The CUNY Institute of Mexican Studies has had a successful year of growth and consolidation. In our second year, we have been involved in several initiatives:

- **CUNY-IME Becas 2013**
  - 17 Students funded in 2013-14 School year.
  - $60,000 was given by IME (Mexican governmental agency, Instituto de Mexicanos en el Exterior, or Inst. of Mexicans Abroad) and an additional $21,087 was raised through donations, including a generous donation by Jaime Lucero of 3 full scholarships.
  - Of the 17 recipients, 3 were graduating high school students, 2 Masters’ Degree students, 2 community college students. The rest are enrolled in four year CUNY colleges. They live and study in all five boroughs of New York City.
  - Recipients were selected on the basis of three criteria: financial need, academic merit and commitment to service with the Mexican community. We received 96 applications. The median per capita income in the households was $4,400.
  - Internships were completed in the following organizations CUNY Citizenship Now!, CUNY Institute of Mexican Studies, MASA, Qualitas of Life Foundation, La Union, Vamos Unidos, La Casa Azul Bookstore, Queens Business Outreach Center, Consulate General of Mexico, NYS Youth Leadership Council, Make the Road, and Project Hospitality.
  - Brochure about CUNY IME Becas program was created by CUNY Central Designers and sponsored by SVC Jay Hershenson
  - T-Shirts for the program were created for when Becari@s are involved in events and sponsored by VC Frank Sanchez
  - Monthly Becas Seminar: This year, we instituted a monthly seminar program. Each month, Becari@s gathered for professionalization skills, network building and workshops that would enable them to maximize their scholarship year.
    - September 17, 2013 *Leadership* with Jasniya Sánchez, executive director of Qualitas of Life Foundation.
    - October 18, 2013 *Tomorrow’s leaders: Qualities/characteristics and skills needed to lead effectively*. Imparted by Vice Chancellor Frank Sanchez
    - November 14, 2013 *The Importance of Political involvement and activism*. Imparted by Ms. Martha Lopez-Hanraty, Bilingual Election Inspector Coordinator at the Westchester Board of Elections and *Civic Engagement* with Mar Adentro, Gilda Colin Bracamontes.
    - December 4, 2013 *A story of Fundraising Through Social Media*. Imparted by Ms. Aurora Anaya Cerda, funder and owner of La Casa Azul Bookstore
• January 15, 2014 Applying to CUNY, CUNY Ambassador training imparted by Richard Alvarez, Director of CUNY Admissions.
• January 17, 2014 Social Networking as a Professional Networking Tool. Imparted by Carlota Zimmerman, Life Coach
• March 14, 2014 Luck and Failure: A career in Banking and Finance. Imparted by Mr. Jorge Suárez Vélez- Founding Partner of SP Family Office
• April 4, 2014 From Antofagasta, Chile to El Museo del Barrio- A Journey of Risks and Perseverance. Imparted by Mr. Carlos Gálvez, Deputy Executive Director of El Museo del Barrio.

CUNY-IME Becas 2014

○ In August 2013 we were notified that for 2014, we would be receiving only $30,000 from el Instituto de Mexicanos en el Exterior. With funds pledged by Jaime Lucero to meet the amount given by IME, we began with $60,000 total for CUNY-IME Becas 2014. We received an additional $5000 from Mariana Sanchez de Ovando and Sandra de Ovando. We also are initiating a collaboration with Asociación de Profesionistas y Empresarios Mexicanos (APEM) to support Becas, and have received assurance that they expect to fund at least 3 additional Becas of $5000 each.
○ We received 129 applications for Becas. Reported median per capita income for the applicants is $6,501.
○ In a two part selection process, the selection committee scored applicants (each application was scored by at least two readers), and then ranked 29 finalists. Thirteen awardees have been notified, and the remaining 16 are on the waiting list. We expect to fund at least three additional scholarships. Of the thirteen awardees, one is a previous Becario, as is one person on the waiting list.
○ The selection committee has expressed concerns that the scholarships should be renewable and cover 4 years of undergraduate education. These objectives would require additional fundraising as there is currently no mechanism within the IME funding structure to accomplish this.
○ Scholarships will be awarded at a ceremony at our annual conference on May 9, 2014.
○ Changes from last year’s scholarship program:
  • We conducted two workshops, held open hours for application assistance in our office on nine (9) days, and held eight (8) outreach events with staff, interns, current Becari@s and a team of volunteers in all five boroughs.
  • Each scholarships is $5000 maximum.
  • Orientation will consist of a 3 day retreat in the Catskills at the YMCA camp at Frost Valley. This will enable cohort development, team building, and orientation to the expectations of the program.
  • Internships will consist of 200 hours, to be completed according to a schedule established in consultation with interns and sites.
• **2013 Conference: Mexico-NY: Thirty Years of Migration**
  o Speakers traveled from Benemérita Universidad de Puebla in Puebla, Universidad Autónoma de Guerrero, Instituto Mora in Mexico City, Universidad Autonoma Metropolitana de Iztapalapa, University of Kentucky, SUNY Albany, University of Texas at El Paso, Rutgers University, Manhattan College, and several CUNY campuses.
  o In addition to academic panels, we featured a keynote speaker by anthropologist Dr. Federico Besserer and a photography exhibition with women activists from the CBO La Union in Brooklyn, and a film screening of *Elvira*.
  o We were approached by Oxford University Press and Michigan State University Press. We submitted a prospectus to MSU Press in March 2014 and it is out for review.


• Receipt of replica **Olmec Head**, June 5, 2013. Reception hosted by President Ricardo Fernandez and attended by Ambassador of Mexico to the US, Enrique Medina-Mora, Consul General Carlos Manuel Sada Solana, entrepreneur Pedro Matar, and other distinguished members of the Mexican community as well as Lehman College faculty, administrators and staff. In conjunction with this, proposals were made to the State of Veracruz and the Republic of Mexico to sponsor educational programming.

• **Family Carnival:** Community event hosted by La Casa Azul Bookstore, organized by Becari@s to raise additional funds for scholarships, Sunday, June 16, 2013, 2-5 PM.

• **Other Events Sponsored by the CUNY Institute of Mexican Studies**
  o June 21, 2013 Inaugural High School Student Symposium on Latina, Latino, and Latin American Studies, Lehman College, cosponsored with the Afro Latin@ Forum, Tertulia Resolana, New York Collective of Radical Educators, Movement Makers program at Essex Street Academy, and the Latino and Latin American Studies Program at Queens College
  o October 11, 2013 Keynote Lecture: *Our youth and Our Families: Undocumented youth activism and immigrant rights politics* by Professor Amalia Pallares, Associate Professor of Political Science and Director of Latin American and Latino Studies Program, University of Illinois at Chicago (Lehman College)
- October 22, 2013 A talk by Rubén Figueroa, human rights activist, and Moysés Zúñiga, photographer, on their work defending the human rights of Central American migrants in Mexico.

- November 4th and 6th, 2013 Screening of Precious Knowledge and Q&A with Sean Arce, Director of Tucson’s Mexican American Studies, on the outlawing of Mexican-American Studies in Arizona.

- December 4 Book reading, Ahora o Nunca: La gran oportunidad de México para crecer with Mr. Jorge Suárez Vélez.


- May 2, 2014 2nd Annual High School Student Symposium on Latina/o and Latin American Studies, Queens College, Co-sponsored with multiple other institutions including Queens College Latin American Studies Program, CUNY Latino Faculty Initiative, and more.

- See appendix of potential fall 2014 events.

- Events Co-Sponsored by the CUNY Institute of Mexican Studies

- May 31, 2013 “The Art of Journalism” with Juan Villoro and Alma Guillermoprieto, Graduate Center, Co-sponsored with The Mexican Cultural Institute, Conaculta, and Book Expo America.

- October 18, 2013 Festival de la Palabra de Puerto Rico at La Casa Azul Bookstore, With Cristina Fernández Cubas, Ricardo Menéndez Salmón, José Manuel Fajardo, Carlos Vázquez Cruz y Roxana Matienzo. Moderator: Hank Willenbrink, with Lehman College, CUNY Graduate Center and La Casa Azul Bookstore.

- November 4th and 6th, 2013 Screening of Precious Knowledge and Q&A with Sean Arce, Director of Tucson’s Mexican American Studies, on the outlawing of Mexican-American Studies in Arizona (Co-sponsored event with Lehman and Brooklyn College DREAM team).

- November 5 Utilizing New York City Parks Across the Disciplines, An Invitational Symposium Commemorating the 125th Anniversary of the Bronx Parks System for NYC Public School teachers (Co-sponsored event with Bronx Institute and Bronx Parks).


- March 31, 2014 Lecture by Dr. Rodrigo A Medellin, Why protect biological diversity? Ecosystem services and our everyday life, Co-sponsored with Office of the Provost, Lehman College.

- April 14, 2014 “Mexico’s Invisible War on Journalists,” A Discussion with Lolita Bosch and Alejandro Vélez of Nuestra Aparente Rendición (NAR), cosponsored with Hemispheric Institute of Performance and Politics at NYU.
April 23, 2014 Award Ceremony for Diplomado de Migración y Gobernanza, a course imparted by The Center of Research and Teaching in Economics (CIDE) a center of research and higher learning, Cosponsored with Mi Casa es Puebla, Consulate of Mexico and Senior Vice Chancellor Hershenson’s office.

- Memorandum of Understanding
  We pursued a revision of the Memorandum of Understanding signed by the City University of New York and the Consulate of Mexico in New York in 2005. The discussions to this end began in November. As of today, CUNY has completed a draft (attached as an appendix) and submitted it for review to the Consulate, in hopes of a revised final draft and signing ceremony with the new Chancellor in summer of 2014.

- Potential Collaborations
  Over the past academic year we have met with and explored collaborations with the following institutions:
  - APEM (Described above)
  - Benemérita Autónoma Universidad de Puebla, Rector, and director of International programs, Rosa Montes
  - Bronx Institute
  - Congressman Charles Rangel
  - Cross-Cultural Approaches to Latino Studies Faculty Interest Group at Borough of Manhattan Community College
  - DACA Project
  - Leonard Lief Library Mexican Studies Archive Project
  - National Museum of Mexican Art, Chicago
  - Qualitas of Life Foundation
  - Radio Invasora
  - Secretaría de Migrantes y Asuntos Internacionales de Guerrero, Netzahualcóyotl Bustamante
  - Universidad Anahuac de Puebla
  - Universidad Iberoamericana
  - Universidad Nacional Autónoma de México, UNAM
  - We have also met with and requested scholarship funding from representatives of the states of Veracruz, Chihuahua, Sinaloa (May 21), Guerrero, and Puebla (May 13).

Fundraising and Grant-writing Activities

- Deutsche Bank Americas Foundation: We were invited to submit a proposal for the program, Anchoring Achievement in Mexican Communities. This application was successful and the Institute was asked to provide expertise on the Mexican community to the funded networks of the Anchoring Achievement Initiative. This role consists of offering 4 seminars and a half-day symposium to members of the
funded networks. The first seminar was held April 1st, 2014 at the Murphy Institute and a total of 55 people attended from 25 different organizations in New York City. Presentations were given by Dr. Alyshia Gálvez, Associate Professor Department of Latin American, Latino and Puerto Rican Studies, Lehman College and Director of CUNY Institute of Mexican Studies. Dr. Laird W. Bergad, Distinguished Professor, Dept. of Latin American and Puerto Rican Studies, Lehman College, Ph.D. Program in History, Graduate Center, Director, Center for Latin American, Caribbean & Latino Studies Graduate Center, CUNY and Dr. Robert C. Smith, Professor of Sociology, Immigration Studies and Public Affairs at the School of Public Affairs at Baruch College and the Graduate Center, CUNY. and materials were prepared that would hopefully aid the organizations in their work. Future seminars tentatively scheduled for June 6, November 5, December 5. Total received: $41,000

- **Diversity Projects Development Fund**: We successfully applied for funds to aid in our outreach efforts for the CUNY-IME Becas Fund. Total received: $2850.

- **Naming Opportunity**: We are currently in conversations with Mr. Jaime Lucero about naming the Institute. This would entail a gift in excess of $2.5 million.

- **City Council**: We submitted a proposal for funding to the City Council. This is still in process. In the meantime, this effort led to us securing additional start up funds of $20,000 from CUNY Central tax levy funding. This is the first funding we have received that we can use for events, equipment and other expenses.

- Other pending funding requests (for scholarships):
  - State of Chihuahua
  - State of Veracruz
  - State of Guerrero
  - State of Puebla
- Donations received this year:
  - $16,020 gift from Mr. Jaime Lucero for three full tuition scholarships with Becas Program, May 2013.
  - Pledge of $30,000 from Mr. Lucero for scholarships for 2014 academic year.
  - Private donations from 8 private donors, totaling $4000.
  - We also held a special appeal for a 2012 Becario who was experiencing financial difficulty due to a health crisis in his family and unable to pay for school this semester. This appeal was successful and we were able to pay his Spring tuition, and he is now graduating in May 2014.

### Budget summary:

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CUNY Institute of Mexican Studies 2013-14 Report
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* So far, this has been used for Printing $500, computer equipment $3000, Office supplies $500, cabinets $1500, a second brochure $1000, food services $500, and $4800 for Becari@s’ orientation. The remaining $7700 has been set aside for AY2014-15 events.

Current capacity and roles:

- Director (Alyshia Gálvez) 9 credits course release time: development, networking, grant writing, diplomacy, media, meeting with potential collaborators, liaison with consulate; budgeting and oversight of expenditures; supervision and coordination of Becas program including application for funds, reporting and evaluation requirements; design and dissemination of scholarship application, facilitation and publicity for application workshops, receipt and organization of application materials and recruitment of selection committee, coordination of internship sites and weekly evaluations of interns; cultivation of relationships with community based organizations; design and supervision of annual conference; oversight and follow up on all purchases, budgeting, accounting, payment; supervision of Institute interns, college assistant and graduate assistant; writing, design and dissemination of monthly newsletter; project management of all promotional materials (t-shirts, brochures, donor cards); webmaster (drafting, design, updating, and maintenance of webpage).

- Administrative Coordinator (Shareny Díaz) This position coordinates the day to day administrative work of the Institute including communications to the Institute’s constituency (email, phone, webpage, newsletters, and event announcements) as well as with Becari@s including assisting them with tuition waivers, supervising internship hours, data gathering, internship opportunities, the application and notification process. Preparation of periodic reports. Also purchasing, coordination of marketing and outreach materials, scheduling and
room reservations, and more.

- Graduate assistant (Leslie Martino Velez): plans and facilitates annual conference including call for papers, selection of presenters with planning committee, room reservations, travel coordination, media and IT coordination.

- Program Coordinator (Valeria Mendoza): plans and facilitates DBAF funded programming including seminars and half-day symposium, including materials, presentations, speakers, and so on.

- College assistant (Marlen Fernández): handles social media (Facebook), email, phones, communicating with Becari@s, weekly surveys of Becari@s and monthly surveys of internship supervisors, flyers, photocopying, filing, scanning.

- Intern (Edgar Morales, 2013 Becari@): handles email, phones, communicating with Becari@s, weekly surveys of Becari@s and monthly surveys of internship supervisors, flyers, photocopying, filing, scanning. Also works with Tertulia Resolana on planning of conference. Leader of Becari@s’ team-building efforts.

- Exec. Director of CUNY Taskforce (Jesús Pérez) In addition to a day job as Dir. of Academic Advising at Brooklyn College, Mr. Pérez in his capacity as ED of CUNY Taskforce on Mexican and Mexican-American Educational Futures (under SVC Hershenson) has led efforts to collaborate with Mexican government, NYC council and other elected officials, advocated for resources, promoted the institute’s image and enhanced its profile.

**Resources needed:**

- External Relations Director (HEO, or equivalent): to oversee and develop relationships between Institute and institutions in Mexico, draft agreements, pursue US and Mexican public sector funding resources for institute, pursue city and state funding and collaborative opportunities

- Grant writer: Part time grantwriter to assist in preparation of grant applications

- Summer salary for Director for year-round leadership of Institute

**Other needs:**

- Drafting of by-laws by Board sub-committee

- Extension of funding for staff/course releases/annual conference
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With DBAF Funding:
tbd
Appendix: CUNY-IME Becas Recipients 2014

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2013 Becas Blogs (For more blogs, see our website)

Blog Post by Maria Xique (Baruch, 2013 CUNY-IME Becaria)

Thanks to the CUNY-IME Scholarship program from the CUNY Institute of Mexican Studies, I was able to attend my first semester of graduate school. I'm currently enrolled in a masters program in Public Administration at the School of Public Affairs in Baruch College. The CUNY-IME scholarship I received not only helped me pay for my first semester but also has brought me new friends and contacts. In addition, thanks to the CUNY-IME scholarship, I was able to do an internship at the Mexican Consulate where I learned more about the Mexican Community. At the Mexican Consulate I had the opportunity to learn about the different services the Consulate offers to all the Mexican community. My job at the Consulate was to do research about the educational programs New York City offers to all New York residents. In addition, I also had to translate the information into Spanish. Using my research I was able to provide assistance to the people who went to the Consulate seeking information about college, GED, English classes as second language, Plazas Comunitarias, and Deferred Action.

The CUNY Institute of Mexican Studies thought CUNY-IME Becas provides an open door with many opportunities. For instance, it offered me the relief of not having to worry for a while about financing for a semester of graduate school. Aside from the economic relief of having a semester assured with the scholarship, the Institute has also provided me and my fellow
Becari@s with monthly seminars. At these seminars we met different people that advised and counseled us about college, the work field, and about the do’s and don’ts in succeeding in life. Two of the workshops that have helped me in many ways are the workshops given by Carlota Zimmerman J.D. and Richard Alvarez, the University Director for the City University of New York. Carlota Zimmerman gave us a workshop about the job search process and the right methods in using LinkedIn. Richard Alvarez gave us a workshop about the college application process. These two workshops helped me so much because thanks to them and the Institute of Mexican Studies I am better informed about the college application process and the job field. Furthermore, with this information I am now able to help students who are applying to college. It fills me with so much enthusiasm that the CUNY-IME Scholarship program exists today! Because like me many other students can benefit from this open door opportunity that the Institute has created for the Mexican and Latin American Community.

Blog Post by Emilia Fiallo (Hunter College, 2013 CUNY-IME Becaria)

The Importance of Mentors in the Life of a College Student

If you could write a letter to yourself after your High School graduation, what would you say to your younger self? Perhaps you would tell yourself to work harder, to exercise more and eat better food, to prioritize better, to take more challenging courses in college, to participate more, and to pace yourself along the way. We all remember that glorious day when we threw our caps in the air, picked up our diplomas and promised our friends we would keep in touch. The possibilities were endless and we felt unstoppable like the world was really in our hands. At least that’s how graduation was supposed to feel. Looking back at my high school graduation, I remember feeling alone and indifferent to the exciting path that lay before me because deep inside I knew my road to college would be like climbing up a steep hill, already tired and unmotivated. For an undocumented student like me, the road became difficult especially without a mentor for guidance and advice.

Undocumented high school students and their families face a tremendous financial burden when it’s time to pay for college since financial aid and TAP are not open to undocumented students. Although financing our college education is a struggle, the most challenging obstacle is a lack of mentorship and guidance when navigating life after high school. As an undocumented student I needed someone that I could count on when I needed special advice on my options when choosing a major, how to pick the right courses, how to balance work and school, and what scholarships were available. I stumbled my way through most of college and even though academic advisors are on campus they weren’t always available or I would be assigned a different one each visit. The difference between an advisor and a mentor is that a mentor is willing to commit and dedicate his or her time to you and check in on you and follow your progress in college.

When I found out I had been awarded the CUNY IME Becas Scholarship Program I felt grateful to know that I had a whole community that was willing to donate their time and money in order to put me and other students through college. It meant that I was given a chance to go to school
for an entire school year without sitting in class worried about my next tuition payment. It was a
great feeling. The most exciting aspect of being a Becaria is the mentorship I have received so
far. I remember a time when I was extremely stressed out about school and I was pushing
myself to my limits. I took a trip to Lehman College and had a meeting with Professor Alyshia
Galvez, and we spoke about the importance of enjoying college and how to prioritize taking care
of our mental health. I left that meeting feeling energized and finished the semester strong with
straight A’s. In the different seminars that have taken place throughout the year, we have met
amazing community leaders, authors, entrepreneurs, professors, and students that not only
inspired me to work hard but have offered their emails and personal phone numbers in case we
ever need anything. In the last seminar we met Carlota Zimmerman who taught us how to build
our professional profile and what we can do to achieve our career goals. We've also met people
like Aurora Anaya-Cerda, who launched a campaign to raise funds and open La Casa Azul
Bookstore, a literature/cultural hub in El Barrio. I've also met amazing students along the way
and I find that we all have a lot in common; the drive to finish college and do it with our
heads held high. The CUNY IME Becas scholarship has been a wonderful experience filled with amazing
people that have taken care of me as a student beyond what I ever could have expected.
Potential 2014-15 Events:

- Book presentation in collaboration with the Murphy Institute, by Professor Julie Leininger Pycior of Manhattan College. Her 2014 book is entitled: *Democratic Renewal and the Mutual Aid Legacy of U.S. Mexicans*.
- Potential production of *Conferencia sobre la lluvia*, by Juan Villoro, suggested by Professor Oswaldo Zavala.
- Exhibition of “Chicano Political Poster Art – A Retrospective”, in collaboration with Lehman Art Gallery, suggested by President Ricardo Fernández.
- Collaboration with Qualitas of Life Foundation to offer financial literacy programming to Becari@s and others, suggested by Jasniya Sánchez.
- Talk by Patricia Fernández Kelly, Princeton University.
- Production of dance performance by Dzul Dance Group at Lehman College.
- Continued DBAF-funded programming including half day symposium and remaining workshops.
- Library Archive project: Pursue grant support for creation of an archive of Mexicans in New York, with an emphasis on documents and papers related to creation of community based organizations among the Mexican community in New York City, in collaboration with Leonard Lief Library.
- Spring 2015 Conference: ¡Amor!
Appendix:

MEMORANDUM OF UNDERSTANDING
BETWEEN
THE CITY UNIVERSITY OF NEW YORK AND
THE CONSULATE GENERAL OF MEXICO IN NEW YORK

I. Purpose

The Mexican and Mexican-American Community is one of the largest and fastest-growing Latino immigrant groups in New York City. In fact, the City University of New York (CUNY) has experienced a 265 percent increase in the number of Mexican/Mexican-American undergraduates between 2000 and 2010. Meeting the increased educational needs in this vital and growing community is a timely priority for New York City and the university.

CUNY has a long and proud history of serving immigrants and the children of immigrants with diverse learning needs and interests. The university welcomes the opportunity to match its resources with the unique educational needs of the Mexican and Mexican-American Community. These resources range from outreach initiatives to the development of academic and research collaborations, as well as the promotion of administrative and faculty exchanges.

Accordingly, CUNY and The Consulate General of Mexico in New York seek to strengthen the existing Memorandum of Understanding by renewing our collective efforts with the city’s Mexican and Mexican-American Community. This cooperative initiative will leverage the full array of educational opportunities available through CUNY and its constituent colleges.

II. Programmatic Goals

This Memorandum of Understanding is intended to draw upon the resources and opportunities at CUNY in order to meet the educational needs of the Mexican and Mexican-American Community in New York City. These efforts include the following initiatives:

1. Scholarship Assistance
   - **CUNY-IME Becas Scholarship Program**: We will strengthen and expand the CUNY-IME Becas Scholarship Program for students of Mexican descent and/or serving the Mexican community. The Scholarship program, funded in part by IME (Institute for Mexicans Abroad), and by private donors and in-kind support from CUNY helps support the enrollment of selected full time CUNY students. The administration of the scholarship program and the selection of scholarship recipients are carried out by the CUNY Institute of Mexican Studies, a CUNY-wide institute housed at Lehman College. Since the
first scholarships were awarded to students beginning their studies in Fall 2006, we have
developed an extensive scholarship program with students receiving over $175,000 in awards.

2. Community Development and Support
   - **CUNY Becari@s Network and Internships:** CUNY-IME Becas scholarship winners are integrated into a network of current and past scholarship winners, and are given opportunities for professional development, cohort and network building and service learning. CUNY seeks to continue and expand service-learning opportunities for CUNY students with the Mexican community. CUNY-IME Becas scholarship winners are placed in internships in community based organizations that serve the Mexican community in New York City. This internship program helps community based organizations to meet their objectives to serve the community, and also serves to develop the interns’ professional skills, networks, and commitment to service.

   - **Expansion of Information and Resources:** CUNY will broaden the range of informational materials, differentiated according to language ability, prior education and educational and life goals throughout the community. The purpose of these resources will be to publicize the availability of programs at CUNY, which range from English language acquisition and basic literacy to GED High School Equivalency preparation courses to training programs to undergraduate and graduate degree program offerings. The materials will serve to assist members of the Community in determining and selecting courses of study appropriate to their interests and needs.

   - **Community Outreach:** The CUNY Institute of Mexican Studies has begun development of a collaboration with the Deutsche Bank Americas Foundation as part of the Anchoring Achievement in Mexican Communities initiatives. Moreover, CUNY’s office of Admissions Services will provide specially focused outreach events to New York City High Schools enrolling large numbers of Mexican and Mexican-American students and appropriate community-based organizations. This outreach will be strengthened by the involvement of Mexican and Mexican-American CUNY students, faculty, staff and alumni in the provision of mentoring and assistance. These community outreach efforts will culminate in an event at which representatives from CUNY extend welcome and encouragement to future students from Mexico.

   - **Adult Literacy/English as a Second Language/GED Services:** CUNY offers a range of learning options for both matriculated and non-matriculated students that leads to English language proficiency and the achievement of a GED high school diploma. Through the outreach efforts described above, it is anticipated that greater numbers of community members will avail themselves of these services. Assistance will be provided to facilitate the enrollment of members of the Community for whom this instruction is appropriate as well as provide important information on Deferred Action Childhood Arrivals (DACA) qualifications.

   - **Liaison Functions:** The Consulate General of Mexico will serve as a liaison between Mexican higher education institutions interested in establishing exchange and collaborative initiatives, particularly with but not limited to CUNY administrators and faculty, and the Mexican and Mexican-American Community of New York City.
• **Social Integration:** We believe the educational needs of Mexican families are best served by a holistic approach that in addition to promoting higher education also addresses early childhood education, K-12, as well as GED, drop-out prevention and outreach to at-risk youth, adult literacy, and post-graduate and certificate programs. CUNY is already supporting many of these needs, and since the signing of the 2005 Memorandum of Understanding with the Consulate of Mexico in New York, has sought to do so in a way that targets outreach efforts to Mexican communities in the five boroughs. Building on this work, we seek to support the improvement of the quality of services these institutions provide, and most importantly, an improvement in the educational attainment of the members of the Mexican community. Improved educational attainment will enable an acceleration of the social integration of the Mexican community in New York City through greater diversification of employment opportunities, a more engaged and prepared civil society, increased representation in formal political spheres as well as institutions of civil society, greater economic opportunity and more.

• **Si Se Pueden!con CUNY Campaign:** This ongoing communications campaign will be improved by redesigning the website and developing closer collaborations and information sharing with the CUNY Institute of Mexican Studies. This work is intended to assure community members that there is a place for them at CUNY. The campaign—radio, TV, social media and print—will draw upon testimonials of successful Mexican and Mexican-American CUNY students. Such testimonials will help others see themselves as welcome members of the CUNY community, a multi-faceted university system committed to helping them meet their educational and career goals.

• **School of Public Affairs-Mexican Consulate Program in Community and Leadership Development.** This program was one of the original ways the Consulate and CUNY began the work promised in the 2005 MOU, and the program continues today, using both capacity building and community project based models. More than 130 Mexican community organization leaders have participated. This year’s project based model will promote applications for DACA (Deferred Action for Childhood Arrivals). The Program helps build relations among and between Mexican organization and the City of New York and larger civic institutions. The Program also helps recruit students into the MPA programs at CUNY, strengthening Mexican community organizations. The Program’s DACA project to be done this year offers a good example of the synergies between CUNY and the Consulate. Mexicans are, by far, the largest group of youth who are age-qualified for DACA, but need further educational progress to qualify for DACA. Mexicans alone account for 43% of this group, nearly triple the next highest group. Promoting DACA will help the Mexican youth get legal status, and promote their own and their future children’s positive educational and civic futures.

### 3. Collegiate Partnerships and Initiatives

• **Academic Exchanges/Research:** A twenty-first century education requires preparation in the globalized world. Workforce development studies indicate that language skills, cultural competency and an international perspective are valuable in many different
professional spheres and contribute to a more worldly and flexible workforce. Study and work abroad enable greater understanding of diversity.

- This Memorandum of Understanding seeks to promote the establishment of academic exchanges between CUNY and comparable institutions in Mexico, including but not limited to the Universidad Nacional Autónoma de México.
- Academic exchanges will enable students and faculty in both nations to develop collaborations and networks, will foster research, greater cultural understanding and skills.
- CUNY would like to cultivate the special opportunities for research, student and professor exchange and public service created by the longstanding, close links between New York and the Mexican states that send the most migrants to New York. These relations would further develop extant relations between CUNY and Mexican professors. CUNY and the BUAP have already begun substantive discussions regarding such possibilities, and CUNY will support MOUs advancing these kinds of collaborations. Other states that could be included in these efforts would include Tlaxcala, Guerrero, Oaxaca, and others, as well as the DF.
- Among the possible collaborations that could be developed would include institutional agreements for jointly sponsoring research, including doctoral research and committee membership (which would facilitate visas for visiting doctoral students doing field research in NY); collaborations between CUNY and Mexican universities in programs or subjects where their interests and work substantively overlap; programs that would provide for New York born Mexican college students or other youth to do research, teaching or other public service in their parents’ home states, and for their Mexican counterparts to do the same in New York; facilitation of programs involving both migrant organizations in New York and their sending communities in Mexico; and other programs to be devised as our work continues.

As the relationship between CUNY and The Consulate General of Mexico grows, it is anticipated that a range of future collaborative initiatives will be identified and undertaken. CUNY and The Consulate General of Mexico will work together to seek external resources as needed to fund the currently proposed initiatives as well as other initiatives that may emerge through the collaboration.

III. Program Evaluation and Reporting:

As part of our commitment to the aims of this Memorandum of Understanding, CUNY commits to developing better systems for the evaluation and monitoring of progress toward the goals of enrollment, retention and degree completion by Mexicans in the City University. This will be achieved by data tracking and analysis, as well as the publication of annual statistical reports.

1. CUNY will track Mexican retention and degree completion and present annual reports on these data. CUNY also will engage in an annual evaluation of the objectives of this MOU and report to all parties’ progress toward the stated goals.
2. This collaboration will seek to achieve a 5% increase in enrollment of Mexican students each year for the next five years. This seems feasible given that the annual Mexican/Mexican American enrollment increase from 2000 to 2010 was an average of 26.5% per annum.

IV. Acceptance of this Memorandum

We, the undersigned, validate and accept this Memorandum of Understanding. We understand that this unique partnership is voluntary and subject to ongoing review and consideration by both parties and may be terminated by either party at any time. It is our intention, however, to develop and implement a model of collaboration that will help the members of the Mexican and Mexican-American Community that we jointly serve to realize their educational aspirations, objectives and dreams.

____________________  ______________________
William Kelly          Sandra Fuentes-Berain
Interim Chancellor    Consul General
The City University of New York        The Consulate General of Mexico in New
York                                 York
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CUNY Institute of Mexican Studies Annual Conference - 2014

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Rodolfo Hernández Corchado
Raúl Hinojosa-Ojeda
Barbara Magnoni
Mariachi Flor de Toloache
Brendan McBride, Remás
Qualitas of Life Foundation
Jasniya Sánchez
Robert C. Smith
César Vargas, Dream Action Coalition
Emily Williamson

¡DINERO!
The Economics of Mexican Migration

Keynote Address: Antonio Villaraigosa, 41st Mayor of Los Angeles

Friday, May 9, 2014
8:45am - 6:00pm
Borough of Manhattan Community College
Richard Harris Terrace
199 Chambers St., New York, NY 10007

Organized by the CUNY Institute of Mexican Studies and the Cross Cultural Approaches to Latin@ Studies Faculty Interest Group at Borough of Manhattan Community College. Supported by Dr. Antonio Pérez, President of Borough of Manhattan Community College; CUNY Vice Chancellor for University Relations, Jay Hershenson; Dr. Ricardo Fernández, President of Lehman College; and the Chancellor's Latino Faculty Initiative.

http://lehman.edu/cuny-mexican-studies-institute
“¡Dinero!: The Economics of Mexican Migration” Conference
Friday, May 9, 2014
Organized by the CUNY Institute of Mexican Studies and the Cross-Cultural Approaches to Latin@ Studies Faculty Interest Group at Borough of Manhattan Community College

Hosted at Borough of Manhattan Community College
199 Chambers St., New York, NY 10007

8:45am-9:30am: Breakfast

9:30am-10:30am: Welcome, Intros and demographic/issue overviews

- Antonio Pérez, President of BMCC: Welcoming remarks
- Alyshia Gálvez, Director, CUNY Institute of Mexican Studies and Associate Professor at Lehman College in the Department of Latin American, Latino and Puerto Rican Studies
- Leslie A. Martino-Velez, Associate Director, CUNY Institute of Mexican Studies
- Mexican Consul General, Ambassador Sandra Fuentes Berain

10:30am-11:15am: Keynote Address, 41st Mayor of Los Angeles, Antonio Villaraigosa

11:15am-11:30am: Morning coffee break

11:30am-12:45pm: Panel 1 - Transnational Labor, post-NAFTA

- Claudia Delgado Villegas, Universidad Nacional Autónoma de México “‘No to Silence, No to Fear. Yes to Inclusion, Yes to Live with Dignity!’ How Mexican Immigrant Women Claim to be a Part of the 99%”
- Rodolfo Hernández Corchado, CUNY, The Graduate Center, “U.S-Mexico Integrations and Abandonment: Mixteco Indigenous Migration from the Montaña region, Guerrero to New York City”

Discussant: Carolina Bank Muñoz, CUNY, Brooklyn College and The Graduate Center
12:45pm-1:45pm: Lunch

1:45pm-3:00pm: Panel 2 - Immigrant Financial Empowerment and Barriers to Financial Inclusion

- Deyanira Del Río, New Economy Project, “Community-Led Campaigns for Financial Justice”
- Raúl Hinojosa-Ojeda, University of California at Los Angeles, “From Shadows to Empowerment”
- Brendan McBride, Remás, “International Money Transfers and Transparency for Consumers”

Discussant: Barbara Magnoni, EA Associates

3:00pm-4:15pm: Panel 3 - The Cost of Being Undocumented

- Laird W. Bergad, City University of New York, Lehman College and The Graduate Center, "Income Distribution, Wealth Concentration and Social Differentiation Among Mexicans in NYC"
- Jasiya Sanchez, Qualitas of Life Foundation, “The Financial and Emotional Challenges of Being Undocumented”
- Cesar Vargas, Dream Action Coalition, “DACA: a Perspective on Policy and Personal Economics”

Panelist and Discussant: Robert C. Smith, City University of New York, Baruch College and The Graduate Center, “Legal Status, Family Bargains and Long Term Generational Mobility”

4:15pm-4:30pm: Afternoon coffee break
4:30pm-5:00pm: Panel 4 - Arts Presentation

- Mariachi Flor de Toloache Performance

5:00pm:
Ahuehuete Award Honoring Jaime Lucero for his contributions to the Mexican Community in New York City
CUNY-IME Becas Scholarship Award Ceremony

Throughout the day, a community financial fair and book sale will be held outside of the conference venue.

This conference is supported by Dr. Antonio Pérez, President of Borough of Manhattan Community College; CUNY Vice-Chancellor for University Relations, Jay Hershenson; Dr. Ricardo Fernández, President of Lehman College; and the Chancellor’s Latino Faculty Initiative.

Thank you to the professors of the Cross-Cultural Approaches to Latino Studies Faculty Interest Group at Borough of Manhattan Community College for helping organize this conference:

Professor Rosario Torres-Guevara
Professor Margaret Carson
Professor John Paul González
Professor José A. Haro
Professor Yolanda Martin
Professor Carmen Leonor Martínez-López
Professor Josef Mendoza