



Latino Communications Institute

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College of Communications

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CP 460-24

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First Review

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Mission and Goals: *What are the mission and goals of the center/institute? Which university mission and goals does the center/institute best align with? What are the departmental or college-level missions or goals that the center/institute strives to attain?*

The mission of the Latino Communications Institute (LCI) is to serve as a career development and employability program for students interested in working in the Latino market. This co-curricular program supports communication students in developing cultural competency in the U.S. Latino workforce through relevant courses, research, and a broad spectrum of educational opportunities. The Institute incorporates three pillars: workforce preparedness, curricular and co-curricular programs that enhance students' Latino cultural competency, and research on Latino markets. The LCI "coordinates scholarly and creative activities having more than one interest or function" (UPS 100.700).

The LCI's mission connects to the University's Strategic Plan as follows.

University Goal 1: Develop and maintain a curricular and co-curricular environment that prepares students for participation in a global society and is responsive to workforce needs. Examples of these activities include the "Spanish for Hispanic Media" professional certificate - a collaboration with the Department of Modern Languages and Literatures and the Department of Communications; *Al Día*, a Spanish-language newscast; and opportunities for students to participate in professional conferences and events where they interact with professionals working in the Communications field.

University Goal 2: Improve student persistence, increase graduation rates University-wide, and narrow the achievement gap for underrepresented students. The LCI aspires to engage Latino students in multiple ways to increase their retention, academic standing, and graduation rates. The LCI does this by offering academic and career advising to its constituent students, organizing events throughout the year for students to learn and network, and matching students with mentors in the Communications field.

University Goal 4: Increase revenue through fundraising, entrepreneurial activities, grants, and contracts. As a bona fide institute, the LCI is able to apply for grants, engage in contracts, and carry out fundraising activities.

Activities: *What activities took place in the most recent three-year period? How were specific activities conducted during the most recent three-year period directed toward meeting the aforementioned mission and goals?*

POWERING THE WORKFORCE PIPELINE WITH HIGHLY-SKILLED LATINO TALENT

Collaborated with Univision, the largest Spanish-language network in the U.S., in providing professional mentorship, talent development, and investment to grow the LCI and Millennial Content Creators program at California State University, Fullerton.

Thanks to our founding partner, Southwest Airlines, each year the LCI has been able to fly a group of students to Sacramento to participate in Latina Action Day. This day is full of policy dialogue as well as visits with legislators that are a revelation to students who realize how relatively easy it is to access State representatives.

CREATED SPANISH FOR HISPANIC MEDIA PROFESSIONAL CERTIFICATE

Students throughout Cal State Fullerton are able to build their resumes by taking courses that hone their skills as Spanish-bilingual communicators. Students can now pursue the Spanish for Hispanic Media professional certificate within the Department of Modern Language and Literatures. Students with the certificate are able to confidently write and speak Spanish with professional expertise.

UNIVISION BUREAU AT CAL STATE FULLERTON

The Univision News Bureau at Cal State Fullerton not only serves the Orange County and Inland Empire Hispanic community, but the alliance also connects Univision with its young and bilingual audience and provides CSUF students with mentors, internship opportunities, and access to high-impact educational experiences with seasoned bilingual journalists in both broadcast and digital news production. The ribbon-cutting of the Bureau took place in December 2016.

MILLENNIAL CONTENT CREATORS

Through the investment of Univision and the mentorship from the Los Angeles team, *Al Día* has become an official course in Spanish-language broadcast journalism. Under the direction of Jesús Ayala, former ABC News Producer, students receive hands-on training behind and in front of the camera. Univision representatives have visited with students and provided guidance and advice for success. Recently, an *Al Día* Halloween package ran on Noticiero Edición Digital. The same piece by Abigail Fernandez, "Horror Bootcamp," won second place in the 2018 Broadcast Education Association's annual competition. This is the first time a Spanish-language story placed in the top three of the national awards.

In spring 2018, LCI launched a "Rise Up. Be Heard" competition on behalf of Univision and Fusion TV. Combining the public relations and advertising talents of a student team from PRACTICAL ADVANTAGE Communications, students throughout the CSUF campus were challenged to pitch social justice topics that told their unique stories. The top three entries will be professionally produced in collaboration with industry mentors, and the winning students will also receive scholarship awards. A total of 41 students submitted pitches, and the top 3 were recently selected. This innovative competition allows millennial content creators the opportunity to share their voices with the world and have industry professionals provide guidance to showcase young talent.

INSTITUTE LAUNCHED

Due to its success and the investment of our Founding Partners, CSUF celebrated the Latino Communications Initiative's transition to an institute in December 2017. As an institute, LCI can serve more constituents, apply for more philanthropic and grant funding, and offer skills to first-generation college students to be competitive in the workforce. Additionally, LCI coordinates multiple functions with its three-prong mission: serving as a workforce pipeline, offering curricular and co-curricular opportunities, and conducting and disseminating research focused on the Latino media market.

PRSA FOUNDATION LATINO PRIME SCHOLAR

LCI established a model partnership with the PRSA Foundation to be a source of diverse talent for this key organization. In the summer 2016, two students were flown out of state for high-value internships at Univision in Miami and Edelman in Chicago. In the summer of 2018, four students have been placed in top PR agencies: two in New York, one in San Francisco, and one in Los Angeles.

HISPANIC LATINO MEDIA AND MARKETING INTERNATIONAL CONFERENCE

The LCI and the Maxwell Center for International Communications hosted the sixth Hispanic Latino Media and Marketing International Conference in spring 2017. This event brought approximately 200 educators, researchers, students, and media professionals to learn more about the growth and impact of the Latino market. The conference also solidified Cal State Fullerton's role as a leading institution for Hispanic media education and research.

Organizational Structure and Governance: *What is the center's/institute's organizational and governance structure? Does the center/institute operate with a formal Advisory Committee or Governing Board? If so, what is the composition of that group and the frequency of meetings? What roles and oversight duties are the committee or board generally engaged in, and in what ways was the committee or board particularly impactful during the review period? If there is no advisory or governing group, then what is the rationale for not having such participation in the decision-making process?*

The LCI Advisory Board is comprised of industry leaders who work in the Latino Communications sector (see attached list). The board meets twice a year. Their duties include:

- making and voting on recommendations for the operation of the LCI;
- advising the director on policies and procedures;
- assisting as appropriate and necessary with activities (e.g., grant-writing, events, instruction);
- other responsibilities and duties deemed appropriate by resolution of the board.

The number of Advisory Board members shall be no less than five (5) nor more than fifteen (15). The Advisory Board shall determine the exact number by a majority of the quorum present at the meeting at which such a vote is made. Three of the board members are founding partners, which means that they are financially supporting the institute.

Resources and Sustainability: *List the revenue received by the center/institute during its latest three years of operation. What additional resources/sources of support does the center receive (e.g., assigned time for leadership, baseline budget amount, hours from community volunteers, unpaid student internships, etc.)? Provide a summary of the number of faculty and staff affiliated with the center and approximate time base of each. What assigned space does the center occupy and what administrative unit assigns that space? Are there costs related to the space? Comment on the "degree of sustainability" of the center/institute in relation to the resources that the center/institute has to draw upon and in relation to plans to maintain, reduce, or grow the work of the center/institute.*

Dr. Inez González is the main staff person affiliated with the institute. She is a full-time MPP. The institute is located in CP-460-24. One of the requirements for the LCI to become an institute was to be self-sustaining. We will not expand unless resources are available. The following organizations provide financial contributions and gifts in kind that make it possible for the LCI to operate. Additionally, Univision has established its Orange County Bureau on our campus. This partnership supports the LCI in many ways, including internships, student training and mentoring, and content creation for Univision. Below is the financial support received in the past three years.

- Univision (\$160,000)
- PRSA Foundation (\$45,000)
- Casanova McCann (\$30,000)

- Southwest Airlines (\$20,000, plus airline tickets worth \$40,000)
- College of Communications (office, phone, IT)

The following nonprofit organizations provide professional guidance and assistance to the LCI, with some of their leaders serving on the LCI Advisory Board (see attached list). They facilitate introductions to key stakeholders, offer scholarships, provide internships, mentor and train students, and so on.

- National Hispanic Media Coalition (NHMC)
- National Association of Latino Independent Producers (NALIP)
- National Association of Hispanic Journalists (NAHJ)
- Hispanic Public Relations Association (HPRA)
- AHAA: The Voice of Hispanic Marketing

The Association for Latino Media Markets and Communication (ALMMACR) is an organization of professors from around the country whose mission is to enhance the teaching and research of the growing arena of Latino communication. The LCI collaborates with this group on related research and conferences. In February 2017, the LCI hosted the annual conference in partnership with the Maxwell Center for International Communications in the College of Communications.

Highlights and Accomplishments: *Discuss any special reports, products, or activities that reflect accomplishments of the center/institute in its most recent three-year period. In what ways have these accomplishments contributed to the impact of the center/institute? In what ways have they contributed to the mission of the college or university and/or to the goal of promoting faculty and student research and engagement?*

The LCI's innovative strategy to brand itself as a pipeline to diversify the workforce has garnered major media attention, which has benefited CSUF. The *Los Angeles Times*, *Hispanic Outlook* and the *OC Register* have all written articles about LCI's vision and accomplishments. The following are a few highlights and achievements, some already noted previously in the "Activities" section of this report.

November, 2015 – The LCI is identified by the PRSA Foundation as a pipeline to diverse talent for the Public Relations industry. The LCI receives a \$25,000 PRIME Scholars grant from the PRSA Foundation to assist in diversifying the public relations workforce. The Public Relations Society of America estimates only 5 percent of public relations professionals are Latino, while Latinos represent 17 percent of the U.S. population.

April, 2016 – Univision, the largest Spanish-language network in the U.S., airs a story on *Al Día*, the new student-run Spanish news broadcast on campus.

December, 2016 – The LCI facilitates the establishment of the Univision News Bureau at Cal State Fullerton. The bureau was opened to serve the Orange County and Inland Empire Hispanic community. The alliance also connects Univision with its young and bilingual audience and provides CSUF students with mentors, internship opportunities, and access to high-impact educational experiences with seasoned bilingual journalists in both broadcast and digital news production.

December 2016 – President García signs the approval of the Spanish for Hispanic Media professional certificate, a collaboration between the College of Communications and the Department of Modern

Languages and Literatures. Students throughout Cal State Fullerton are able to build their skills and resumes by taking courses that hone their skills as Spanish-bilingual communicators. Students with the certificate are able to write and speak Spanish confidently with professional expertise.

February 2017 – The LCI along with the Maxwell Center hosts the Hispanic Latino Media and Marketing International Conference at CSUF, bringing together academics, students, and the public from around the nation and the Americas.

December, 2017 – The LCI becomes an institute. The institute launch represents CSUF's long-term commitment to prepare Spanish-bilingual students to be more competitive in the workforce.

January, 2018 – *Al Día* becomes an official course in Spanish-language broadcast journalism. Under the direction of Jesús Ayala, former ABC News Producer, students receive hands-on training behind and in front of the camera. In spring 2018, an *Al Día* Halloween package that ran on Univision's Noticiero Edición Digital won second place in the 2018 Broadcast Education Association's annual competition. This is the first time a Spanish-language story placed in the top three of the national awards.

Spring 2018 – The LCI launched a "Rise Up. Be Heard" competition on behalf of Univision. Combining the public relations and advertising talents of a student team from PRactical ADvantage Communications, students throughout the CSUF campus were challenged to pitch social justice topics that told their unique stories. The top three entries will be professionally produced in collaboration with industry mentors, and the winning students will also receive scholarship awards. A total of 41 students entered, and the top 3 were recently selected. This innovative competition allows millennial content creators the opportunity to share their voices with the world and have industry professionals provide guidance to showcase young talent.

Planning and Strategic Outlook: *What is the nature and formality of the center's/institute's strategic planning process? What are the goals of the center/institute for the coming three-year period and to what extent are the center's/institute's resources aligned with those goals? If the leadership of the center/institute believes that some or all of the activities and operations of the center/institute need to be substantially modified, refocused, or discontinued, please explain the rationale and potential timeframe for the viewpoint.*

The institute incorporates three pillars: workforce preparedness, curricular and co-curricular programs that enhance students' Latino cultural competency, and research on Latino markets. The first few years we have concentrated on the workforce preparedness pillar by connecting with major employers and making them aware of the talent pipeline that we are helping to develop. Recently curricular and co-curricular programs have been established to include the Spanish for Hispanic Media professional certificate, *Al Día* now a course, and a new course will soon be taught, "Reporting about Minorities of the Southern Border," developed by Jesús Ayala. These courses and the certificate enhance students' Latino cultural competency. The focus now is to develop our research pillar. We are currently working on a Southern California Latino millennial study. The LCI seeks to become a resource hub about and for the Latino community.



LCI Advisory Board

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