



PURSUING THE
Dream

PEOPLE + PURPOSE + PASSION



44th ANNUAL TACHE CONFERENCE
February 17-20, 2019
Wyndham Garden Hotel • Austin, Texas

Congratulations!
¡Avanzamos!

**WTAMU congratulates TACHE on its
44th Annual Conference**

WTAMU is proud to be a TACHE Diamond Sponsor for the 10th straight year.

West Texas A&M University is a Hispanic-Serving Institution, one of the more than 470 designated colleges and universities across the country committed to Hispanic higher education success. The designation reflects the University's mission to be a diverse and inclusive student-centered community of learners.



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Welcome from the Mayor of Austin

Dear Friends:

On behalf of the City of Austin, it is my pleasure to welcome you to the 44th Annual Texas Association of Chicanos in Higher Education (TACHE) Conference. We are thrilled to host each of you in our beautiful city, the capital of Texas, and the Live Music Capital of the World!

With the support and leadership of organizations like TACHE, Austin continues to steadily increase employment and educational opportunities for our Hispanic community. The successful efforts of your scholarship and mentoring program are a testament of TACHE's commitment to advancing education and career opportunities for the Hispanic community.

This is a magical town. While you're here make sure to take out a boat or paddleboard on beautiful Lady Bird Lake, catch a show at the Paramount Theatre or the Long Center for Performing Arts, or explore Zilker Park, home to the Austin City Limits festival. Grab a taco and cool off in Barton Springs or take in views from Mount Bonnell or the 360 Bridge. And if you are headed downtown for a night of live music, you might make a stop on Congress Avenue. Austin is home to 1.5 million bats that can be viewed flying out from under Congress Bridge at dusk!

But Austin is a whole lot more than great food, natural beauty and good music. Take a tour at the LBJ library where you can experience the presidency in the '60s and hear LBJ's phone call to Jackie Kennedy right after her husband's assassination. Take a guided segway tour of our state capitol or visit the Bob Bullock Museum and learn about the history of the great state of Texas.

We hope that you can carve out your own Austin experience during your short stay. You'll be walking away with a stomach full of barbecue and breakfast tacos, with new Austin music for your Spotify playlists and a weekend full of stories to tell your colleagues.

Again, welcome to Austin, and enjoy your visit!

Sincerely,

Steve Adler, Mayor





Welcome from the President

Dear TACHISTAS,

Welcome to the 44th Annual Texas Association of Chicanos in Higher Education (TACHE) State Conference. It is an honor and privilege to serve you as your 2018-19 TACHE President. This year our theme is Pursuing the Dream; People, Purpose and Passion. With the increase of Latinos both in numbers and presence, now more than ever we need to ensure the success of our students in K-12 and higher education. Pipelines to doctorate degrees, faculty positions, and higher education administration are in need of repair. Our voices are stronger when united and focused; our education is relevant when taught about our history and accomplishments; our leadership is transformative when invited to the table. Now is the time to reimagine our dreams. I thank my State Board and conference team who have worked diligently to make this a great conference! I invite you to fully engage, meet new people, envision unlikely partnerships, and accept the challenge to move our vision forward!

I am most thankful for my colleagues, TACHE President-Elect, Dr. Daniel Rodriguez, TACHE Past President, Belinda Saldaña-Harmon, and Chair of our Advisory Board, Maria Aguirre for their unwavering commitment and passion for TACHE! I look forward to seeing you at the conference! Come ready to learn, engage, educate, and network with amazing TACHISTAs across the state!

Best wishes,

A handwritten signature in black ink, appearing to read "Liz Palacios".

Dr. Elizabeth (Liz) Palacios
TACHE President, 2018-19
Dean for Student Development and
Special Assistant to the President on Diversity
Baylor University



Welcome from the Conference Chair and President-Elect

Greetings TACHE Friends,

I would like to personally welcome each of you to Austin and the 44th Annual Texas Association of Chicanos in Higher Education (TACHE) Conference. This year's conference theme is Pursuing the Dream: People, Purpose and Passion. At this critical juncture in our nation's history, it is important that we never lose sight of our dreams and that we pursue them with purpose and passion.

It's both an exciting and challenging time for TACHE as we continue to grow, remaining always adaptable and responsive to the ongoing changes and challenges in higher education. The world in which we study, and work, continues to bring inspired people together in forums like this to ensure TACHE remains at the forefront of information, advocacy, and change.

From its beginning, TACHE's mission has been for the improvement of educational and employment opportunities for Latinx and others in higher education. TACHE continues to meet these challenges, and despite occasional roadblocks, we are continuing with our mission. We are proud of where we are today, and excited about where we are heading.

I would like to thank each of you for attending this year's conference. As leaders, you bring expertise, vision, and knowledge which will pave the way for the future. We cannot accomplish our mission without your support and leadership. While at this conference, I ask that you stay engaged so you can continue to be proactive as we work toward shaping the future. I look forward to meeting with you at this gathering.

Best regards,

Dr. Daniel Rodriguez
President Elect and Conference Chair
Palo Alto College

Conference Committee

Dr. Daniel Rodriguez	Palo Alto College	Conference Chair
Dr. Elizabeth Palacios	Baylor University	Arrangements & Menu
Christina Palacios	Tarrant County College District	Conference Proposals
Dr. Liza Alonzo	University of Houston Downtown	Keynote Speakers
Belinda Saldana Harmon	University of Texas at San Antonio	Keynote Speakers
Dr. Ruth Reinhart	Austin Community College	Local Arrangements, Silent Auction
Dr. Virginia Fraire	Austin Community College	Local Arrangements
Dr. Roman Escamilla	Austin Community College	Local Arrangements
Maricela Thomahlen	Austin Community College	Local Arrangements
Antonia Ceballos-Cruz	Austin Community College	Local Arrangements
April Ramirez Saenz	West Texas A&M University	Evaluations
Maria Guerrero	TACHE Director of Operations	Registration & Sponsors
Vanessa Medina-Flores	Austin Community College	Technology & AV
Ana Broadwater	Austin Community College	Entertainment
Dr. Guillermo "Willie" Martinez	Austin Community College	Hospitality
Cynthia Hernandez	Austin Community College	Hospitality
Carmen Velasquez	Palo Alto College Silent	Auction
Jennifer Colten	Texas State Technical College	Publications/Conference Program
Gabriela Rangel	Palo Alto College	Off-Site Coordination
Maria Aguirre	Texas State Technical College	Awards(Fellows, Faculty/Staff/ Lifetime Achievement, Meritorious Service), Nominations, Elections, Conference Program
Carminia Del Toro	Texas State Technical College	Awards-Graduate Fellows
Maria Honey	University of Houston	Awards-Graduate Fellows
Linda Contreras Bullock	Honorary Member	Awards-Graduate Fellows
Eyra Perez	Excelencia in Education	Awards-Graduate Fellows, Conference Proposals
Dr. Florencio Aranda, III	South Dakota State University	Mentor Program Awards
Selso Casares	Palo Alto College	Off-Site Coordination
Pedro Portillo	Tarrant County College District	Conference Proposals
William McMullen	Tarrant County College District	Conference Proposals
Liliana Gutierrez	University of Texas at San Antonio	Conference Proposals

2019 Executive Officers & Regional Representatives

Dr. Elizabeth Palacios	Baylor University	President 2018
Dr. Daniel Rodriguez	Palo Alto College	President-Elect
Belinda Harmon	University of Texas at San Antonio	Immediate Past President
Christina Palacios	Tarrant County College-Trinity River	VP for Membership
Vanessa Medina-Flores	Austin Community College	VP for Technology
April Ramirez-Saenz	West Texas A&M University	VP for Communications
Dr. Serafin Garcia	Tarrant County College-Trinity River	Secretary
Belinda Lopez	Tarrant County College – South Campus	Treasurer
Maria Aguirre	Texas State Technical College	Advisory Board Chair
Dr. Randolph P. Baca	Temple College	Central Regional Representative
Dr. Jobi Martinez	Texas Tech University	Plains Regional Representative
Dr. Elsa Diego-Medrano	West Texas A&M University	Plains Region Co-Representative
Elia Mendez	El Paso Community College	Far West Regional Representative
Dr. Liza Alonzo	University of Houston-Downtown	Gulf Coast Regional Representative
Martin Perez	Houston Community College	Gulf Coast Region Co-Rep
Dr. Fred Fuentes	Texas A&M University Commerce	Northeast Regional Representative
Rene Montemayor	Laredo Community College	South Regional Representative
Maria Guerrero	Operations Director	TACHE

At a Glance

Conference Agenda

Day 1 - Sunday, February 17

11:00 am	Pre-Conference Board Meeting	Executive Learning Center
11:00 am-1 pm	Exhibitor Set Up	Ballroom Foyer
1:00-5:00 pm	Registration and Exhibits Open	Foyer
5:00-5:30 pm	Welcome Reception Live Music by: Analee Cantu - Harpist	Highlands Ballroom
5:30-6:30 pm	"Willie Velasquez: Your Voice is Your Vote" Documentary Jane Velasquez, Community Activist, Spouse of the late Willie Velasquez, Southwest Voter Registration Project	Highlands Ballroom
6:30-6:45 pm	Question & Answer	Highlands Ballroom
7:00 pm	Dinner on Your Own	Enjoy Austin

Day 2 - Monday, February 18

7:30 am-5:00 pm	Registration - Exhibits Open	Foyer
7:30 - 8:30 am	Breakfast Buffet	Highland Lakes Ballroom
8:30 am	Official TACHE Conference Opening Dr. Elizabeth Palacios, TACHE President Presentation of Colors Welcome from the City of Austin Delia Garza, Mayor Pro Tem, District 2 Diamond Sponsor, West Texas A&M University Angela Allen, Chief Diversity & Inclusion Officer	Highland Lakes Ballroom
8:45 - 9:20 am	PLENARY I Dr. Michael Flores, Chancellor, Alamo Colleges Introduction by Dr. Robert Garza, President, Palo Alto College	Highland Lakes Ballroom
9:30 - 10:15 am	Demographic Trends in Texas: Implications for Public Policy Dr. Rogelio Saenz, The University of Texas at San Antonio	Highland Lakes Ballroom

10:30 – 11:20 am	<p>CONCURRENT SESSION I</p> <p><i>What is Your Vision Statement?</i></p> <p><i>Accelerating Latina/o Student Success through Leadership, Data and Practices</i></p> <p><i>Zero Tolerance: Politics, Immigration and Family Separation</i></p> <p><i>The Power of Multimedia Storytelling: Personal Narratives of Students in a Bilingual Education Program</i></p> <p><i>Who Am I Doing This For? Latina/o/x Reflections on Service in the Academy</i></p>	<p>Guadalupe/Barton Creek</p> <p>Blanco</p> <p>Executive Learning Center</p> <p>San Gabriel</p> <p>Lady Bird Lake Ballroom</p>
11:30-11:45 am	<p>Networking Break</p>	<p>Exhibitor Area</p>
11:45 am -12:30 pm	<p>PLENARY II and Lunch - President's Panel</p> <p>Dr. Robert Garza, Palo Alto College</p> <p>Dr. Melissa Gonzalez, Houston Community College, Southeast College</p> <p>Dr. William Serrata, El Paso Community College</p>	<p>Highland Lakes Ballroom</p>
12:35-1:20 pm	<p>PLENARY III</p> <p>Dr. Raymund Paredes, Commissioner of Higher Education, Texas Higher Education Coordinating Board</p>	<p>Highland Lakes Ballroom</p>
1:30-2:20 pm	<p>CONCURRENT SESSION II</p> <p><i>Leave a Lasting Legacy: Turn College Dreams into a Mission-Driven Life</i></p> <p><i>Parent Collaborator Leadership Academy: Pathway to Higher Education</i></p> <p><i>Getting Social with your Media: Don't Just Inform Them, Entertain Them</i></p> <p><i>Know Yourself, Know Your Roots: Celebrating our Passion and People Through Hispanic Leadership Development</i></p> <p><i>The Foundational Role of Chicanx Psychology in Promoting Identity Identity and Social Justice</i></p>	<p>Guadalupe/Barton Creek</p> <p>Blanco</p> <p>Executive Learning Center</p> <p>San Gabriel</p> <p>Lady Bird Lake Ballroom</p>
2:30-3:30 pm	<p>CONCURRENT SESSION III</p> <p><i>Understanding Graduate School for Current and Prospective Students</i></p> <p><i>The Changing Face of Education</i></p> <p><i>Latino Male Educational Patterns at Texas Community Colleges</i></p> <p><i>Latina Students in STEM: Re-conceptualizing Texas Programs as Spaces for Interdisciplinary Work & Border Impacts</i></p> <p><i>Cultivando el Futuro: Latinx Presidents' Career Trajectories</i></p>	<p>Guadalupe/Barton Creek</p> <p>Blanco</p> <p>Executive Learning Center</p> <p>San Gabriel</p> <p>Lady Bird Lake Ballroom</p>
3:30-3:45 pm	<p>Networking Break</p>	<p>Exhibitor Arena</p>
3:45-5:00 pm	<p>PLENARY IV - Elected Officials Panel</p> <p>Senator Jose Menendez, District 26 (D-San Antonio)</p> <p>Senator Royce West, District 23 (D-Dallas)</p> <p>Senator Carol Alvarado, District 6 (D-Houston)</p>	<p>Highland Lakes Ballroom</p>

Day 3 - Tuesday, February 19

7:30 - 5:00 pm	Registration - Exhibits Open	Foyer
7:30 - 8:15 am	Breakfast Buffet	Highland Lakes Ballroom
8:15 am - 9:15 pm	PLENARY V MALDEF Advocacy Fatima Menendez-Legislative Staff Attorney, MALDEF	Highland Lakes Ballroom
9:15 am	Meet in hotel lobby for instructions to depart to capital	Lobby
9:30 am	DEPART TO CAPITOL	Charter Bus
9:45 - 11:30 am	Visit with State Legislature – Speak directly with state legislators and staff to discuss policies and issues that will positively impact higher education. This is an opportunity for you to become a voice for Latinos in higher education.	TACHE Legislative Agenda
11:45 am	Depart Capitol back to Wyndham Garden Hotel	Charter Bus
12:00 pm	Lunch	Highland Lakes Ballroom
12:30-1:20 pm	PLENARY VI & Lunch TACHE Strategic Planning Conversation-Dr. Serafin Garcia	Highland Lakes Ballroom
1:30 - 3:00 pm	Region Caucus Meetings Central - Lady Bird Lake Ballroom Plains - Shoal Creek Far West - Blanco Northeast - Executive Learning Center Gulf Coast - Guadalupe-Barton Creek South - San Gabriel	
3:15 - 4:15 pm	CONCURRENT SESSION IV <i>Latina Leadership Defined: Overcoming the Hurdles and Empowering HSIs in the South-Central US: Their Nature, Variety, and Characteristics</i> <i>Testimonios from Single-Mother College Students</i> <i>First of Many: Serving First-generation College Students with Purpose and Passion</i> <i>A Designer's Thinking Toolbox: Fostering Design for Better Human Centered Experience</i>	Guadalupe/Barton Creek Blanco Executive Learning Center San Gabriel Lady Bird Lake Ballroom
6:00 - 10:00 pm	Awards Banquet Graduate Fellowship Awards Distinguished Faculty/Staff Awards TACHE Meritorious Service Award TACHE Lifetime Achievement Award TACHE Honorary Lifetime Members Recognition	Highland Lakes Ballroom
7:30 - 10:00 pm	DJ Joseph Ramos – Baile AL TACHE-ton	Lady Bird Lake Ballroom

Day 4 - Wednesday, February 20

8:30 am	Breakfast	Highland Lakes Ballroom
9:00 am	TACHE Annual Business Meeting Board Officer Reports Recognition of Outgoing Board Members Installation of Incoming Board Members	Highland Lakes Ballroom
10:00 am	CLOSING PLENARY VII Luis A. Rodriguez, President & CEO Greater Austin Hispanic Chamber of Commerce	Highland Lakes Ballroom
11:45 am	2019 Conference and Meeting Adjournment	Highland Lakes Ballroom
12:30 pm	TACHE 2019 State Board Meeting Post-Conference Meeting	Guadalupe/Barton Springs



Concurrent Sessions

Monday, February 18
10:30 – 11:20 am
SESSION I

What is Your Vision Statement?

Dr. Karla Duran
Guadalupe/Barton Creek

If you are a first generation for many things, what are some ways to find your mission, vision and life goals? How can you build intentional networks aligned with your values and your culture?

Accelerating Latina/o Student Success through Leadership, Data and Practices

Eyra Perez, Deborah Santiago, & Joanna Sanchez
Blanco

Latino students are the second largest and most rapidly growing racial/ethnic group in higher education. However, this growth is not mirrored in our Latino student success. Excelencia in Education is initiating the Seal of Excelencia, a voluntary certification focused on identifying and helping institutions go beyond enrollment to better SERVE Latino students by building their capacity to accelerate institutional change. Institutions earn the Seal by demonstrating consistent success in three core areas: leadership, data, and practice. Come discuss with Excelencia this framework that aims to help institutions develop a comprehensive and systemic approach to accelerate Latino student success.

Zero Tolerance: Politics, Immigration and Family Separation

Dr. Stephen Lopez, Prof. William Parent, & Prof. Pat Amezcua
Executive Learning Center

The Trump administration's zero tolerance policy, which resulted in the separation of immigrant families, was criticized by many as government-sanctioned cruelty. Is deterrence effective though? Professors Patrizio Amezcua, Stephen Lopez, and William Parent from San Jacinto College-North will highlight a brief history of immigration along with the changing demographics that helped foster and create an atmosphere for the implementation of zero tolerance. What are the political implications of such a policy?

The Power of Multimedia Storytelling: Personal Narratives of Students in a Bilingual Education Program

Dr. Nancy Garcia,
Dr. Elsa Diego-Medrano
San Gabriel

Students who wish to become bilingual educators face challenges, one of such being additional certification requirements. To encourage students to complete the requirements for bilingual certification, a program with a field placement in a bilingual classroom that culminated with a reception in which students honored their families and shared their passion for bilingual education. With a combination of photographs, video clips, and audio, students presented

their stories by using strong emotional triggers that helped them connect with their families and other attendees while, at the same time, creating an authentic meaning and purpose that others can believe and share.

Who Am I Doing This For? Latina/o/x Reflections on Service in the Academy

Dr. Ricardo Montelongo, Dr. Vincent D. Carales, Dr. Ruth Lopez, Esmeralda Valdez, Benjamin Cantu, & Magdalena Mendoza-Starck
Lady Bird Lake Ballroom

Dr. Brittany Cooper, ASHE 2018 keynote speaker, reminded attendees that the work of higher education professionals should also serve communities. Our research, programming, and leadership has a duty to improve and uplift our communities to further transform higher education. The idea of service, however, often has conflicting messages in the academy. Using Latino critical race theory (LatCrit) as a framework for reflections, current Latina/o/x faculty, administrators, and graduate students will discuss how they perceive service in their current roles. Panelists will also describe how their experiences challenge and disrupt dominant, heteronormative views of service used in academia.

Monday, February 18
1:30 - 2:20 pm
SESSION II

Leave a Lasting Legacy: Turn College Dreams into a Mission-Driven Life

A.C. Cristales

Guadalupe/Barton Creek Room

In a world that is constantly changing and moving at an alarming rate – we all need a foundation that helps us intentionally go after the dreams we have created for our future. We need real-world applications to turn our dreams into reality, and we can do that by living Mission-Driven lives. Using a sociological spin, in this interactive session, you will learn skills that will impact your educational goals, will help you seize opportunities, and will show you how to overcome obstacles that college life brings your way so that you realize your fullest potential and leave a lasting legacy.

Parent Collaborator Leadership Academy: Pathway to Higher Education

Dr. Elsa Diego-Medrano,
 Dr. Nancy Garcia

Blanco

The Parent Collaborator Leadership Academy was designed to help families in a local school district to navigate the education system and support the academic achievement of their children. A component of this program is a campus field visit to a local university in which parents become knowledgeable about higher education access, financial aid, admission process, and college life among other topics. In addition, parents have the opportunity to learn from immigrant parents

and first-generation students. Faculty will share the collaborative journey between the university and the school partner to build relationships, provide information, and promote higher education as a right.

Getting Social with your Media: Don't Just Inform Them, Entertain Them

Gabriel Barrientez, Dr. Yasir Kurt
Executive Learning Center

Did you know almost half of the world population uses social media? It is one of the most used approaches to reach students in higher education. This includes program advertisement as well as promotion of departmental and university services. Career Centers are not exempt from this need because students need guidance from us in order to continue their future pursuits. The Mays Center at A&M-SA has taken notice and began their efforts to reach their students through social media. Connecting with students through social media provides them not only resources but easy access to advisors, mentors, recruiters, employers, and opportunities.

Know Yourself, Know Your Roots: Celebrating our Passion and People Through Hispanic Leadership Development

Dr. Yvette Castillo
San Gabriel

West Texas A&M University's Hispanic Leadership Academy (HLA) is unique to the A&M System in that it is the only Leadership Program for Hispanic Students where the curriculum is aligned to Know Yourself, Know Your Roots. HLA's catalyst is the passion and history

of the Chicano movement and has a campus to community dynamic. Commencing HLA's third year, WT's culturally immersive program takes participants through a journey of personality, career, history, and leadership development within the state of Texas, San Miguel de Allende, Guanajuato, and Mexico City, Mexico. Evaluations indicate that the lives of the participants are altered, and promotion of identity development, academic retention, and global student leadership is achieved.

The Foundational Role of Chicana Psychology in Promoting Identity and Social Justice

Manual X. Zamarripa

Lady Bird Lake Ballroom

"Our ethnic identity & pride determine the degree to which we want to serve our people." Dr. Martha Bernal (1st Chicana Psychologist)
 With generations of marginalization, many of our students have been impacted by internalized oppression, including negative self-images. Decolonizing of the mind and soul allows students to recognize internal cultural strengths. The role of Chicana Psychology presents our students with a perspective that departs from mainstream, Westernized notions of wellness. This psychology works to elevate and strengthen the cultural identity of Chicana students toward their individual success and gives them tools for promoting social justice in the community.

Concurrent Sessions

Monday, February 18
2:30 - 3:30 pm
SESSION III

Understanding Graduate School for Current and Prospective Students

Mark Cardenas
Guadalupe/Barton Creek

Graduate School is an academic pathway to a specific field, where graduates gain knowledge and expertise within an academic discipline and earn a master's or doctoral degree. Navigating graduate school can be challenging, especially, if you are not aware of available resources. Understanding what contributes to graduate student success can aid future students in confidently navigating and achieving their desired degrees. This presentation will focus on strategies to help students be successful in graduate school.

The Changing Face of Education

Jeanette Morales
Blanco

Educational institutions at both the PK-12 and higher education levels are becoming increasingly diverse. Are colleges and universities ready for this change in demographics? Learn how HACU's proposed initiative, Part C under Title V of the Higher Education Act will assist institutions of higher education by supporting partnerships and collaboration between Hispanic-Serving Institutions (HSIs) and school districts that educate the majority of Hispanic students.

Latino Male Educational Patterns at Texas Community Colleges

DeAna Swan, Dr. Victor Saenz, & Dr. Emmet Campos
Executive Learning Center

Using longitudinal enrollment and degree completion data from the 8th Grade Cohort Longitudinal Study data that follows each cohort over an 11-year period, this presentation takes an in-depth look at select findings about Latino male community college students in Texas. This presentation will engage participants through a discussion about Latino male students' enrollment and degree/certificate completion patterns, their persistent education attainment gaps as compared to Latina female students, and unusual enrollment and degree/certificate completion patterns among border regions such as El Paso and Edinburg.

Latina Students in STEM: Re-conceptualizing Texas Programs as Spaces for Interdisciplinary Work & Boarder Impacts

Sarah Rodriguez
San Gabriel

Despite overall gains in the pursuit of higher education, Latinas remain underrepresented in STEM completion and careers. Latina college students can feel disconnected from the curriculum and goals of STEM programs. This qualitative study illuminates how Latina college students re-conceptualize their degree programs as spaces for interdisciplinary work and broader impacts on their communities and

world. The project is uniquely positioned to disseminate new knowledge regarding how Latina students in Texas make meaning of their STEM experiences as well as inform institutional policies and practices related to teaching and curriculum.

Cultivando el Futuro: Latinx Presidents' Career Trajectories

Jorge Burmicky
Lady Bird Lake Ballroom

Research on the American college presidency reveals that less than 17% of college presidents came from racial/ethnic backgrounds. Even more concerning, Latinos made up only 3.9 percent of the total presidential positions held in 2016. The purpose of this session is to equip aspiring Latinx leaders with findings from a literature metasynthesis about the last two decades of research on Latinx college presidents. Preliminary findings reveal that the majority of Latinx presidents came from the field of student affairs, academic support, and Chicax studies. Lastly, most are serving in the community college sector, with abysmal representation in the 4-year sector.

Tuesday, February 19
3:15-4:15 pm
SESSION IV

***Latina Leadership Defined:
 Overcoming the Hurdles and
 Empowering***

Casey Ramos
Guadalupe/Barton Creek

Leadership is defined as the state or position of being a leader. Latinas encounter obstacles in attaining proportional representation in substantial leadership roles. Latinas lead every day in various positions and environments, however is their leadership recognized by the social institutions in which they belong? Do these Latinas recognize their strength as leadership? This presentation will discuss the essential characteristics of an effective Latina leader identified by research and survey. In addition, spotlight the shared values and beliefs that positively influence Latina leaders and recognizing the hurdles Latinas must overcome to succeed in the United States' social institutions.

***HSIs in the South-Central US:
 Their Nature, Variety, and
 Characteristics***

Michael Preuss, Eric Sosa
Blanco

Latinos are the fastest growing portion of the American population and new Hispanic-Serving Institutions are emerging each year. Yet, there are very few research-based descriptions of HSIs and their students. Data from an NSF-funded project which distributed surveys to faculty, staff, and administrators at 122 HSIs in the south-central United States will be presented. This material is the first of its kind and considers institutional

characteristics, programming, personnel, and cultural competency. A general overview of the survey outcomes will be presented as well as consideration of specific constructs related to developing greater understanding of the nature, diversity, and character of HSIs.

***Testimonios from Single-Mother
 College Students***

***Liliana Gutierrez, and Student
 Executive Learning Center***

A qualitative study was conducted to learn about single-mother students' college experiences. Single-mother students shared their "testimonios" about their college experiences at both community colleges and four-year institutions. These "testimonios" may help instructors and administrators better recognize the need for specific resources and programs to help single-mother students in college persist and achieve their academic goals.

***First of Many: Serving First-
 generation College Students with
 Purpose and Passion***

Magdalena Mendoza-Starck, Brenda Fernandez, Daniela Cortez-Guerra
San Gabriel

With the financial support of an HSI Title V Grant, The Center for Leadership, Academic and Student Success (CLASS) is committed to identifying, developing, and providing uniquely tailored services that expand educational opportunities, enhance academic success, and holistically develop first-generation and underserved students. CLASS has utilized the student life cycle as a foundational framework during programming development. This presentation

is intended for professionals who assist first-generation college students pursue their dreams.

***A Designer's Thinking Toolbox:
 Fostering Design for Better
 Human Centered Experience***

Vanessa Medina-Flores
Lady Bird Lake Ballroom

Capacity building calls for redesigning culture while we redesign the college experience for our students. What is it like to design with identity (cultural) in mind? Have you ever considered perhaps "it" does not work because the people your process/product serves were not in the original designer's mind? What if you could adopt this human centered approach to innovative educational achievement? Originally inspired by the global design firm IDEO, this methodology was first conceptualized as a means to problem solving through "Design Thinking". Design is a messy endeavor, especially when constructing a human-centered approach. Integrating the needs of the people you are serving indicates powerful models used to redesign and reform access to major needs such as: healthcare, government, nonprofits and ultimately education. This is an immersive workshop designed to apply active learning and hands on purposeful project.

**Participants are asked to bring business cards as part of workshop experience.

Willie Velásquez: Your Vote Is Your Voice Documentary



JANE VELASQUEZ

Community Activist
Spouse of the late Willie Velasquez,
Southwest Voter Registration Project

Jane was married to the late William “Willie” Cardenas Velasquez, a Chicano movement organizer and founder of the Southwest Voter Registration Education Project, and together they had three children: Carmen, Catarina and Guillermo. In 1995, she accepted the Presidential Medal of Freedom posthumously from President Bill Clinton on behalf of her husband. Jane recently retired from Palo Alto College where she worked as a Community Outreach Coordinator.

Jane Velasquez was born in San Antonio to Luis and Carmen Sarabia, and grew up in the impoverished westside of the city. Her family were migrant workers who harvested crops on farms from northern Texas to Michigan. Jane was 10 years old when her parents found steady work in Kansas, and stayed there through her adolescence. Upon moving back to Texas, Jane became a community organizer as a VISTA Volunteer with the U.S. Office of Economic Development. It was a life-changing experience for her. She also worked at governmental and non-profit agencies such as the U.S. Census Bureau, the Texas General Land Office, the San Antonio Food Bank, and Hispanas Unidas — an organization that creates space for Latinas to come together and discuss their needs and opportunities for future growth.

The documentary focuses on the power of the Latino vote and tells the story of Willie Velasquez grass roots efforts to mobilize the Latino vote by founding a voter registration group that encouraged Latinos to run for office and organized hundreds of nonpartisan get-out-the-vote efforts.

Plenary Speakers



DR. MIKE FLORES

Chancellor, Alamo Colleges District

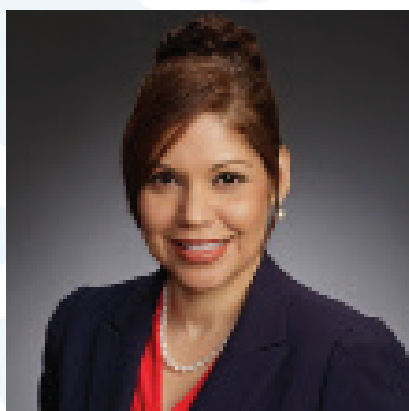
Dr. Flores assumed chancellorship of the Alamo Colleges District on October 1, 2018. He joined the District in 1999 and has served with distinction in varied teaching and administrative roles, most recently as president of Palo Alto College from 2012 to 2018. Dr. Flores led the college on an award-winning continuous improvement journey with Palo Alto College earning the 2015 Texas Award for Performance Excellence and being named as a 2016 Malcolm Baldrige National Quality Award nominee. Palo Alto College was named one of 10 finalists for the 2019 Aspen Prize for Community College Excellence.



DR. ROBERT GARZA

President, Palo Alto College

Dr. Robert Garza was appointed as the seventh president of Alamo Colleges District-Palo Alto College on July 25, 2018, by the Alamo Colleges District Board of Trustees. Originally joining the Alamo Colleges District in 1999, Dr. Garza held several positions during his tenure at Palo Alto College, including Dean of Community Development and Partnerships, Dean of Student Success, and Vice President of Student Success. He has also served as President at Mountain View College, Dallas County Community College District.



MELISSA GONZALES, Ph.D.

Interim President, Houston Community College - Southeast

Dr. Melissa N. Gonzalez is interim president at Houston Community College-Southeast. Most recently, she served as chief of staff/vice chancellor for Houston Community College Chancellor Cesar Maldonado. Prior to joining HCC, she served as vice chancellor of Workforce and Economic Development at Lone Star College in Houston, Texas, and was adjunct professor at the University of Houston-Downtown, teaching courses in management.



WILLIAM SERRATA, Ph.D.

President, El Paso Community College

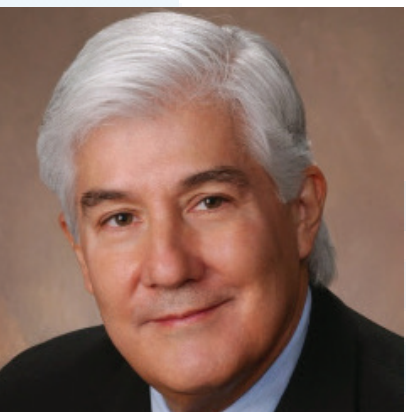
Dr. William Serrata was named the President of the El Paso County Community College District effective August 1, 2012. Dr. Serrata holds a Bachelor's Degree from Texas A&M University – College Station, a Master's Degree from the University of Texas at Brownsville, and a Doctorate of Philosophy in Educational Human Resource Development from Texas A&M University – College Station.



LUIS A. RODRIGUEZ

President & CEO, Greater Austin Hispanic Chamber of Commerce

Luis A. Rodriguez serves as the President & CEO of the Greater Austin Hispanic Chamber of Commerce (GAHCC). Prior to joining the Greater Austin Hispanic Chamber of Commerce, Luis was the Chief Operations Officer and Vice President of Economic Development for the San Antonio Hispanic Chamber of Commerce (SAHCC). Luis was recently a recipient of the San Antonio Business Journal's 2017 "40 Under 40" Award.



DR. RAYMUND PAREDES

Texas Commissioner of Higher Education
CEO, Texas Higher Education Coordinating Board

Dr. Paredes spent most of his academic career at UCLA where for 30 years he taught as an English professor and served for ten years as vice chancellor for academic development. In addition, he served as special assistant to the president of the University of California System in outreach efforts to improve access to higher education for students from educationally disadvantaged communities.



SENATOR JOSE MENENDEZ

Texas State Senator, District 26

The son of immigrants, José Menéndez grew up working at his family's small business located in San Antonio's West Side. During his term in office, Menéndez passed over 200 bills that benefited children, seniors, veterans, and San Antonio families. One of the bills, David's Law, empowers students, parents, schools, and law enforcement to combat and prevent cyberbullying. Senator Menéndez is also a strong advocate for job growth, community and business development.



SENATOR ROYCE WEST

Texas State Senator, District 23

Senator West was first elected to the Texas Senate in November 1992. Since taking office he has represented the 23rd Senatorial District on behalf of the citizens of Dallas County in the Texas Legislature. During his tenure, Senator West has been named by Texas Monthly as one of the 25 most powerful people in Texas politics, been selected for the magazine's biennial "Ten Best Legislators in Texas" list. Senator West is Vice Chair of the Senate Higher Education Committee and is a member of Senate committees on Administration, Education and Finance.



SENATOR CAROL ALVARADO

Texas State Senator, District 6

Senator Carol Alvarado serves Texas Senate District 6 in Harris County and was first elected in a 2018 Special Election. In 2008, she was elected to the Texas House of Representatives and served 5 terms representing District 145. Carol's primary legislative focus has been on economic development, public health and public education. She has championed legislation aimed at strengthening our state's workforce, regulating the use of e-cigarettes for children and criminal justice reform. Carol is an advocate for women's health and reproductive rights and has passed legislation to assist victims of sexual abuse.



DR. SERAFIN GARCIA

Secretary, TACHE State Board
Tarrant County Community College

Serafin Garcia's professional career has always been in a public and community servant role having worked for the Federal Government, Habitat for Humanity, Ameri-Corps National Service Program, and now at Tarrant County College (TCC). He formerly served as the Director of Campus Strategic Planning & Effectiveness at TCC and currently serves as the Assistant to the President for the TCC Connect Campus. Garcia also serves on the State Board of TACHE as Secretary.



DR. ROGELIO SAENZ

Dean of the College of Public Policy,
Professor in Department of Demography
University of Texas at San Antonio

Sáenz has written extensively in the areas of demography, Latina/os, race and ethnic relations, inequality, immigration, public policy, social justice, and aging. In 2018, the American Association for Access, Equity, and Diversity presented Sáenz its Cesar Estrada Chavez Award, an honor that recognizes an individual who has demonstrated leadership in support of workers' rights and humanitarian issues. In addition, he also was recently recognized as a 2018 Top Latino Leaders by the National Diversity Council.



FATIMA MENENDEZ

Legislative Staff Attorney, MALDEF

Fátima Menéndez is a legislative staff attorney for the Mexican American Legal Defense and Educational Fund (MALDEF). At MALDEF, she has testified before the Texas Legislature on educational and immigrants' rights issues that disproportionately impact Latinos. She also co-administers three statewide coalitions on behalf of MALDEF to protect the civil rights of Latinos before the Texas Legislature: the Texas Latino Education Coalition (TLEC), the Texas Residents United for a Stronger Texas (TRUST) Coalition, and the Texas Election Reform Coalition (TERC).

2019 Awardees



LIFETIME ACHIEVEMENT AWARD

GEORGE REYES

Austin Community College (Retired)

After 42 years in public education in Texas, George retired from Austin Community College (ACC) in 2017. In the late, 70's George was introduced to TACHE and has been a member for many years. In those years, he participated in a variety of roles at the chapter level in Houston, Dallas and Austin. He has served on the state board in the capacity of Secretary, Central Region Representative, and President. During his President-

Elect year, he also participated in the unveiling of the Tejano Monument on the Texas Capitol ground. George has always played a vital role in conference planning, legislative testimony on behalf of TACHE, or representing TACHE in different organizations.

George was the former Dean of Student Services for the Pinnacle and Hays campuses of ACC. During his 27 years at ACC, he served as faculty professor, counselor and co-sponsor for the Hispanic Student Association.



TACHE MERITORIOUS SERVICE AWARD

MALDEF

Mexican American Legal Defense and Educational Fund

Thomas Saenz, President

MALDEF (Mexican American Legal Defense and Educational Fund) has been a partner and resource for TACHE since TACHE's early beginnings. TACHE recognizes MALDEF's continual championing and advocating for any legislation that positively affects Texans and always mindful of the needs of our students specifically in our Hispanic/Chicano/Mexican/Latinx communities. MALDEF has provided a voice for many that cannot speak for themselves.

Founded in 1968, MALDEF (Mexican American Legal Defense and Educational Fund) is the nation's leading Latino legal civil rights organization. MALDEF's commitment is to protect and defend the rights of all Latinos living in the United States and the constitutional rights of all Americans.



DISTINGUISHED COMMUNITY COLLEGE FACULTY AWARD

YOLANDA REYNA, Ed.D.
Palo Alto College

Dr. Reyna has been a part of Alamo Colleges for over 20 years. During her tenure at Palo Alto College (PAC), she distinguished herself with a large and ongoing student development education teaching commitment. Her tenure with PAC includes a history of working with underrepresented populations in higher education. She was the founding faculty of the Puente Program later renamed to Catch the Next and Ascender program.



GRADUATE FELLOW
ALEJANDRO ARAIZA
Texas State University

Araiza is a doctoral student at Texas State University in San Marcos. He serves as a mentor for the Catch the Next program at Palo Alto College for students of color. He wrote an essay describing his journey to a STEM degree in mathematics, which appeared in the book, *The Latino Student Guide to STEM Careers* (2018).



GRADUATE FELLOW
DIANEY LEAL
Michigan State University

Leal is a dual doctoral student at Michigan State University pursuing a degree in Chicano/Latino studies and Higher, Adult and Lifelong Education. She has co-authored a manuscript on the college access experiences of Latina/o rural youth in South Texas that is currently under review with the *Journal of Higher Education*, one of the top three higher education journals in the country.

**GRADUATE FELLOW****JORGE BURMICKY**

University of Texas at Austin

Burmicky is a doctoral student pursuing a degree in Educational Leadership and Policy. He is a first-generation immigrant. As a doctoral student, Jorge has presented at professional and scholarly conferences across the country, including the 2017 Texas Higher Education Symposium, the 2017 ASHE conference, and the 2017 and 2018 AAHE conferences (along with the 2017 TACHE conference).

**GRADUATE FELLOW****KARINA CASTRO**

University of Texas at San Antonio

Castro is pursuing a master degree in Educational Leadership and Policy Studies. Her research focuses on higher education access for immigrant communities, emphasizing undocumented Latinxs in Texas. As a Deferred Action for Childhood Arrivals (DACA) recipient, she is part of the 5 to 10% of undocumented students who pursue higher education per year (US Dept. of Education, 2015). She has remained committed to advocacy and service for fellow immigrants in Texas.

**GRADUATE FELLOW****ROSALINDA ORTIZ**

Ball State University

Ortiz is a doctoral student at Ball State University pursuing a degree in Adult, Higher and Community Education. She is a first-generation college student and the first in her family to pursue a graduate degree. Ortiz presented a scholarly paper during a roundtable session at the Council for the Study of Community College's annual conference in the spring of 2017. Her presentation was titled, Understanding the Cultural Needs of Hispanic Students to Reduce Attrition in the Community College.

**GRADUATE FELLOW****STEPHANIE VASQUEZ**

University of Texas at San Antonio

Vasquez is a doctoral student pursuing a degree in Educational Leadership and Policy Studies. She believes that community colleges are gateways to higher education for Latinos, especially those serving a majority of Latino students known as Hispanic Serving Institutions (HSIs). She has been successful in writing grants for Latina/o students who comprise of Palo Alto College's student population.

In Memoriam

Dr. Juan Maldonado

Laredo College (Retired)

November 28, 1948 – December 16, 2018



Dr. Maldonado was both a great friend and leader. He served as President of the Texas Association of Chicanos in Higher Education in 1997. For his unwavering support and service, we honored him with the TACHE Lifetime Achievement Award in 2017.

In 2007, Dr. Maldonado was named President of Laredo Community College. LULAC honored him in 2009 with the "Tejano Achiever Award." He retired in 2016 after spending nearly twenty years at Laredo Community College serving in roles such as Vice President for Human Resources and Student Development, Vice President of Instruction and Executive Vice President. Prior to his employment at Laredo Community College, he had served for 21 years at Tarrant County College in Fort Worth.

The TACHE State Board continues to extend our prayers and condolences to his family, friends and former colleagues on behalf of the entire TACHE family.

A Great Name in Education



Amanda Venta, PhD, professor of psychology at Sam Houston State University is an outstanding researcher and scientist. As one of the field's newest scholars, she received the prestigious Rising Star Award for her exceptional post-doctoral contributions, both in and out of the classroom.

Her innovative work on critical national issues such as mental health and immigration has already advanced the field of psychology, making Dr. Venta a great name in education.



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Dr. Walter Wendler, who became the 11th president of West Texas A&M University in August of 2016, has graciously continued the University's longtime support of our organization by providing space and office support services for the Director of Operations for TACHE on the WTAMU campus. For the past nine years, WTAMU has provided an office for TACHE and has served as Diamond Sponsor for the annual conference as well. TACHE thanks and appreciates Dr. Wendler and WTAMU for its unwavering support.

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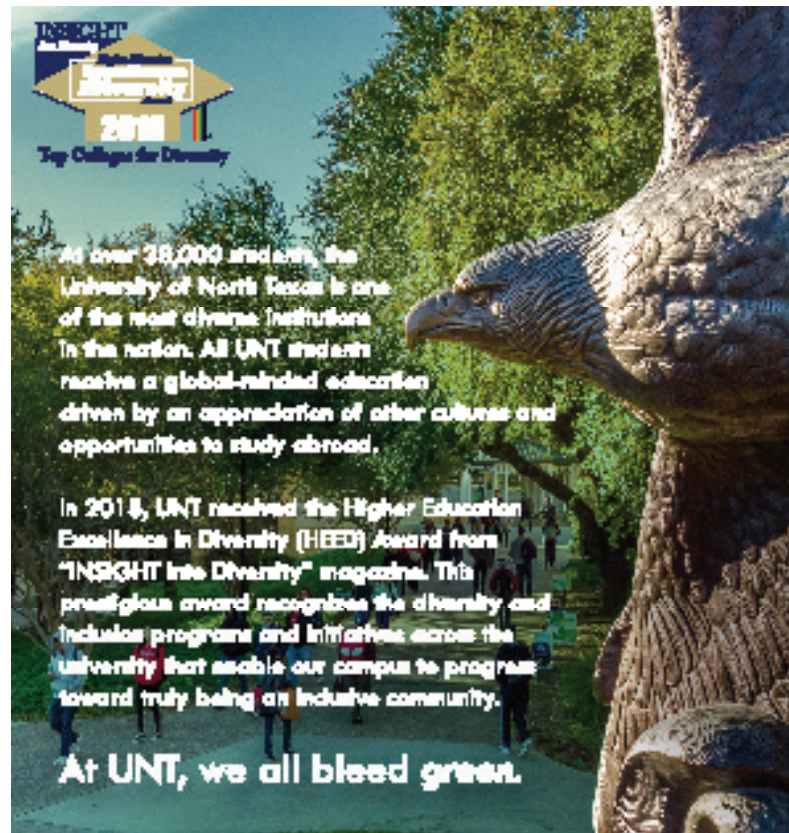
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2019	Daniel Rodriguez	Wyndham Garden Hotel	Austin
2018	Elizabeth Palacios	Marriot Quorum - Galleria	Dallas/Addison
2017	Belinda Saldaña Harmon	Wyndham Garden Hotel	Austin
2016	Maria C. Aguirre	El Tropicano Riverwalk	San Antonio
2015	Mauricio Rodriguez	Camino Real	El Paso
2014	Julie Arias	Sheraton Hotel and Spa	Fort Worth
2013	George Reyes	DoubleTree	Austin
2012	Linda Contreras Bullock	Tremont House	Galveston
2011	Criselda Leal	Crown Plaza	Austin
2010	Julie Arias	Sheraton Gunter	San Antonio
2009	Gustavo F. Cedillo	Crown Plaza	Austin
2008	Magdalena H. de la Teja	Doubletree	Austin
2007	Gustavo F. Cedillo	Wyndham North -Galleria	Dallas
2006	Rosario Martínez Castillo	Hyatt Regency	Houston
2005	Arturo Vega	Omni Downtown	Austin
2004	Elías Villarreal	Omni Bayfront	Corpus Christi
2003	Ana "Cha" Guzmán	Omni Downtown	Austin
2001	Rudy Rodríguez	Omni Downtown	Austin
2000	Félix A. Zamora	Adams Mark	Dallas
1999	Jude Valdéz	Plaza San Antonio	San Antonio
1998	Ed Apodaca	Park Plaza Warwick	Houston
1997	Juan Maldonado	La Posada	Laredo
1996	Daniel Hernández	Marriot Bayfront	Corpus Christi
1995	Félix A. Zamora	Doubletree–Campbell Center	Dallas
1994	Gil Castillo	Hilton Palacio del Rio	San Antonio
1993	R. Yvette Clark	Radisson – Town Lake	Austin
1992	Rosario Torres Raines	Marriot Bayfront	Corpus Christi
1991	Sylvia Rodríguez	Marriot	El Paso
1990	Linda Rodríguez	Hilton Palacio del Rio	San Antonio
1989	Adriana Barrera	Marriot	Corpus Christi
1988	Ramon Dovalina	Austin Crest	Austin
1987	Joel Vela	Hilton Inn (Mockingbird)	Dallas
1986	Mary Helen Padilla	West Galleria Hotel	Houston
1985	Sylvia Ramos	La Posada	McAllen
1984	Jude Valdéz	Hilton Palacio del Rio	San Antonio
1983	Baltazar Acevedo, Jr.	Hilton Palacio del Rio	San Antonio
1982	Max Castillo	Holiday Inn	El Paso
1981	Frank Longoria	Dunfey Hotel	Dallas
1980	Neftalí García	Driskill Hotel	Austin
1979	Margaret Garza	El Tropicano	San Antonio
1978	Ernesto Ramírez	The Menger Hotel	San Antonio
1977	Michael Sáenz	Travel Lodge	San Antonio
1976	Leonardo Valverde	Howard Johnson North	Austin
1975	Leonardo Valverde	El Tropicano	San Antonio
1974	TACHE is Formed	The Gondolier	Austin

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TACHE Regions

Plains

- Panhandle Chapter
- Texas Tech University

Northeast

- Tarrant County College Chapter

Gulf

- Houston Chapter
- Victoria Chapter

South

- Del Mar College Chapter
- Laredo Community College Chapter

Central

- Austin Community College Chapter
- San Antonio Chapter
- Heart of Texas Chapter

Far West

- El Paso Chapter

