

DEC 1 2011

174 Ad.

DATE: November 16, 2011

ATTENTION: Richard Elias
Pima County Board of Supervisors

FROM: Socorro Carrizosa, Director *SC*

RE: 27th Annual Chicano/Hispano Student Affairs' Graduation Convocation - Congratulatory Message Ad

Over one thousand Latino students will graduate from the University of Arizona, this academic year. You are invited to celebrate and commemorate the students by participating in the 27th annual C/HSA Graduation Convocation scheduled **May 9th, 2012**. We ask you to support this important event and C/HSA's student outreach activities through the purchase of a congratulatory message to be displayed in the Convocation program.

Your contribution will help defray expenses associated with the Convocation and student outreach activities such as facility rental, sashes, and printed materials. You have participated in this celebration in the past and I am asking you to partner with us once again to acknowledge each student's achievement and cheer their future success.

Congratulatory Message Request –

Purchase a Congratulatory Ad in the C/HSA Graduation Convocation program to support 27th annual C/HSA Graduation Convocation and C/HSA's student outreach activities.



THE 27th ANNUAL CHICANO/HISPANO STUDENT AFFAIRS
CONVOCATION CELEBRATION

MAY 9, 2012, 5:30 to 7:30 p.m. - Centennial Hall
Reception – 7:30 – 8:00 pm,

About Chicano/Hispano Student Affairs (C/HSA):

Mission

The mission of Chicano/Hispano Student Affairs on the University of Arizona campus is to assist students to achieve academic and personal excellence by shaping a safe and inclusive campus environment through culturally affirming programs and events that cultivate a sense of belonging, build community, encourage critical reflection of their own and others personal identity, and develop students' as learners, leaders, professionals and engaged citizens.

Overview of the Graduation Celebration:

The first ceremony took place in 1984, with a handful of students attending a Mexican American Studies Department reception. Twenty seven years later it has become an important tradition on the University of Arizona (UA) campus. The C/HSA Convocation Celebration offers a personal and intimate opportunity for the community and family and friends to cheer the accomplishments of the new graduates.

This special ceremony compliments the University's Commencement and the academic colleges' individual convocations. It includes participation by faculty, Deans and administrators, as well as community leaders, and best of all, students. Graduating students are asked to write a personalized message that is read aloud to the audience and each receives a specially designed UA/CHSA sash.

The target audience extends beyond the students' family and friends, university staff and faculty, and includes the Latino community as well as the community at large. Because we understand that this event can inspire and motivate marginalized individuals to consider higher education as a real possibility, we also incorporate a dedication from a parent of a graduate and performances by Latino youth (grade school).

The goals of this special celebration are to

- Establish a University of Arizona tradition that advances the image of Hispanic students and celebrates their academic achievements;
- Spotlights individual graduates;
- Convey a positive role model image to the community and to future generations of Chicano/Hispano youth; and
- Provides concrete evidence to private and public agencies, businesses and corporations of qualified and available Latino professionals.

About the UofA - Fall 2011 (prior to official 21 day report):

Total UA Enrollment	=	39,236
Total Undergrad Enrollment	=	30,665
Total New Freshmen	=	7,300
Hispanic New Freshmen	=	1,720 (23.7% new fresh)
Hispanic New Transfers	=	504
Hispanic Undergraduates Enrolled	=	6,628
Total Hispanic Enrollment	=	7,300
Hispanic Graduate and Professional School Enrollment	=	865
Degrees awarded to Hispanic students Fall 2010-Spring 2011	=	1404

FINANCIAL SUPPORT REQUEST

The C/HSA Graduation Convocation is funded by University funds and by sponsorships and congratulatory messages. Sponsorships and congratulatory messages are featured in the C/HSA Convocation program and are acknowledged in the C/HSA fall semester newsletter and in four separate listservs: UA Hispanic Alumni, UA Hispanic Scholars', the C/HSA listserv of UA Hispanic students, faculty, staff and community members and JUNTOS, a coalition of all UA Hispanic student organizations.

The sponsorships and congratulatory messages provide an opportunity to

- Personally congratulate graduating Hispanic students;
- Outreach directly to new professionals beginning new careers and establishing themselves as independent consumers;
- Outreach directly to the Hispanic community that actively supports education;
- Demonstrate your support of Hispanic students' educational achievement.

CHICANO/HISPANO STUDENT AFFAIRS

Graduation Convocation, May 9, 2012
CONGRATULATORY MESSAGE AD Form

Deadline: February 3, 2012

Please provide a copy of your message and company logo in PDF format and
Email to: socorro@emai.arizona.edu

Company contact person is: _____

Company Name: _____

Company Address: _____

Phone: _____ E-mail: _____

Website: _____

SIZE OF AD:
 1/4 PAGE - \$150 1/2 PAGE - \$300
 FULL PAGE - \$1,000

Attach AD Copy and Company logo.

PAYMENT: IDB

Check _____

Payable to: The University of Arizona
Your payment qualifies as a tax deductible contribution.

RETURN THIS FORM WITH YOUR REMITTANCE & MAIL TO:

CHICANO/HISPANO STUDENT AFFAIRS
1110 E. James Rogers Way
Cesar E. Chavez Bldg. 23 Rm. 217
P.O. Box 210023
Tucson, AZ 85721-0023

Questions? Please contact
Socorro Carrizosa, Program Director.
Ph. (520) 621-5627 or socorro@emai.arizona.edu

Chicano/Hispano Student Affairs
Congratulates
Class of 2012
We have seen the future, and the future is ours
Cesar Estrada Chavez

Congratulations
CLASS OF 2012

Son El Orgullo De Su
Familia Y De Nuestra
Comunidad

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JUNTOS

JUNTOS STUDENT
ADVISORY COUNCIL
CONGRATULATES THE
GRADUATING CLASS
OF 2012

