Instructionally Related Activities Funds Request Fall 2018

▾ Submitter

Submitter Name

Nicholas Centino

Submitter Email

nicholas.centino@csuci.edu

▾ 1. Basic Details

Activity Title

1st Annual Ephemeral Events: Latinx Memory and Social Media Speaker & Exhibition Series

Activity/Event Date

Speaker Series Program: September 12, October 17th and
November 14th Gallery exhibits: September 10 October 10th

Date Funding Needed By

August 22, 2018

Previously Funded?

○ No
● Yes

▾ Previously Funded Proposal

Semester/Year

Spring/2018

Proposal # (if known)

#970, #1006, #1007

Report submitted for previously Funded Activity?

● No
○ Yes

Additional Proposers

Theresa Avila

Academic Program(s)/Center Name(s)

Chicana/o Studies
Art

Estimated total Course Fee revenue

n/a

Amount Requested from IRA

$8, 675

Estimated Number of Students Participating

The 3-part speaker series will reach 150-200 students in
total. The monthly exhibits are estimated to be viewed by

▾ 2. Brief Activity Description

Describe the activity and its relationships to the educational objectives of the students' program or major

Brief Activity Description

The 1st Annual Ephemera Events: Latinx Memory and Social Media Speaker & Exhibition Series is an interdisciplinary semester long program that bridges the interests of students and scholars of art, Chicana/o studies, history, and communications. With the dual themes of memory and social media, Ephemera examines how Latina/o communities employ popular, accessible, and often disposable forms of visual and aesthetic media to address contemporary challenges such as gentrification, historic erasures, racial profiling, mass deportation, and incarceration. Our three-part speaker's series will provide the campus community with an interdisciplinary, bilingual, and direct engagement with cutting edge scholars and artists examining the intersection of social media, Chicanx/Latinx culture, and history/place-making. Complementing each speaker will be a gallery exhibition showcasing the featured artist and scholar's work.

Our program begins with DIY: 'Zines and the Los Angeles Latinx Landscape featuring guest speakers Marissa del Toro and Jorge N. Leal who will be discussing their work to document how self-produced fan publications or 'zines have been used by Latina/os to build community and identity in urban landscapes that all too often are alienating for youth of color. In this way, 'zines provide a unique archive documenting often overlooked and misunderstood aspects of Latinx urban culture. 'Zines dedicated to topics such as Chicana punk rock, Latinx LGBT experiences, and other alternative forms of social formations provides a critical counter-narrative that continues to paint US Latina/os as a monolithic and static community. Marissa del Toro is currently working at the Santa Barbara Museum of Art as the new Curatorial Support Group Coordinator. Del Toro graduated with an MA in Art History from the University of Texas at San Antonio, with an overall focus on the modern and contemporary art of Latin American, Latinx, and US artists. Jorge N. Leal holds a Masters in History from California State University, Northridge and is now a Ph.D candidate in the History Department at UC San Diego. Complimenting this presentation will be a curated gallery display proposed to be held in Broome Library 1320 of Latina/o 'zines collected by del Toro.

Our second presentation will feature artist and social media archivist, Guadalupe Rosales. Entitled Veteranas & Rucas: Memory & Urban Latino Culture, Rosales will present on her work to actively archive crowd-sourced photos, party flyers, and videos of Chicana/o and Latina/o youth culture in Southern California in the 1990s. Rosales describes her work as an "archive of previously inaccessible material of an underrepresented and unstudied group of people." She received an M.F.A. from the School of the Art Institute of Chicago in 2016. She has held previous residencies at the Guapamacataro Center for Art and Ecology Residency, Ox-Bow School of Art and Artists Residency, and the Los Angeles County Museum of Art's first Instagram residency. Following the 'zine exhibit, an oversized faux smartphone will be installed in Broome Library as images from Rosales archive rotate (or swipe) on the screen.

Our final presentation The Art of Rebellion: Social Justice and Chicano Visual Arts will feature artist Jake Prendez, currently residing in Washington State. Mr. Prendez addresses Chicanx mediatings of race, culture, activism, social justice, as well as pop culture and satire. His current body of work is highly influenced by Mesoamerican indigenous aesthetics, Early 20th Century Modern Mexican, social realist, tattoo/rockabilly and colorful urban Chicanx style art. Prendez's art challenges the Western mainstream museum styled art that are still focused on post 1940's US Abstract Expressionism. Moreover, the artist prefers to works on his own figurative Mass Media production via posters, t-shirts, and other canvasses that are accessible, affordable and mobile and are just as viral as the latest meme or YouTube clip. Mr. Prendez's show, also entitled "The Art of Rebellion" will be presented for a month with additional coordination being provided by Denise Lugo and proposed for the Broome Exhibition Hall.

▾ 3. Learning Outcomes and Relation of IRA to Course Offerings

All IRAs must be integrally related to the formal instructional offerings of the University and must be associated with scheduled credit courses.

1. Please list all classes that directly relate to the proposed activity.

2. For each class listed, describe in detail how exactly the IRA activity will be integrated with the class's activities, how often/ on what expected date(s), and to what extent

Learning Outcomes and Relation of IRA to Course Offerings

1. Art 203: Illustration
2. Art 204: Graphic Design
3. Art 313: Graphic Design and Media
4. Art 316: Digital Illustration and Paint
5. Art 220: Art and Design of Rock and Roll
6. Art 333 / ChS 333 / Hist 333: Chicano Art History
7. Art 331: Art, Society, and Mass Media
8. Art 382: Art for Social Media
9. CHS 200: Diversity in Chicano Communities
10. CHS 331: Chicana Feminism
11. CHS 350: Chicano History and Culture
12. CHS 353/ Engl 353: Chican@/Latin@ Literature
13. CHS 383: Chicana/o Latina/o Identity
14. COMM 321: Intercultural Communication
15. COMM 328: Community-Based Storytelling
16. Engl 110: Multicultural Lit Non-Majors
17. Engl 260: Creative Writing, An Introduction
18. Engl 330: Interdisciplinary Writing
19. Engl 462: Poetry Writing
20. Engl 475: Language in Social Context

Students from each program listed above will be invited to attend the exhibitions and adjoining talks. Specifically, students in courses offered by Theresa Avila, Nicholas Centino, Jennie Luna and Denise Lugo such as Chicana/o Studies 200, 331, and 383, to name a few, will be completing their own cultural memory projects inspired by the speaker and gallery series. These projects may include creating their own 'zines, curating their own digital photo archives, and crafting an engaging public art projects that speaks to pressing issues of our time. These assignments will be completed over the course of the semester roughly timed to coincide with the scheduled presentations of each guest speaker (September 12, October 17, and November 14th).

4. Activity Assessment

Describe the assessment process and measures that the program will use to determine if it has attained its educational goals. **Please note that a report will be due at the end of the semester.**

Description of Assessment Process

This Chicanx/Latinx exhibition and speaker program address vital aspects of CSUCI's campus pillars: especially integrative studies and multicultural engagement. The subject matter's broad appeal will draw students and faculty, and will be open to the community at large. Each speaking engagement will include short evaluative surveys for participants to fill out and submit. Students in classes that assign the talks for course credit will receive a ticket confirming their attendance upon submitting their survey. The survey will also us to gain qualitative data to gauge the effectiveness of our programming. Furthermore, the gallery exhibits will include guestbooks whereby visitors may leave feedback as well as their own memories that may be "cued up" by the exhibits.

5. Activity Budget

Please enclose a complete detailed budget of the entire activity. Indicate specific items that you are requesting IRA to fund.

You should use either the Regular Activity budget (for events on campus) or -- if your event involves any travel-- you MUST

use the IRA Travel Budget Form.

You can download both of the IRA Excel Budget sheets at http://www.csuci.edu/ira/application.htm.

Activity Budget

13-14-ira-regular-budget.xlsx

▾ 6. International Trips

If your event is an international trip submitted through the Center for International Affairs, you must include copies of:

1. Complete Center for International Affairs/ UNIV 392 proposal
2. The program budget as submitted to the Center for International Affairs (to ensure congruency between the two budgets)
3. as well as a copy of the course syllabus

Center for International Affairs Budget

Copy of Center for International Affairs Proposal

Course Syllabus

Certification

☐ I certify that students attending this trip are not previous or repeat attendees of a prior International UNIV 392 Trip

▾ 7. Sources of Activity Support

Please list the other sources of funding (including course fees), and exact expected amounts of additional support for the activity. Please indicate if there are no other sources of funding

Other Sources of Funding

We will be requesting $200 sponsorships from Art, History, and the Chicana/o Studies program, respectively. Additionally, Denise Lugo is offering her art insurance in-kind to be put towards the shipment of Jake Prendez's artwork. This insurance coverage is roughly $200 to cover the total value of the artwork (appraised at $4500). Lastly, we will be asking the Broome Library to co-sponsor by providing display cases and space in-kind.

▾ 8. Promoting Participation

What is your intended audience and how do you intend to market this to your students?

All events will take place on the CSUCI campus and are open to the public. Signage will be located outside all venues inviting viewers. A broad range of CSUCI students are the audience for the displays and lectures, as is indicated by the numerous fields of study with which the show and lectures intersect. The event will be promoted through targeted promotional efforts to group listserves across campus, announcements to faculty from those classes listed above, and through printed posters hung around the campus.

To ensure reaching a broad audience we have requested funding for a variety of promotional materials such as tabloid sized full-color flyers, brochures designed to mimic the aesthetic of a DIY 'zine, and commemorative prints/posters.

If this is an event that is off campus, how do you plan to bring back the benefit of this event to campus?

▼ 9. Sustainability

If appropriate, indicate how the content or delivery of the project promotes sustainability at CI.

Sustainability

While not traditionally recognized as a form of sustainability, the use of reclaimed and repurposed material, known as the rasquache aesthetic, to create art in Chicanx/Latinx communities will be a theme of Jake Prendez's talk, entitled "The Art of Rebellion: Social Justice and Chicano Visual Arts."

▼ 10. Approval and Acknowledgement

Program Chair/Director

Barajas, Frank P

Dean

Adler, Mary

Conditions and Considerations

☑ **Artist/Performer/Speaker Fees & Honoraria**: On the Activity Budget, please indicate whether the vendor's price was set by you/CI Representative, or is a fee that was set by the vendor.

☐ **Large Event**: For a large event, consultation with the campus Event Coordinator's office at (805)437-8548 is required.

☐ **Field Trip**: Sponsor must comply with all policies found at: http://www.csuci.edu/rm/programs/academic-field-trip-guidelines-and-forms.htm. If approved, Identified Risks of Participation and Release Agreement must be submitted for each student to the Program Office (Public Folders-HR Forms).

☐ **Involves Human Subject Data Collection for Public Dissemination -Requires IRB Approval** : If Project Sponsor proposes to conduct research with human participants, the proposal may be subject to Institutional Review Board for the Protection of Human Subjects (IRB) review. All research that involves any type of interaction with human subjects - from simple surveys to complex biomedical procedures - must be reviewed and approved by the IRB prior to starting the research. Data for "Public Dissemination" indicates interviews/surveys that result in a journal/poster session/newsletter, etc.

☐ **IT Requirements**: If your activity has IT requirements, coordination with and approval from IT Administration is required.

☐ **International Travel**: Requires International Travel application be submitted to Center for International Affairs. Include copy of CIA budget and course syllabus in your IRA application. Must utilize the University's Foreign Travel Insurance Program (FTIP) and follow all International Travel Guidelines listed at: http://www.csuci.edu/rm/insurance/foreign-travel.htm

☐ **Risk Management Consultation**: Events that involve or engage students directly with a performer or artist (i.e. in a workshop or other than as a passive audience member) will require consultation with Risk Management. Requires proof of correspondence with Risk Management.

☐ **Space/Facilities Services Requirements**: Consultation and coordination with Facilities Services is required.

Acknowledgement

☑ I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

▼ Chair Review

Recommendation

● I recommend approval of the IRA Funds Request described on this page

○ I DO NOT recommend approval of the IRA Funds Request described on this page

Comments

✏ Frank Barajas	Mar 7 2018

▾ Dean Review

Recommendation

● I recommend approval of the IRA Funds Request described on this page

○ I DO NOT recommend approval of the IRA Funds Request described on this page

Comments

✏ Marion Adler	Mar 8 2018