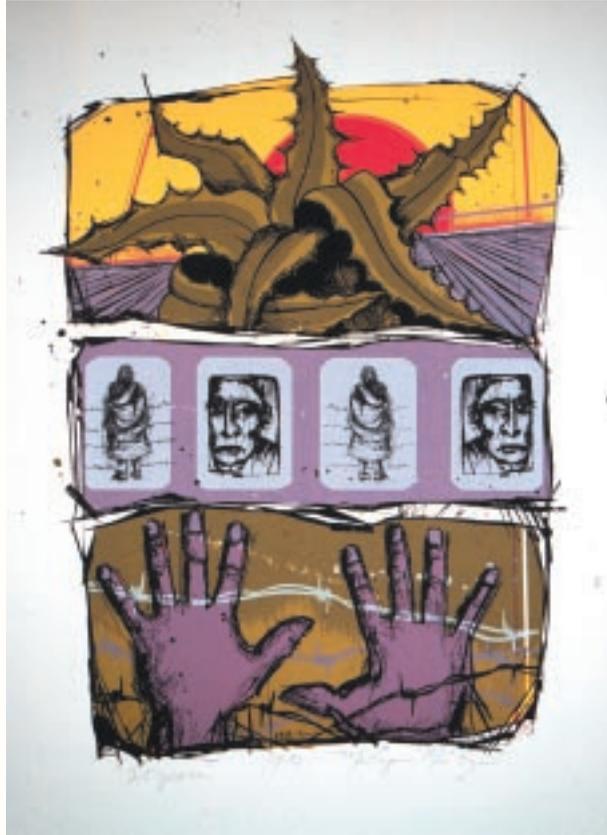


La Cruzada — Malaquías Montoya



**National Latino Research Center**

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*Cal State San Marcos, San Marcos, California  
Location of the National Latino Research Center*



Cal State San Marcos



The National Latino Research Center (NLRC) at California State University San Marcos specializes in applied research, training, technical assistance and research-based services that contribute to the knowledge and understanding of the rapidly growing U.S. Latino population.



“The end of all knowledge should surely be **SERVICE to others.**”

— César E. Chávez  
farm labor leader and  
human rights activist



*"Diversity Seal" at Cal State San Marcos*

The NLRC is a dynamic university-based research center bridging the academic community to local, state, and national organizations. Specializing in research on Latino populations, the NLRC designs studies and innovative projects to address a broad range of important topics and needs.

## Research

The NLRC conducts community-based research that facilitates solutions to community issues and provides practical, real-world applications.

Among the research topics investigated by the NLRC are education, physical health, mental health, public policy, and employment. The NLRC conducts population studies, including population characteristics, demographic trends, immigration, culture, and labor. In addition, the NLRC recognizes the importance of historical preservation and education, utilizing a multidisciplinary approach to record the shaping of the past, and to advance recognition and understanding of Latino populations.

## Services

The NLRC offers a wide range of research-based services for public agencies and community-based organizations. These services include:

- Program Evaluations
- Cultural Competency Training
- Demographic Studies
- Literature Reviews and Reports
- Needs Assessments
- Data Analysis
- Focus Groups
- Survey Development

Research findings are prepared in a variety of formats to meet the unique needs of a diverse clientele. This includes scholarly reports, fact sheets, executive summaries, white papers, printed and electronic publications, presentations, press releases, press kits, and press conference reports.



A school readiness focus group facilitated by the NLRC for the Vista Unified School District. Vista, CA, September 2002

## Technical Assistance

The NLRC provides technical assistance to diverse organizations and actively supports multi-agency coalitions that seek to develop resources and expertise for community projects.

The NLRC has assisted numerous organizations by conducting needs assessments, researching best practices, promoting organizational capacity, mapping community assets, facilitating strategic planning, pursuing policy and advocacy initiatives, researching and documenting demographic shifts, coordinating databases and information management systems, and developing grant proposals.

## Community and University Collaboration

The NLRC is committed to community and academic partnerships to advance research, promote understanding, and seek solutions for diverse communities. Through an interdisciplinary approach, the NLRC addresses historical, contemporary, and emerging issues that affect Latino populations locally, state-wide and nationally. Given its proximity to the Mexico border, the NLRC's research agenda also contributes to the understanding of the unique dynamics of a bi-national region.

The NLRC enhances dialogue between the research community and the public by sponsoring and conducting conferences, community forums and educational seminars.



Dr. Gerardo Gonzalez, NLRC Director, interviewed by Univision at the Diversity Summit organized by the NLRC, February 2003

## Affiliation

The NLRC is a member of the Inter-University Program for Latino Research (IUPLR), a consortium of major university-based Latino research centers across the nation.

