



UCSD Cross-Cultural Center Annual Report 2010-2011

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ACKNOWLEDGMENTS

The Cross Cultural Center functions through the hard work and dedication of staff, interns, affiliates, faculty, and community members. They give of their passion, time, and energy support the Center. Community members are our conscience and barometer of success and areas for improvement. Staff of the Center thanks you for your continued work with the program. Along with community members, Center life and programs only happen through the leadership and ingenuity of our student Interns. Thank you for sharing your work and pushing within the Center and the campus community to make UCSD a better place for future students and community members.

2010-11 INTERNS

Veronica Gonzalez	Programming Intern
Hardeep Jandu	Programming Intern
James Small	Diversity Peer Educator
Jennifer Romero	Diversity Peer Educator
Jerel Boyd Vega	Diversity Peer Educator
Brianna Marquez	Diversity Peer Educator
Jasmine Phillips	Affiliates & Outreach
Genesis Gomez	Common Ground Marketing
Bianca Harlow	Joy De La Cruz Art and Activism



CCC Highlights 2010-11

“Scope & Reach”

Leadership

Cultural Comp. Management
Academic Internship Program/
Critical Gender Studies
Building Community for Social
Justice Practice Institute
Com 3 Summer Seminar for
Student Affairs Staff
Transfer Student Programs
Training Housing & Dining

Community Building

Teaching Diversity Conference
NCORE Presentations
IDEAS Symposium 50 year
Kiamsha Leadership Conference
Triton Voice Partnership
Walk it Out Senior/Alumni Event
Retention Conference

Community Relations

Preuss, Trio, and SDSU interns
Criminal Justice Department
Lincoln High School
Hire a youth summer program
Consultation to other
universities

Site

Over 1900 facility and staff
bookings, serving an est. 53,700
students, staff, faculty,
departments, community

CROSS-CULTURAL CENTER EXECUTIVE SUMMARY 2010-11

ACCOMPLISHMENTS 2010-11

As seen in the sidebar box above, the Cross-Cultural Center had a very successful year in the scope and reach of our programs, trainings, and collaborations. We were directly involved in planning and hosting the first teaching diversity conference where over 400 participants had access to over 120 graduate student, faculty, community members and high school student panels on how best infuse diversity and social justice across the curriculum and in the campus community. We have also expanded the reach of the Center through providing program space, consulting, training, and other services to an estimated 58,400 people. We are able to collect and analyze this data through another major accomplishment for the Center, our expanded use of Event Management Software (EMS). Through use of this software we can better understand the impact of the site as well as staff time in programming, advisory, collaborations, and training efforts. These areas of work are critical to the Center's success and now we have a tool at which to examine these data more closely,

Much of the area of accomplishment listed above happened in direct response to the winter 2010 racist and sexist actions on campus and the subsequent campus and community response to developing better campus climate tools and strategies. The Center has been able to work directly with students, faculty, and community members who are continuing to push for campus change but this remains a hurdle and challenge.

CHALLENGES

The Cross-Cultural Center has a two prong mission. First, to facilitate the social, cultural, intellectual, needs of students, staff, and faculty from historically underrepresented and underserved communities. At the same time we are charged with helping create a campus community where all are welcome and can explore diversity and social justice issues. These complimentary but distinct missions make it challenging to grow in specific programmatic areas including; development of an alumni program, fundraising and grant writing opportunities, expansion of our diversity and social justice programs, and a deeper role and relationships with San Diego community groups. During 2011-12, the campus will transition to new leadership. This will be a time to reflect on program impact and strategic plans for enhancement of the specific programmatic areas listed above. Given staff work load as seen with our new analysis system and the budget implications for the state, this will continue as an ongoing challenge.

The Center will continue to work with student groups and organizers to enhance the experience of specific communities that have been historically disenfranchised to address group specific needs. Like the mission of the CCC, campus needs to address bonding and bridging needs of specific communities. Within the context of bonding, communities need to come together and focus on shared history, culture and other attributes specific to a particular group. Bridging across communities is an attribute so unique and successful at UCSD. Ethnic-specific programs and services are a direct compliment to the role of the Cross-Cultural Center and allow for new synergies not previously envisioned.

OPPORTUNITIES

Anticipating the arrival of the Vice Chancellor for Equity and Inclusion (VC-EDI) and the Center's history of working across campus lines and constituents (see Impact Grid p.7) new organizational and campus opportunities abound. These next few years the Center will be exploring alumni programs and development as our number one priority. Planning is already underway to connect these efforts to the 20 year anniversary of the Center in 2015. We will also be working with the campus development office to look for opportunities to expand current campus wide training programs and services. Given the broad mission and scope of programs offered by the CCC we see working with the new VC-EDI and partner campus community centers (Women's and LGBT Resource Centers) as direct links and supports to campus wide strategic efforts going forward.

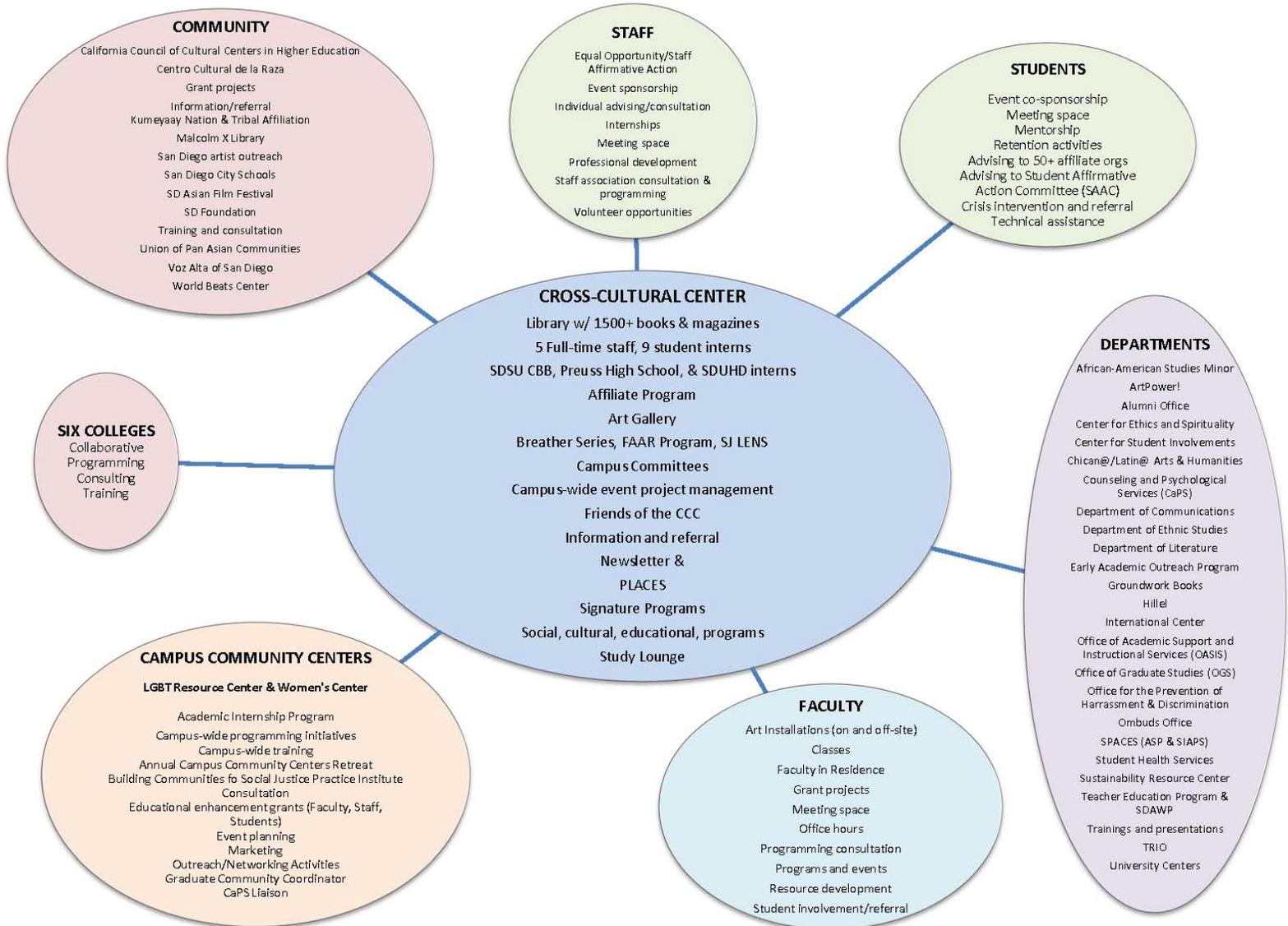
IMPLICATIONS

The Center, along with the campus, is moving into an exciting new era within the next three to five years. Model programs and services are being developed, students organizations are expanding campus diversity efforts with the opening of new resource centers and academic programs. We hope to be directly involved in visioning these new campus possibilities. Within the Center this involves alumni development, training, and continued work with faculty on understanding the pedagogical and theoretical work underpinning diversity and social justice concepts. For the campus this entails the Center's involvement in strategic, logistical, and other efforts aimed about building and sustaining better campus climate.



**Above picture taken during the Annual All People's Celebration – Graduating Seniors.*

CROSS-CULTURAL CENTER IMPACT GRID



**The grid shown above depicts how the Cross-Cultural Center impacts multiple sectors on and beyond the campus.*

LEADERSHIP AND COMMUNITY PROGRAMS

INTERNSHIP PROGRAM

The internship program is the heart of the Cross-cultural Center. Nine (9) undergraduate students round out the CCC staff complement with key positions in Programming (2), Diversity Peer Education (4), Joy De La Cruz Art and Activism, Newsletter and Marketing Coordinator, and Affiliates Coordinator. Although each intern has specific job functions, they also work very closely together. Amongst all of the interns they help develop programs for students, provide workshops and training for the campus community, contribute to the art gallery, publicize the Center, and keep us directly connected to the student organizations that utilize our resources and provide support to. The Interns also allow us to have expanded hours of operation so that departments, student organizations, and faculty can offer evening and weekend programs for the benefit of the entire campus community. Their contributions compliment full time staffs' job functions as well as help meet the mission of the Cross-Cultural Center.

Along with the intern roles with programming and managing the physical site of the Center, the interns greatly benefit from the internship program. They have the opportunity to explore their passions and develop applicable skills for future employment. They learn how to manage their time, become familiar



with different working styles, communicate effectively, assess their job performance, and take initiative, amongst many other job related skills. In addition, they learn about how to balance holistically, express one's feelings, create meaningful relationships, and practice self-care. This process is facilitated by the supervisory relationship that each intern has with a full time staff member. One intern stated "I only felt completely safe to share my entirety of myself without fear of being judged to my one-on-one staff member. Without them fostering our growth

and making sure we were on top of our responsibilities, I don't think we would've gotten the most out of the internship."

INTERN SELF-INITIATED PROJECTS

The most rewarding part of the internship program for interns, staff, and sometimes the physical space of the Center are the intern designed self-initiated projects. Through these projects interns discover their passions and decide on how they want to portray their process of finding in them what they truly value and feel is important to them. The exploration of ideas is a long process facilitated by their supervisor, who provides guidance, feedback, and encouragement. Although there were 9 interns, amongst them came 10 events and 4 projects. This year's underlying themes amongst the events and projects were: 1) Identity, 2) Activism, 3) Introspection and reflection of self and others, 3) Wellness, 4) Community Building, and 5) Leadership.



This year there were two projects in particular that were very impressive and took the most planning, collaboration, and coordination. The **Kiamsha (“That Which Awakens Me”) Conference**, created by Jasmine Phillips, was designed for our student affiliate organizations. This all day conference required student organizations to submit workshop proposals, in which they would teach their peers on themes such as those of the self-initiated projects. Evaluations from the 50 students, who attended, show that this conference was successful and much needed for the student community. This project has now become a part of the job description of the incoming Affiliate Coordinator Intern.

One of the Diversity Peer Educator Interns, Jerel Boyd Vega, was passionate about teaching his peers about what it means to be Filipin@ American. He created a class called, Positively No Filipinos Allowed, a directed group study, Ethnic Studies course advised by Professor Yen Le Espiritu. The class focused on learning about history, identities, and issues within the Filipin@ community. 15 students enrolled in the course. They were required to participate in conversations and activities, write weekly reflections based on academic readings, and perform a final project. Staff and his fellow interns were invited to occasionally sit in the class. Both projects not only had life changing impacts on the interns who initiated the projects, but also provided their participants with the opportunity to learn beyond what they would typically receive in an academic classroom. For a full list of the 2010-11 student initiated projects please see Appendix Table 1.

INTERNSHIP ACADEMIC COMPONENT

For the first time this year the Center collaborated with the LGBT and Women’s centers, Academic Internship Program, and Critical Gender Studies to offer an academic component to compliment the leadership and experiential nature of the student internship program. Over 32 undergraduate students took part in the pilot effort. A yearlong academic process was developed to help students connect future professional and graduate school goals, majors, and community development work. During the Fall, interns followed a center specific curriculum examining the theoretical construct of intersectionality of race, sex, class, and sexual orientation (Weber, 2010). Winter and spring, under the leadership of Dr. Patrick Anderson, interns worked across the campus community center structure to exam how theory and practice come together to form a ‘praxis’ for community involvement. A particular highlight for this new way of connecting theory to practice was the non-profit groups and alumni who came to class as guest lectures. Interns got to see real world ways they will be able impact community individuals and organizations.

CENTER PROGRAMS AND EVENTS

Every year there are more programs than the previous year both co-sponsored and CCC internal events. Students know they can count on us to help monetarily, act as consultants on their planning process, provide them with space for their organization events, such as bringing in educational speakers, student mixers, panels on graduate school, etc. Staff continuously holds their planning committee meeting for heritage months, in which we are also involved in; co-sponsor and plan events for campus-wide initiatives, such as Asian Pacific Islander Awareness Month, Cesar E. Chavez Celebration, and Sexual Assault Awareness Month. Faculty are supported by the CCC, not just by the use of the space for symposia, classrooms, and office hours, but for co-sponsored art receptions; faculty lectures on campus climate, dissertations/book launches, and sponsor guest lecturers who discuss issues pertinent to the community.

Walk It Out: A Community Senior Send-Off was collaborative effort across academic departments, student affair departments, student organizations, Campus Community Centers, and SPACES. This program honored graduating seniors across all academic disciplines. There were over 100 students who became alumni. It is hoped that they will give back to the UCSD community and stay connected to the Centers through mentorships with current and future students, guest lecture visits, and other forms of sponsorship.



This year we ventured to outreach to a new target group, transfer students. Our graduate student intern from San Diego State University’s Community Based Block Program, Jeff Green, focused on providing opportunities through transfer socials and mixers, to learn of their needs and to help facilitate the process of getting acquainted with the CCC services and getting involved on campus. Some of the best programs this year were catered to students created by our student interns. They provided in-depth discussions on contemporary and community issues, such as concepts of beauty, intersections of identity through film, and further dialogue based on last year’s horrific incidents.

SOCIAL JUSTICE L.E.N.S. SERIES

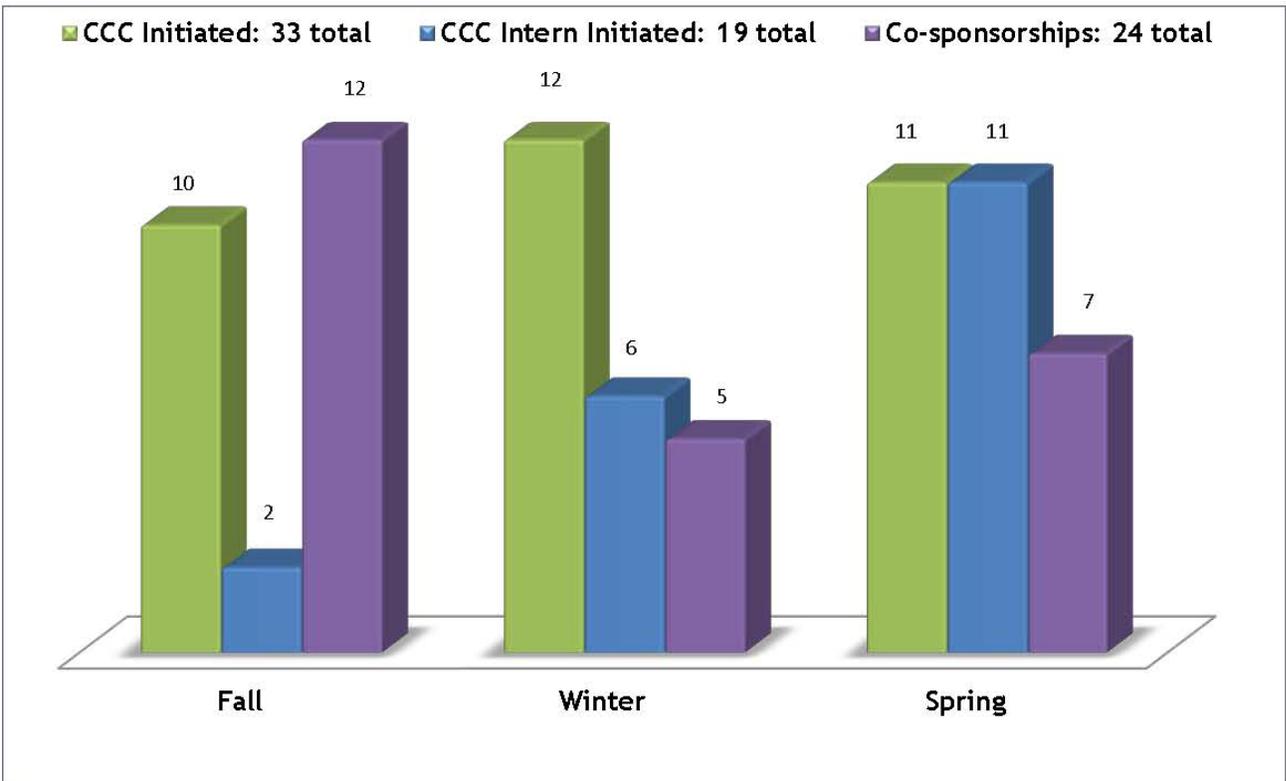
Our Social Justice L.E.N.S. Program, Leadership, Education, Network and Service in community is a signature program featuring film presentations, reading groups, and social gatherings using a social justice framework. Programs are open to campus students, staff, and faculty or community members. This year, the newly-released “Mountains That Take Wing” was a committee-cosponsored program highlighting the little-known



collaboration and connection of leaders prominent in progressive cultural communities at the height of the Civil Rights Movement. The overall aim of the L.E.N.S. program is to generate conversations around dominant perspectives, untold stories and to challenge popular notions of historical accounts. Undergraduate students, graduate students, staff, and faculty facilitate interactive discussions while contemplating the political, personal, and social climate. This year, the L.E.N.S. program spanned in film presentations, reading groups, and cross-cultural storytelling.

- L.E.N.S. 2010-11**
- Mountains That Take Wing Film Screening
 - Roots in the Sand Film Screening
 - Fair and Lovely Film Screening
 - What is Race? Exhibit, Discussion
 - Deconstructing Disney
 - Social Justice Reading Circle
 - Community Seder

2010-11 Program Counts



CAMPUS AND COMMUNITY LEADERSHIP INITIATIVES

CAMPUS WIDE PROGRAMS

Along with Center internal programs, the Cross-Cultural Center works directly with campus wide efforts to build campus climate and increase education on diversity and social justice issues. This year we were involved in four campus wide programs that bear mentioning; the Teaching Diversity Conference, IDEAS Symposium, Undergraduate Retention Summit, and a Social Justice Summer Seminar Series.

The Center was directly involved with the planning and execution of the Teaching Diversity Conference. Working with Dr. Jim Lin and Dr. Carrie Wastal, we were able to bring faculty, staff, students, and community members from across disciplinary areas to discuss base classroom and experiential strategies for implementing diverse pedagogical strategies. The CCC, along with the Women's and LGBT Resource Centers, was also involved in a televised lecture on the future of Diversity and Social Justice work at UC San Diego. We have received community correspondence asking us for more support based on the symposium.



Tim Wise event cosponsored with A.S, LGBT RC and Women's Center.

In collaboration with the Office for Academic Support and Instructional Services (OASIS) and the Student Promoted Access and Educational Services Program (SPACES) we held a retention summit. Over 70 administrators, students, faculty, and staff attended this lively discussion on current retention rates and efforts particularly as they pertain to underrepresented students. Lastly with other campus community center partners we offered an eight-week summer seminar reading series in diversity and social justice pedagogy. In this program the aim was to connect across student affairs departmental groups and spend time staying versed with current student affairs literature.

STUDENT LEADERSHIP (AFFILIATE PROGRAM)

The Affiliates Program offers a unique relationship with the Cross-Cultural Center. Aside from room reservation for event and meetings, student organizations are able to ask for co-sponsorship for their programs either in monetary aid, supplies, and/or programming assistance. Student organizations are asked to participate in quarterly meetings with other affiliates and have quarterly meeting with Joseph Ramirez who coordinates the Affiliates Program with the help of the Affiliates & Outreach Intern. The staff of the CCC also attends student-initiated programs on campus and aids in the marketing of these events through the CCC e-news.



STUDENT LEADERSHIP: GRADUATE STUDENTS

The activities involving graduate student engagement this year ranged from large group peer and faculty interactions, graduate-to-undergraduate interactions and mentorships. This year's Graduate Diversity Dinner coincided with UCSD's 50th anniversary, and was cosponsored with the Office of Graduate Studies called *Climate Change: Socially and Seismically*. Faculty from the Department of Sociology, Scripps Institution of Oceanography, and Structural Engineering delivered presentations comprising of environment and social climate trends and practices in their respective fields.

In addition, graduate student involvement with the Cross-Cultural Center consisted of scheduling office hours, participation in several academic and community-based panel presentations of social findings and informational sessions such as exploring paths and resources to graduate studies. Graduate students also utilized the Cross-Cultural Center as their preferred space for dissertation defense. UC Riverside hosted a Critical Ethnic Studies Conference in which the Cross-Cultural Center sponsored graduate students from Literature and Ethnic Studies Departments to participate as presenters.

Standout programs this year include: a community tour of the *What is Race?* exhibition at Balboa Park's Museum of Man. Graduate students led tours through the exhibit followed by a facilitated dialogue with two graduate students, serving as museum docents.

STAFF OUTREACH AND DEVELOPMENT

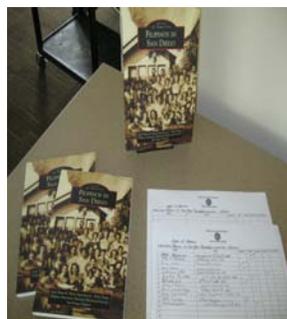
Holistic wellness was a theme in our staff program this year, in which staff members on campus participated in professional development as well as physical fitness. Our engagement with campus staff varies in content from professional development, personal enrichment, community-building, and wellness. The Annual Diversity Luncheon organized with the Pan-Asian Staff Association, Chicano/Latino Staff Association, and Black Staff Association, featured a guest speaker addressing themes of sustainability practices and staff wellness and retention at the university. In the areas of staff development, campus staff has participated in wellness programs such as yoga, tai-chi, marketing workshops and cooking demonstrations.

FACULTY OUTREACH AND DEVELOPMENT

The Faculty, Author, & Artist in Residence (FAAR) Program seeks to work with both the UCSD and the overall community to invite faculty, authors, and artists to be part of the Center. Our Faculty in Residence Program invites one current faculty member of UCSD to be a mentor to the students, offer program support and advisory to the Center, hold Office Hours and classes, and co-sponsor events open to the community. The Author in Residence Program welcomes authors and lecturers from the community and other universities to introduce their current work, hold dialogue with students, and present their current projects to the community at large. The Artist in Residence Program works closely with both the Special Programs & Marketing Coordinator to put on exhibits and reception logistics, and works with the Office Manager for contracting, insurance and liability, and logistics.



This year, our Faculty in Residence was Prof. K. Wayne Yang of Ethnic Studies. Prof. Yang was involved in the Cross-Cultural Center's Advisory Board along with other staff, faculty, students, and community members. He held Office Hours for his classes in the Center and had open consultation for students and student organizations throughout the academic year. He was asked to be the speaker for many high school conference and programs that worked closely with the Student Promoted Access Center for Education and Service (SPACES) and the Student Affirmative Action Committee (SAAC). Prof. Wayne was one of the keynote speaker for the CCC's Affiliates Conference called "Kiamsha," SAAC's 35th Anniversary, and the Campus Community Center & SPACES' Activist Send-Off Graduation.



A highlight for our Author in Residence Program was the book launch of "Filipinos in San Diego" by the Filipino American National Historic Society (FANHS) – San Diego and Prof. Judy Patacsil of Mira Mar Community College. A book launch, reception, and a presentation were held in the Comunidad for students, staff, faculty, and community members. Students from other colleges in the county also came to the presentation as it was offered as extra-credit for some of their classes.



For UCSD's Annual Asian & Pacific-Islander American Heritage Celebration, the Cross-Cultural Center collaborated with the Pacific-Islander Student, Staff, & Alumni Association (PISSA) for the Artist in Residence Program. A display of photographs was exhibited in the Gallery of activism by Kanaka Maoli (Native Hawaiian) for sovereignty. Alumni Hanalei Vierra coordinated a film presentation of "Hawai'i: A Voice of Sovereignty" where the director and producer of the film came to discuss the film and the issues Native Hawaiians are going through. The event had an attendance of over 120 students and community members.

SOCIAL JUSTICE AND DIVERSITY EDUCATION PROGRAM

The Social Justice and Diversity Education Program continues to engage students, staff, faculty, and community-based constituents in leadership development, community-building, social awareness and social justice training. Visits to the Center often involve elementary to college-level students year-round initiated by TRIO and Upward Bound programs both on and off-campus, community educators, and UCSD Alumni. The Center also regularly partners with departmental units such as The Office of Academic Support and Instructional Services (OASIS), Student Health Advocates, Student Promoted Access and Center for Educational Services (SPACES), The Center for Student Involvement (CSI), UCSD Extension.

Our signature programs include the annual Campus Community Centers - Cross-Cultural Center, Women's Center, Lesbian Gay Bisexual Transgender Resource Center - Social Justice Leadership Institute with Student Affairs personnel. To date this program has served nearly 60 student affairs staff members leading them through a weeklong intensive institute that builds professional, theoretical and practice knowledge of social justice practice.



Standouts this year include partnering with Housing and Dining Services, with a staff of over 500 members. The Housing and Dining Services Department line staff are located across food services, administrative and



managerial positions, housing as well as custodial services. These staff serves all sectors of campus constituents including undergraduate and graduate students, international students, staff, faculty, and community visitors. Based on input from a Housing and Dining Services Focus Group, the Cross-Cultural Center, with volunteer graduate student assistance, implemented a week-long series of workshops conducted in Spanish and English, the first of its kind and scope. Additionally, our Preuss Charter

School intern collaborated with us in connecting with her high school peers as part of a leadership class as well as providing input for the workshop content to be implemented (for a full list of Center trainings and workshops see Appendix Table 4.

DIVERSITY PEER EDUCATION PROGRAM

Our Diversity Peer Education Program is a team of 4 undergraduate student interns that fulfill several roles. In addition to representing the Center and articulating our mission, philosophy and story, the peer educators also provide tours to the Center, workshops, resources, and consultations for the campus community, serving largely the undergraduate student community. The peer educators are trained in facilitating dialogue around group dynamics, leadership, community-building, communication and work styles, and identity development. Requests for workshops often come from leadership groups across the colleges, residential life staff, visitors to the Cross-Cultural Center such as elementary and high school youth.



CONSULTATIONS

Cross-Cultural Center consultations often involve meeting with campus constituents to plan curriculum, leadership development workshop content and logistics. This year the Center was a key consultant with the Human Resources Cultural Competence Management Training Program (CCMP). The Director worked closely with EEO/AA staff and



CCC USAGE QUICK LOOK

CCC	371	17%
Com. Orgs	12	1%
Departments	706	35%
Staff Orgs	24	1%
Stud Orgs	880	44%
Total	1993	100%

staff education colleagues to conceptualize and develop a new module that will compliment campus existing diversity education program. Staff worked with a committee looking at everything from theoretical frameworks to concepts to implementing web based training for campus. Along with the above mentioned project the CCC receives

requests for other types of information and consultation. This ranges from campus staff consulting on programs all the way to site visit and helping with the establishment of similar type centers on other college and university campuses. This year involved over 94 hours of such consulting activities.

OPERATIONS AND FACILITY

Because of the physical space of the Center we are able to work with and provide a wide variety of programs and services to the UC San Diego campus. During the 2010-11 academic year the CCC had over 1,900 separate request and bookings serving at estimated attendance of over 58,000 people. These requests include student and departmental programs and events as well as special events and programs targeting

Staff Data (partial listing)

Networking
260 Hours

Training/Workshops
239 Hours

Committees
173 Hours

Outreach
136 Hours

Consult (on/off campus)
94 Hours

*See Appendix Table 6
for full listing*

staff. Of note is our ability to gauge our work with faculty and graduate students at the physical site. During the 10-11 academic year 10 faculty and 13 graduate students held office hours at the Center service almost 900 undergrad and graduate students.

The physical plant of the Center functions as a hub for internal programs but also is a key connecting site for much of the scope and reach of the Center. In previous sections of this report we delineated the events and trainings the Center engages. Much of this activity happens on site. Along with programming, students and staff can be found studying, conducting staff association meetings, and using the CCC mini-computer lab. These activities are rarely captured in reports but are critical to the community building and feel of the Center. The remainder of this section will examine other critical components of Center operations including staff workload data, our Art Space community gallery program, and our social media footprint.

STAFF WORK DATA USING EMS

Also new this year is the Event Management Software System (EMS) in which we were able to for the first time, gather data on staff workload and scope within the Center and across campus. CCC full time staff logged 3500 hours impacting over 6200 students, staff, faculty, and community individuals and programs (see side bar). By making new uses for the EMS software we can now track and see how staffs work directly impacts of our mission. For example Center full-time staff members were involved in over 50 campus committees during the 2010-11 academic year. Many of these committees are working directly to impact campus climate and to set up educational activities for campus as well as San Diego community members. For a full list of committee work see Appendix Chart 1.

ART & ACTIVISM

One of the most popular venues for artistic and creative expression is the Cross-Cultural Center Art Space. There are three designated spaces for art at the CCC, they include: Art Space, Conference Room, and Hallway. Each space is equipped with a complete gallery system for hanging art, which allows users to change art frequently and efficiently. The Art Space gallery also has installed picture lighting that draws more focus on each individual artwork. This is a multi-purpose room used for galleries, receptions, meetings, programming, and performance space. Hands on art activities and gallery exhibitions were among the most popular activities sponsored by the CCC. The community has always been excited about the art space and continues to be a central component of what we offer to the campus.

In contrast to most other art on campus, the Cross-Cultural Center Art Space focuses on using art as a way to learn and dialogue about issues of social justice. The Art Space was able to host and curate art work by students, staff, faculty and community members for a minimum duration of one week to a maximum of three months. There has been a wide range of various forms of art including murals, comics, paintings, design, film, music, dance, poetry, stories, art installations, photography, and electronic media.



Black History Month Exhibit
with Debra Odom



Reclaiming Alcatraz with David Ichelson



Día De Los Muertos

ART GALLERY RECEPTIONS	10/27/10	Reclaiming Alcatraz with David Ichelson
	11/2/10	Dia De Los Muertos
	2/23/11	Black History Month with Debra & Brea Odom
	4/13/11	unSpoken Word
	4/27/11	Igniting the Erotic
	5/24/11	Hawaii: A Voice For Sovereignty

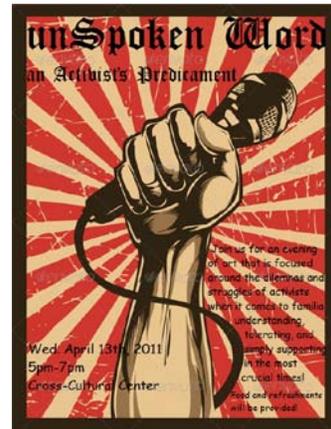
OTHER ART EXHIBITS AND PROJECTS	9/20/10	SAAC & Student Organizations T-shirt Gallery
	11/1/10	People Like Me Exhibit
	12/1/10	World AIDS Day
	3/7/11	Maureen Abugan Art Installation: International Women's Day
	3/14/11	Chris McCoy Project Display: La Jolla Jewish Community Center
	5/19/11	Community Art Project: Mural for All People's Celebration
	6/1/11	Jamez Ahmad Q-SAP Project: International Queer Films Collage

In 2005,
 persons aged 50 and over
 accounted for
 24 % of persons
 living with
HIV/AIDS.
 Increased
 from 17% in
 2001.

World AIDS Day Exhibit



People Like Us Exhibit



unSpoken Word

MARKETING AND IMPRESSIONS

Another key area of center outreach is our marketing efforts. The Cross-Cultural Center has increasingly been focusing on using various media marketing tools and internet-driven technology as a way to boost the Center's visibility. New developments include a Cross-Cultural Center Tumblr account where we post up-to-the-minute news, information on upcoming events, and upload articles to invite feedback from readers called the "Thought Spot". The Thought Spot is a space where we invite the entire community to reflect and provide thoughts on topics that we at the Cross-Cultural Center are currently thinking and talking about.

The CCC electronic newsletter (E-News) has received a fresh makeover in order to communicate content information more effectively and also keeping track of the "Click-through Statistics" to see what sort of information is popular among our readers. The E-News is pivotal for our other marketing tool because it connects our recipients to our Tumblr, Twitter, and website, which increases the activity of each of the marketing tools. Our latest tech application is our CCC Google Calendar and Google Docs. The CCC Marketing Intern is responsible for the maintenance of an online Events Calendar and the Art & Activism Intern maintains the Art Gallery Calendar. We also will be utilizing Google Docs, which would enable our users to download electronic forms for room requests and co-sponsorships.

In addition, the Cross-Cultural Center relaunched its website after undergoing a total renovation. The site is now more user-friendly, has a more streamline navigation, and interfaces other links and information much cleaner. These tools enable community members to stay up-to-date and in community with the CCC at the click of a mouse. Given the results from the CCC annual assessment indicating that the community finds out about CCC programs and events most often through on-line mechanisms, these tools will continue to become more important in marketing efforts.

Tool	Recipient/Subscribers	Annual Impressions
E-Newsletter	2,710	130,080
Website	Open	Est. 150,000
Tumblr	Est. 2,710	Est. 130,000
Twitter	Est. 2,710	Est. 130,000
Print Newsletter	460	1,380
Flyers & Calendars	500	5,000
Total	4,000+	546,460

CENTER SITE USE DATA

Along with keeping track of our social media footprint, the Center also uses our EMS systems to categorize types of usage in the physical location. This information allows us to understand how constituents and affiliates are using the site. This year we separated faculty use of the site from graduate student to see a more nuanced look at some the academic uses of the Center. As seen in the chart, the Center continues to be one of the most varied and used site on campus for connecting across campus lines and groups.

CENTER USAGE BY TYPE CHART

Types	Hours	Attendance	Note
Advising - Faculty	91	356	Two main departments used the Center for their Office Hours & group advising – Ethnic Studies and Literature – totaling 5 faculty. This included the CCC’s Faculty of Residence, Prof. K. Wayne Yang, who held group meetings and office hours.
Advising – Graduate Student/TA	149	542	Primarily used by Ethnic Studies graduate students, this included both ad-hoc, formal, and group advising. The number of hours and students are not fully noted as this is per room reservation. Many graduate students held office hours in the Library or the Lobby and did not formally request a room. 11 graduate students held office hours in the CCC.
Advising – Staff/CAPS	127	150	This included the hours intake hours done by psychologist from CAPS and staff who conducted interviews for research. 3 CAPS psychologist held intakes in the CCC including the CAPS representative to the Campus Community Centers who had office hours every Thursday afternoon.
Board/Planning Meeting	1003	7278	Staff and student organizations met in the Center to plan their events and programming. Over 20 student organizations utilized the space for their board meetings.
Class – Academic	209	3516	Academic classes this year included courses from Critical Gender Studies, Ethnic Studies, and Literature.

Class - Department	372	11146	Center for Communication & Leadership, under the Center for Student Involvement, held workshops ranging from public speaking workshops to resume building classes.
Class – etc.	37	110	This included one day seminars that were not reoccurring held by faculty in Ethnic Studies and Literature. This also included staff development classes done by different staff associations.
Conference	140	1560	Student organizations working with the Student Promoted Access Center for Education & Services (SPACES) held workshops in the Center for their high school conference. 7 student organizations held workshops in the CCC for their high school conference. This number also included the “Teaching Diversity Conference” that was co-sponsored by the CCC with the help of Muir College and other departments.
Department Event	394	3287	California Cultures in Comparative Perspective Program, Critical Gender Studies, Ethnic Studies, and Literature had symposiums in the Center for their speakers and their graduate students.
General Meeting	903	11232	Affiliated student organizations like Kaibigang Pilipino (KP), Movimiento Estudiantil Chican@ de Aztlan (MEChA) , and the Muslim Student Association (MSA) held General Body Meetings that held at times more than 100 students per meeting.
Lecture/Speaker	127	1251	These events include department, student organization, and CCC co-sponsored speakers that were held in the Center and open to the general public. This included the CCC’s Authors in Residence where different faculties from different departments presented their book/papers in the CCC.
Presentation	102	2335	The Social Justice LENS & FAAR Program captured different presentations ranging from art exhibits, book readings, film discussions, and cultural presentations.
Student Event	52	855	This included work parties before major events and study groups done with SPACES interns and student organizations.
Training/Workshop	544	3487	The Diversity Peer Educators worked with the Center for Student Involvement to hold workshops in the Center.
University Event	12	150	A highlight of this reservation is working with Art Power! holding small dialogues and snacks with the artist being hosted by the department.
Other	416	6450	This included reservations that included wellness programs and art programs held in the CCC.
Total	4674	53705	

CONCLUSION

As this annual report shows, the Center continues to grow in our internal programming and evaluation areas as well as our reach to campus groups. We are particularly proud of our expanded work this year in the Diversity and Social Justice Education program. Expanding on our work in campus wide training efforts is definitely an area for future growth. Our internship program also continues to be our strongest and deepest contribution not only to personal student development but to the scope and reach that the interns provide for the Center.

Thank you for taking the time and energy to review this 2010-11 summary. Staff of the Center would enjoy and appreciate any feedback.

APPENDIX

INTERN SELF INITIATED PROJECTS (TABLE 1)

Interns	Self Initiated Project
Bianca Harlow	Project: Come See Me
Brianna Marquez	Event: Ignite the Erotica: Mapping Queer Womyn of Color Counter-Narratives
Genesis Gomez	Events: Wellness week: Wellness breakfast, Smoothie workshop, Yoga and meditation, Salsa lesson, Arts and Crafts, Self-care dialogue group
Hardeep Jandu	Project: Circle One (Reflective journal)
James Small	Project: White Privilege blog
Jasmine Phillips	Event: Kiamsha Conference
Jennifer Romero	Event: Unspoken Word
Jerel Boyd Vega	Project: Ethnic Studies 98/198 Class- “Positively No Filipinos Allowed”
Veronica Gonzalez	Event: Invisible Students

CENTER PROGRAMS 2010-11 BY DATE (TABLE 2)

	9/20/10	Block Party
	10/14/10	Breather Series: (Re) Create and Decorate
	10/14/10	Transfer Student Social Hour
	10/21/10	“Reel Injun” Film Screening
	10/22/10	Breather Series: Yoga Workshop
	10/27/10	Reclaiming Alcatraz with David Ichelson
	11/4/10	Breather Series: Swing Dance Workshop
	11/4/10	Affiliates Program
	11/19/10	Transfer Student Forum
	12/6/10	Stress Less Study Jam
	1/14/11	Transfer Student Coffee Hour
	1/19/11	Images of America: Filipinos in San Diego
	1/28/11	Transfer Student Social Hour
	2/11/11	Transfer Coffee Hour
	2/14/11	Breather Series: Tees and Totes

CCC INITIATE	2/17/11	Transfer Student Financial Aid Workshop
	2/18/11	Transfer Student Financial Aid Workshop
	2/23/11	Black History Month with Debra & Brea Odom
	2/24/11	“Mountains That Take Wing” Kochiyama & Davis Film Screening
	2/25/11	Transfer Student Coffee Hour
	3/3/11	Breather Series: Meditation Workshop
	3/14/11	Stress Less Study Jam
	4/9/11	Freshman Admit Day Open House
	4/9/11	Freshman Admit Day Affinity Receptions
	4/14/11	Transfer Student Forum
	4/22/11	Transfer Student Graduate School Panel
	4/26/11	“Roots in the Sand” Film Screening
	5/5/11	Transfer Student Social
	5/7/11	Transfer Student Admit Day Open House
	5/19/11	All People’s Recognition Ceremony
	5/20/11	Alumni Roots Project
	5/26/11	Walk It Out: A Community Senior Send Off
	6/6/11	Stress Less Study Jam

CCC INTERN	10/29/10	“Caramel” Film Screening
	11/2/10	Dia De Los Muertos
	1/13/11	Thai Pongal
	1/22/11	Kiamsha Leadership Conference
	2/15/11	“Al Otro Lado” Film Screening
	2/17/11	Fair and Lovely
	3/3/11	One Year Later
	3/5/11	Beyond La Jolla- “Race” Exhibit at Balboa Park
	4/13/11	Unspoken Word
	4/14/11	Invisible Students
	4/27/11	Ignite the Erotica: Mapping Queer Womyn of Color Counter-Narratives
	5/4/11	Deconstructing Disney
	5/11/11	“Persepolis” Film Screening
	5/23/11	Breather Series: Wellness Breakfast
	5/24/11	Breather Series: Smoothie Workshop
	5/25/11	Breather Series: Yoga and Meditation Workshop
	5/25/11	Breather Series: Salsa Dancing Workshop
	5/26/11	Breather Series: Arts and Crafts
	5/27/11	Breather Series: Wellness with Dr. Cat Thompson

SPONSORSHIPS	8/7/10	Summer Bridge Reception
	9/22/10	In Da House
	10/21/10	Office of Graduate Studies Diversity Dinner
	10/21/10	Cheryl Harris Talk
	10/26/10	Black Grad Student Mixer
	10/26/10	“House of Su” Film Screening- SDAFF
	10/27/10	Social Justice Reading Circle
	10/28/10	Tom Hayden Talk
	11/5/10	Paths to PhDs- Psychology and Related Programs
	11/8/10	UJIMA Reception
	11/16/10	5 th Annual Staff Associations Diversity Luncheon
	11/30/10	Paths to PhDs- Psychology and Related Programs
	2/3/11	RESPECT Campaign Social Justice Reading Circle
	2/8/11	“For Colored Girls” Film Screening
	2/17/11	President’s Day Forum
	2/21/11	MLK Parade
	3/29/11	Neferti Tadiar Talk
	4/11/11	Lalo Alcaraz
	4/19/11	Transgender Film Festival
	4/21/11	Community Seder
	4/28/11	Rethinking Israel-Palestine: Building Bridges at Home and Abroad
	5/11/11	APIA Grad Student Social
5/20/11	State of Asian America	
5/24/11	Hawai’i: A Voice of Sovereignty	

TRAINING AND CONSULTATION 2010-11 BY ACTIVITY TYPE AND DATE (TABLE 3)

Fall Date	Activity
10/05/10	Muir Residents: Have You Ever Wondered?
10/05/10	Celebration of Abilities Tabling
10/11/10	Passport to Leadership
10/18/10	English as a Second Language
10/20/10	Express to Success
10/21/10	Reel Injun Film
10/28/10	Passport to Leadership: What Would You Do?
11/02/10	Express to Success: Watch Your Language
11/03/10	US Culture, Diversity and Inclusion
11/09/10	6 th College Challenge Day
11/10/10	“A” Program SARC Student Legal Services
11/13/10	APSA High School Conference
11/16/10	Revelle: Emerging Leaders Program

Winter Date	Activity
1/22/10	Kiamsha Conference: Social Justice
1/25/10	Passport to Leadership Self Reflection
1/29/10	Kaibigang Pilipino High School Conference
2/03/10	Thurgood Marshall Leadership Challenge
2/12/10	MEChA High School Conference
2/16/10	Tim Wise Speaker Presentation
Spring Date	Activity
3/31/11	Kaibigang Pilipino
4/15/11	English as a Second Language Course
4/21/11	Community Freedom Seder
4/28/11	Muir College Transfer Orientation
4/28/11	Sister Talks
5/02/11	Revelle Residential Life Staff
5/10/11	Student Health Advocates
5/21/11	Queer People of Color Conference

STAFF TRAININGS AND WORKSHOPS (TABLE 4)

Date	Activity
Summer 2010	Social Justice Institute
3/22/11	Housing and Dining Services Spanish
3/23/11	Housing and Dining Services English
3/23/11	Housing and Dining Services Spanish
3/24/11	Housing and Dining Services Spanish
3/24/11	Housing and Dining Services English
5/18/11	Council of Student Advisors Workshop
5/21/11	Agents of Change Eleanor Roosevelt Leadership Training
5/23/11	Scripps Institution of Oceanography GDAWG Tour and Outreach
5/26/11	Preuss Charter School Training

CONSULTATIONS (TABLE 5)

Date	Contact
August 2010	Cultural Competence Management Training Program (CCMP) (yearlong) University of California Irvine Cross-Cultural Center Director Center for Student Involvement Web based training
September 2010	6 th College Dean of Students NASPA Conference Proposal Review Teaching Diversity Leadership Conference Multicultural Center California State University Sacramento Center for Student Involvement Office for the Prevention of Harassment and Discrimination Director of University Art Galleries and Visual Arts Department

October 2010	Education Studies, JDP Faculty Search Committee Associated Students VP of Diversity Dulce Dorado, Office for Students with Disabilities and International Center Research Project Faculty University of San Diego Graduate students Music and Anthropology
December 2010	Faculty member Department of Communications Education Studies Course, CSU San Marcos
February 2011	Dr. Koutsenck- Cultural Competence Training for City Criminal Justice Dept. UC Merced Multicultural Affairs Program Office Sam Solomon, Center for Student Involvement
March 2011	University of Arizona Dean of Students Wellness Cluster Union of Jewish Students, Seder
April 2011	Graduate Student Master Thesis, Music
May 2011	Gracelynn West, Diversity Workshop Rey Guerrero, ERC Workshop UC Davis, Cross-Cultural Center

CENTER STAFF OUTREACH AND IMPACT (TABLE 6)

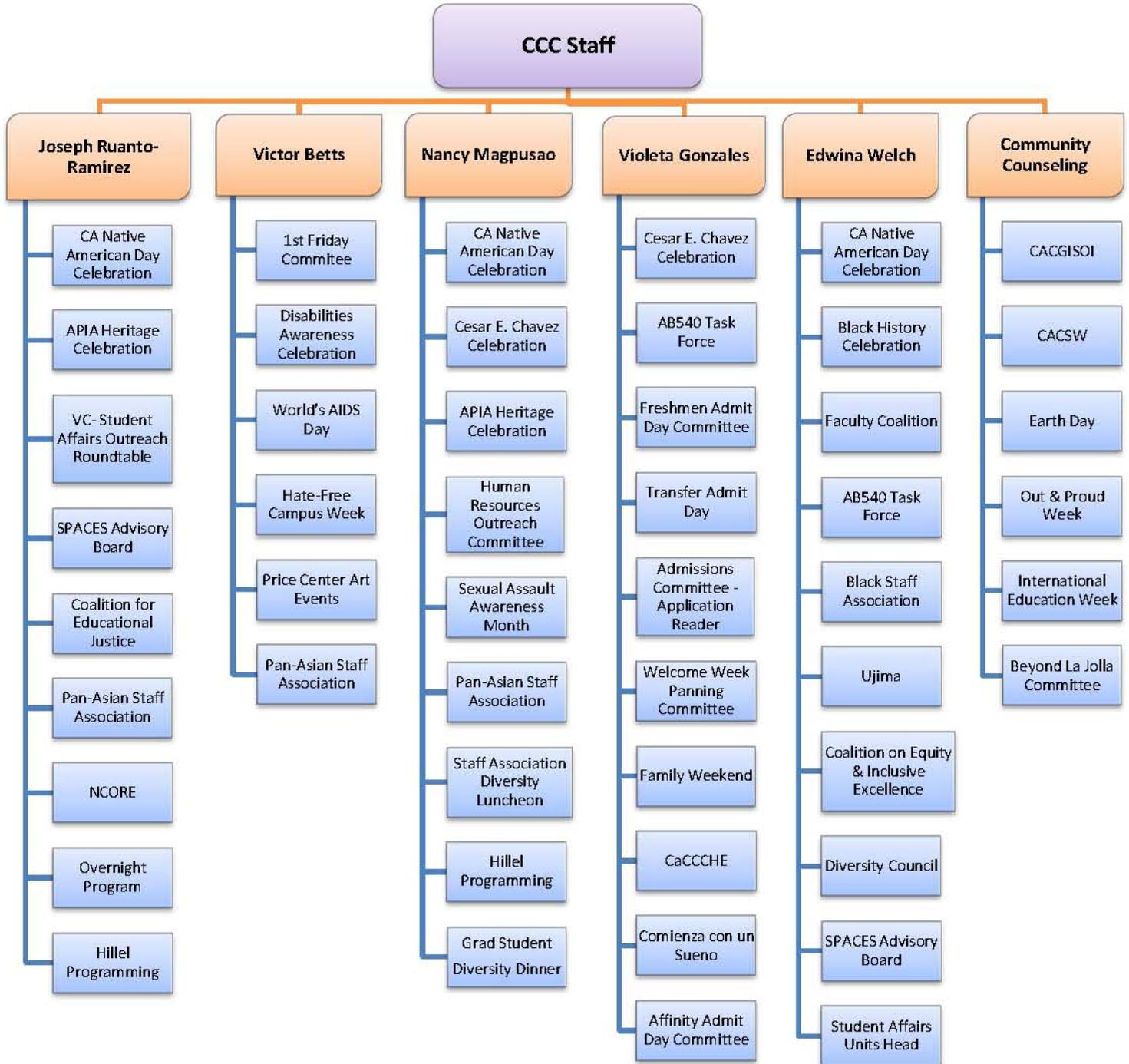
Types	Consultation		Committees		Networking		Outreach		Training/ Workshops		Total
	B	H	B	H	B	H	B	H	B	H	
Staff	B	H	B	H	B	H	B	H	B	H	H
Edwina Welch	34	53.25	66	96	26	60.5	35	53.75	24	84.5	348
Violeta Gonzales	4	9.5	28	36	16	30.25	8	22.25	7	50.75	148.75
Nancy Magpusao	21	16.5	7	6.5	9	24.5	18	26.5	11	17	91
Victor Betts	6	9	16	15.25	12	25	14	25.25	11	82.5	157
Joseph Ramirez	7	5	15	18.25	38	81.5	4	5.5	1	2.25	149.75
Total	72	93.25	132	172	101	259	79	133.25	54	237	894.5

B: Bookings (numbers of instances staff entered request into EMS)

H: Hours (total staff hours on activity/event)

STAFF COMMITTEE WORK 2010-11 (CHART 1)

UCSD Cross-Cultural Center
Staff Affiliation Chart



RELATIONSHIPS GRID 2010-11 (CHART 2)

