



**ASSOCIATED STUDENTS, INC.**  
California State University, Los Angeles

## Proposal to bring the Latino Thought Makers Speaker Event to Cal State LA

**Summary - Sum up the reasoning of why you think this proposal would be beneficial to ASI and/or the students of Cal State LA.**

ASI and the College of Arts and Letters, in partnership with the College of Business, proposes the Latino Thought Makers Speaker Event (LTMSE). The event features a live, sit-down interview and personal conversation on stage with Rick Najera, founder and host of Latino Thought Makers, and his diverse network of influential Latinos in Hollywood including Edward James Olmos, Dolores Huerta, Cheech Marin, Danny Trejo, Luis Guzman, Esai Morales, the Cesar Chavez family, the cast of Hulu's East Los High, Grammy award-winning musicians Quetzal, and many more. The series also features diverse community leaders and heroes.

The (LTMSE) builds bridges of understanding in cultural diversity through personal and comedic dialogue and showcases critical thinking as it relates to entertainment and education and provides the audience an opportunity to be a part of a greater dialogue.

The (LTMSE) would be held during the 2018 spring semester.

**Provide the goal(s) you hope to achieve from this proposal/event/program.**

Cal State LA is designated a Hispanic Serving Institution and is one of the most culturally diverse four-year institutions in the country. It is located at the intersection of the largest Latina/o and Asian communities in the nation. Of the University's approximately 28,000 students, 58% are female. The student population is 57% Latino/a, 15% Asian American, 9% White, and 4% African American. The majority of Cal State LA students are the first in their families to attend college and many are first generation Americans. Over 70% of the University's students come from low-income households.

The (LTMSE) would impact the entire student population (28k+), including alumni. They would have an opportunity to hear and meet influential Latinos from a variety of professions. Students will see successful people who look like them, providing motivation to pursue careers in areas they never thought were possible.

This past April the College of Arts and Letters hosted Rick Najera and the Latino Thought Makers on campus. Cheech Marin was the celebrity guest. The event attracted well over 600 students, alumni and community guests. Bringing Latino Thought Makers to campus would help Cal State LA continue to push boundaries and provide students with unique engagement opportunities that promote a sense of belonging.

**Sum up your goal(s) into one broad goal in just one or two sentences.**

The goal for bringing the (LTMSE) to campus is to expose Cal State LA students to successful people of color in the fields of entertainment, art, politics, sports, etc.



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**Provide the specifics of the proposal (i.e. what are you asking for).**

ASI and the College of Arts and Letters, in partnership with the College of Business, requests \$33,690 to cover the cost to bring the (LTMSE) to Cal State LA.

**Management (List all known entities that will contribute to the completion and success of this proposal provided from the Description, as well the duties and responsibilities bestow to those entities contributing in any way.)**

The event will take place in the Luckman Main Theatre. Meredith Greenburg, the Chair of the Theatre Department, will work with the ASI and Luckman staff to oversee production. The Student Production Unit will also be supporting the event.

Selene Castillo, Hailey Morris and Denise Gutierrez will work with the team from Latino Thought Makers to track and confirm the RSVP list. They will also work with the Luckman staff on seating. There will be a VIP reception scheduled an hour or so before the event, which will also be handled by Selene, Hailey and Denise.

Communications/flyers will be handled by the ASI Graphics Unit in partnership with the College of Arts and Letters Communication Specialist, Kat Sanchez.

**Marketing (Which entity is marketing this proposal/event/program and which means are they using to market?)**

Gus Salazar and Kat Sanchez will handle the communications for this event. They will work with Cal State LA Public Affairs and the team from Latino Thought Makers on all media and publicity for the event.

### **Budget**

(See attached)

### **Guidelines**

- Designated ASI officer/s may participate in the guest speaker selection process
- Student volunteers will be needed for the event

**Criteria (Who is benefiting? HINT: it should be benefiting students of Cal State LA)**

All Cal State LA students will benefit from the event, they will attend for free.

### **Contact information**

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