



C M A S  
C E N T E R F O R M E X I C A N A M E R I C A N S T U D I E S

UNIVERSITY of HOUSTON  
CENTER for MEXICAN AMERICAN STUDIES



C M A S

# MEET OUR AWESOME TEAM



**PAMELA QUIROZ**  
DIRECTOR & PROFESSOR OF  
SOCIOLOGY



**JERONIMO CORTINA**  
ASSOCIATE DIRECTOR &  
ASSOCIATE PROFESSOR OF POLITICAL SCIENCE



**JESSICA THIAM**  
DEPARTMENT BUSINESS ADMINISTRATOR



**FELY AGUILAR**  
PROGRAM DIRECTOR  
ACADEMIC ACHIEVERS



**CHRISTINE CORTEZ**  
FINANCIAL COORDINATOR



**DANIELLE STEBER**  
ADMINISTRATIVE COORDINATOR



**SARAH CANTU**  
SOCIAL MEDIA COORDINATOR



**EDDIE GONZALEZ**  
PROGRAM COORDINATOR  
ACADEMIC ACHIEVERS



**MAIRA E. ALVAREZ**  
IUPLR DIRECTOR HOUSTON

C M A S

## A LITTLE BIT OF HISTORY

The Center for Mexican American Studies (CMAS) at the University of Houston was established in 1972 as an interdisciplinary academic program encompassing the liberal arts, education and social sciences focusing on the Mexican American and broader Latino experience in the U.S. Its **mission** is to advance knowledge, promote critical thinking and foster the value of service to the community. This involves designing a broad spectrum of public and scholarly programs. Designated as a University-wide Center within the College of Liberal Arts and Social Sciences, CMAS has evolved into **an academic unit** with several major components: research and publications, recruitment and retention, teaching, leadership training, academic advising and community service.



WHERE  
WE START



UNIVERSITY of HOUSTON  
CENTER for MEXICAN AMERICAN STUDIES



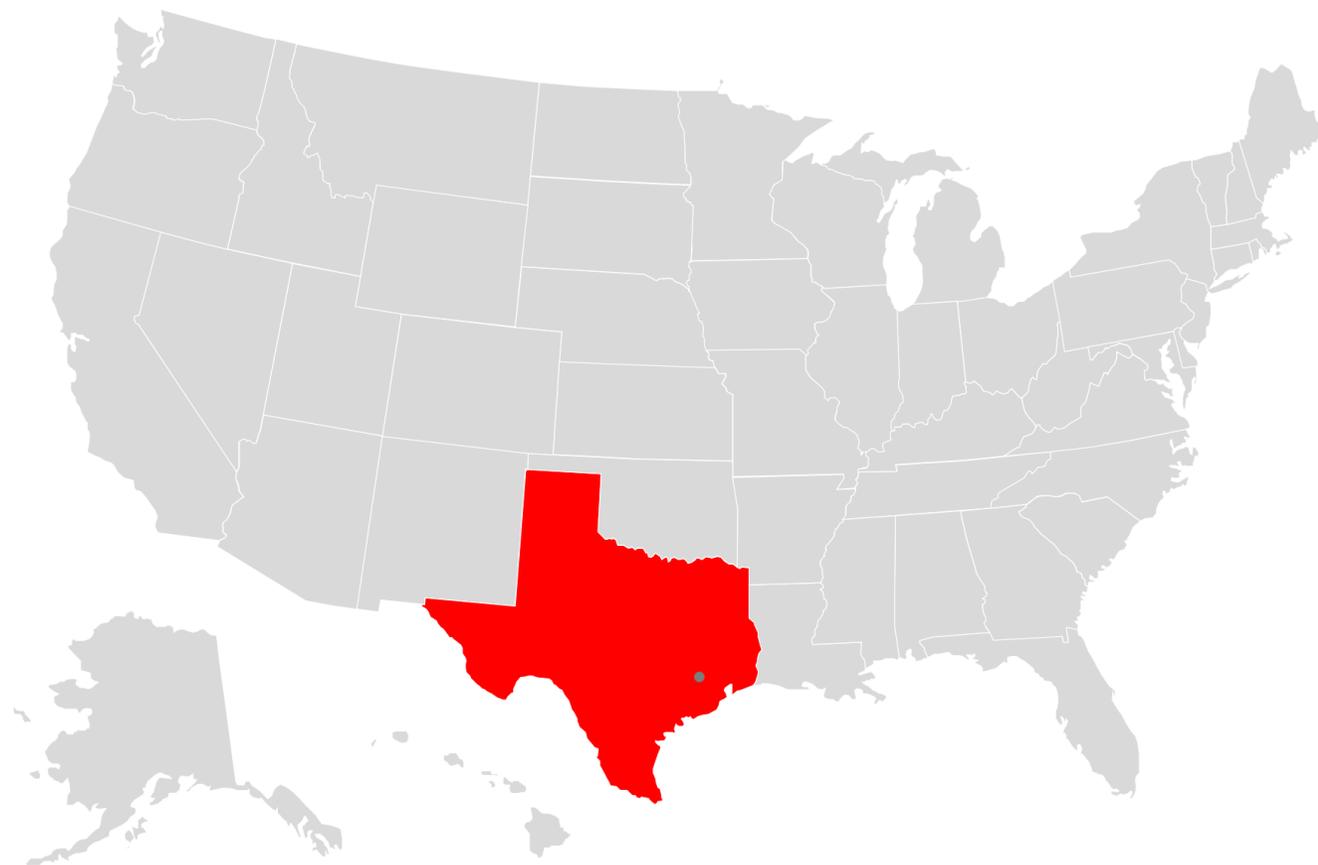
CHALLENGES  
&  
OPPORTUNITIES

## CHALLENGES TEXAS HIGHER EDUCATION

- By 2050, Latinx workers will outnumber non-Hispanic white workers. Texas needs an educated workforce to maintain its competitive advantage
- Of 100 Latinx 8<sup>th</sup> graders enrolled in fall 2008 only 47% are enrolled in higher education in Texas public higher education institutions and only 17% received a higher education degree or certificate.
- Latinx are underrepresented in higher education in Texas by -3.5% in comparison to the Texas population
- Latinx students in Texas represent 38% of four-year undergraduate enrollments, but only 33% of four-year completions.
- Latinx six-year graduation rate for Texas public universities is 55%, sixteen percentage points lower than non-Hispanic white graduation rates (71%)



# OPPORTUNITIES



## LARGEST DEMOGRAPHIC GROUP

By 2022, Latinos will become the **largest demographic** group in Texas.

## LATINX PURCHASING POWER

By 2022 **buying power in Texas** will grow from \$283 billion in 2018 to \$339 billion, In Houston by 2022 Latinos buying power will increase by 40% from 54 billion to \$80 billion,

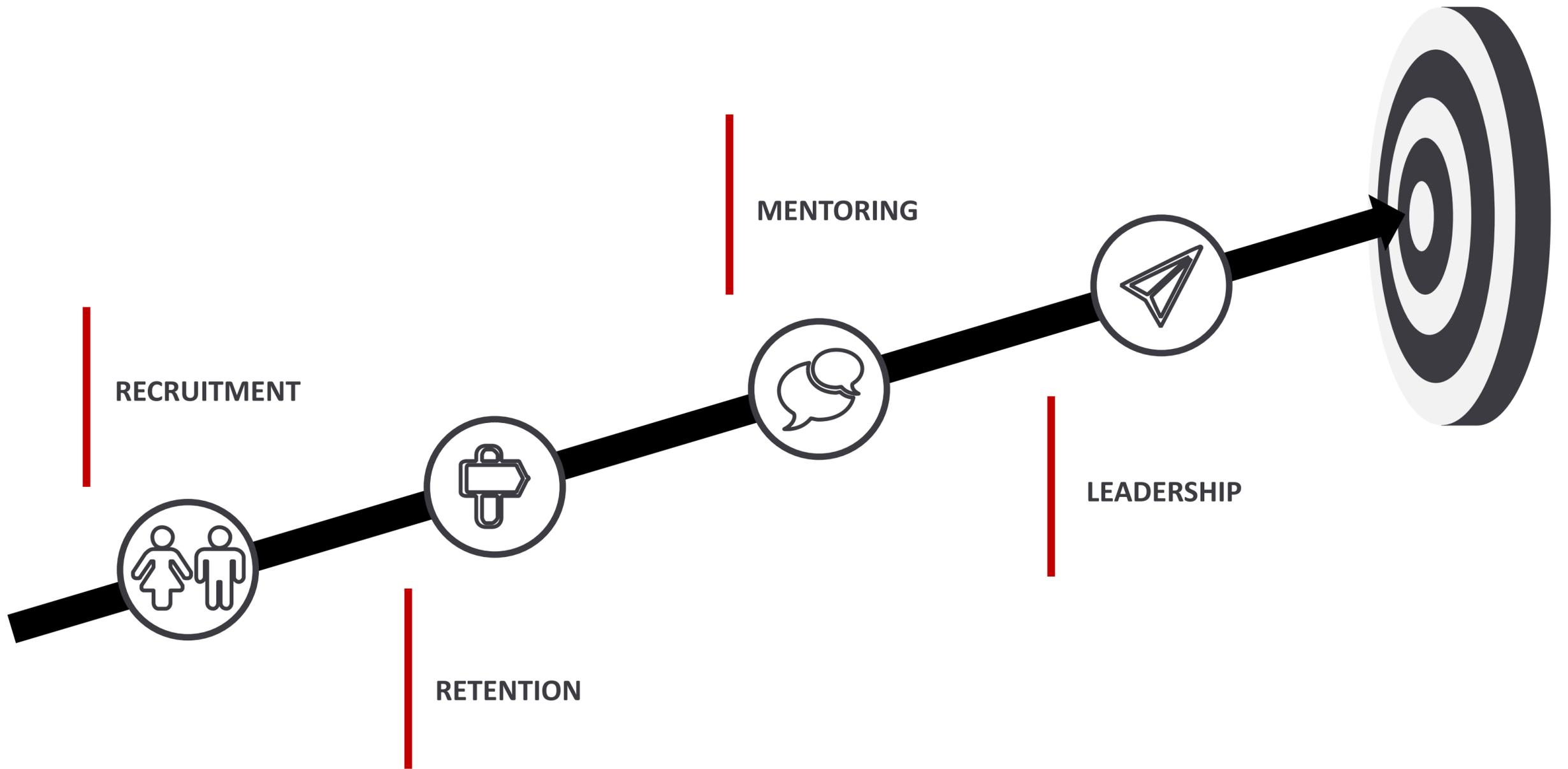
## MULTICULTURAL ECONOMY

More than 30% of the population in the State speak Spanish at home and Latinos are more likely to start a business than other demographic groups



ACADEMIC  
ACHIEVERS  
PROGRAM

# MISSION



# UH-AAP PROGRAM REQUIREMENTS



## SELECTION

- Minimum 2.7 GPA
- Demonstrate financial need
- Involved in extracurricular/community leadership activities
- Completed less than 66 credit hours
- Personal interview

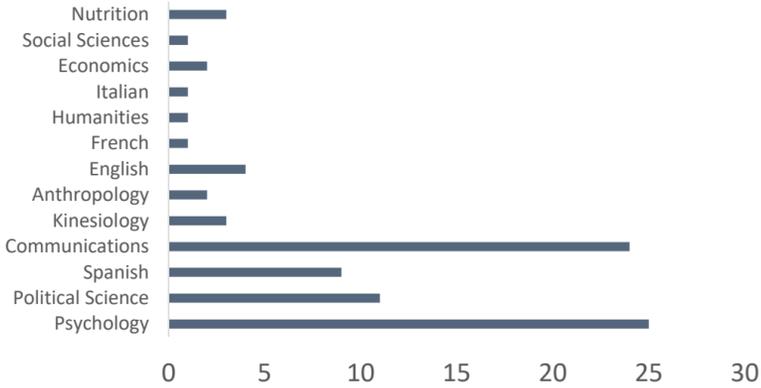


## RETENTION

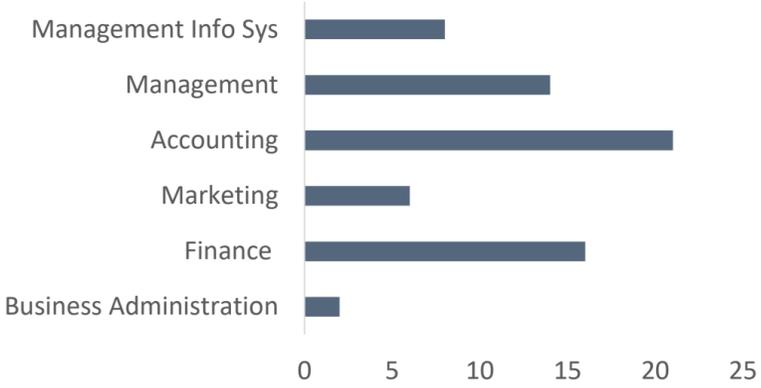
- Enroll as a full time student
- Maintain a minimum 2.7 semester GPA
- Complete weekly mandatory study hall hours
- Attend weekly time-management sessions with mentor
- Attend academic and self-development workshops
- Attend monthly meetings and events sponsored by the program
- Sign a contract agreeing to abide by the requirements of the program

# OUR MAJORS

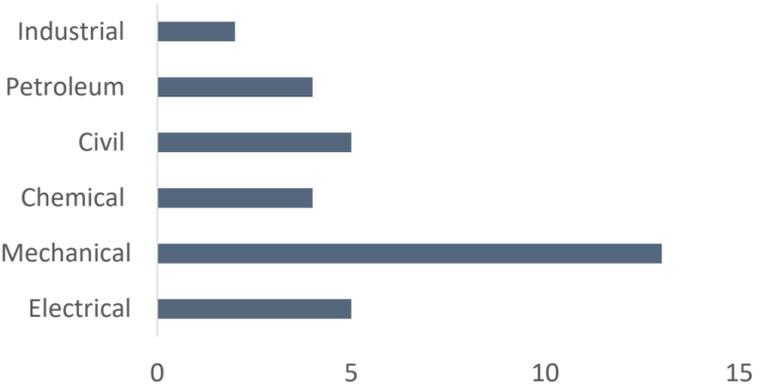
**LIBERAL ARTS & SOCIAL SCIENCES: 87**



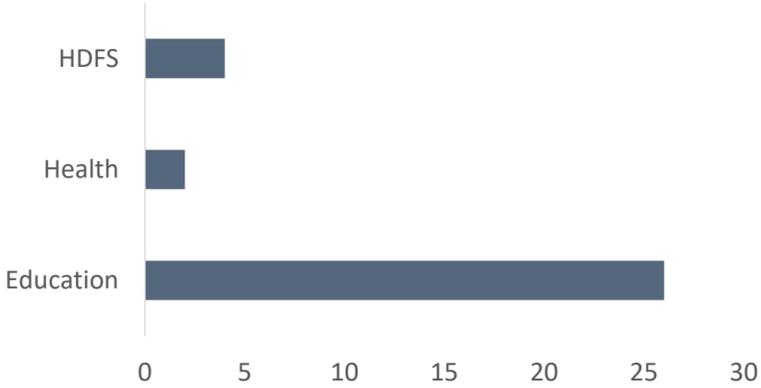
**BUSINESS ADMINISTRATION: 67**



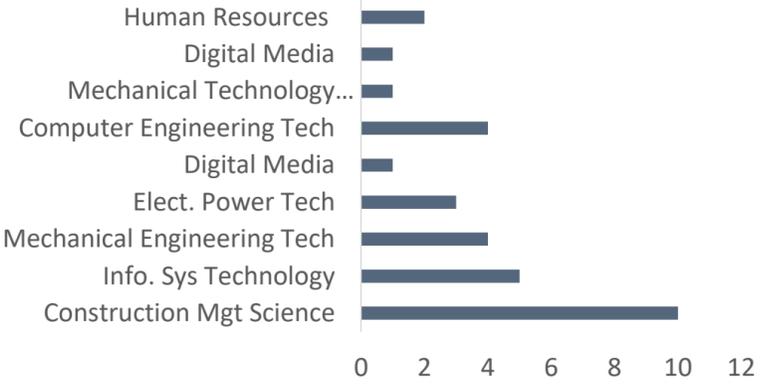
**ENGINEERING: 33**



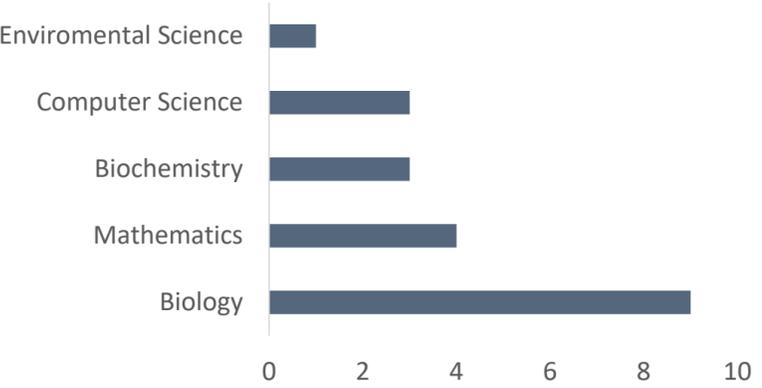
**EDUCATION: 32**



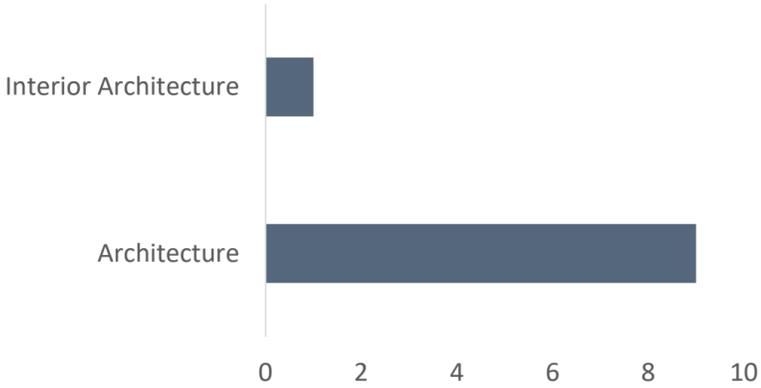
**TECHNOLOGY: 31**



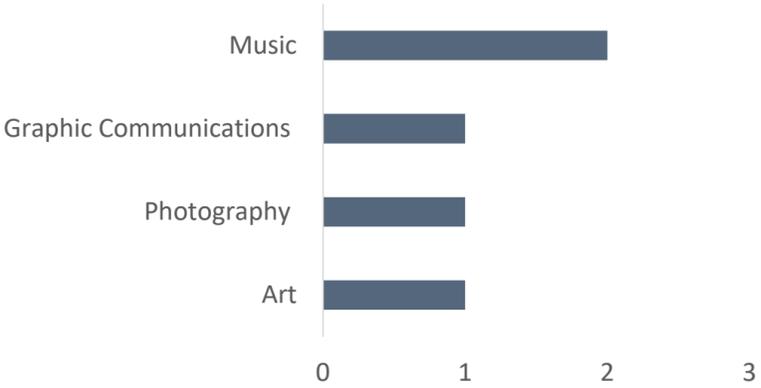
**NATURAL SCIENCES & MATHEMATICS: 20**



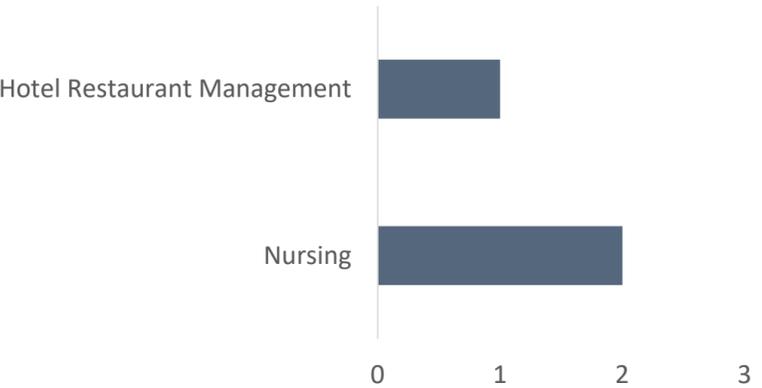
**ARCHITECTURE: 10**



**ART: 5**



**HOTEL/RESTAURANT & NURSING: 3**



# UH-AAP WHAT WE DO

- **\$ 3,000 annual scholarship**
- Since 1996, over **\$3 million dollars** has been awarded to AAP Students
- AAP hires annually an average of **8 academic tutors** to provide **on-call tutoring**, and time management skill sessions for students during the semester
- During the year our students receive over **1,350 hours of one-on-one tutoring**
- During the year approximately **25 community professionals & leaders** present at meetings and other scheduled program workshops
- Upper level AAP students **mentor incoming freshmen**
- AAP sponsors students to attend **professional conferences** throughout the year
- AAP Students must participate in annual **community service projects**
- Internships
- Leadership and team work
- Career planning

PROVEN  
LATINX SUCCESS



### AAP Graduation

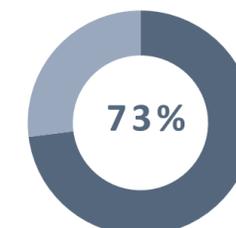
Higher than Texas public universities



### 3.2 GPA

Cumulative GPA vs. non-AAP Hispanic 2.7 GPA\*\*

Higher graduation rates among Latino students



AAP  
Hispanics



Hispanics\*

- AAP students come to UH with **lower SAT scores** (10% lower on average)\*\*
- AAP students earned a **higher average GPA** than average UH students 15% higher\*\*
- AAP students **passed an average of 92% of attempted student credit hours (Average Credit Completion)\*\***

\*Six-year baccalaureate graduation rates for Texas Public Universities- <http://www.thecb.state.tx.us/DocID/PDF/12210.PDF>

\*\* University of Houston OIR

R E C R U I T M E N T | R E T E N T I O N | M E N T O R I N G | L E A D E R S H I P

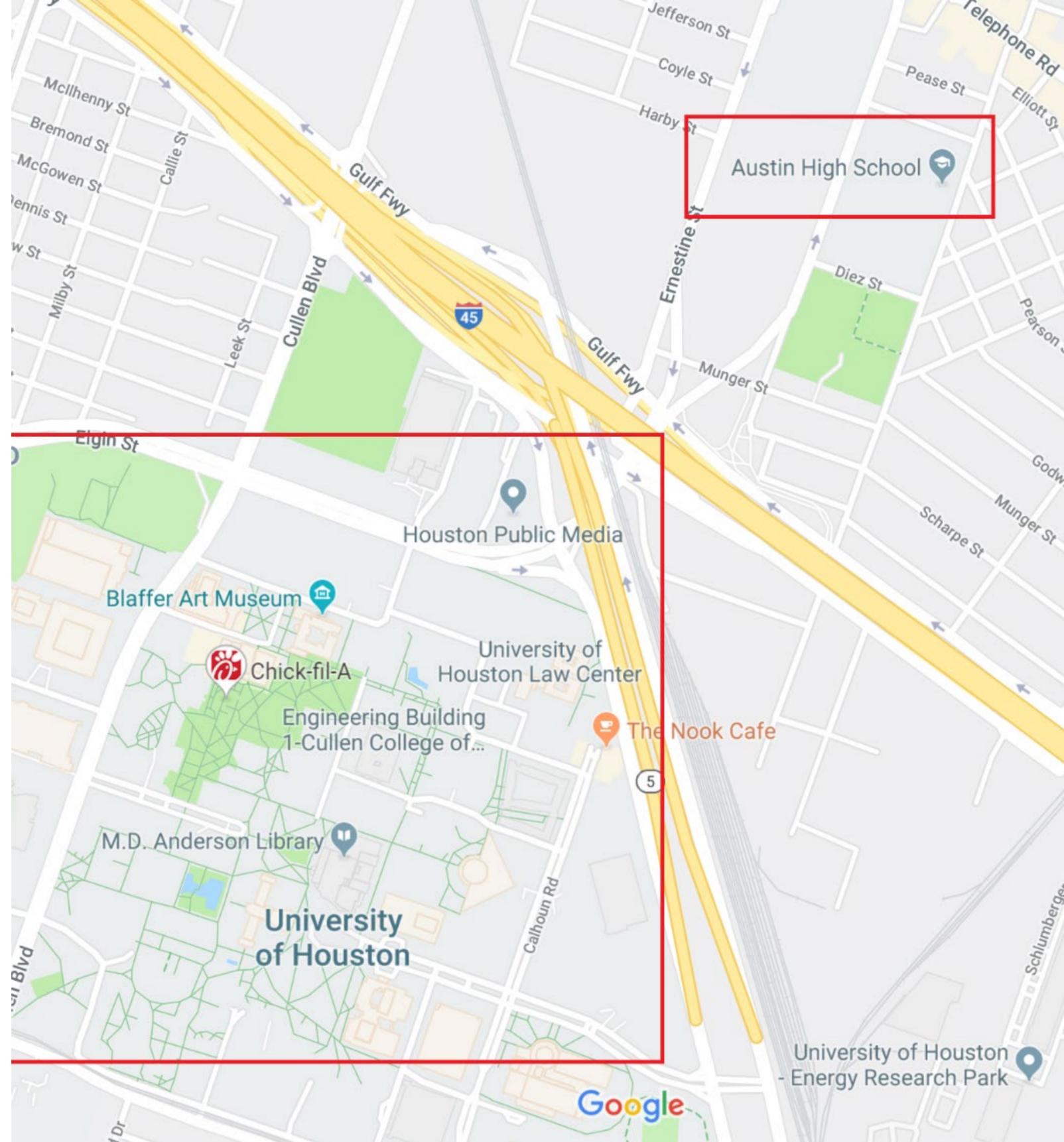
# NATIONAL AND STATE RECOGNITION

- Finalist in the “**2018 Examples of Excelencia in Education**” as one of 17 programs increasing Latino student success in the nation.
- 2015 “**Bright Spot**” in Hispanic Education awarded by The White House Initiative on Hispanic Education.
- Finalist in the “**2014 Examples of Excelencia in Education**” as one of 15 programs increasing Latino student success in the nation.
- 2005 Recipient of the “**Star Award**” by the Texas Higher Education Coordinating Board.



# AAP AUSTIN:

- Bridge from high school to higher education
- Academic support services
- Leadership development, and mentorship
- SAT preparation and scholarship essay writing classes
- Educational workshops and motivational presentations given by community role models and leaders.
- Community service
- Betterment of their community



1.03 MILES OF SEPARATION / A UNIVERSE OF OPPORTUNITIES THAT UNITE US



# IUPLA

INTER-UNIVERSITY PROGRAM  
for LATINO RESEARCH

CMAS HEADQUARTERS  
INTER-UNIVERSITY PROGRAM  
FOR LATINO RESEARCH

NATIONAL RESEARCH AGENDA IMPACT

CMAS HOSTS  
LATINO ART NOW!  
2019

The only Latino-led cultural event of this scale in  
Houston's history. Latino-funded, Latino-run, and  
Latino-focused

# Latino Art Now! Houston

Showcasing Houston's Latino Artists to the Nation

UNIVERSITY of  
**HOUSTON**  
CENTER for MEXICAN AMERICAN STUDIES

  
Smithsonian Latino Center



# VISITING SCHOLAR & GRADUATE FELLOWS

## PROGRAMS

### VISITING SCHOLAR

Postdoctoral fellows who actively participate in the Center's research activities and seminars.

### GRADUATE FELLOWS

Recruit outstanding students who have demonstrated interest in the advancement of the Mexican American or Latino community and who participate in CMAS's research activities.



**RESEARCH FOCUS: Inequality and Social Mobility**





MAJOR  
&  
MINOR

MEXICAN AMERICAN AND LATINX  
STUDIES

## MAJOR & MINOR

Inter-and-multidisciplinary academic area of study that builds upon the experiences of people of Mexican and Latino descent. The BA seeks to prepare culturally competent knowledgeable students to become leaders in the business, political, academic and cultural communities for the 21<sup>st</sup> Century by exposing them to a wide curriculum and diverse academic experiences including conferences, symposiums, internships, cultural and artistic programming.

MAJOR  
MEXICAN AMERICAN AND LATINX  
STUDIES

## REQUIREMENTS

- 30 SCH (15 SCH core, 2 SCH electives 9 SCH track)
- Industry/Commercial (Business)
- Quantitative Methods and Policy
- Digital Humanities
- Liberal Arts
- Language





# GOALS

# SMART



**SPECIFIC**

- AAP-UH
- AAP-AUSTIN
- GRAD.FELLOWS
- RESEARCH



**MEASURABLE**

- AAAP: \$250K
- GF: \$50K
- R: \$30K



**ACHIEVABLE**

- Development board
- Alumni engagement
- Research



**REALISTIC**

That is the question



**TIME**

Summer 2020



## INCREASE OVERALL FUNDRAISING

AAP has been partially funded by UH but since becoming an HSI needs have increased. At CMAS we have the capacity to serve more students but more funds are required.



**“It is better to fail in  
originality than to  
succeed in imitation.”**

Herman Melville

# Get in Touch

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<https://uh.edu/class/cmas/>