

Introduction to the CSUSM Cultural Engagement Centers



The Power of Five

Cultural Engagement Centers Collaborate to Create The Power of Five

The five CSUSM cultural engagement centers; the Black Student Center, Cross-Cultural Center, Gender Equity Center, Latin@ Center, and LGBTQA Pride Center were aligned under the Student Life administrative unit in the summer of 2018. This realignment brought together the centers' common missions to support students with shared cultural identities under one leadership structure. This cooperation supports increased collaboration around campus educational outreach, community events, coordination of programming around themes, and the leveraging of resources to maximize impact.



Cougars in Solidarity

This initiative, created in response to the Pulse shooting in Orlando, seeks to provide a healing space for all communities on campus. As the Power of Five cultural engagement centers developed stronger collaborative programs, they adopted the adage to describe the centers' work with different communities, the nuances of its interconnectedness, and their intersectional approach. For example, After news broke that a CSUSM student had been the perpetrator of a bias-fueled fatal shooting, the CSUSM community quickly identified multiple forms of support for the campus community. In the week that followed, students within the Jewish community began organizing a healing space, and asked if they could use the Cougars in Solidarity name for this space. The healing space was a student led effort with support from the Centers, Office of Community Engagement, and Office of Communications.

Cougars in Solidarity Block Party

This is an annual collaborative event co-hosted by the five cultural engagement centers. Each year, the centers come together to welcome students back to campus during Weeks of Welcome (WOW) with an educational and social event. Students are provided educational information about each of the centers' services, how to get involved, and of upcoming events; all set in an engaging block-party atmosphere.

Collaborative Training

In the fall of 2018, the Cultural Engagement Centers came together for a day and a half of training with student employees from all five spaces. Included in this training was FISH! Philosophy, the Co-Curricular Model, an introduction to the Office of Inclusive Excellence, implicit bias training, a lunch meet-and-greet with the AVP of Student Life, campus safety and active shooter training (including walkthroughs at each center), Title IX training, campus risk management training, an introduction to Cougars in Solidarity, and an afternoon excursion to GlowZone.

Collaborative Plans

Cougars in Solidarity Training

Tuesday, August 20–22, 2019
San Diego History Center/CSUSM

Cougars in Solidarity Block Party

Thursday, September 5, 2019
CSUSM

Student Employee Recruitment

In an effort to build on the transformational synergy that was created from the 2018/2019 collaborative efforts, the directors from the cultural engagement centers created a collective student assistant hiring process. The recruitment process included group interviews with an intersectional/multicultural component followed by individual interviews. Hiring decisions were made within the intersectional and inclusive scope from which the centers operate.

Upcoming Center Events

Black Student Center Welcome

Tuesday, August 29, 2019 | 11:30 am–1:00 pm
USU Ballroom

The Privileged Poor w/Dr. Anthony Jack

Tuesday, November 12, 2019 | 6–8 pm
USU Ballroom AC

Love Your Body Day

Tuesday, October 22, 2019 | U-Hour
Location TBD

Posadas

Thursday, December 5, 2019 | Time TBD
Latin@ Center

Coming Out Monologues

Wednesday, November 6, 2019
USU Ballroom AC

**COUGARS IN
SOLIDARITY**

Black Student Center (BSC)

Mission

Established in 2017, the mission of The Black Student Center is to promote the academic, cultural, social, and political consciousness of students of color by actively engaging in institutional partnerships that will result in the overall increase of student recruitment, active member participation, retention, and graduation rates.



Signature Event

Annual Networking Event

The Black Student Center, Black Faculty and Staff Association, and the Black Student Union (student organization) collaborate to provide an environment for students, faculty, and staff to network and discuss success at CSUSM.

Student Engagement

2018/2019

Number of visits: 5,753

Unique visitors: 514

Affiliated Organizations

The Black Sistahood
Black Student Union
Omega Psi Phi Fraternity, Inc.
Sigma Gamma Rho Sorority, Inc.

Campus Collaborators

Black Faculty & Staff Association (BFSA)
Career Center
Department of Sociology
North County NAACP
Student Health and Counseling Services (SHCS)



About the Director

John Rawlins III joins us from the Corporate Headquarters of Alpha Phi Alpha Fraternity Incorporated (Baltimore, MD), where he served as the Director for Leadership Development and Training with a focus on collegiate members. With prior professional work within Student Affairs at Ithaca College and Johns Hopkins University, he brings a strong background in supporting students of color through diversity and inclusion initiatives, formal mentorship and leadership programs, co-curricular experiences, and student advocacy. Outside of higher education, he was highly engaged in the communities where he resided. He has worked with Brothers & Sisters Keeper of Washington D.C., Bryant Educational Leadership Group, and the City of Ithaca's Dr. Martin Luther King, Jr. Community Celebration. In addition, he is currently the President of the Cornell University Black Alumni Association.

"I am excited to join the CSUSM family and to work with some of the most driven and talented students anywhere. I look forward to building relationships with the students, staff, and faculty and bringing our visions together to take the Black Student Center and our community to the next level."



Cross-Cultural Center (CCC)



As the first and longest-running social justice center established at Cal State San Marcos, the Cross-Cultural Center supports students, faculty, and staff by promoting identity exploration and expression. The center is dedicated to providing services and implementing programs that foster an inclusive environment to encourage full and equal participation of all students. This aligns with the university's commitment to respecting and modeling the diversity of our region within a context of social justice.



Mission

The Cross-Cultural Center provides intentional learning experiences that educate and support students throughout the stages of their identity development to engage students in the process of social justice action and change.

Center Resources

- Physical space including an outdoor balcony patio for connection, lounging, studying, and decompressing between classes
- Refrigerator and microwave
- Computer lab stations with PawPrint access to print papers
- Semester-end distributions of essential supplies to support academic success
- Workshops and trainings
- Employment and volunteer opportunities
- Inclusive Excellence presentations to GEL classes

Signature Events

César Chávez Day of Service

The César Chávez Day of Service started as an annual tradition in 2014. Typically held at the end of March on or near the holiday, the campus community is invited to participate in a day of service to honor, commemorate, and celebrate the life and legacy of civil rights activist César Chávez. The Cross-Cultural Center is a proud partner since its inception.

Social Justice Summit

The Social Justice Summit is a three-day, two-night, retreat for CSUSM undergraduate students. The summit trains students in developing a social justice framework for campus leadership, community engagement, and change activism.

Social Justice Symposium

The Social Justice Symposium is an intensive one-day conference for CSUSM undergraduate, graduate students, staff, and faculty. Participants attend sessions that explore the intersectionality of identities and tackle various social justice issues. The symposium is a space to develop a collective wisdom and accountability from the campus community. Participants are inspired to confront and engage in dialogue on current issues.

Student Engagement

2018/2019

Number of visits: 6,188
Unique visitors: 924
CCC events: 31
Total attendees: 1148
Unique attendees: 928
GEL Inclusive Excellence presentations: 50
GEL students: 1784
Presentation hours: 83
Facilitators: 10

Student Quotes

"The Cross-Cultural Center has helped me become the person I am by [working as] a programmer and providing critical and important programs for students to learn. I am thankful for this experience because I discovered my passion to share, inform, and teach students."

"I gained a new community working toward a common goal of justice. The [Social Justice] Summit reconfirmed my focus that heart, dedication, education and our action together will make a difference."

Affiliated Organizations

Alpha Kappa Delta Phi
Alpha Psi Rho
American Indian Student Alliance
Ballet Folklorico de CSUSM
Black Sistahood
Black Student Union
Chabad
CSUSM Tahitian and Hula
Hillel
Indian Student Organization
Kamalayan Alliance
Movimiento Estudiantil Chicano de Aztlán (MEChA)
Saudi Students Association
Vietnamese Student Association



Campus Collaborators

Associated Students, Inc. (ASI)
Black Student Center (BSC)
California Indian Culture and Sovereignty Center
Community Engagement
Dean of Students
DREAMer Resource Office
Gender Equity Center (GEC)
Latin@ Center
LGBTQA Pride Center
Office of Inclusive Excellence
Student Life & Leadership (SLL)

About the Director

Floyd Lai joined the CSUSM community in 2011 as director of the Cross-Cultural Center. As the first-born son of Chinese immigrants, he chose a different path from the one that was planned for him and went into higher education. He has worked in higher education for almost 20 years, first at Alliant International University and later at his alma mater, the University of California, Irvine (UCI). He received his Master of Education in the Postsecondary Administration and Student Affairs (PASA) program at the University of Southern California and his Bachelor of Science degree in environmental engineering at UCI. He facilitates several training workshops on diversity and inclusive excellence as well as supports cultural student organizations on campus. An active member of NASPA – Student Affairs Administrators in Higher Education, he is committed to the success of the next generation of students interested in pursuing a career in the field of student affairs.



Gender Equity Center (GEC)

The Gender Equity Center held its grand opening as the ASI Women's Center in the Spring of 2006 before a series of conversations between staff of the ASI Women's Center, students with non-binary identities, and the ASI governing body led to a name change in 2010. Today, the Gender Equity Center continues to provide the services of a Women's Center, with intentional inclusion of trans and non-binary students, students with children/dependents, and an invitation for men to engage in conversations regarding sexism and misogyny.

The GEC strives to create a space where folks can be brave enough to be their full authentic selves, and brave enough to listen and learn from each other when their experience are not the same. In addition to a brave space, the GEC plans educational and community events. Building on second-wave feminism's creed of "the personal is political," the GEC is guided by principles of intersectional feminism—we recognize that while all women experience oppression, we also all experience oppression in varying forms based on race, age, class, gender, sexuality, dis/ability, etc. With that in mind, we want everyone at the Gender Equity Center to feel supported, included, and represented.

Mission

The Gender Equity Center strives to develop and maintain inclusive and validating environments at CSU San Marcos with a focus on topics and issues broadly related to the experiences of women, trans and non-binary students, parenting students, and the impacts of sexism and misogyny. We build communities by upholding a brave space, fostering dialogue about gender equity and social justice, and providing resources for students to achieve their goals.



Signature Events

Love Your Body Week

This week empowers students to claim a healthy relationship with their bodies—something that women are taught to hate unless it represents media's depictions of beauty. We provide education regarding the *Health At Every Size* principles, eating disorders, and self-care throughout the week, and our signature event is a resource fair with a fashion show in Forum Plaza.

Women's Herstory Month

Celebrated nationally every March, our highlight includes a luncheon at which women faculty members serve as femmetors for a groups of seven to eight students and share insights on their experiences as career women.

Cougars and Cubs Crawl

Family-friendly event that allows students (as well as some staff and faculty) with children and dependents to come to campus and trick-or-treat around the USU while building community with one another.

Student Engagement

2018/2019

Number of visits: 15,777

Unique visitors: 2,146

Center Resources

Personal and Academic Success

Feminist library, personal health (toiletries and safe-sex supplies), computer lab, kitchenette

Brave Space

Peer and professional support, intergroup dialogue, lounge and study space, involvement opportunities

Parent Services

Children's books, parent education workshops, lactation space with a hospital-grade lactation pump

Campus Collaborators

Student Health and Counseling Services (SHCS)
HOPE & Wellness Center
Sexual Violence Advocate & Educator
Women, Gender, & Sexuality Studies Faculty
University Student Union (USU)
Associated Students, Inc. (ASI)

Coming Fall 2019, We are launching an Affiliated Student Organizations program.



Student Quotes

"The Gender Equity Center has allowed me to further explore my identity because it is a brave space and community that has supported me personally and academically."

"The GEC is a place where students can feel safe, seen, and heard – our home away from home"

"The GEC isn't just a center for students, it is an inclusive community that provides a safe and comfortable space full of support, continuously challenging and inviting students to get involved in social justice. And on top of that, eventually, it becomes a home."



About the Director

Abrahán Monzón (they/them) is a first-generation college and master's graduate who grew up in the border region in an agricultural community. Abrahán has a B.A. in Feminist Studies from UC Santa Barbara and an M.S. in Educational Leadership from CSU Fullerton. They are passionate about advocating for access to higher education and committed to creating pipelines for marginalized students to attain a higher education.





Latin@ Center



The Latin@ Center celebrates and enhances the understanding of our vast and extensive Latin@ culture. The center is aligned with the CSUSM's mission to offer an inclusive and safe space for Latin@ Cougars to share ideas, foster cultural identity, understand social vies and "testimonies" that enhance deeper reflection, awareness, and sensitivity in understanding the resiliency of the Latin@ community. The center is committed to closing the achievement gap by providing support for retention, success, and graduation of Latin@ students.

Mission*

The Latin@ Center provides culturally sensitive programs that fosters and promotes academic and personal success of Latino/a students. We strive to educate the campus about Latino/a issues and the ethnic diversity represented within the community (i.e. Central & South America, Caribbean to Mexico). The center serves as welcoming space where students can showcase Latin@ culture, academic excellence, research, collaboration, community service, dialogue, philanthropy, and inspire social change to the wider campus community.

*Evaluated through various assessment measures and will be modified for the 2019/2020 academic year.



Signature Events

Latin@/x Heritage Month Kickoff

The Latin@ Center hosts a kickoff event during which we celebrate Latin@/X culture, heritage, and traditions through food, music, and festivities This event serves as our "Kickoff" event for the entire month of heritage programming.

Dia De Los Muertos (Day of the Dead)

The Latin@ Center co-hosts a celebratory and educational event focusing on Dia De Los Muertos. Event festivities include, but are not limited to, creating a memorial altar at the center, creating sugar skulls for students/staff/faculty to decorate, and participating on MEChA's (student organization) festivities.

Posadas

The Latin@ Center hosts a cultural event based on Latin American festivities. Latin@/X community members gather to sign songs, play traditional board games, and eat winter Latin American food (i.e. Loteria, Tamales, Mexican hot chocolate, and Piñatas). This event serves as an end-of-semester celebration for our students.

Student Engagement

2018/2019

- Number of visits: 28,776
- Unique visitors: 5,308
- Latin@ Center events: 70
- Number of attendees: 758*

*Increase in center utilization from previous year

- Fall unique visitors: increase 20%
- Spring unique visitors: increase 14%

Affiliated Organizations

- Ballet Folkloriko de CSUSM
- Border Angels
- Latino Business Student Association (LBSA)
- Movimiento Estudiantil Chicano de Aztlán (MEChA)
- Nu Alpha Kappa Fraternity (NAK)
- SACNAS (Latin@/X/Chicanx Science Based Organization)
- Standing Together As OneDream (STAND)

Campus Collaborators

- College Assistant Migrant Program
- Communication/Sociology/Psychology/History Depts
- DREAMer Resource Office
- Educational Opportunity Program (EOP)
- Financial Aid Office
- Latino Association of Faculty and Staff (LAFS)
- National Latino Research Center (NLRC)
- Pathways to Academic Success & Opportunities (PASO)



Student Quotes

"Being around other peers that share my cultural background and socialization gives me strength to keep striving for my dreams."

"It's great that the Latin@ Center educates the campus about Latin@ issues and diversity."

"The Latin@ Center makes me feel like I belong somewhere on campus."

"The Latin@ Center has been one of the few places/bodies on campus that has been helpful and safe for me instead of burdensome. I really appreciate the help I received."

About the Director

Dr. Lara's was raised between the international border of Mexico and United States and has experienced life circumstances related to transborder identities. Dr. Lara is a first-generation college student and has overcome societal as well collegial barriers.

Dr. Lara's cultural upbringing and life experiences have led to his passion which lies in assisting Latin@/X students become social agents of change within the community and achieve holistic success. The Latin@ Center is a unique student-empowering, heritage-validating, and inclusive multicultural space for our Latin@/X identifying students (validated through Latin@ Center data and analysis). These transformational experiences are accomplished through academic resources (free printing, free testing materials, rental of graphing calculators and iPads, etc.), culturally sensitive programming, and safe/inclusive study space.



LGBTQA Pride Center

The LGBTQA Pride Center is an inclusive space which promotes positive interactions in a diverse environment. The center strives to provide a space that celebrates and affirms students who identify with all genders and sexualities in the LGBTQ community and their allies. The center provides a home-like environment for students to build community, learn about themselves and others' identities, take part in educational and holistic wellness events, provide education for the campus including SafeZone, an LGBTQ ally training workshop; and a resource for needed policy for the campus.

Mission

The LGBTQ Pride Center of California State University San Marcos creates, sustains and strengthens an open, inclusive, safe, and affirming environment for lesbian, gay, bisexual, transgender, intersex, queer, questioning, and ally communities. The Pride Center is grounded in commitments to social justice, student-centered advocacy, and student-empowered leadership.



Center Resources

Personal health (toiletries and safe-sex supplies), computer lab, five free pages of printing per day, free scantrons and blue books for midterms and finals, coffee daily, use of kitchenette with refrigerator and two microwaves

Signature Events

Coming Out Monologues

The "Coming Out Monologues" were inspired by "The Vagina Monologues" written by Eve Ensler. Participants provide a representation of diverse and unique experiences from people who identify as lesbian, gay, bisexual, transgender, queer and allies perform by sharing their own stories with the audience.

NAK All Greek Drag Show

This annual collaboration between the LGBTQA Pride Center and Fraternity and Sorority Life is one of the largest events on campus. The goal of the event is to show support for the LGBTQ community by the Greek Community by offering a drag king and queen contest in which the contestants not only entertain, but they also educate the audience.

gAyPRIL

A seven-year tradition, gAyPRIL is a month-long celebration of LGBTQ identities and the allies that support them. One to three events occur each day of gAyPRIL with 30 events occurring during gAyPRIL 2019. The month begins with the annual CSUSM Pride Walk, continues mid-month with the annual gAyPRIL Pride Fest, and wraps up with Rainbow Recognition, which is a graduation celebration.

Student Engagement

2018/2019

Unique visitors: 10,832

Unique services tracked: 12,843

Average time spent in center: 03:28 hours

Student Quotes

"The LGBTQA Pride Center has provided me the support and empowerment to be a visible queer student. My experience in the center has elevated my voice. Thank you for this family"

"The LGBTQA Pride Center became my home away from home and allowed me to grow by meeting LGBT students, professors, and staff who believed in my potential to live my life with pride and not fear."

"The LGBTQA Pride Center prides itself in diversity and authenticity. It is a space where students can grow into their true selves."

Campus Collaborators

Associated Students, Inc. (ASI)

Campus Recreation

Career Center

Department of Athletics

DREAMer Resource Office

Fraternity & Sorority Life

Hope & Wellness Center

Intervarsity

Kamalayan Alliance

LGBTQA Faculty Staff Association

Student Health & Counseling Services (SHCS)

Tukwut Life

University Student Union (USU)

Event Attendance

Fall 2018: Over 1200 participants in 40 events

Spring 2019: Over 1300 participants in 47 events

NAK All Greek Drag Show - 400

National Coming Out Day - 119

Trans Day of Remembrance - 103

2nd Chance Prom - 350

gAyPRIL Pride Fest - 253

gAyPRIL Pride Walk - 70



About the Director

Robert Aiello-Hauser serves as the Director of Student Engagement & Inclusion/Director LGBTQA Pride Center. He is a CSUSM Alumnus receiving both a Multi-subject Teaching Credential ('09) and a Master's in Multi-Cultural Education ('11). Robert began his career at CSUSM in March 2010 as the second director of the pride center.

The LGBTQA Pride Center has developed into a space that students call home. It is a space that provides community to students that do not always feel accepted in the world. Robert's passion for serving students has created a space where students come for support, a variety of physical and emotional needs, and to find family.

