselor contacts and propose Latino parent/student college information sessions where the band can perform and directly talk to participants about higher education and EWU. Outreach staff from CEP, CAMP, and the EWU Admissions office will augment the cadre of EWU representatives available to talk to parents and students.

- CEP will identify community-based events such as cultural celebrations and educational conferences where the Chicano Ed Band can perform and promote higher education and EWU.

- An organizing committee consisting of representatives CEP, CAMP, the EWU Admissions Office, and the Chicano Ed Band will be established to plan the EWU Annual Latino Parent and Student Education Conference held in the spring quarter. The Chicano Ed Band will provide entertainment for the conference as well as serve as presenters during the conference.
• A list of on-campus events where the Chicano Ed Band can possibly perform will be developed and considered. Events such as EWU Orientation, student group campus visitations, and ongoing celebrations including Dia de los Muertos, Cinco de Mayo, and others would be sought out.

**Explanation of the Role and Expertise of all Participants**

The outreach staff members from CEP, CAMP, and the Office of Admissions will aid in promoting the availability of the Chicano Ed Band to interested schools and community event organizers. Likewise, these outreach staff members will also be available to talk to interested parents and students at the college information sessions.

Outreach staff from CEP, CAMP, and the Office of Admissions are well qualified to provide parents and students information about the admissions process, financial aid including scholarships, student life, housing, academic support services, and other important bases of college going information.

**Dissemination Plan**

CEP will promote the Chicano Ed Band efforts through the CEP’s quarterly electronic newsletter, radio & television public service announcements, news releases, EWU institutional publications, and the Spanish language media.

**Time Table**

The Chicano Ed Band was established last year. The band has developed a song repertoire for staging a 1 or 2 hour performance. The band has already performed on and off campus sites including the Wahluke School District.

A major focus for CEP is working with CAMP and the EWU Admissions Office to promote the band and secure firm performance dates in conjunction with college information sessions. These efforts will begin winter quarter. The goal will be to secure monthly performances for the band.

A second major focus, if this grant request is successful is to purchase the additional band equipment. The acquisition of this equipment will be made shortly after our grant application is approved.

**4. Detail Budget and Rational for all Items**

Motor Pool (band transportation) $2,000.00

Band Equipment
- JBL Mpro MP225 Speaker Cab x2 $1,258.00
- OSC PLX2402 Power Amp 899.99
- Monster Cable P500 Speaker Cable Speakon x2 179.90
QSC PLX3002 Power Amp 999.99
Korg TRITON Le 61-Key Workstation Keyboard 899.99
American DJ Stage System A 599.99
Eliminator Lighting 4 Head Tracker System 149.95
Odyssey LT-P2 Tripod Lighting Stand 59.99
American DJ PC-100A 8 Switch ON/OFF Power Center 29.99
Dbx Drive Rack PA Processor 499.99
Dbx RTA-M Reference Mic for Drive Rack PA 100.00

TOTAL $8,677.78

The Chicano Education Program will support the motor pool cost of $2000.00.

This grant application requests $5,000.00 to support this project.

Additional funding sources will be sought out including the EWU Foundation, Dean’s Office-School of Social Work and Human Services, and local foundations such as Foundation Northwest.

5. **Name and e-mail address of one EWU reference person**

   Dr. Michael Frumkin, Dean, School of Social Work  mfrumkin@ewu.edu

6. **Resumes of Project Applicant and Participants**

   **Dr. Carlos Maldonado, Project Lead Person:**

   Carlos Maldonado presently serves as Director of the Chicano Education Program. He has served in this role since 1987. He is responsible for overseeing the planning and implementation of programmatic efforts focusing on CEP’s academic, student retention and outreach efforts.

   He also serves as director of the College Assistance Migrant Program, a federal funded initiative designed to recruit and retain students from migrant or seasonal farm worker backgrounds.

   He has written and administered a number of successful funding proposals that focus on student outreach. Among these include EWU based grants, corporate funded grants, private foundations, and federal grants.

   He has a strong network of school and community contacts throughout Washington.
He maintains a strong relationship with the EWU Admissions Office and other student services at EWU.

**Luis Juarez, Grant Project Participant:**

Luis Juarez presently serves as Assistant Director for High School Relations at the EWU's Office of Admissions. He is well versed in the admissions process, familiar with resolving enrollment issues, and knowledgeable of EWU degree programs.

Luis has extensive work experience in student outreach. He has worked at several universities in outreach efforts.

Luis has an extensive network of community and school contacts that supports his outreach work.