



Cross-Cultural Center 2012-2013

A unit of Equity, Diversity and Inclusion at UC San Diego

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Acknowledgements

The Cross-Cultural Center's creativity, viability, and visibility is only possible through the energy, support, hard work, and creativity of individuals, staff, departments, and the community members who everyday make the Center a home environment for all. CCC staff gives specific thanks and acknowledgement to interns and staff who have set a high bar for support and excellence during the 2012-13 academic year.

Our student intern staff continues to be the glue and energy that grounds the Center. They help us ask questions about advocacy, justice, and community. Thank you so much for your work, dedication, and passion. The Center continues to enjoy community and organizational growth directly because of your work.

Erina Alejo	Sulayman Jawaid
James Lee	Jennifer Maldonado
Angelica Perez	Kevin Pham
Maggie Quan	Ernesto Reyes
Neftali Valle	Jahmese Fort (Graduate Climate Intern)
Foad Abdi (Preuss)	Jesse Cardenas (Preuss)
Brie Harris (Preuss)	

Special thanks to Christopher Datiles who joined our staff on an interim basis this year. Christopher, you came to the Center at a critical time and supported the students, departments, and CCC staff through help with two major state and national conferences. You were also instrumental in assisting with the campus strategic planning process and support for the new Vice Chancellor, Equity, Diversity, and Inclusion Office. Thank you for lending your expertise and care during the 2012-13 year. We are very glad to continue to call you a campus colleague.

Finally we would like to offer special thanks and recognition to Dr. John "Jody" Blanco, our 2012-13 Faculty-in-Residence. Dr. Blanco, thank you so much for sharing your talents, insights, and heart with not only students who frequent the Center, but staff as well. Your inspirational talk during our 3rd Annual Affiliate Conference helped students connect community empowerment to academic interest in exciting ways. Also, your workshops and public class lectures set a new standard for faculty events going forward. We appreciate your continued support for the Center and want to publically thank you for all your work and dedication.

Report Summary

Much of our work at the Cross-Cultural Center is viewed through a prism linking community engagement, theoretical frameworks, and the belief that social justice and diversity must be engaged and lived through day-to-day interactions. We know that people must be willing and able to negotiate historical and complex social relations, power structures, as well as continue the resistance to the status quo for personal and institutional change to occur. This mission

requires the Center to focus on internal transformation, the impact on larger institutional structures, and our influence on campus climate.

The ultimate goal of the Center is to enhance the personal and professional growth of all students, staff, faculty, and most particularly, individuals from underrepresented and underserved communities. Founded in 1995, the Center continues to change and grow each year in direct relation to the change and growth of UC San Diego.

The remainder of this report will address a more in-depth look at each function. Below are a few highlights that bear mentioning. Staff of the Center welcome comments and feedback on this report, as well as the work of the Center in general.

Center Highlights from 2012-13

- During 2012-13 our faculty engagement work increased significantly. Along with showcasing current UC San Diego faculty research, the CCC also worked with faculty from other campuses to offer academic insight on diversity for eleven different workshops and presentations.
- The Center made inroads to examining pedagogical and teaching practices and increased graduate student engagement in new ways. Staff led workshops and practicals on critical pedagogy; working with the graduate campus climate intern, we instituted a *Works in Progress* (WIP) quarterly series, and numerous workshops and events aimed at increasing graduate student engagement with the Center
- Center staff was involved in over 400 hours of training impacting 850 students, staff, and faculty. Trainings included Cultural Competency Management, work styles, and social justice education to name a few
- The Center was also proud to work with and support student affiliate organizations as they planned and implemented three large scale state and national conferences- Queer Pinoy/Pinay state-wide, Afrikan Black Coalition national, and M.E.Ch.A. national conferences. These conferences, organized by the respective student organizations with support from the CCC and other offices, were at least 3-days in length and served over 2,300 students from the campus and around the country
- In alignment with the new division for the Vice Chancellor for Equity, Diversity, and Inclusion (VC-EDI), the CCC participated in the system wide climate survey and the campus-wide strategic vision processes through supporting town halls, focus groups, and listening sessions

Education

As the 2012-13 academic school year launched, UC San Diego embarked on a campus-wide planning process aimed at setting a collective vision for the future. Working under the auspices of the Vice Chancellor for Equity, Diversity, and Inclusion, the Cross-Cultural Center was involved in a number of town hall meetings and input sessions over the course of the academic year. Our participation in the campus process shaped Center programs, services, and helped reaffirm our program goals. In alignment with UC San Diego’s strategic campus goals, the Cross-Cultural Center’s educational program continues to branch out to new groups, while sustaining existing relations with students, staff, faculty, and community groups. Distinguishing features of our education programs are the breadth of activities, the diverse constituents, and the interconnecting, social justice framework. These characteristics, combined with the Center’s educational thrust in 1) program planning, 2) outreach, and 3) training, support the current UC San Diego’s campus strategic planning process particularly in the initiatives listed below:

- Offering well-rounded education and experiences to further develop students in solving problems, leading and innovating in a diverse and interconnected world;
- Developing, adapting, and adopting new forms of pedagogy;
- Being a diverse and inclusive community of scholars where learning is accessible and affordable to all

The following are the program initiatives, housed within the Center, each with objectives of increasing social consciousness, promoting self-awareness, and of empowering self and community.

Faculty Activities 2012-2013		
<i>Name of Event</i>	<i>Professor & University</i>	<i>Constituents</i>
“Relocations: Queer Suburban Imaginaries” (book launch)	Prof. Karen Tongson, Gender Studies (University of Southern California)	Literature Dept, Ethnic Studies Dept, Critical Gender Studies, Kaibigang Pilipin@ (KP)
“Articulate While Black: Barack Obama, Language, and Race in the U.S.” (book launch)	Prof. H. Samy Alim, Anthropology and Linguistics (Stanford University)	Communication Dept, Ethnic Studies, Critical Gender Studies, African American Studies Minor, Black Staff Association, Black Student Union
Women of Color in the Academy (UCSD faculty presentation)	Prof. Dayo Gore, Ethnic Studies Prof. Frances Contreras, Education Studies Prof. Amanda Solomon, Literature Dept.	Students and staff

(chart continues on next page)

“Puro Arte: Filipinos on the Stage of Empire” (book launch)	Prof. Lucy Mae Burns, Asian American Studies (UCLA)	SPACES, Kamalayan Kollektive
“The Chicana Canvas: Doing Race, Class, Gender, and Sexuality Through Tattooing in East LA” (presentation)	Prof. Xuan Santos, Sociology (CSU San Marcos)	Cesar E. Chavez Celebration, Movimiento Estudiantil Chican@ de Aztlán, Critical Gender Studies, Chicano/a Latino/a Arts & Humanities Program Minor
“Achieving Equity for Latino Students: Expanding the Pathway to Higher Education through Public Policy” (book launch)	Prof. Frances Contreras, Education Studies	Cesar E. Chavez Celebration, Movimiento Estudiantil Chican@ de Aztlán
“Compadre and Kasama: Moments of Pin@y and Chican@ Solidarity” (presentation)	Prof. Amanda Solomon, Literature Dept.	Cesar E. Chavez Celebration, Asian & Pacific Islander American Heritage Celebration, Chican@/Latin@ Staff Association, Pan-Asian Staff Association
“The Nanjing Massacres: Poems” (book launch)	Prof. Wing Tek Lum (University of Hawaii, Manoa)	Asian & Pacific Islander American Heritage Celebration, Chinese Studies
“Beyond the Model Minority: What’s Really Going on with Asian American Students in College” (presentation)	Corinne Kodama (Loyola University)	Asian & Pacific Islander American Heritage Celebration, VC Equity Diversity & Inclusion, VC Student Affairs, Pan-Asian Staff Association
“Aloha America: Hula Circuits Through the U.S Empire” (book launch)	Prof. Adria Imada (Ethnic Studies)	Asian & Pacific Islander American Heritage Celebration, Ethnic Studies, Asian & Pacific-Islander Student Alliance



Dr. Amanda Solomon



Dr. Samy Alim with BSU



Dr. Sophal Ear with CCC Staff

Social Justice L.E.N.S: Leadership, Education Engagement, Networking & Service in Community

The Social Justice L.E.N.S. Program (SJL), an educational focus featuring films, campus, and community speakers, aims to create social awareness of topics relating to structural inequities, access to resources, while engaging audiences in learning and critical thinking. Program participants benefit from hearing different perspectives within a particular framework that locates and names power, privilege, position, and perspective across identities and through institutional systems. In doing so, participants are exposed to an expanded awareness of social disparities and ways in which communities differentially navigate challenges and access to resources. The overall objective is to raise social consciousness, empower audiences with knowledge and intellectual exchanges, and to identify ways to exercise individual and group agency.

Social Justice L.E.N.S. Programs 2012-2013

“Swastika and Jim Crow” Film Presentation

“Politically Incorrect Cartoons” Film Presentation

Dr. Sophal Ear: *The End/Beginning: Cambodia*

SJE Presents: *What’s Love Got to do with It?*

Faculty Engagement

As part of our faculty engagement process, the CCC seeks to work with both the UC San Diego and overall community to invite faculty, authors, and artists to be part of the Center programs and events. Our faculty engagement has three components: 1) a year-long partnership with one specific faculty member (Faculty-in-Residence), 2) author and artist presentations and art receptions, and 3) faculty informal panels and receptions that engage faculty with staff and students.



Our Faculty in Residence Program (FAR) invites one current faculty member to be a mentor to students, offer program support to the Center, hold office hours and classes, and co-sponsor events open to the community. The 2012-13 Faculty in Residence was Professor John “Jody” Blanco from the Literature Department. Prof. Blanco started his CCC residency by having an open class inviting students to learn about solidarity movements in San Francisco/Bay Area around the closing of the International Hotel (I-Hotel) in downtown San Francisco. He also worked closely with the student organization Kaibigang Pilipin@ in developing curriculum around Pilipin@ American identity and social justice. He conducted a town hall addressing

issues of racism, discrimination, and community building with other marginalized communities.



He continues his residency until Fall Quarter of 2013 as faculty advisor for the national Critical Filipina/Filipino Studies Symposium, inviting other Pilipin@ American faculty and graduate students to attend a two and half day program on theoretical frameworks and new practices.

New this year, the Cross-Cultural Center hosted a Faculty Meet and Greet Mixer in Fall 2012, which involved over 12 faculty from a variety of disciplines including Music, Mathematics, Ethnic Studies, and Literature. This program was co-presented with our sister Centers the LGBT Resource Center and Women's Center.

Staff Engagement

Another key area of Center program priorities is working to improve climate and retention for UC San Diego staff members. Our outreach to staff in professional development and enrichment broadened in 2012-13. An example of one such program is the Cross-Cultural Center department collaboration with Sexual Assault Resource Center (SARC) and the staff associations to provide *Bystander Intervention Training (BIT)* in winter 2013. This training had over 25 staff members in attendance. The workshop included interactive skill-building and strategies to address and challenge beliefs concerning safety, gendered perceptions, and taking action, using scenarios and small-to-large-group discussions.

The CCC was able to collaborate directly with staff associations to meet community specific programs needs during 2012-13. A few key examples follow:

- *President's Day Forum* was held in winter quarter with the support of several staff associations and a presentation from the Vice Chancellor for Equity, Diversity, and Inclusion. This featured a panel of local community leaders exchanging perspectives of policies impacting our socioeconomic and cultural environment.
- The CCC supported and was involved in several presentations on the topic of *Grossing Up: Taxation for Domestic Partner Benefits* with members from the Chancellor's Advisory Committee on Gender Identity and Sexual Orientation Issues (CACGISOI). A presentation was provided to department unit heads, the general staff community, and Human Resources personnel, totaling over 50 campus staff employees in key policy-making and leadership positions throughout spring quarter.

In spring, the Cross-Cultural Center invited former UCSD staff member Corinne Kodama, to address a full room of diverse and engaged staff on the topic of *Debunking the Asian Model Minority Myth in Academia and Family*; a workshop that discussed popular representations of Asian communities in media, institutions, and history to build awareness of the connections of academia, family, and workplace.

The Staff Associations Diversity Luncheon, traditionally held in fall quarter, is a popular signature program that staff members continue to look forward to each year for its distinct share of festive music, diverse cuisine, community and student cultural presentations, motivational keynote speaker, and to increase membership for the staff associations. The Cross-Cultural Center initiates this annual event with the Pan-Asian Staff Association, Black Staff Association, and the Chicano/Latino Staff Association. This year is unique in that we expanded our collaboration with the Native American Council and Lesbian, Gay, Bisexual, and Transgender Staff and Faculty Associations. Volunteer staff, community, and members of student organizations, such as Black Student Union this year, served over 100 UC San Diego staff members.



These above programs have laid out the path to officially launch the Staff Training and Research (STAR) Program in the upcoming 2013-14 academic year. The goal of the STAR Program is to tap into the talents of UC San Diego staff to present topics that enrich professional development among the staff community. This new program meets criteria in the Strategic Plan of Education, Outreach, Leadership, Resources and Services and Research and Assessment.

Graduate Student Engagement

Graduate student engagement this year increased with the Cross-Cultural Center's collaboration with graduate student teachers and the Office of Graduate Studies. Two programs in particular highlight the need to address critical pedagogy and facilitation in classroom management. This year, the Cross-Cultural Center consulted with Writing Teacher Assistants to address tools in managing classroom dynamics and learning. Tips on syllabus content, language framing, setting the tone for learning expectations, and facilitation of student-teacher dialogue, were among the topics discussed in the workshop. In addition, the Cross-Cultural Center participated in a graduate student-led practicum in the spring quarter on the topic of Rethinking Pedagogy with discussions relating to models of teaching and learning, as well as the role of active student voice in knowledge and curriculum production. The Cross-Cultural Center Social Justice Educators presented a workshop on the *Pipeline to Higher Education*, describing scenarios based on actual experiences of educational trajectories for underprivileged students in their high school years and roles that teachers, counselors, family, peers or surrounding institutions play in pathways to higher learning.



Moreover, our Graduate Campus Climate Intern, Jahmese Fort, played a crucial role in outreaching to graduate students across diverse academic disciplines and bringing these students together for research presentations and academic exchanges. Jahmese coordinated the Annual Graduate Student Diversity Dinner and oversaw programming and logistics for the newly appointed program series, Works in Progress (WIP), an interdisciplinary space for graduate students to gain presentation experiences, receive productive feedback for their academic pursuits, and to feature the research studies of current UC San Diego graduate students. Jahmese launched the program with a theme in performance and identity. This program provided a call for audience members to think critically about ways bodies are identified, marked, and consequently cast in an effort to push for educational awareness, social equity, and access.



Graduate students have also been called to serve as presenters for Cross-Cultural Center programs, such as *Desi in American: Discussing Our South Asian American Identities*, and the Psychology Department’s program, *Paths to PhD’s*, as well as the annual Asian and Pacific Islander American Heritage Celebration. Moreover, graduate students continue to utilize the Cross-Cultural Center for reading and writing groups, holding office hours, and dissertation defenses. The connection between graduate students and the Cross-Cultural Center benefits the campus community in several ways: the presence of graduate students increase the pool of available academic and research resources, it creates valuable networking among students, staff, and faculty, and in student retention. This year, we collaborated with graduate students in the following ways:

- Folkloric Studies Conference with Communication
- Graduate Student History Conference
- Muir Writing Graduate Student T.A.s Classroom Management
- Graduate Student Practicum: Rethinking Pedagogy
- Paths to PhD’s Panel Presentation and Undergraduate Student Outreach
- Office of Graduate Studies Collaboration: The End/Beginning Cambodia: Dr. Sophal Ear
- Graduate Student Panel, Asian and Pacific Islander American Heritage Celebration
- Graduate Student Diversity Dinner
- Graduate Student Jahmese Fort - Works in Progress (WIP) fall, winter, spring
- Equity Diversity Inclusion Focus Group
- Desi in America: Discussing Our South Asian American Identity
- Edge Conference
- SD Rescue Mission Drive for MLK Community Service
- Martin Luther King Parade March

Outreach

The Cross-Cultural Center continues to support outreach through 1) community consultations and networking 2) campus-wide committee service, 3) training and 4) cross-cultural presentations and tabling. Our outreach spans with interactions across the greater community of San Diego and beyond. This year we collaborated with Student Promoted Access Center for Education and Service (SPACES) and Office Academic Support and Instructional Services (OASIS), as well as UCSD Alumni to reach out to K-12 youth and educators visiting our campus. With SPACES and the Student Affirmative Action Committee (SAAC) organizations, the CCC facilitated presentations and workshops for four high school conferences, two shadow day programs, and multiple campus visits. In addition, we work and consult with community-based organizations, such as Teach for America San Diego, and implement workshops with local elementary and high schools.

One example of Center work with community partners was the *In Our Backyard* program, initiated by one of the student interns. This program examined local efforts for ending poverty within the San Diego community. Using a 'micro finance' grounding, professors from University of San Diego, along with local non-profits (EPTEAM Network @UCSD, Foundation for Women, La Maestra Foundation, Micro Loans for Mothers, United Nations Association SD, and Women's Empowerment), discussed the issue of small business struggles and class inequalities in the business setting were addressed. The program was a success and helped current UC San Diego students learn about economic issues within the local San Diego area, as well as expose students to opportunities for involvement outside the campus arena.



High Tech High



MLK, Jr. Day of Service, Parade



Teach for America, San Diego

Campus-wide Committee work CCC

Another way the Center engages in outreach efforts is our involvement on campus-wide committees. For 2012-13, the Cross-Cultural Center staff participated in over 300 hours of committee activities to include eleven search committees for campus departments, participation in campus-wide educational awareness programs, and event planning for cultural heritage months. One example of our committee involvement this year was our work with the new Triton Community video project. Staff was involved with other key campus departments in developing an introduction web-based training on diversity and the Principles of Community for all 2013-14 incoming first-year and transfer students. The project set the stage for incoming students about campus climate values and resources to get involved. Staff was also involved in

campus-wide planning for Triton Day, cultural heritage months, and retention focus groups to name a few.

Consultations and Networking

Additionally, the Cross-Cultural Center staff consulted with campus constituents in areas of programming, curriculum for leadership, course content, personal conflicts, and organizational development. Off campus, the Cross-Cultural Center provided consultation and referrals to community-based individuals and groups on topics of cultural values, identity, social justice workshops, essay and literary advising, and diversity training. For example, the Cross-Cultural Center staff consulted with high school teachers on a workshop addressing communication and diversity, as well as for attorneys who needed cultural context for clients. The Center also hosted a visit from the University of Wisconsin-La Crosse. During this visit we were able to share best practices and some of the unique programs offered at UC San Diego. We hope to expand our relationship with other cultural, gender and sexuality, and student centers that strive to address the needs of historically underrepresented and underserved student populations.



Outreach 2012-2013: Presentations, Trainings, Tablings	
Date	Group
August 4, 2012	Summer Bridge
August 17, 2012	Summer Bridge Tabling
September 6, 2012	School of Medicine Tabling
September 19, 2012	OGS Student Services Fair
September 19, 2012	Office of Graduate Studies
September 24, 2012	Student Services Fair
September 24, 2012	BSU Black Connections
September 25, 2012	CCC Block Party Tabling
September 26, 2012	M.E.Ch.A. Orientate
September 26, 2012	LGBTRC Q Camp
September 26, 2012	Women’s Center Welcome Week Fest
September 26, 2012	In Da House Summer bridge Reunion
October 10, 2012	Celebration of Activities
October 27, 2012	Family Weekend
February 15-17, 2013	Afrikan Black Coalition National Conference
March 21-24, 2013	M.E.Ch.A. National Conference
March 23, 2013	Financial Aid Outreach, Reality Changers Office
March 26, 2013	5 th Annual Women’s Conference

Training

Training involving Cross-Cultural Center staff occurs at multiple, intersecting levels that connect and reconnect to programmatic activities and outreach components. These levels of training include 1) in-house or Center staff facilitated training, for student staff, 2) trainings in which campus staff from departments provide resources for Center staff, and 3) workshop trainings the Cross-Cultural Center staff implements trainings for campus and community-based groups. All these trainings involve varying levels of consultation, collaboration, and content planning in order to meet UC San Diego’s education initiatives:

- Create an engaging and embracing environment for students with personal, academic, and career advising and mentorship
- Rethink curriculum, pedagogy, and education delivery mechanisms, including technology enhanced learning
- Strengthen co-curricular experiences and activities
- Enhance equity, diversity, and inclusion on campus

Overall Outreach Activities 2012-13			
<i>Activity Type</i>	<i>Hours</i>	<i>Participants</i>	<i>Descriptions</i>
Consultation	132	236	Meeting with new staff on campus, information inquiry from other campuses, diversity incident brainstorming, staff expertise in program planning, etc.
Networking	262	365	Attendance at campus-wide event programs, and activities in the larger San Diego community
Direct Outreach	145	1447	Tabling at events, tours of the Center, community presentations
Training/ Workshops	363	563	Planned trainings on a variety of topics including general diversity, communication styles, conflict and group management
Committee Work	313	265	Staff participated in over 11 search committees, also involved in campus-wide planning for Triton Day, heritage months, access and retention, and campus-wide strategic planning process
All Campus Community Trainings	57	322	Building community for social justice practice 5-day institute, cultural competence training
Totals	1272	3198	

Social Justice Peer Education Programs

The Cross-Cultural Center’s Social Justice Educators (SJE) are student interns that help facilitate peer trainings, dialogues, and workshops for UCSD students, staff, faculty, and the overall San Diego community. The SJE Program assists groups and organizations with facilitated dialogues around social justice, diversity, communication, teamwork, critical pedagogy, and leadership

development. Social Justice Educators also represent the Cross-Cultural Center in group presentations and dialogues for campus organizations, K-12, and community groups. During the 2012-13 academic year, the Social Justice Educators conducted over 30 workshops presenting to over 400 individuals.

SJE Workshops and Presentations 2012-2013	
TOTAL: 31	
<i>Fall Quarter</i>	<i>Group</i>
October 10, 2012	Celebration of Abilities
October 18, 2012	In the Light of Reverence Film
October 24, 2012	Social Identity Wheel
November 3, 2012	Queer Pin@y Conference
November 4, 2012	Asian and Pacific Islander Alliance High School Conference
November 8, 2012	Cross-Cultural Center Affiliates Mixer
November 20, 2012	Revelle Emerging Leaders
November 28, 2012	Chinese Scholars
<i>Winter Quarter</i>	<i>Group</i>
December 5, 2013	GEAR Up
January 16, 2013	California State University San Marcos
January 25, 2013	Cross-Cultural Center Affiliates Conference
February 2, 2013	Kaibigang Pilipino High School Conference
February 7, 2013	Workshop Survival Kit, Maggie Quan Student Initiated Project
February 14, 2013	Kearny High School Students
February 16, 2013	Afrikan Black Coalition Conference
February 20, 2013	UCSD Triathlon Team
February 23, 2013	M.E.Ch.A. High School Conference
March 1, 2013	Womyn of Color in the Academy
March 16, 2013	Expo Universitaria
March 24, 2013	M.E.Ch.A. Nationals Conference
<i>Spring Quarter</i>	<i>Group</i>
April 17, 2013	Xoxolani Facilitator Skills Workshop
April 23, 2013	ILead communication and Work Styles Workshop
April 25, 2013	Thurgood Marshall Orientation Leaders
April 26, 2013	Multicultural Coexistence
April 27, 2013	TRiO Conference
May 9, 2013	Graduate Student Practicum
May 14, 2013	SJE Presents "Let's Keep it Real"
May 19, 2013	Cross-Cultural Center Intern Transition Dinner
May 21, 2013	Student Health Advocates
May 31, 2013	Warren College Residents
June 11, 2013	Teach for America

Leadership

Since the Center's inception, building leadership and creating opportunities to gain critical skills and social justice knowledge for historically underrepresented and underserved students has been the bedrock of our mission and work. Much of this leadership and service has been through the explicit development of our internship program, but has also expanded to include direct work with student organizations. The CCC provides programming and events that build skills, leadership capacity, and wellness for affiliate student organizations and departments. In the executive summary of this document we noted the use of an intersectional community building process that holds both the tension and the opportunity to accomplish this goal. We actualize this goal through our leadership, programs, and services. We are always geared towards looking at how we are impacting our key constituents and at the same time invite new people into the conversation about equity and inclusion.

Internship program

The Internship Program is one of the most long-standing and pivotal components of the Cross-Cultural Center. Going on its 19th year, this program has been the most valuable and rewarding experience for over 90 UCSD undergraduate student interns and the Cross-Cultural Center as a whole. Predominantly a developmental focused program for interns, they also serve the Center in various capacities, such as community build, program plan, publicize CCC events, compose newsletters, develop and conduct workshop/trainings, curate art, as well as keep us connected to our affiliate student organizations. Although every position (9) has its unique job specific role, intentional learning outcomes are the foundation of the program. These outcomes focus on developing professional, personal, and practical skills. Interns leave the program with skill sets in communication, time management, ethics, leadership, social justice knowledge and application, facilitation, self-assessment, accountability, as well as many other skill sets.



To measure these outcomes, interns fill out a detailed survey that captures how they assess themselves on 28 learning outcomes, as well as define their goals for the upcoming quarter, and a reflection of meeting their goals from the previous quarter. The survey catalogues their program experience per quarter, followed by an exit survey that encompasses their entire internship experience. This year interns expressed five congruent responses when asked about the skill sets and values they are taking away from their experience: interpersonal skills, practical professional skills, intrapersonal skills, time management, and communication.

Our seminal experience, the annual retreat, sets the stage for specific outcomes and learning through leadership, teambuilding, and intellectual development. The retreat sets the foundation and tone for the year. The bonding that happens during this time allows for interns

to develop a sense of team/family that lasts for the entire academic year. This directly translates into attending each other’s programs, offering expertise and support, providing each other with critical feedback and affirmations, valuing one another’s passions, understanding the important purpose they serve to the community and to the CCC, accommodating one another’s working styles, amongst others.

Long after they graduate, interns continue to share with staff about the lifelong friends and support networks they gained from their internship cohort. They also comment consistently on how much they appreciate the professional and personal skill sets that they garnered from the program. After having been in the workforce for some time, they shared with us that they utilize the resources, such as training manuals and readings, provided to them during their internship. Two previous interns currently in graduate programs at UC San Diego encourage other graduate students to find community and to become more involved, contributing to retention and a sense of belonging.

The most meaningful experience the interns have is initiating, developing, and carrying out their Self-Initiated Program (SIP). This year was particularly unique because their projects included workshops, programs, and two self-directed classes. The full-time staff was heavily involved in providing guidance, support, planning, and fundraising. Overall about \$4,550 was fundraised in order to fulfill the needs of each program. Two programs had very meaningful impacts on a larger scale for the campus and alumni community. “Kiki with the Queers: A Celebration of Generations Among Queer People of Color” was particularly successful because it brought back alumni who were passionate about giving back to the Center and the students by offering words of wisdom, life guidance, and mentorship to current UCSD students who identify as queer people of color.

“In Lak'Ech Monologues” was a self-directed class designed by an intern and cross-listed between Ethnic Studies and Theater and Dance departments to help students process their emotions, life struggles, and pain through verbal poetry and other forms of performance art. Their faculty advisor, Dr. Jade Power Sotomayor from the Theater and Dance Department, was very supportive and involved throughout the process. The final for the class was two large scale performances, in which approximately 500 people left empowered and touched. Below you will find the full list of intern programs, as well as within the program appendix.

Self-Initiated Programs	
<i>Intern</i>	<i>Date and Title</i>
Maggie Quan	2/7 Survivor: Workshop Edition
Erina Alejo	4/12 Crash Course: Revisiting History and Interpretations of Unity Clap. Isang Bagsak
Ernesto Reyes	4/17 Re-examining Pop Culture Through Social Justice
James Lee	4/23 Queer Black Film Series: Finding Me "Truth"
James Lee	4/24 Queer Black Film Series: "The Skinny"
James Lee	4/25 Queer Black Film Series: Brother Outsider: "The Life of Bayard Rustin"

(chart continues on next page)

Kevin Pham w/ Guests	5/9 Debunking the Asian Model Minority Myth in Family and Academics
Neftali Valle	5/26 Kiki with the Queers: A Celebration of Generations Among Queer People of Color
Sulayman Jawaid	5/29 Desi America: Discussing our South Asian-American Identity
Jennifer Maldonado	6/5 Semillitas Jaraner@s Share Out: Son Jarocho Reception (quarter-long class)
Angelica Perez	6/7 & 6/9 In Lak'Ech Monologues Performance (quarter-long class)

In alignment with the campus-wide strategic plan there are some changes needed in order to meet the third initiative: *Strengthen co-curricular experiences and activities*. This would call for expanding and revising the internship program. Budget allowing, we could benefit from the addition of two new positions potentially to open up in the spring for the 14-15 cohort. In relation to strategic plan initiative #2, “Rethinking curriculum, pedagogy, and education delivery mechanisms”, the Social Justice Educator positions (as a delivery mechanism) are valuable because they educate their peers on diversity and social justice issues, allowing their peers to take what they have learned and apply it to themselves, their classmates, everyday interactions across campus, student organizations, residents, and many others. An additional SJE position would help meet the needs of the numerous workshop and training requests. The other position would be a Volunteer Coordinator. This position would help the CCC gain more visibility, with the increasing demand to participate in tabling opportunities, as well as garner the support and help from students who want to be involved and be groomed for future leadership experiences.



Affiliates Program and Leadership

The Center’s most valued work and mission is to enhance student experience and growth in a variety of ways. Along with our internship program, another CCC core goal is the development and support of student organizations at UC San Diego. We accomplish this mission through our advising of organizational leaders and our affiliate program and process. During 2012-13 the Center directly worked with and strengthened relationships to 26 affiliate organizations.



As an Affiliate of the Cross-Cultural Center, student organizations are able to reserve rooms for their events and programs, as well as have the opportunity to reserve the Center for weekend use. The Cross-Cultural Center also

provides support and co-sponsorship opportunities particularly toward student organization events and programs. This may include various levels ranging from event consultation, monetary support, supplies, and logistics planning.

Another way the Center provides support to affiliate organizations is through leadership development and organizational workshops. Student leaders are trained to be effective communicators and leaders within their organizations, how to manage conflict, and negotiate different work styles within their respective organizations. With our Social Justice Educators, student organizations that host high school conferences also receive resources in the form of Center usage for their conference and specialized workshops that Cross-Cultural Center interns organize for participating high school students. In addition, affiliate student organizations participate in quarterly CCC hosted meetings focusing on cross-collaboration amongst student organizations, leadership development, and community building.

This academic year, the CCC staff has worked over 300 hours in advising our affiliated student organizations and its leaders in particular, a record high for the Center. The CCC staff has worked numerous hours attending student organization events both on campus and off. We also worked directly with the Student Affirmative Action Committee (SAAC) comprised of: Asian & Pacific Islander Student Alliance (APSA), Black Student Union (BSU), Kaibigang Pilipin@ (KP), Movimiento Estudiantil Chican@ de Aztlán (M.E.Ch.A.), Muslim Student Association (MSA), Native American Student Alliance (NASA), Queer People of Color (QPOC), and Students with Disabilities Coalition (SDC). The Chairs of each organization works closely with the Director and the Affiliates Program Coordinator through bi-weekly leadership development meetings and organizational leadership consultation. SAAC has a long historical relationship with the Cross-Cultural Center and has received close advising and mentorship from the staff over the years.

During the 2012-13 academic year, the CCC was highly involved in working with three SAAC organizations specifically through advising, staffing, and program aid for three major conferences. The CCC was asked to aid in these major conferences as staff advisers. As advisers, the requested staff member aided in logistics planning, fundraising, contract and disbursements, event management, and student leader development. Weekly meetings aided the student organizers and the Center for Student Involvement (CSI) to iron out the logistics and funding needed to make the conference a success.

National Conferences Hosted by UC San Diego 2012-2013			
	<i>Queer Pin@y Conference</i>	<i>Afrikan-Black Coalition Conference</i>	<i>M.E.Ch.A. National Conference</i>
Student Organization Host	Kaibigang Pilipin@	Black Student Union	Movimiento Estudiantil Chican@ de Aztlán
Dates	Nov. 2-3, 2012	Feb. 15-17, 2013	Mar. 21-24, 2013
Attendance (approximate)	200	750	1500
Fundraising (approximate)	\$10,000	\$70,000	\$90,000

(chart continues on next page)

Highlight of Event	Pre-Conference geared towards graduate students and faculty. University of Southern California faculty in Gender Studies, Prof. Karen Tongson, presented her book <i>Relocations: Queer Suburban Imaginaries</i>	Hosted an Industry and Networking Night to encourage conference participants to pursue graduate school and careers in the field of health, business, science, engineering, and non-profit companies. History of 2010 incident w/ Geisel Silent Protest	Keynote speaker, Prof. Cherrie Moraga from Stanford University, addressed issues of the intersectionality between race, ethnicity, gender, sexuality, and class with a question & answer period targeting high school student participants
Other Major Offices/Departments	Center for Student Involvement, Ethnic Studies Dept, Critical Gender Studies Dept, Literature Dept, SPACES, LGBTRC, Women's Center	Career Services Center, Center for Student Involvement, Ethnic Studies Dept, SPACES, LGBTRC, Women's Center, Office of Development	Center for Student Involvement, Ethnic Studies Dept, SPACES, LGBTRC, Women's Center, Office of Development
CCC Staff Advisor	Joseph Ruanto-Ramirez	Victor Betts	Joseph Ruanto-Ramirez

As an example of the Center's Affiliate's Program reach and scope, the staff was involved in initiating a new program partnership with our Hillel partners. Working with the Union of Jewish Students (UJS) and Hillel, a national Jewish American organization, the CCC was an integral partner in organizing the first annual Jewish American Heritage Celebration for the university held in January 2013. Various programs were coordinated and hosted in the Center, including an art exhibit on Jewish American historical activists and a community Shabbat that was open to anyone who was interested to learn more about the Jewish faith. Working with the Intersarsity Christian Fellowship on campus, we cosponsored events that addressed the intersection of race, spirituality, and social justice through various programs, such as spoken word nights and awareness campaigns on Library Walk.

Moving forward, the Affiliates Program will be revamped for the 2013-2014 academic year. We hope to expand the CCC's role in developing leaders in the community, by aiding in programming and preparing our students for life post-graduation. As part of our Affiliates Program, developmental outcomes will be created and partnerships with other campus units will be utilized to enhance the students' leadership experience. We plan to work closely with the Center for Student Involvement and the Career Services Center to aid in meeting some of these outcomes. Our Affiliates Program will also invite the student organizations who work closely with the LGBT Resource Center and the Women's Center to expand the student leaders' understanding on the logistical processes of the university when planning a program and how to be successful after leaving the university.

Programming and Events

Most of the work campus and communities come to expect from the Cross-Cultural Center manifest in programming and events. At the CCC we work to have traditional offerings, but through specific, explicit goals, and values utilizing a PLACES framework (see below). All programs, events, and reservations at the Center are mapped against their alignment with these specific goals and working values. It is exciting to note our PLACES framework is directly in line with the 2012-13 campus strategic visioning process particularly goal area one: *“offering a well-rounded education and overall experience that develops students who are capable of solving problems, and leading and innovating in a diverse and interconnected world...”*

P.L.A.C.E.S Philosophy

Promoting respectful dialogues: The CCC provides programs and spaces for Center users to have open discussions where all opinions are valued and heard.

Leadership: The CCC provides programs and services that promote opportunities for students to develop into local and global citizens

Affirmation of identities: The CCC values and promotes the understanding of the intersections and affirmation of identities

Community building to create brave spaces: The CCC provides interactive programs and retention spaces to create new connections, strengthen existing relationships, and encourage cross collaborations

Empowerment: The CCC offers educational workshops, trainings and programs on social, cultural, diversity, and social justice issues.

Social justice lens: The CCC functions within a social justice framework that includes a vision of society in which the distribution of resources is equitable and all members are psychically and psychologically safe and secure.

P.L.A.C.E.S. is the philosophical framework for CCC programming and partnerships. It explicitly defines how the Cross-Cultural Center designs, implements, and evaluates all of its programs throughout the year.

Through this philosophy we serve the vast and various needs of the UC, San Diego and larger San Diego community. In addition to our signature programs (Block Party, Stress-Less Study Jams, Beyond La Jolla, All People’s Recognition Ceremony and Celebration, Senior Send-Off, and heritage/awareness month celebratory programs), we offer a number of series, each having their own learning outcomes and intentions. They include: Alumni Roots, Womyn of Color in Academia, Faculty and Author in Residence (FAR), Works in Progress (WIP), Staff Training and Research (STAR), Breather Series, Social Justice Leadership, Educational Engagement, Networking Service in Community (LENS), and hosting art exhibits. Although our programs are open to all, each series tends to attract and meet the needs of a particular population.

Program Highlights 2012-2013

The Breather Series was specifically designed to off-set the stress that students consistently endure throughout a faced-paced 10 week quarter. During these programs, they can momentarily escape their academic and personal life and engage in a therapeutic activity ranging from yoga, kick boxing, t-shirt designing, Pilates, meditation, dance, planting flowers, etc. Every quarter during week 10 we offer an arts and crafts Breather Series program, where materials such as mirrors, frames, paints, oil pastels, planting pots, hinged boxes, and decorations for rooms, canvases, t-shirts, and much more are at their disposal. This quarterly program is consistently well-attended and attracts the most CCC new users. This year we



Therapy Fluffies

worked with The Zone, an on-campus center specializing in health and wellness programs, to bring “Therapy Fluffies” from a local non-profit, Therapy Dogs International Chapter #227. Three large therapy dogs attracted over 100 people within one hour. This is the largest turn out for any Breather Series program. All participants left with a smile and a little less stressed than when they came in. This program should be brought back this upcoming school year.

In honor of the Cesar E. Chavez Celebration month and with the support of the Cesar E. Chavez Celebration Committee, Critical Gender Studies, and the Chicano/a Latino/a Arts and Humanities (CLAH) Program Minor, the CCC brought Professor Xuan Santos from CSU, San Marcos (former gang member and tattoo artist) to speak on his ethnographic work with female tattoo patrons from East Los Angeles. “The Chicana Canvas: Doing Class, Gender, Race, and Sexuality Through Tattooing in East Los Angeles” program addressed how Chicanas are held responsible to Chicano male tattoo artists' expectations of what femininity, class, race/ethnicity, and sexuality should look like. Dr. Santos spoke very candidly about his life experiences and research. He actively engaged the participants in discussion. At times the discussion was tense, deep, and painful. This program was particularly unique because it was a presentation on a topic that carried a heavy stigma in the misunderstood world of tattoos and gang life, typically unaddressed or discussed at UCSD or even within the Chicana/o community. It provided the opportunity for participants to ask questions about a topic they were either unfamiliar with or resonated with. Participants left educated, enlightened, astonished, and/or affirmed in identities that they are not validated in or respected in any setting. We look forward to inviting other scholars and activists from the San Diego community to address contemporary and historical issues that are rarely addressed on campus and within community.



Chicana Canvas

We also offer a variety of community building programs. This past year our signature program, “Senior Send-Off”, was very successful. This program honors graduating seniors for their hard work and commitment to helping their community. This event is for graduating seniors only, as well as faculty, and staffs who want to provide words of wisdom, offer support, and/or congratulate UCSD graduates. We provided a dinner, name and photo recognitions, open mic session, and a crafting activity allowing students to say good-bye and network with one another. Over 65 attended and we received very positive feedback. We plan to follow the same plan as last year, making sure to continue our partnership with the Alumni Office and the Vice Chancellor for Student Affairs Office, as well as gain more faculty support.



Overall we had a great programming year. We offered a variety of programs that met the needs of students, staff, and faculty in multiple capacities. Because of the high demand for programs and the need to serve the community, \$2,800 was fundraised in order to offer quality programs, not including the amount that student interns raised for their programs. This amount is the most that has been fundraised in comparison to past years. We value the strong partnerships that we have developed over the years and appreciate all of the support we have received.

In alignment with strategic plan initiative #9, “*Strengthen our community engagement and public service, and increase awareness of UC San Diego’s impact*” changes to one of our signature programs, Beyond La Jolla, needs to be made to increase participation. We would like to partner with a department to potentially take students to the Museum of Tolerance in the winter quarter. This program will need additional funding as it will accrue transportation, admission, and food costs. We will also begin evaluating certain programs based on type of program: community building and education. We hope to gain more information from participants so that we can develop high quality programs that attract more participants. Moving forward all programs will be intentional depending on needs of the UCSD community at large, current trends, and education needed around particular social justice issues.

Resources and Services

Since the CCC’s inception in 1995, we have envisioned the work of the Center through a lens of reach and impact. One of the clearest ways we capture this is through the scope and reach of the physical site and our social media footprint. Because we manage a 6,600 square-foot facility, we are able to offer a home base and support for student groups and organizations while at the same time offer events and activities that outreach to the entire campus and San Diego community. This support comes through educational and leadership programs that have been detailed above. Critical to the actualization of the CCC vision and mission is the impact that the physical site and resources has on community groups.

Center Usage Summary 2012-2013

Types	Hours	Attendance	Description
Advising - Faculty	50	106	Three main departments used the Center for their office hours & group advising – Critical Gender Studies, Ethnic Studies, Literature – totaling 6 faculty
Advising – Graduate Student/TA	113	356	Primarily used by Ethnic Studies, Critical Gender Studies, & Literature graduate students, this included ad-hoc, formal, and group advising. The number of hours and students are not fully captured 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. 10 graduate students held office hours in the CCC
Advising – Peer/Student	11	35	Majority of the SAAC organization formalized their peer-to-peer mentorship program through SPACES and held office hours for one-on-ones in the Center
Advising – Staff/CAPS	125	125	This estimated time usage was mainly used by the Campus Community Center’s in-home psychologist, Dr. Catherine Thompson, to conduct office hours, client intake, and group meetings
Board/Planning Meeting	616	4481	Staff and student organizations met in the Center to plan their events and programming. Over 25 student organizations utilized the space for their board meetings and the university’s Heritage Celebration planning meetings (5 in total) were held in the Center
Class – Academic	108	1240	Academic classes this year included courses from Critical Gender Studies, Ethnic Studies, and Literature Departments. This year, the Campus Community Centers also held a class with its interns under Critical Gender Studies Department and the Academic Success Program. We also began a close relationship with the Theater and Dance Department with Prof. Robert Castro whose class analyzed Chican@/Latin@ Theater
Class - Department	214	3783	Center for Communication & Leadership, under the Center for Student Involvement, held workshops ranging from public speaking workshops to resume building classes
Class – etc.	14	310	This included one day seminars that were not reoccurring held by faculty in Ethnic Studies and Literature Departments. This also included staff development classes organized by different staff associations

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Conference	508	12381	Student organizations working with the Student Promoted Access Center for Education & Services (SPACES) held workshops in the Center for their high school conferences. Eight student organizations held workshops in the CCC for their high school conference. This year, 3 major conferences were hosted by Kaibigang Pilipin@, Black Student Union, and M.E.Ch.A. Though their numbers were not calculated as overall users of the Center, these conferences utilized the space for break-out rooms to de-stress, network, and to store their supplies. The 3 conferences totaled over 2000 participants, but was not counted in this table
Department Event	316	3624	Both Ethnic Studies and Critical Gender Studies Departments held its Honors Symposium in the Center, highlighting this year's honors students and their research
General Meeting	645	9619	Affiliated student organizations like Kaibigang Pilipino, Movimiento Estudiantil Chican@ de Aztlán, and the Muslim Student Association (MSA) held General Body Meetings that held at times more than 100 students per meeting
Lecture/Speaker	63	870	These events include department, student organization, and CCC co-sponsored speakers that were held in the Center and were open to the general public. This included the CCC's Authors in Residence from various departments who presented their book/papers in the CCC
Presentation	36	540	Both Ethnic Studies and Critical Gender Studies Departments conducted a faculty search for prospective professors for UCSD. Presented their research to faculty and graduate students. This year, 4 dissertation defenses and 2 thesis defenses were held in the Center from both departments as well as Literature
Student Event	278	3340	This included work parties before major events and classes that were held by SPACES interns and student organizations.
Training/Workshop	228	1163	The Social Justice Peer Educators worked with the Center for Student Involvement to hold workshops in the Center
Other	162	2449	This included reservations by student organization, such as work parties or study jams
Total	3484	44422	

Gallery and Art Programs

The Cross-Cultural Center *ArtSpace* continues to be the popular venue for artistic and creative expression. When coordinating an exhibit, artists can choose from three designated spaces at the CCC, which includes: the *ArtSpace*, Conference Room, and Hallway. Each space is equipped with a gallery system for hanging art, which allows users to replace art frequently and efficiently. The *ArtSpace* gallery has also installed picture lighting that draws focus on each individual artwork and helps create a museum-like ambience in hopes to spark dialogue and engagement. This space also functions as a multi-purpose room and is used to host receptions, meetings, programs, and performances. Hands-on art activities, such as the *Breather Series*:

Therapy Fluffies (see Programming) and gallery exhibitions, such as the *Forbidden Book* exhibit were among the most popular programs planned and implemented by Center. The community has always been excited about the *ArtSpace* 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 *ArtSpace* focuses on using art as a way to critically learn and discuss issues around social justice, building community, self-care, and wellness. The *ArtSpace* was able to host and curate artwork by students, staff, faculty, and community members for a minimum duration of one week and up to a maximum of three months. The *ArtSpace* has been the common site to exhibit art for campus-wide planning committees, such as the Cesar E. Chavez and World AIDS Day Planning Committees. There has been a wide range of various forms of art including murals, comics, paintings, design, film, music, dance, poetry, stories, installations, photography, and electronic media. The following charts show the 2012-2013 art gallery receptions, art exhibits, and art & activism programs held in the *ArtSpace*



Quarterly Art Receptions			
<i>Exhibit Title</i>	<i>Artist Name</i>	<i>Date & Quarter</i>	<i>Description</i>
The Forbidden Book	Abe Ignacio	Fall 2012	An exhibit on U.S. political war cartoons particularly on the Philippine-American War. Lecture by professor Jody Blanco from the Literature Department
Mus Art	Jennifer Maldonado	Winter 2013	Creating art while listening to music of Son Jarocho. Additional info session on a ETHN 98/198 course, a self-initiated project (SIP)
Favianna Rodriguez	Favianna Rodriguez	Spring 2013	Guest lecture from a celebrated printmaker and digital artist based in Oakland, California who uses high-contrast colors and vivid figures. Her composites reflect literal and imaginative migration, global community, and interdependence

Beyond La Jolla			
<i>Title</i>	<i>Location</i>	<i>Date & Quarter</i>	<i>Description</i>
Enero Zapatista Closing Event	Centro Cultural de la Raza, Balboa Park	1/26/13, Winter	Event commemorating the indigenous uprising of the Zapatistas in Chiapas, Mexico. Art gallery, music, spoken word, vendors, and discussion session

Art Exhibits at the CCC			
Exhibit Title	Artist Name	Date & Quarter	Description
SAAC Org T-Shirt History Exhibit	Past SAAC Orgs	9/24/12, Fall	T-shirts from past Student Affirmative Action Committee on display to provide history and context
Frida Kahlo Print Exhibit	Frida Kahlo	10/22/12, Fall	Showcasing the empowering works of world renowned surrealist painter Frida Kahlo. Frida Kahlo film showing for Dia de Los Muertos 11/01/12
HIV & AIDS Deconstructed	Victor Betts	11/26/12, Fall	Utilizes demographical data created by the Center for Disease Control and Prevention (CDC) and the National Center for HIV/AIDS. Part of World AIDS Day at UCSD
I Am NOT Your Model Minority Photo Campaign	Asian and Pacific Islander Student Alliance (APSA)	1/1/13, Winter	A photo campaign of Asian Pacific Islander American students showcasing personal messages about the model minority stereotypes that impact their community
Jewish American Activists in History	Chris Datiles	1/7/12, Winter	An exhibit profiling Jewish American activists and their contributions in history. Part of the Jewish American Heritage Celebration
Facilitation Survivor Meme	Maggie Quan	2/7/13, Winter	Part of her Self-Initiated Project (SIP), a workshop that features digital artwork that combining pop culture and experiences of student workshop facilitators
Pango	Erina Alejo	4/1/13, Spring	<i>Pango</i> Filipino (adj) short and flat nose – of a person’s nose, (n) not valued in Filipino society. This exhibit evaluates the western colonial mentality of beauty onto its colonial subjects and culture
Top 30 Most Influential Asian Pacific Islander American at UC San Diego	Asian and Pacific Islander Student Alliance (APSA)	5/1/13, Spring	As part of Asian Pacific Islander American Heritage Celebration, APSA created both print and an online exhibit project that showcased UCSD students that have impacted and continue to shape the APIA community today

Social Media Footprint and Impressions

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. Social media marketing has been an important area of growth this past year and it has contributed to increasing our ability to not only disseminate information to a wider scope of constituents, but also to provide better access to information for our visitors. Interactive social media outlets, such as Facebook and Tumblr, allow community members to personally engage in online discussions on a variety of topics. The *Spotlight Feature* in our weekly electronic newsletter (E-News) is another example where we invite the entire community to reflect and provide

thoughts on topics pertaining to local/world news that the Cross-Cultural Center are currently thinking and talking about.

The CCC E-News continues to evolve in order to best communicate content information more effectively and to also keep track of the “click-through statistics” to see what sort of information is popular amongst our readers. The E-News is essential as another marketing tool because it connects our recipients to all of our social media outlets, which

Social Media Footprint Summary		
Tool	Subscribers	Annual Impressions
E-Newsletter	4,019	132,627
Website	Open	Est. 100,000
Tumblr	Est. 2,710	Est. 100,000
Twitter	Est. 2,710	Est. 100,000
Print Newsletter	300	600
Flyers & Calendars	500	1,500
Total	Est. 10,239+	

in turn increases the activity of each of those marketing tools. The number of subscribers grows steadily every year and reaches out to newly admitted underrepresented first year/transfer students, alumni, professional colleagues located worldwide, and community members whose mission aligns with the Center’s philosophy mission. In 2012-2013, the total number of subscribers reached 4,019, which is 705 more than the previous year. However, the amount of our quarterly print newsletters, *Common Ground*, has decreased by 300 compared to the previous year due to budget cuts. Starting in Fall of 2012, the CCC prints a Winter Events calendar in lieu of a print newsletter.

In addition, the Cross-Cultural Center’s web-site has transitioned to the campus-wide Campus Management Systems that helps manages our web design and content management. We strive to streamline navigation on our web-site so that information is easy to locate. The CCC annual assessment indicated that community members find out about CCC programs and events most often through on-line mechanisms. These tools will continue to become more important in marketing efforts.



As social media and new ways of connecting with community expands, the CCC hopes to utilize these venues to grow our social networking reach. In efforts to streamline information, the CCC web-site provides direct links to CCC Tumblr, Facebook, Twitter, and Vimeo. The Center has also begun experimenting with hash tags (#) to count the number of references the CCC was “tagged” in for events and the at-sign (@) to count the number of individuals who have

publicized their presence in the Center on various social networks also known as “check ins.” “tagged” instances are mainly used on Instagram, while “check ins” instances are mainly used on Facebook and FourSquare. Both references are connected to Twitter and Tumblr. As part of

our new marketing and social media project, we will look into encouraging students, staff, faculty, and community members to “tag” and “check in” with the CCC. Our “tags” are - #ucsdcrossculturalcenter and #ucsdccc while our “check ins” are @ucsdcrossculturalcenter and @ucsdccc. Community members have created their own “tags” and “check ins” in accordance to the rooms of the Center such as #ccc #lobby and @comunidad.

Conclusion

The 2012-13 academic year was filled with enhancing traditional programs, serving in new roles with specific affiliate organization, and taking part in aligning Center work under the Vice Chancellor for Equity, Diversity, and Inclusion division and the campus-wide strategic planning process. UC San Diego is embarking on a monumental shift to infuse equity and inclusion in all aspects of campus life, institutional policy, and practice. Re-imagining Center work and impact in alignment with the new division offers the Center a chance to grow and expand in exciting ways.

2012-13 also saw the development of the Black Resource Center and beginning stages for a campus Raza Resource Centro. The expansion of programs and services targeted at specific communities and providing educational programs aimed at building understanding and better campus climate offers exciting partnerships and possibilities for the Cross-Cultural Center. While many campuses are struggling with defining and actualizing diversity efforts and initiatives, UC San Diego is leading the way in showing how targeting retention and climate work can and does infuse cross-cultural interaction and development for the betterment of campus leadership and community building. These values and goals will be at the fore in Center planning for the 2013-14 year, particularly as we spend a year in preparation for the 2014-15 20th anniversary celebration.

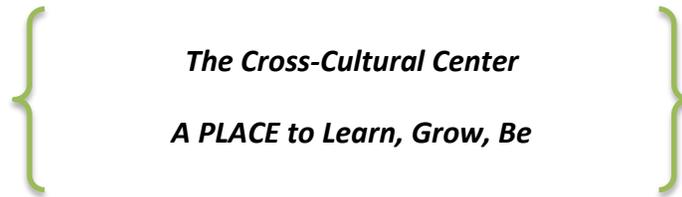
The Center’s 20th anniversary offers unique opportunities not only for reflection of Center work over the past years, but also a key moment to launch a Center alumni and community outreach program. Our goal would be to develop a process where alumni and other interested community could benefit from and give back to the Center. This might include specific social media and other programs to help alumni and community to connect with one another, as well as bring alumni to campus to work with and mentor current students.

Also, within planning for the 20th anniversary, the Center will take a deep look inward by investigating the impact of these past 20 years. This will involve working with a faculty member to do an in-depth review of CCC archives, an academic class, and finally a capstone project that may involve the development of a video or case study monograph for use on campus or at other institutes of higher education detailing the development and management of a campus diversity center.

The goal of the project is to document the narratives of alumni who were student organization leaders, worked on projects and events, or worked with the Center during their undergraduate or graduate years on campus. By outreaching to past interns, SAAC organization leaders, and graduates of the Ethnic Studies, Critical Gender Studies, and Literature Departments, we hope to document: the impact of their experience while being in community with the Center, how

the Center contributed to their understanding of their identity and social justice knowledge, and how they utilized what they learned to where they are today.

The information in this 2012-2013 annual report codifies our work in the past and hopes to set the stage for aspirations going into the new-year and new campus infrastructure. As this report shows, we are involved in many areas of the campus and are impacted by the support and work of many individuals and organizations. We welcome feedback, comments, and concerns at cccenter@ucsd.edu.



Appendix

CCC Programs 2012-2013

Fall CCC initiated: 9	
10/27	Family Day Open House
11/04	SDAFF "Honey & Money" film screening
11/05	FAR: "Equity for Latino Students: Expanding the Pathway to Higher Education through Public Policy" w/ Prof. Frances Contreras (Education Studies) and M.E.Ch.A.
11/08	Affiliates Mixer
11/14	Grad Works in Progress: Performance and Identity
11/16	FAR: "Forbidden Knowledge" w/ Prof. Jody Blanco (Literature)
11/28	FAR: "Racial Profiling in the War on Terror: Cultural Citizenship and South Asian Muslim Youth in the United States" w/ Prof. Amanda Solomon (Ethnic Studies)
12/06	Breather: Arts & Crafts
12/10	Stress-Less Study Jam

Fall Intern initiated: 5	
11/01	Celebrating Dia de L@s Muert@s: A Night of Frida Kahlo film screening
11/07	"To Educate a Girl" film screening
11/14	Breather Series: Stenciling
11/28	Breather Series: Flowers for Fun
11/29	What is Asian? 101

Fall Co-sponsorships: 23	
09/26	In Da House
9/28	CA Native Day Kick-Off
10/02	"Artists with Disabilities" with the Community Advocates for Disability Rights & Education
10/05	Native Alumni Dinner
10/18	"In Light of Reverence" film screening
10/19	UCSD Graduate History Conference
10/23	"Rigorous Loving: A Brilliance Remastered Workshop" w/ Dr. Alexis Pauline Gumbs
10/25	Office of Graduate Studies Diversity Dinner
10/29	"Articulate While Black: Barack Obama, Language, and Race in the U.S." w/ Dr. Samy Alim
11/01	"Balancing Mind, Heart, Body, & Spirit for Family and Community Healing" w/ Cecilia Firethunder
11/02	Queer Pin@y Pre-Conference
11/03	Queer Pin@y Conference
11/04	APSA High School Conference
11/08	Staff Diversity Luncheon
11/10	KP Magkasama
11/14	"Voices from El-Sayed" (w/ Hillel)
11/15	PASA: "Who Are We & Where Do We Go From Here" w/ Bernadette Han

(chart continues on next page)

11/17	BSU High School Conference
11/17	Jewish American Heritage Celebration: Jewish American Activists in History Exhibit
11/26	SSC Progressive Staff & Faculty Mixer
12/03	BSU Kwanzaa
12/06	Union of Jewish Students Hannukah Celebration
12/19	PASA Winter Membership Drive & Holiday Gathering

Winter CCC initiated: 7	
01/25	"Na Comunidade: Within Community" Affiliates Conference
01/29	Faculty Meet and Greet
01/31	Jewish American Heritage Celebration & Black History Month: "From Jim Crow to Swastika" film screening
02/20	Black History Month: Political Incorrect Cartoons
03/01	Womyn of Color in the Academy
03/14	Breather Series: Arts and Crafts
03/18	Stress-Less Study Jam

Winter Intern initiated: 9	
02/05	Breather series: Therapy Fluffies
02/07	Survivor- Workshops Edition (SIP)
02/13	Breather Series: Musart
01/26	Beyond La Jolla: Enero Zapatista Closing Event
02/21	Model Asian Minority: Academics and Family
02/25	Breather Series: Growing Graffiti
02/27	Spoken Word Journaling Time Workshop
02/28	"The End of Poverty" film screening
03/07	Artivism: Ending One Oppression Requires Ending All Oppression

Winter Co-sponsorships: 13	
01/09	JAHc: Opener / Schmooze with the Jews
01/14	JAHc: Evening w/ Bruce Abrams
02/01	Hillel Shabbat
02/02	KP High School Conference
02/15-02/18	BSU African Black Coalition Conference
02/22	Black Alumni's Evening with the Stars
02/23	M.E.Ch.A. High School Conference
02/23	BHM Scholarship Brunch
02/26	BHM: "Lincoln" film screening
03/08	"Puro Arte" w/ Dr. Lucy Burns
03/09	APSA Talent Show
03/13	Ethnic Studies Symposium

(chart continues on next page)

Spring CCC initiated: 11

4/09	FAR: Pilipin@ American Town Hall w/ Prof. Jody Blanco (Literature)
04/12	"The Debut" film screening (PacArts)
04/18	The Chicana Canvas: Doing Race, Class, Gender, and Sexuality through Tattooing in East LA
05/8	Compadre & Kasama: Moments of Chican@ & Pin@y Solidarity w/ Prof. Amanda Solomon
05/09	Beyond the Model Minority: What's Really Going On with Asian American Students in College with Corrine Maekawa Kodama
05/13	"Aloha America: Hula Circuits Through The U.S. Empire" w/ Prof. Imada (Ethnic Studies)
05/23	All People's Recognition Ceremony and Celebration: Looking Back, Moving Forward
05/28	Affiliates Chair Mixer
05/30	Graduating Senior Send-Off
06/06	Breather Series: Arts & Crafts
06/10	Stress Less Study Jam

Spring Intern initiated: 26

04/11	Community Workshop Series- FB,Gmail,Google Groups
04/12	Crash Course: Revisiting History and Interpretations of Unity Clap. Isang Bagsak, and Holla Back
04/17	Re-examining Pop Culture Through Social Justice
04/18	Community Workshop Series- Tumblr, Wordpress
04/23	Latin@ Film Series: Latinos Beyond Reel- Challenging Media Stereotypes
04/23	Queer Black Film Series: Finding Me "Truth"
04/24	Queer Black Film Series: "The Skinny"
04/25	Community Workshop Series: Word
04/25	Queer Black Film Series: Brother Outsider: "The Life of Bayard Rustin"
04/29	Breather Series: Po Pooree (Potpourri!)
04/30	Latin@ Film Series: "La Mission"
05/01	Breather Series: Friendship Bracelets
05/02	Community Workshop Series: PowerPoint
05/07	Latin@ Film Series: Chicano Legacy Mural- 40 Años
05/08	In Our Backyard: Celebrating Local efforts Towards Ending Poverty
05/09	Community Workshop Series: Excel
05/09	Debunking the Asian Model Minority Myth in Family and Academics with Guest Speaker Corinne Kodama
05/14	SJE Presents: "What's Love Got to Do with It? Self-Image and Embodiment"
05/16	Community Workshop Series: Publisher
05/22	Deconstructing the "Little Mermaid" movie
05/23	Community Workshop Series: Google Drive/Google Docs
05/26	Nef's SIP: Kiki with Queers: A Celebration of Generations Among Queer People of Color
05/29	Desi America: Discussing our South Asian-American Identity
05/30	Community Workshop Series: Flyers & T-Shirts

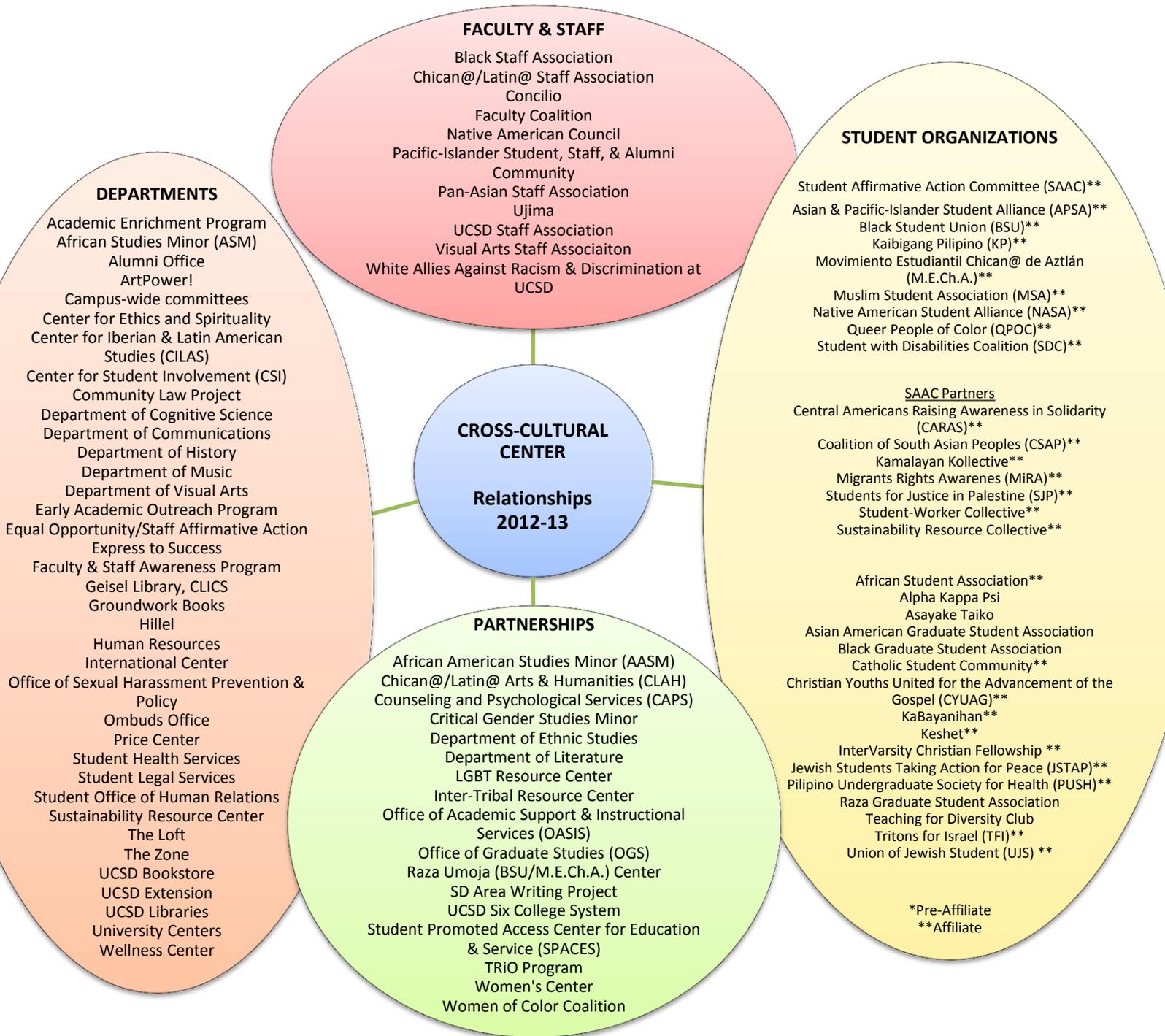
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06/05	Semillitas Jaraner@s Share Out: Son Jarocho Reception
06/07 & 06/09	In Lak'Ech Monologues

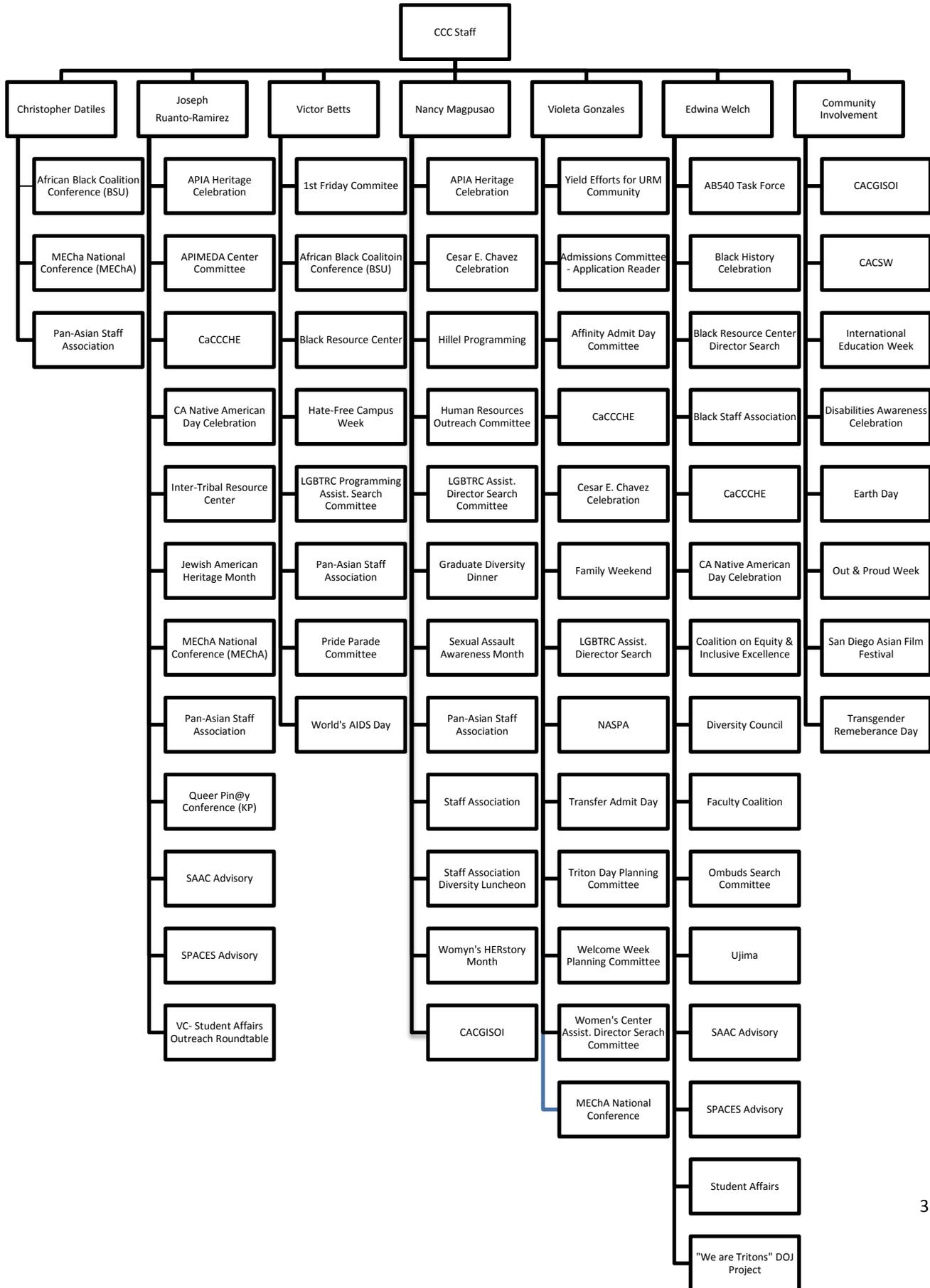
Spring Co-sponsorships: 25	
04/03	Hilda Solis: A Look at What César Chávez Symbolizes in the 21st Century
04/04-04/06	SPACES Overnight Program
04/06	Triton Day Community Receptions and Luncheon
04/08-04/12	Pilipin@ Awareness Week
04/18	Miroslava Chavez-Garcia Book Talk, "States of Delinquency"
04/19-04/21	Communications: Folkloric Studies Conference
04/22	Van Jones & Winona LaDuke - Environmental Racism & US Policies in the Environment
04/26 & 04/27	Pilipin@ Cultural Celebration
05/01	APIAHC Opener
05/01	Poetry Presentation with Wing Tek Lum
05/06-05/10	Raza Awareness Week
05/07	Community Coalition Dinner
05/10	APIAHC: The End/Beginning: Cambodia
05/13-05/16	Israel Solidarity Week
05/13-05/16	Justice in Palestine Week
05/15	Financial Aid Meet & Greet
05/16	Diversity Dinner: Complicating Binaries
05/26	APSA Grad
06/01	MSA Grad
06/05	Ethnic Studies Graduation & Special Presentations
06/14	CGS Honors Presentation
06/14	BSU Grad
06/14	Raza Grad
06/14	PGrad
06/14	NASA Grad

CCC Program Summary 2012-2013		
Fall:	Winter:	Spring:
CCC Initiated: 9	CCC Initiated: 7	CCC Initiated: 11
Intern initiated: 5	Intern initiated: 9	Intern initiated: 26
Co-sponsorships: 23	Co-sponsorships: 13	Co-sponsorships: 25
Year total: CCC Initiated: 27 Intern initiated: 40 Co-sponsorships: 61		

Relationships Grid 2012-2013



Cross-Cultural Center Staff Initiative Chart 2012-2013



Cross-Cultural Center Staff Organizational Chart 2012-2013

