





CMALS

## 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



EDDIE MUÑOZ

PROGRAM COORDINATOR

ACADEMIC ACHIEVERS



MARISELA MARTINEZ
IUPLR DIRECTOR HOUSTON OFFICE



MARISELA MARTINEZ
IUPLR MANAGER



CMALS

## THE HISTORY

In 2022 the center became the Center for Mexican American and Latino/a Studies (CMALS) to recognize the diversity of our students and our community. The Center 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, CMALS has evolved into an academic unit with several major components: research and publications, recruitment and retention, teaching, leadership training, academic advising and community service.





## WHAT WE DO

## 5



#### **ACADEMICS**

- Minor MAS
- Future Major Mexican American and Latino/a Applied Studies
- Future Certificate

#### **AAP**

- AAP-UH
  - More than 300 students served (CLASS, Bauer, EGR, EDU, TECH, NSM, ARCH, ART, HRM)
  - 100% Graduation rate
  - 6-yr graduation rate: 67% vs. 55% Non-AAP
  - National and State Recognition
- AAP-Austin HS
  - 314 Students served (40% come to UH, 38% HCC many come as transfers)

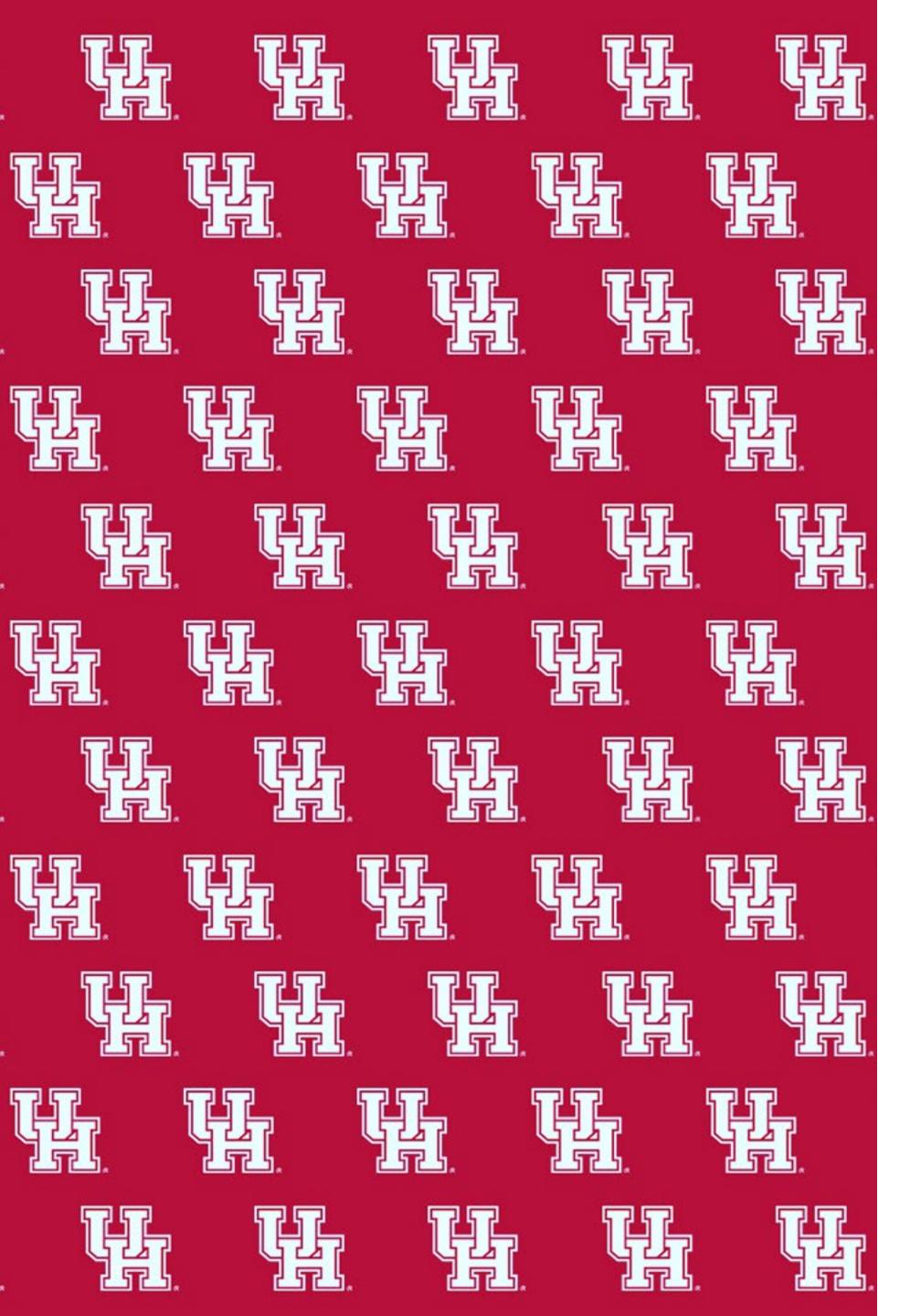




#### **RESEARCH**

- IUPLR
- Reports (4 reports/year)
- Digital Board
- Visiting Scholar





C M A L S

## THE FUTURE

- CMALS's goal is to become the premier research and academic center in Texas and become a top-20 center in the nation.
- To achieve this goal, CMALS is expanding and cementing the core elements of its mission:
  - Advancing knowledge:
    - CMALS became the national headquarters for IUPLR
    - Research reports
    - Grant application
    - Visiting scholar
  - Promoting critical thinking:
    - Invited talks
    - Policy briefs
  - Service to the community:
    - Academic Achievers Program
    - Community engagement

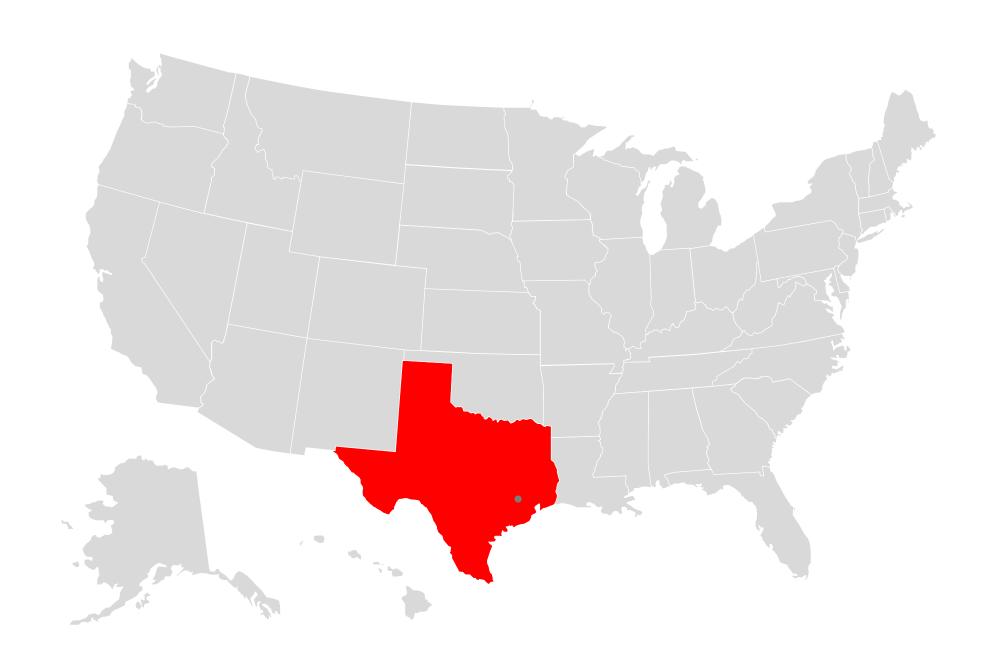






## OPPORTUNITIES

#### UH BECOMING THE LEADER AMONG HSIs



#### LARGEST DEMOGRAPHIC GROUP

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

#### HISPANIC PURCHASING POWER

By 2022 **buying power in Texas** will grow from \$283 billion in 2018 to \$339 billion, In Houston by 2022 Hispanic 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 Hispanics are more likely to start a business than other demographic groups





# HISPANIC SERVING INSTITUTION

"This is an important designation for the University of Houston and establishes UH as a model for the type of institution that can best serve tomorrow's America. This designation underscores our commitment and success in serving a diverse population at the highest level to meet a competitive global need."

UH President Renu Khator.







# INTER-UNIVERSITY PROGRAM for LATINO RESEARCH

C M A L S H E A D Q U A R T E R S

# INTER-UNIVERSITY PROGRAM FOR LATINO RESEARCH

NATIONAL RESEARCH AGENDA IMPACT

 $\mathsf{C} \ \mathsf{M} \ \mathsf{A} \ \mathsf{L} \ \mathsf{S}$ 

## LATINO ART NOW!

- 70 billboards across Houston region
- 50 local visual artists
- Over 100 exhibitions and installations
- More than 100 local artists
- Support from UH and secured more than \$800,000 in funding



## VISITING SCHOLAR & GRADUATE FELLOWS

PROGRAMS

#### VISITING SCHOLAR

- Postdoctoral fellows and actively participate in the Center's research activities and seminars.
- Propel young scholar's careers
- Undertakes a research project to increase CMALS' visibility and contribution to the public discourse

#### GRADUATE FELLOWS

- Recruit outstanding students who have demonstrated the interest in the advancement of the Mexican American
  - or Latino community.
- Provides hands on multidisciplinary research training
- Actively participate in one of CMALS' research projects with a community focus

# 2021-2022 GRADUATE FELLOWS RESEARCH PROJECTS

- Community Reinvestment Act in the Houston Region
- Impact of Familismo and Self-Efficacy on Mental Health
- The Houston Latino Poll





### RESEARCH

EVIDENCE BASED POLICY



#### ◆ RESEARCH BRIEFINGS

Highlight Latino faculty research findings

#### ◆ FACT SHEETS

Produce bi-monthly fact sheets for media consumption

#### ◆ REPORTS

Produce two annual reports on Latino issues with the visiting scholar and graduate fellows

#### ◆ TEXAS LATINO POLL

Annual Latino poll in Texas on policy issues. Feeder for annual reports. FIRST poll in the State. We would be the first institution.

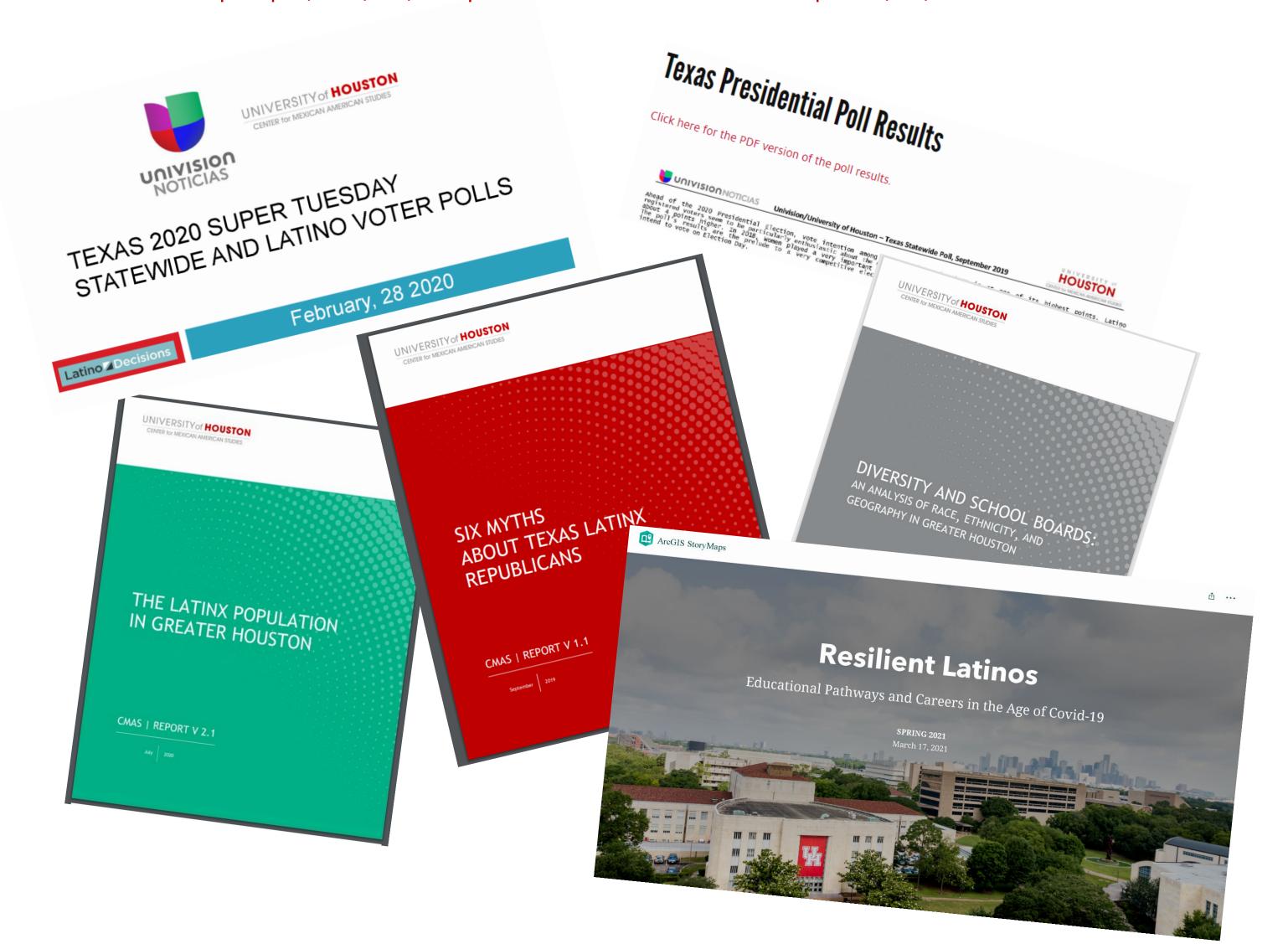


### PROVEN RESEARCH RECORD



NATIONAL MEDIA ATTENTION

451 Clips | 1,094,213,602 potential audience reach | \$10,121,476 in ad value



### LAUNCH FALL 2022

# Latino caronies

Mapping the Past, Present and Future of Houston Latino Art

This project is being developed by the University of Houston Center for Mexican American and Latino/a Studies (CMALS). An interactive and portable digital board, Latino cARTographies, features the social and geographic landscape of visual Latino art in Houston in public and private spaces.

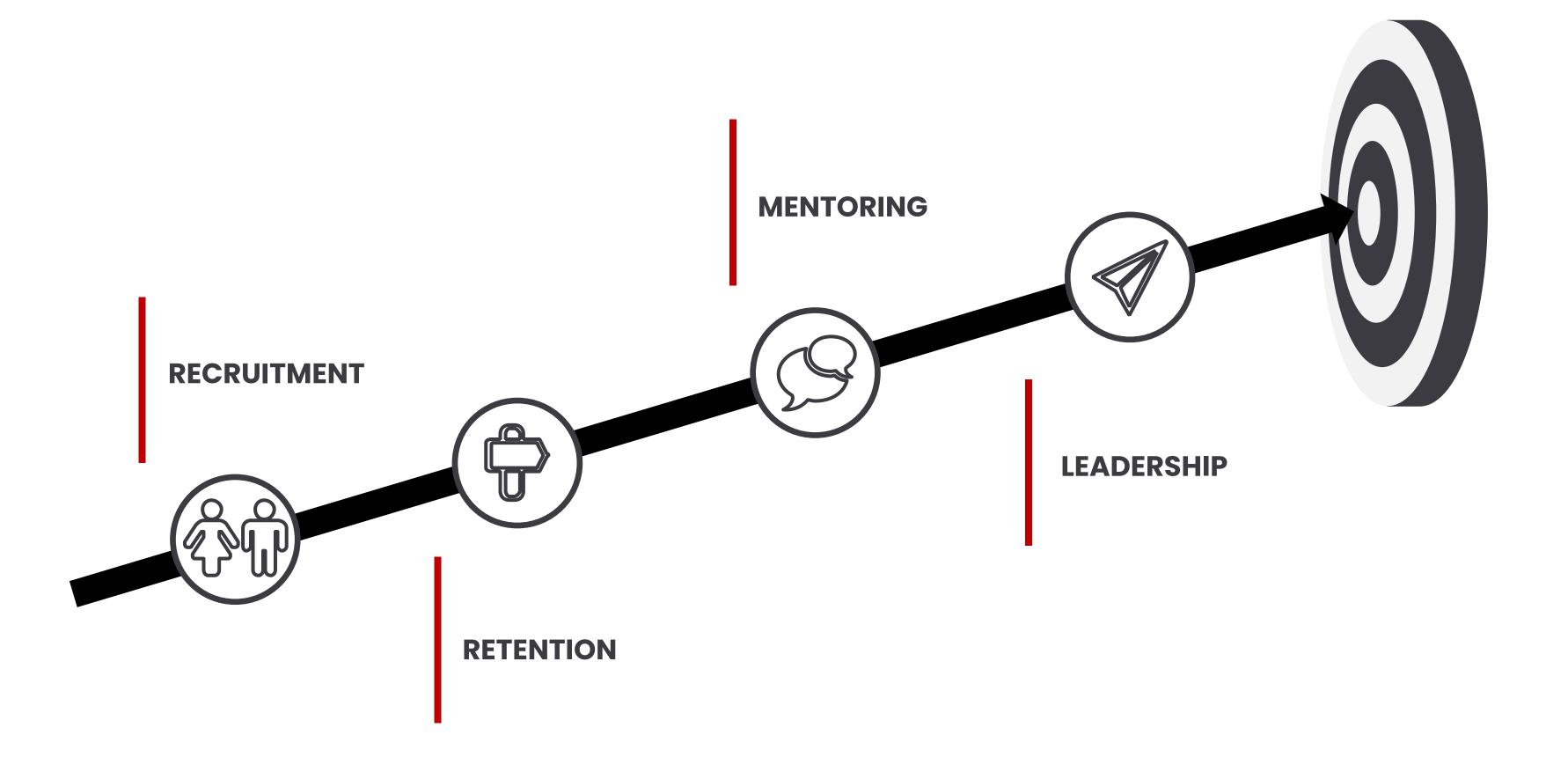
The Latino cARTographies project has received seed funding from the Office of the Provost, CMALS, and Houston Endowment.







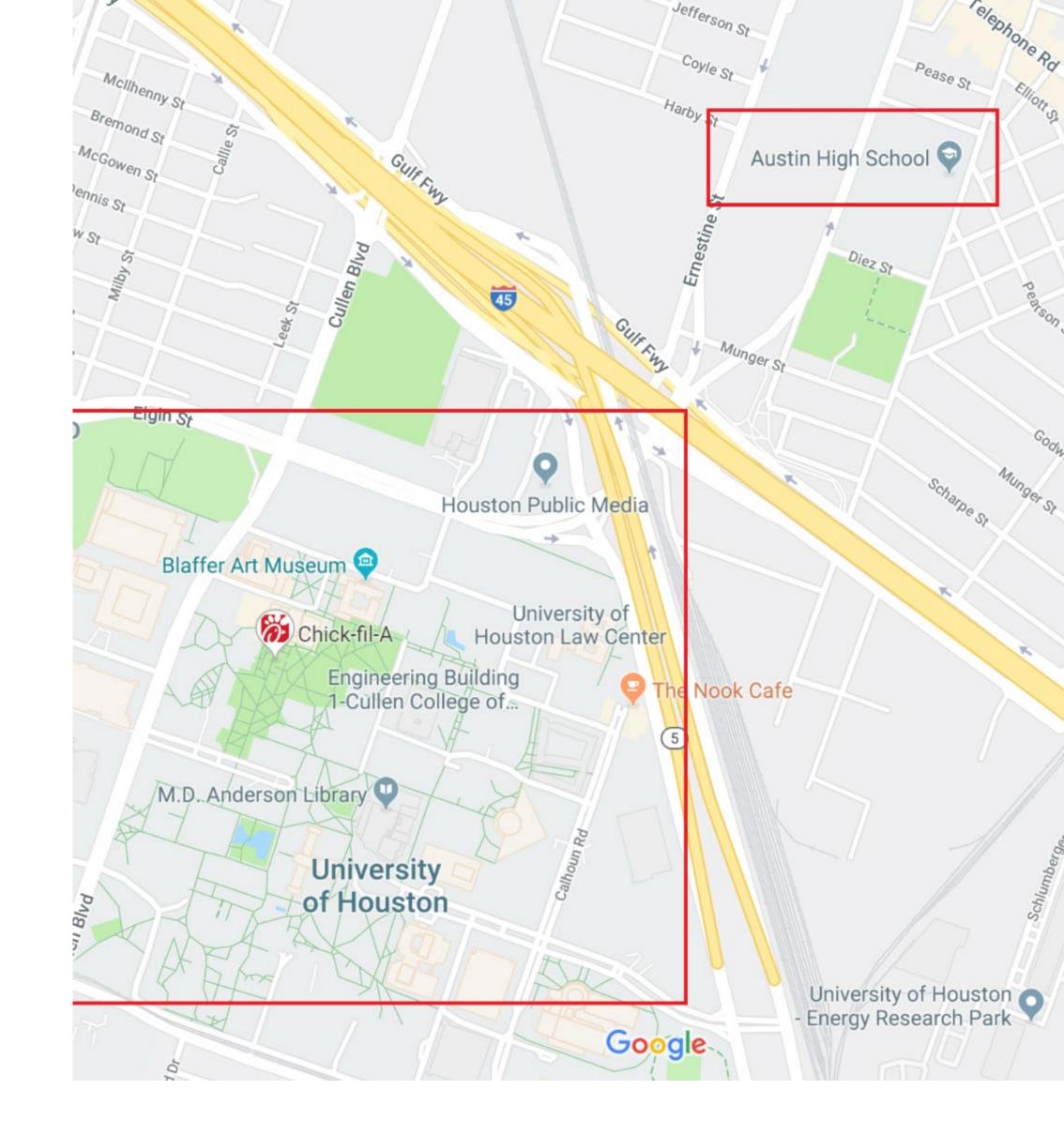
## MISSION





#### AAP A U S T I N:

- 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

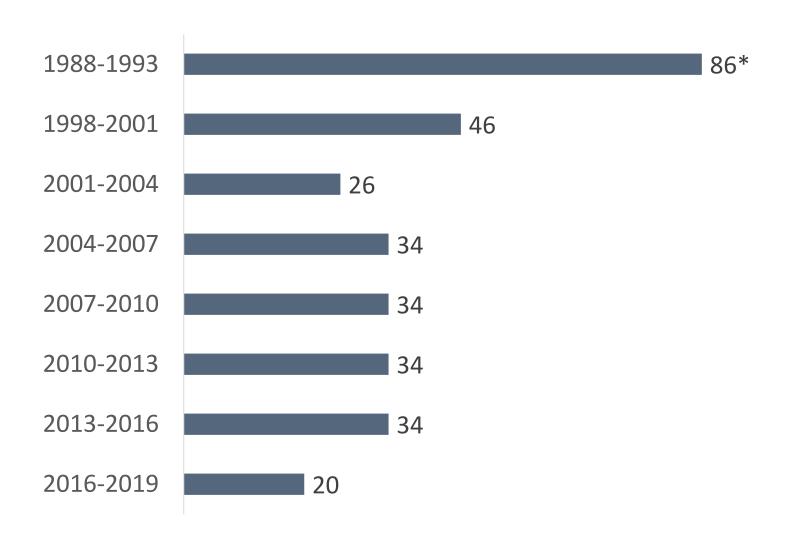


1.03 MILES OF SEPARATION / A UNIVERSE OF OPPORTUNITIES THAT UNITE US



## AAP-HS STATISTICS

#### 314 STUDENTS SERVED



## WHERE ARE OUR STUDENTS? 2010-2019

UH	40%
HCC	38%
UHD	7%
A&M	6%
UT	3%
SFA/Sam Houston/TSU	3%
Military/Firefighter	2%
UHCL	1%

- Project Expenses: ~\$59K per year (total cost per-cohort: ~\$177K that is \$1,735 per student per year)
  - 50% 5 mentors M-F 3:30 pm 6:30 pm on Austin HS Campus
  - SAT Preparation
  - Leadership retreat
  - Workshops
  - Summer Session
  - 10-month program: 15 hours per week / 60 hours per month / 600 hours per year (~\$98 per hour or ~\$1,735 per student per year)





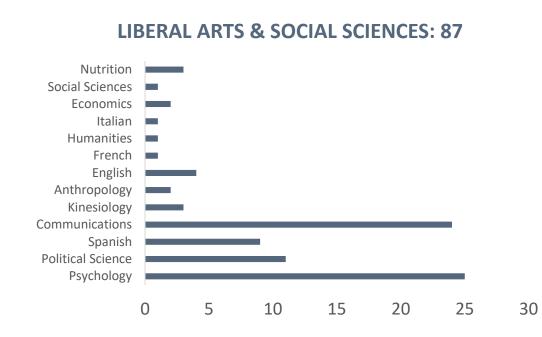
## AAP-UH

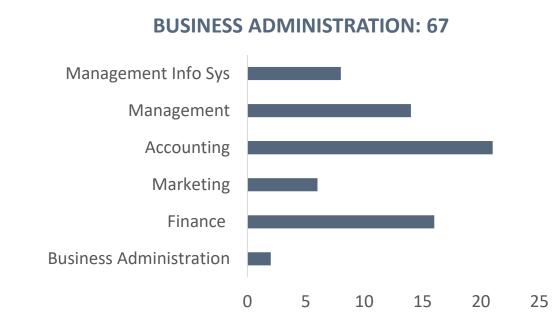
- \$ 3,000 annual scholarship
- Since 1996, over **\$3 million dollars** have been awarded to AAP Students
- AAP hires annually an average of 8 academic tutors
  to provide on-call tutoring to students, and time
  management skill sessions during the semester
- During the year our students receive over 1,350 hours of one-on-one tutoring
- Through the year approximately 25 community
   professionals & leaders present at meetings and
   other scheduled program events
- 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 teamwork
- Career planning

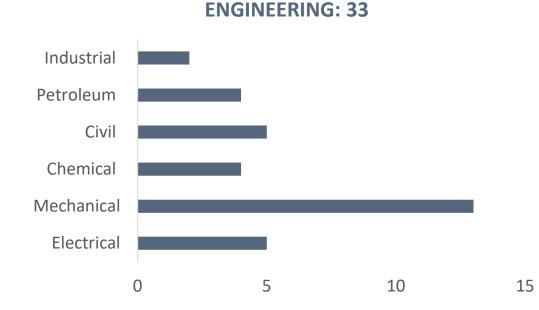


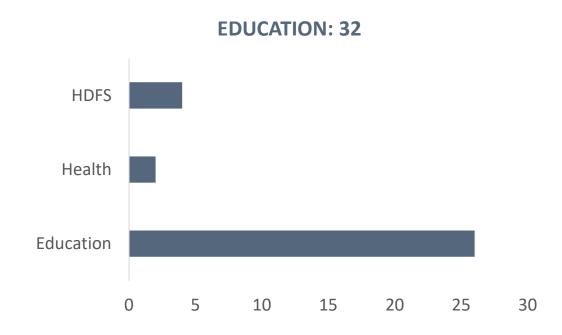
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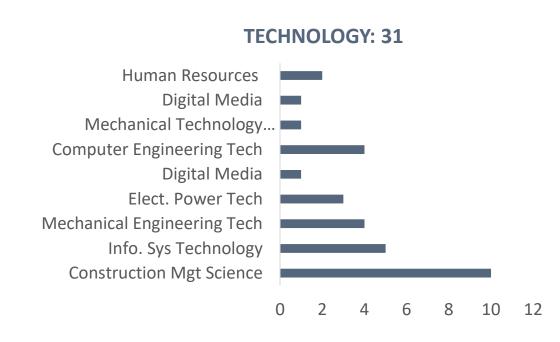
## WHO WE SERVE?

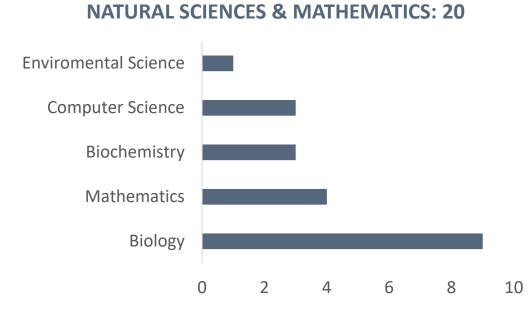


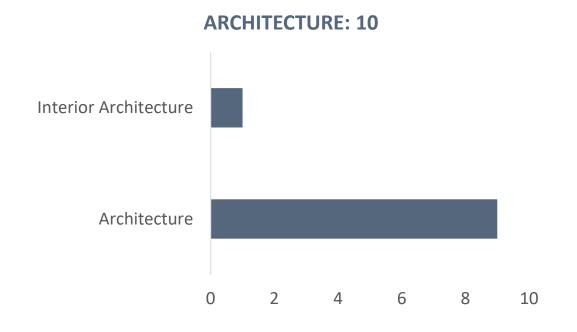


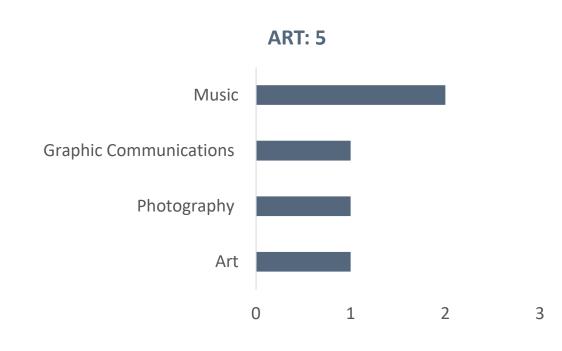


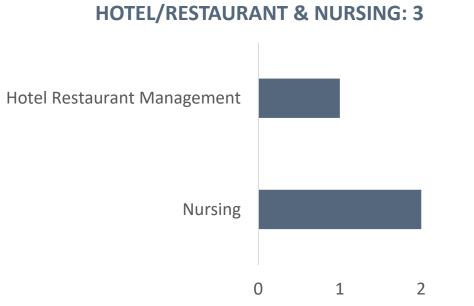












PROVEN

### SUCCESS

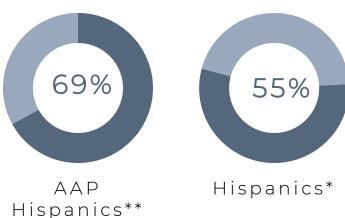


#### AAP Graduation

Higher than Texas public universities

Cumulative GPA vs. non-APP Hispanic 3.0 GPA\*\*

Higher 6-yr graduation rates among Latino students



- APP students come to UH with lower SAT scores (10% lower on average)\*\*
- AAP students earned a higher average GPA than average UH student. 16% higher\*\*

## NATIONAL AND STATE RECOGNITION

- 2005 Recipient of the "Star Award" by the Texas Higher Education Coordinating Board.
- Finalist in the "2014 Examples of Excelencia in Education" as one of 15 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 "2018 Examples of Excelencia in Education" as one of 17 programs increasing Latino student success in the nation.









<sup>\*</sup>Six-year baccalaureate graduation rates for Texas Public Universitieshttp://www.thecb.state.tx.us/DocID/PDF/12210.PDF
\*\* University of Houston OIR









#### OVERVIEW

• The Major in Mexican American and Latino/a Applied Studies (MALS) in the United States. The Major will balance depth and breadth in its curriculum to provide students with a variety of perspectives of predominant Latino sub-groups, such as Mexican Americans, Cuban Americans, Puerto Ricans as well as sub-groups from Central America, South America, and the Caribbean in relation to key elements for the formation of U.S. society, such as politics, the economy, education, and the arts.

# A NEW APPROACH TO CURRICULUM DESIGN

 MALS will also offer some tracks in enterprise applications, quantitative methods and public policy, and Latino/a cultural studies to better prepare students for their successful incorporation into the labor market or graduate and professional school.







MEXICAN AMERICAN AND LATINX STUDIES

## REQUIREMENTS

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

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 students to become leaders in the business, political, academic and cultural communities by exposing them to a wide curriculum and diverse academic experiences including conferences, symposiums, internships, cultural and artistic programming. The Major will provide the tools for a successful school-workforce transition (the Major is



# Get in Touch

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