

EWU Chicano/Latino Music Band “Ritmo Águila” Outreach Project

Board of Trustees Diversity Initiative Grant Proposal
“Short-Turnaround”

Title of Project: EWU Chicano/Latino Music Band “Ritmo Águila” Outreach Project

Name of Project Lead: Jessica Torres, Student - Junior

Student led projects are strongly encouraged to have an affiliation with a department, club or campus or student-run organization. Does this project have an affiliation to help support and administer the project? **Yes**

Name of affiliated department, club or organization (as appropriate):

Chicano Education Program
New Student Programs and Transitions (Fist Year Experience Program)
Office of Admissions

Campus Contact Information

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Names and Affiliations of Project Partners/Co-Participants (as appropriate):

Victor H. Rodríguez,
New Student Programs and Transitions (Fist Year Experience Program)
Staff, Sound Engineer, alternate bass player

AnaMaria Martinez,
New Student Programs and Transitions (Fist Year Experience Program)

Shannon Carr,
Office of Admissions

Dr. Carlos Maldonado,
Chicano Education Program

Jessica Torres,
Student, Band Manager

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Jaime Torres,
Student, Percussionist

Roy Campos,
Student Keyboard, Percussionist, Sound Engineer

Alma Capote
Student, Bass Player

Ruben Hernandez
Student, Vocalist

Angelica Lopez
Student, Vocalist

Isaura Gallegos
Student, Alternate Vocalist

Constantino Montes
Student, Guitar Player

Christian Robles
EWU Alum, Alternate Guitar Player

Type of Grant:

Student Recruitment & Retention (ex. Projects that would encourage a more diverse student body at EWU and/or address barriers in recruiting and retaining students.)

Community Engagement (ex. Projects that would involve various members of the local or regional community.)

Which of the Following Priorities Does the Project Meet?

- Project is collaborative, interdisciplinary, and/or interdepartmental
- Project helps to further EWU’s mission (<http://www.ewu.edu/x17909.xml>) and the EWU Board of Trustees Diversity Initiative Plan (<http://www.ewu.edu/x1904.xml>)
- Project will have long-term impact and positive and lasting change
- Project improves understanding of the diverse groups represented on EWU’s campus

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- X** Project uses innovative and unique approaches to helping EWU become a diverse institution

1. Provide a summary of your project. This should be a brief but descriptive 1-2 paragraph statement that identifies what type of grant it is and explains your project including who will benefit from it.

The EWU Chicano/Latino Music Band Outreach Project is the continuance of a successful initiative developed by students in 2004. What started as a small gathering of students “just playing for fun” has evolved into a recruiting tool on the rise for EWU. The EWU Chicano/Latino Music Band in the past two years has performed in a various events including high school, elementary, college, and community events. The primary objective is to enhance the recruitment efforts of EWU by introducing an innovative way to appeal to students of all cultures. With the power of a full production music show we are able to capture the attention of prospective students and introduce them to an array of academic and social opportunities. By traveling to their venues, we are able to disseminate all the opportunities that await students here at EWU. Furthermore, this outreach gives K-12 students a chance to ask questions and talk to college students who are attending to their academic careers while engaged in their love of music.

This academic year we have already performed in over five events and we are scheduled to perform in several other educational, scholastic, and community events. The EWU Chicano/Latino Music Band is an excellent student outreach initiative as well as a learning opportunity for students participating in the band. It is important to our internal and external university constituents that EWU continues to support the development of our students’ creative talents and willingness to promote EWU.

2. State the issue or problem your project will address. Explain why this is an important issue or problem by providing evidence based on experience, testimonials, and/or background research.

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 stagnate 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 students and their parents.

The project will contribute to promoting collaboration and interdepartmental efforts by engaging the Office of New Student Programs and Transitions – NSPT (Fist Year Experience Program), EWU Admission Office, College Assistance Migrant Program

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(CAMP), and the Chicano Education Program (CEP) in the recruitment of Chicano/Latino students to Eastern Washington University.

Additionally, the project supports 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 EWU Chicano/Latino Music Band represents an innovative approach to conducting student outreach. The music, culture and the engagement of students sharing their creative talents makes student outreach enjoyable and meaningful.

Although the EWU Chicano/Latino Music Band has been quite successful in obtaining the equipment necessary to perform there is still much needed support. The Band needs additional band equipment to effectively produce a quality performance. The EWU Chicano/Latino Music Band has also had the opportunity to include students' work-study financial aid to allow talented and interested students to develop their talent and participate in this initiative. Even though this is a significant level of support not all students receive work-study. To allow for two of our non-work-study band members to continue their participation this proposal will allocate funds to hire two EWU students to participate in the EWU Chicano/Latino Music Band. The Board of Trustees Diversity Initiative funding would be used to support the equipment purchase and salary of the two band members.

3. List the desired results for your project around diversity at EWU. Explain what will change or improve because of your project or how the project participants will benefit. Each result should be specific and measurable (i.e., there should be a way to determine if you achieved the result or not).

(Here is an example: After attending Hate Free Millennium workshops, 15 participants will develop individual action plans on steps they can take to free their communities from hate. Another example: Two hundred members of the EWU community will attend a lecture by Jane Elliott and thus be exposed to the dynamics of discrimination.)

The EWU Chicano/Latino Music Band will stage a band performance at least 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. NSPT, CEP, CAMP, and EWU's Admissions Office will seek out these venues and help with the identification of students recruited to EWU by this project's efforts. This project's target is to recruit at least 10% of students

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exposed to the bands outreach project. The band will also perform at the following EWU's annual events:

- **Latino Parent/Student Education Conference in May, 2007.** This annual event attracts about 300 Latino parents and students from Eastern Washington. CEP and CAMP will collaborate in the staging of this annual event. This event focuses 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.
- **The EWU Relay for Life in May 2007.** The Relay for Life is a fun-filled, overnight event to raise funds for research and programs for the Cancer Society.
- **EWU Family Weekend.** Family weekend is typically held in early March and offers families the opportunity to visit their student on campus. The weekend is comprised of various activities. Family Weekend will be held March 2, 3, & 4, 2007.
- **Promotional DVD.** The EWU Chicano/Latino Music Band will 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 band.
- **Cheney International Festival.** This New cultural awareness event, to be held in the Cheney community, will feature several music performances in addition to international food booths and arts and crafts. The festival is scheduled for May 19, 2007

4. Provide a project plan that describes in more detail how you will accomplish the objectives you identified above. Detail what action steps or activities are necessary to successfully complete your project. Identify specifically who will carry out or have responsibility for each action/activity. Organize this information according to a timeline as this is a useful way to show who will do what, when to make the project happen.

The EWU Chicano/Latino Music Band will produce a DVD using the MARS Lab resources highlighting the bands past performances so that interested schools may have a good understanding of the music performance that is available. This DVD will use footage from last fall quarter and will include footage from winter and spring quarter and will be available for distribution to interested schools through the outreach staff from CEP, CAMP, and the EWU Admissions Office. The EWU Chicano/Latino Music Band will continue to accept invitations to additional events and seek potential events. NSPT, CEP, the Admissions Office, and EWU community at large will identify community-based events such as cultural celebrations and educational conferences where the band can perform and promote higher education and EWU. With the assistance of Victor H. Rodríguez as our advisor, the band will hold weekly meeting to assess the progress of the

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band and to address any issues. The band will hold at least two practice sessions a week. With the assistance of our advisor the band will seek a locked storage room for all of our equipment purchased by diversity grant funds and create an equipment inventory list.

5. Does your project involve a diversity professional or expert from outside the university? **No**

If yes, attach after the budget pages a brief resume or biographic sketch of any professionals or experts involved in your project. (Diversity speakers/presenters are available through various speakers’ bureaus. Stephanie Ennis in the Office of the Dean of Students [359-7919 and sennis@mail.ewu.edu] maintains this information.)

6. Explain how your project will be promoted and/or communicated to the EWU community. If you need to recruit project participants, explain how you will do this. (Methods could include public presentations, classroom discussions, workshops, journals, new releases, flyers, webpages, or other forms of promotion or publication.)

In addition to the collaborate effort to promote the EWU Chicano/Latino Music Band of the different departments mentioned above (NSPT, CEP, the Admissions Office, and EWU community at large) we are planning on using different methods to promote our project to the State at large. CEP will promote the band efforts through the CEP’s quarterly electronic newsletter, radio & television public service announcements, news releases, EWU institutional publications, and the Spanish language media. Locally some methods that are highly reliable to promote our efforts are: The Spokesman Review, The Easterner, and Cheney Free Press newspapers. Also other attractive methods like Myspace.com, Facebook.com, and The Focus.

7. Based on the Diversity Grant guidelines, provide a detailed budget. (Note: With the exception of serving as a research assistant on the curriculum grants submitted by faculty, student wages are not allowed under this program.)

GOODS AND SERVICES (list expendable supplies, printing, copying costs, etc.)

Band Equipment

Audix Fusion Series 6-Piece Drum Microphone Pack	\$350.00
AKG D 112 Kick Drum Microphone	\$300.00
Shure SM57 & SM58 Mic Package	\$700.00
Band peripherals: Drumsticks, picks, drum heads, guitar and bass strings, Microphone stands, Microphone wires, Power Conditioner.	\$670.00

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Total G&S: **\$2020**

TRAVEL (list destinations, air fare, mileage, per diem, etc.)

Motor Pool (band transportation): \$1000

NOTE: The support for travel has previously been provided by the Chicano Education Program. In the event that the Chicano Education Program is unable to continue their support the Office of Admissions has agreed to provide this support.

Total Travel: **\$1000**

CONTRACTUAL (list contracts with consultants, speakers, experts from off campus. Include in the contract amounts any travel costs as appropriate).

N/A

Total Contractual: \$-0-

OTHER COSTS (list)

Student Wages

2 students @ \$8.87/hour X 10 Hours / week X 16 Weeks (March – June)

Total: \$2838

Fringe Benefits

5% of Wages (\$2838)

Total Fringe Benefits: \$142

Total Other: **\$2980**

TOTAL PROJECT COST: \$6000.00

Total Amount Requested under the Diversity Grants Program

\$ 5000 (not to exceed \$5,000)

If applicable, include a statement about any other funding applied for or received for the same project.

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Additional funding sources will be sought out including the EWU Foundation, Alumni Student Mini-Grant, EWU Eagle Entertainment Program Assistance and other local foundations.