

**Santa Rosa Junior College's Title V HSI  
"Lanzamiento" Initiative:  
An Overview and Invitation**

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Professor Laura Larqué and Dr. Robert Holcomb

24<sup>th</sup> NCCHC Annual Leadership Symposium

Long Beach Renaissance Hotel

Friday, September 17, 2021

10:45 a.m.-12:00 p.m.

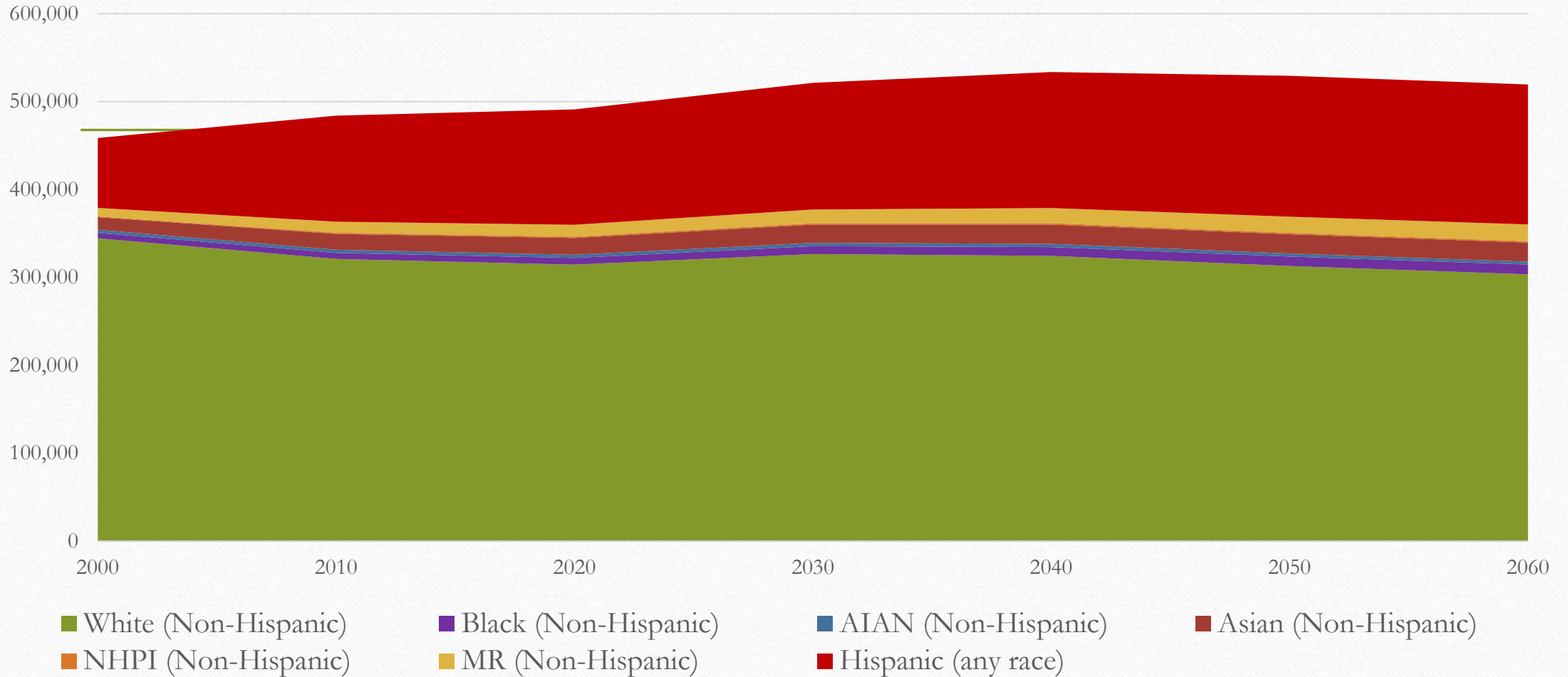


# Background

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- Gained the federal designation as a Hispanic-Serving Institution (HSI) from the US Department of Education in 2014.
- 35% of credit student enrollment identifies as Latinx.
- \$2.82 million, DHSI grant, US Department of Education
- October 2020 through September 2025.
- *Lanzamiento*—Together we launch!

# Historic and Projected Sonoma County Population, by Ethnicity



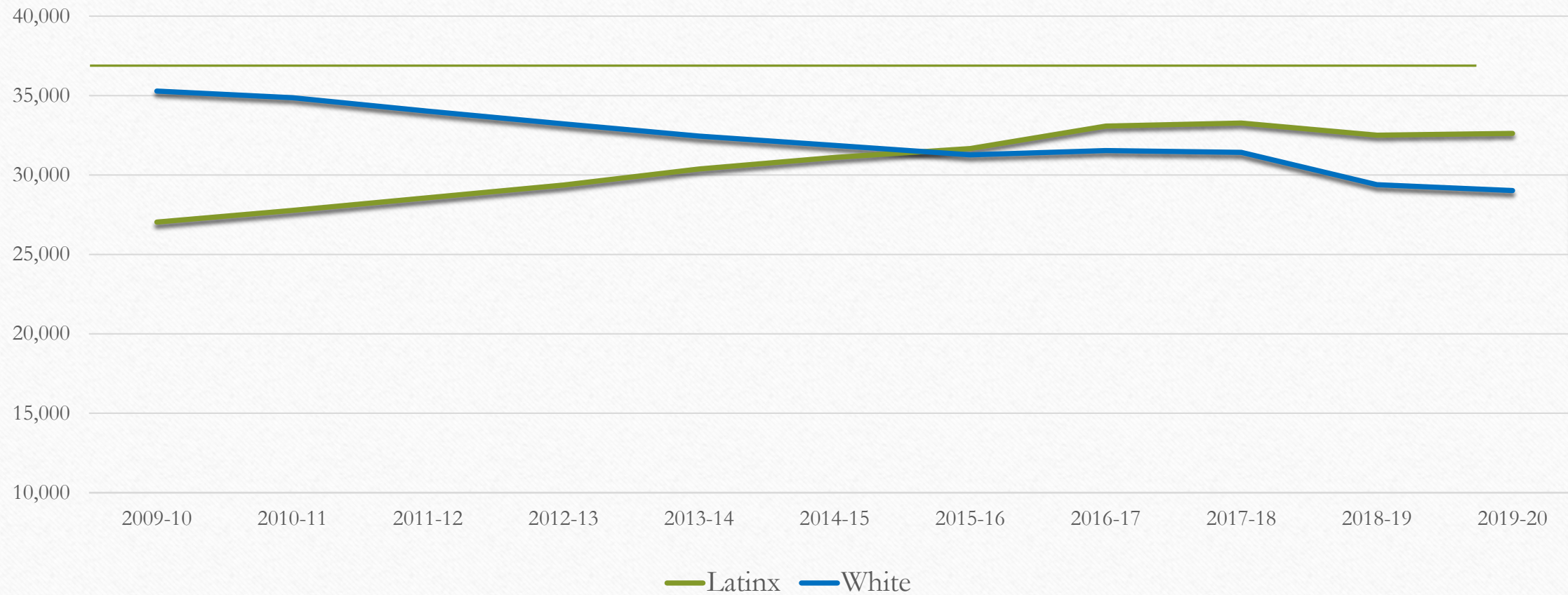
Source: California Department of Finance

## Selected Sonoma County Population Statistics

	White	Latinx
County Population 2019	63%	27%
Less than a high school diploma (aged 25+)	4%	32%
Bachelor degree or higher (aged 25+)	45%	15%
Speaks a language other than English at home	14% *	71% *
Average Household Size	2.42 *	3.82 *
Mean Household Earnings	\$104,333 *	\$85,596 *
Poverty Rates	6%	6%
Renter-Occupied Housing Units	31%	62%
Gross Rent as a Percentage of Income – 30% or more	56% *	58% *

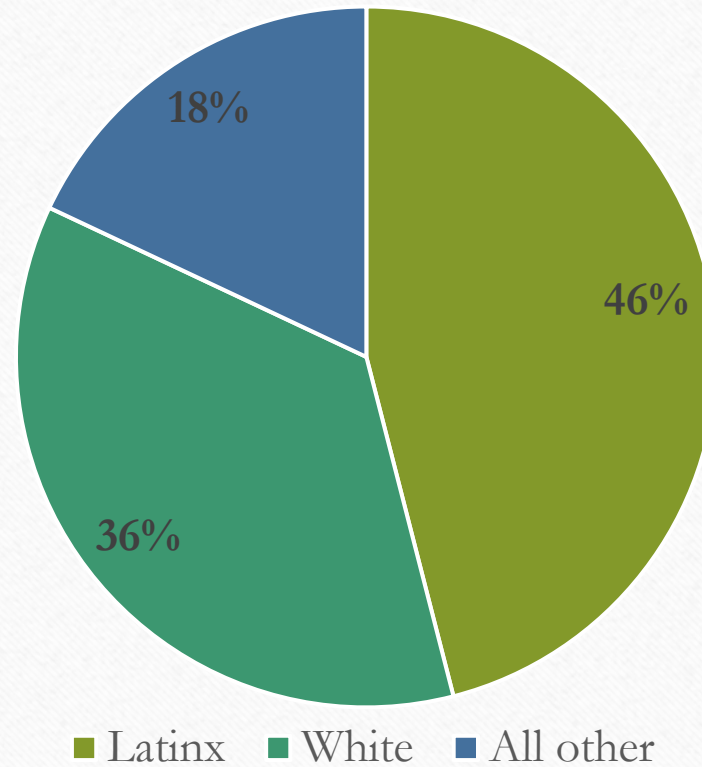
Source: US Census, American Community Survey 2020 and 2019 QuickFacts

# Sonoma County K-12 Enrollment by Ethnicity



Source: California Department of Education

## First Time (New) Students at SRJC



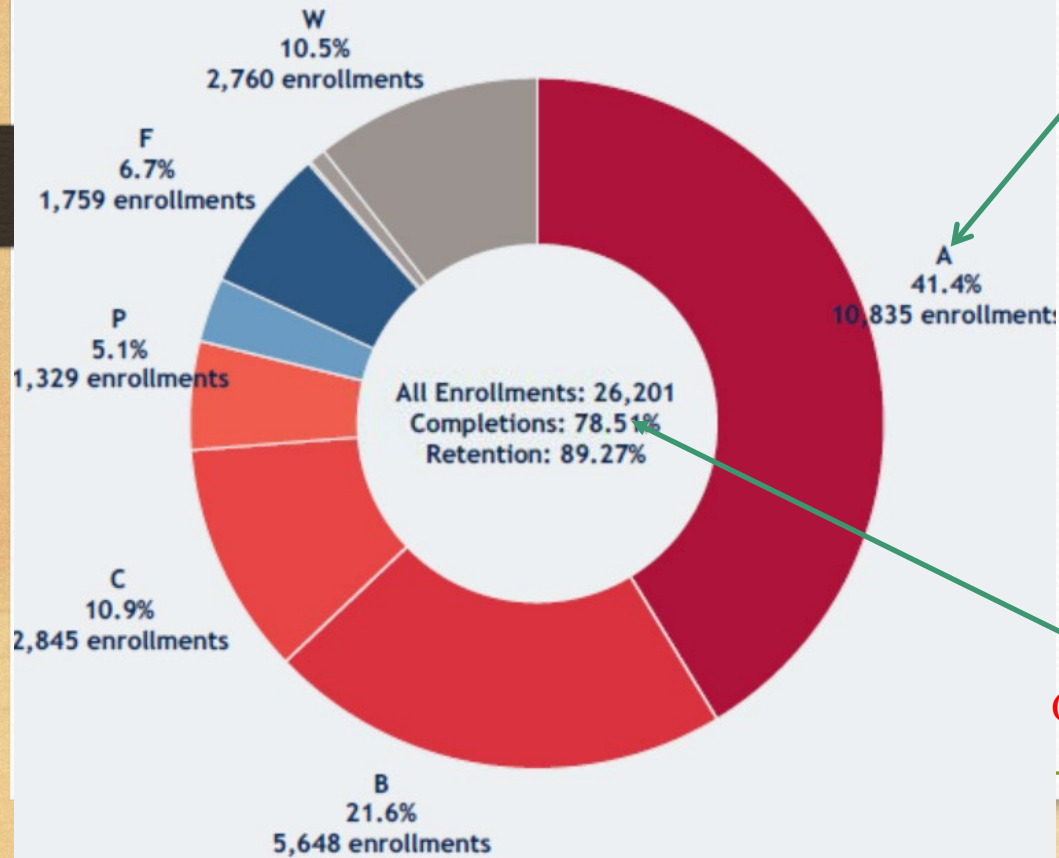
# SRJC Credit Student Characteristics by Ethnicity, Fall 2020

	White	Latinx	Difference
First Generation	12%	43%	31%
Full Time (15+ units)	4%	3%	-1%
Full Time (12+ units)	18%	18%	-
Goal of Transfer (with or without Associate degree)	35%	40%	5%
Goal of Associate degree only	4%	5%	1%
Goal of CTE	18%	12%	-3%
Received any Financial Aid	35%	54%	19%
Received Pell	11%	19%	8%
AB540	<1%	2%	2%
Promise (BOG)	28%	48%	20%
<i>N</i>	7,636	6,385	

# SRJC Student Successful Course Completion by Ethnicity, Fall 2017

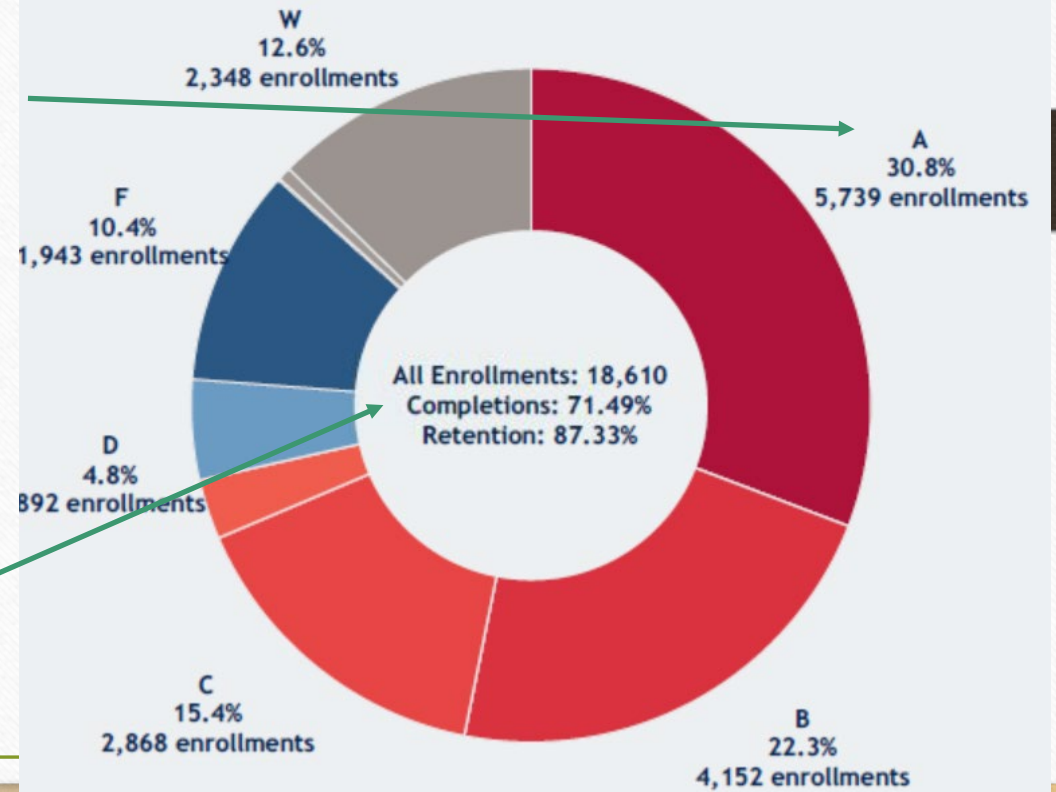
## Credit Courses Grades

### White Students



## Credit Courses Grades

### Latinx Students



11% Gap in rate of A's

7% Gap in Successful Course Completion

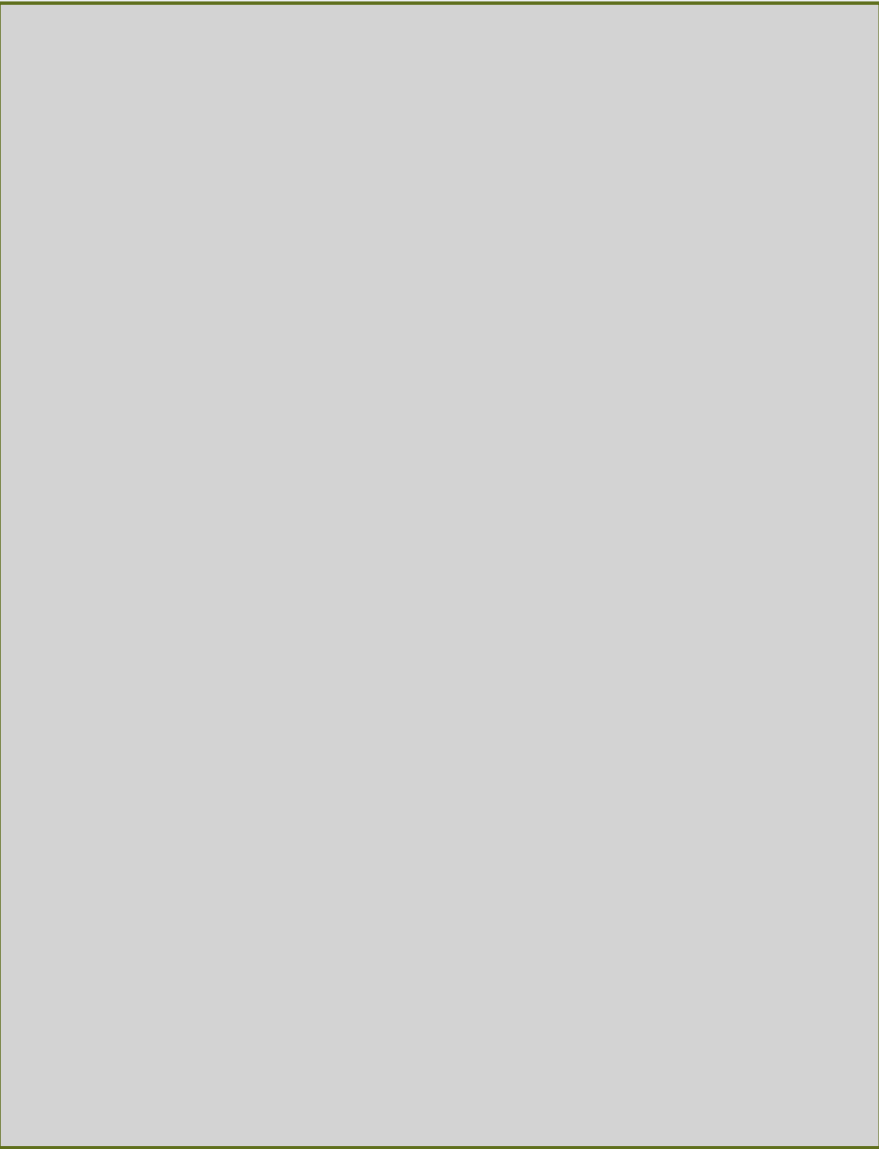
Source: SIS



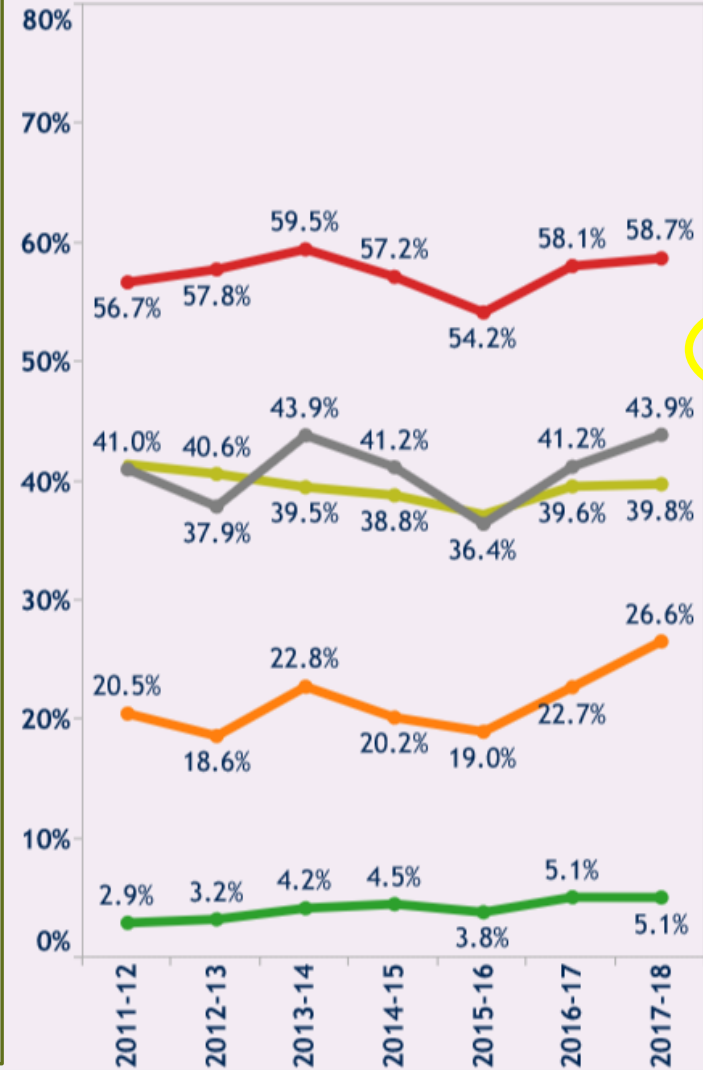
# Cohort Completion Rates 2011/12 - 2017/18

Measure Names

- Degrees
- Certificates
- Trans Prep
- Completions
- Transfers



SRJC Cohort Completion Rates - Group 2  
Cohort Year



- Gender
- Female
  - Male
  - Other/Unk..

- Ethnicity
- African Am..
  - Asian
  - Filipinx
  - Latinx
  - Native Am..
  - Pacific Isla..
  - White
  - Multi Ethnic
  - Unknown

- Economic Dis
- No
  - Yes

- DSPS
- No
  - Yes

- Age Groups
- 19 or less y..
  - 20 to 24 ye..
  - 25 to 29 ye..
  - 30 to 39 ye..
  - 40 and mor..

# Cohort Completion Rates 2011/12 - 2017/18

## Measure Names

- Degrees
- Certificates
- Trans Prep
- Completions
- Transfers

### Gender

- Female
- Male
- Other/Unk..

### Ethnicity

- African Am..
- Asian
- Filipinx
- Latinx
- Native Am..
- Pacific Isla..
- White
- Multi Ethnic
- Unknown

### Economic Dis

- No
- Yes

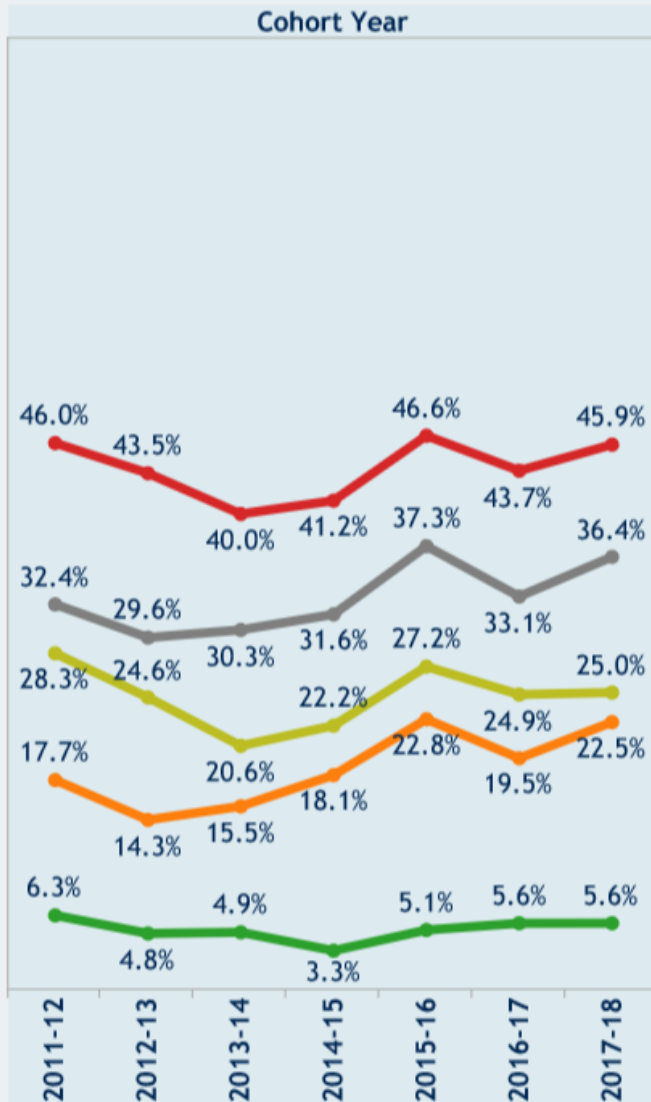
### DSPS

- No
- Yes

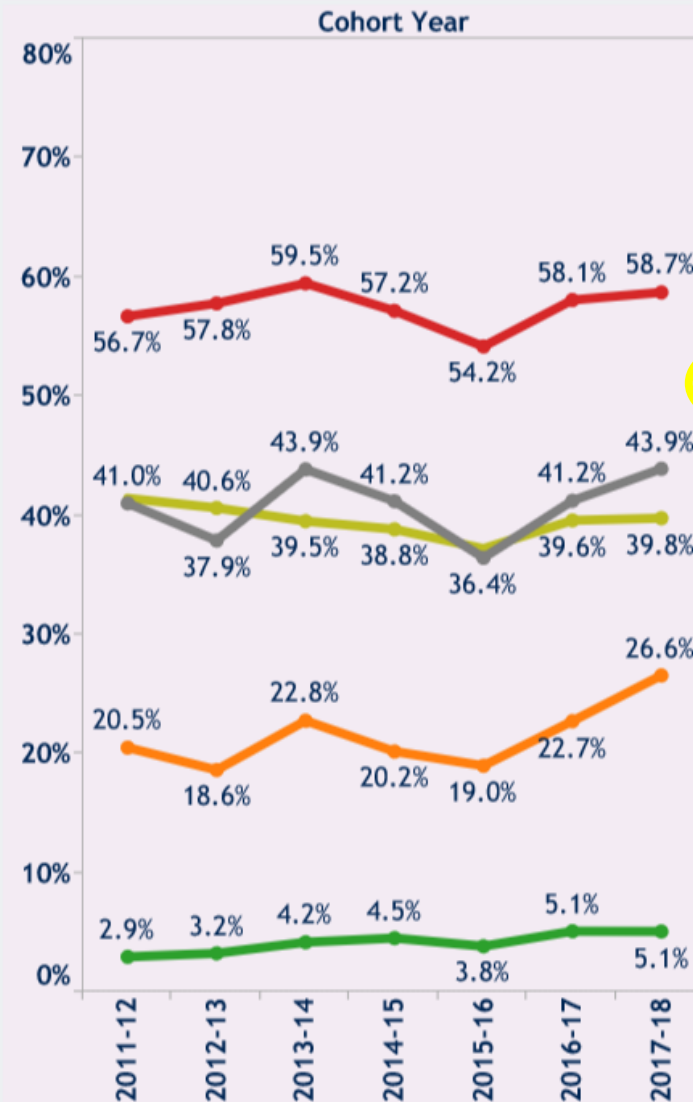
### Age Groups

- 19 or less y..
- 20 to 24 ye..
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- 30 to 39 ye..
- 40 and mor..

SRJC Cohort Completion Rates - Group 1



SRJC Cohort Completion Rates - Group 2



### Gender

- Female
- Male
- Other/Unk..

### Ethnicity

- African Am..
- Asian
- Filipinx
- Latinx
- Native Am..
- Pacific Isla..
- White
- Multi Ethnic
- Unknown

### Economic Dis

- No
- Yes

### DSPS

- No
- Yes

### Age Groups

- 19 or less y..
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- 30 to 39 ye..
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# *Lanzamiento*—Together we launch!

- *Lanzamiento* is a Spanish word meaning launch or propel, applied here to symbolize institutional transformation for more equitable launching, *Lanzamiento*, toward bold educational outcomes for the target population.





# Overarching Goals

- **Increase Access:** Increase access, academic preparedness, and college readiness among entering Hispanic and low-income students
- **Improve Success:** Improve course completion and success rates among Hispanic and low-income students
- **Promote Completion:** Increase transfer, degree, and/or certificate completion among Hispanic and low-income students





# Strategy 1

Implement a comprehensive and aligned SRJC pre-matriculation and onboarding initiative

- Dual Enrollment
- Welcome and Connect Center
- Bilingual Financial Aid Services
- Culturally responsive Mental Health Services





## Strategy 2

- Institute enhanced curricular pathways and instructional approaches
  - HSI-designated, cross-disciplinary course sections
  - Faculty-led Communities of Practice.





## Strategy 3

Establish embedded and aligned learning support resources:  
integrated tutoring, peer coaching, and library support

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## Strategy 4

Develop and implement a comprehensive transfer and completion initiative, designed to facilitate the student's journey from entering college through transfer completion.

- Transfer Center Workshops
- University Tours







# Measurable Outcomes

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- By 2025, the percentage of Hispanic low-income students completing transfer-level math and English in their first academic year will increase from 5% to 20%.
- By 2025, the course completion rate among Hispanic low-income students will increase from 71% to 85%.
- By 2025, the transfer rate among Hispanic low-income students will increase from 25% to 40%.
- By 2025, the rate of earning “A” grades among Hispanic low-income students will increase from 30% to 45%.



# *Lanzamiento* Initiative

- HSI-Designated Course Sections
- Integrated Support Resources
- Faculty-led Communities of Practice
- De-Colonizing the Curriculum
- Cultural Event Programming, *La Herencia* Series/LFSA/HSI





# HSI-Designated Course Sections

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- Forty-seven HSI-designated “Lanzamiento” sections, across various academic disciplines, fall 2021
- More than 1,300 students enrolled in fall sections
- Comprehensive outreach mechanisms
- Designed to support academic achievement among Latinx and first-generation college students. However, any student can enroll in this class and be a *Lanzamiento* student.



# HSI-Designated Course Sections

- **Cultural aspects** reflect themes of bilingualism, transnational experiences, immigrant communities, Latinx authorship, academic scholarship, and activism are relevant to the *Lanzamiento* initiative.



<b>Course</b>	<b>Instructor</b>	<b>Mode of Instruction</b>
ANTHRO 1L	Leticia Contreras	Online
ANTHRO 31	Michelle Hughes Markovics	Mostly face-to-face Petaluma campus; some online
ART 1.1	Heidi Saleh	Online
BAD 10	Albert Yu	Online
CHEM 3B	K. Frindell	Face-to face Santa Rosa campus
CHILD 10	Jenn Perez	Online
CHILD 68	Linda Maloney	Online
COMM 1	Ashley Garcia	Online
COMM 1	AC Panella	Online
COUN 10	Margarita Gonzalez-Jordan	Online
COUN 10	Roberto Alvarado	Mostly face-to-face Petaluma campus; some online
ECON 2	Emilio Gomez	Online
ENGL 1A	Purnur Ozbirinci	Online
ENGL 1A	Freddy Martinez	Online
ENGL 1A	Marc Bojanowski	50% Online - some face-to-face Santa Rosa campus
ENGL 1A	Miguel Ramon	Online
ENGL 1A	Tony Ruiz	Online
ENGL 1A/50	Sheryl Cavales Dolan	Online
ENGL 1A/50	Matthew Martin	Mostly face-to-face Petaluma campus; some online
ESL 10	Luz Garcia	50% Online; some face-to-face Santa Rosa campus
HIST 17.2	Ian Livie	Online
HIST 21	Nick Perrone	Online
HIST 26	Laura Larque	Online

<b>Course</b>	<b>Instructor</b>	<b>Mode of Instruction</b>
HIST 8.1	Sal Diaz	Online
HUM 14	Jose Emmanuel Raymundo	Online
HUM 6	Rafael Vasquez	Mostly face-to-face Santa Rosa campus; some online
KINES 53	Tara Jacobson	Online
MATH 15	Salvador Rico	Online
MATH 15	Salvador Rico	Online
MATH 15/215	Carlos Valencia	Online
MATH 156	Sandi Nieto	50% Online; some face-to-face Santa Rosa campus
MATH 1A	Elhadji Gaye	Online
MATH 27	Justin Davis	Mostly face-to-face Santa Rosa campus; some online
MATH 4	Tim Melvin	Mostly face-to-face Santa Rosa campus; some online
MEDIA 10	Michael Traina	Online
POLS 1	Claudia Moura	Online
PSYCH 30	Catherine Williams	Mostly face-to-face Petaluma campus; some online
PSYCH 3	Brenda Flyswithhawks	Online
RELS 6.66	Sarah Whylly	Mostly face-to-face Santa Rosa campus; some online
SOC 1	John Stover	Face-to-face Petaluma campus
SOC 2	Rima Dasgupta	Online
SOC 30	Solen Sanli Vasquez	Online
SPAN 40	Deyanira Morales	Online
SPAN 41	Araceli Osorio	Online
HIST 8.1	Sal Diaz	Online
HUM 14	Jose Emmanuel Raymundo	Online



# Dedicated Grant Resources



Dedicated Grant Resource	Program Lead(s)	HSI Focus
HSI Counseling	Margarita Gonzales	Educational planning, class presentations
HSI Counseling	Samantha Montellano Diaz	Educational planning, class presentations
Library Services	Loretta Esparza	Information-competency workshops
Mental Health Services	Brijit Alemán	Bilingual and culturally responsive therapy
Financial Aid	Drina Ochoa	Bilingual and bicultural student support
PALS Tutoring	Amy Flores	Course embedded peer tutoring
Student Success Coaching	Hilleary Zarate Michelle Vidaurri	Embedded peer student success coaching
Transfer Center	Amy Merkel	Targeted workshops and university tours
Cultural Event Programming	Malena Hernandez Amanda Morrison	Guest speakers, authors, panel discussions



Fall 2021 HSI *Lanzamiento* Faculty Requests  
**Embedded PALS**

Course	Section	Instructor	Campus
ANTHRO 31	2721	Michelle Hughes Markovics	Petaluma
CHEM 3B	0268	K. Frindell	Santa Rosa
CHILD 10	0315	Jenn Perez	Santa Rosa
CHILD 68	0324	Linda Maloney	Santa Rosa
COMM 1	0414	Ashley Garcia	Santa Rosa
COUN 10	2384	Roberto Alvarado	Petaluma
ENGL 1A	0778	Purnur Ozbirinci	Santa Rosa
ENGL 1A	0756	Miguel Ramon	Santa Rosa
ESL 10	0200	Luz Garcia	Santa Rosa
HIST 17.2	0951	Ian Livie	Santa Rosa
HIST 8.1	0948	Sal Diaz	Santa Rosa
MATH 15	3712	Salvador Rico	Petaluma
MATH 15,	0992	Salvador Rico	Petaluma
MATH 15, 215	956/1363	Carlos Valencia	Santa Rosa
MATH 156	2057	Sandi Nieto	Santa Rosa
MATH 1A	0897	Elhadji Gaye	Santa Rosa
MATH 4	0349	Tim Melvin	Santa Rosa
MEDIA 10	1121	Michael Traina	Santa Rosa
PSYCH 3	1789	Brenda Flyswithhawks	Santa Rosa
RELS 6.66	0989	Sarah Whyllly	Santa Rosa
SOC 30	0368	Solen Sanli Vasquez	Santa Rosa
SPAN 40	1914	Deyanira Morales	Santa Rosa





Fall 2021 HSI *Lanzamiento* Faculty Requests  
**Student Success Coaches**

Course	Section	Instructor	Campus
CHILD 10	0315	Jenn Perez	Santa Rosa
CHILD 68	0324	Linda Maloney	Santa Rosa
COUN 10	0598	Margarita Gonzalez-Jordan	Santa Rosa
ENGL 1A	0764	Marc Bojanowski	Santa Rosa
ENGL 1A	0756	Miguel Ramon	Santa Rosa
ENGL 1A	0936	Tony Ruiz	Petaluma
ENGL 1A/50	2426/1474	Matthew Martin	Petaluma
ESL 10	0200	Luz Garcia	Santa Rosa
HIST 17.2	0951	Ian Livie	Santa Rosa
HIST 8.1	0948	Sal Diaz	Santa Rosa
KAD	1034	Tara Jacobson	Petaluma
MATH 15	3712	Salvador Rico	Petaluma
MATH 15,	0992	Salvador Rico	Petaluma
MATH 15, 215	956/1363	Carlos Valencia	Santa Rosa
MATH 156	2057	Sandi Nieto	Santa Rosa
MATH 4	0349	Tim Melvin	Santa Rosa
PSYCH 1A	2562	Catherine Williams	Petaluma
PSYCH 3	1789	Brenda Flyswithawks	Santa Rosa
SPAN 40	1914	Deyanira Morales	Santa Rosa





Fall 2021 HSI *Lanzamiento* Faculty Requests  
**Dedicated Library Support**

Course	Section	Instructor	Campus
ART 1.1	0128	Heidi Saleh	Santa Rosa
CHILD 10	0315	Jenn Perez	Santa Rosa
COMM 1	0414	Ashley Garcia	Santa Rosa
ENGL 1A	0778	Purnur Ozbirinci	Santa Rosa
ENGL 1A	0756	Miguel Ramon	Santa Rosa
ESL 10	0200	Luz Garcia	Santa Rosa
HIST 8.1	0948	Sal Diaz	Santa Rosa
RELS 6.66	0989	Sarah Whylly	Santa Rosa
SOC 2	2106	Rima Dasgupta	Santa Rosa



Fall 2021 HSI *Lanzamiento* Faculty Requests  
Dedicated Financial Aid Services

Course	Section	Instructor	Campus
COMM 1	0414	Ashley Garcia	Santa Rosa
ESL 10	0200	Luz Garcia	Santa Rosa
HIST 8.1	0948	Sal Diaz	Santa Rosa
RELS 6.66	0989	Sarah Whyllly	Santa Rosa
MATH 15	3712	Salvador Rico	Petaluma
MATH 15,	0992	Salvador Rico	Petaluma
MATH 4	0349	Tim Melvin	Santa Rosa



Fall 2021 HSI *Lanzamiento* Faculty Requests  
**Dedicated Mental Health Services**

Course	Section	Instructor	Campus
ART 1.1	0128	Heidi Saleh	Santa Rosa
CHILD 68	0324	Linda Maloney	Santa Rosa
COUN 10	2384	Roberto Alvarado	Petaluma
ENGL 1A/50	0792/0604	Sheryl Cavales Dolan	Santa Rosa
ENGL 1A/50	2426/1474	Matthew Martin	Petaluma
ESL 10	0200	Luz Garcia	Santa Rosa
HIST 8.1	0948	Sal Diaz	Santa Rosa
SOC 2	2106	Rima Dasgupta	Santa Rosa
SOC 30	0368	Solen Sanli Vasquez	Santa Rosa





Fall 2021 HSI *Lanzamiento* Faculty Requests  
**Dedicated Transfer Center Support**

Course	Section	Instructor	Campus
ART 1.1	0128	Heidi Saleh	Santa Rosa
CHEM 3B	0268	K. Frindell	Santa Rosa
CHILD 68	0324	Linda Maloney	Santa Rosa
COMM 1	0414	Ashley Garcia	Santa Rosa
ENGL 1A	0764	Marc Bojanowski	Santa Rosa
ESL 10	0200	Luz Garcia	Santa Rosa
HIST 17.2	0951	Ian Livie	Santa Rosa
HIST 8.1	0948	Sal Diaz	Santa Rosa
RELS 6.66	0989	Sarah Whylly	Santa Rosa

Fall 2021 HSI *Lanzamiento* Faculty Requests  
**Dedicated Counseling Services**

Course	Section	Instructor	Campus
BAD 10	2292	Albert Yu	Petaluma
ENGL 1A	0778	Purnur Ozbirinci	Santa Rosa
ENGL 1A	0936	Tony Ruiz	Petaluma
ENGL 1A/50	0792/0604	Sheryl Cavales Dolan	Santa Rosa
ESL 10	0200	Luz Garcia	Santa Rosa
HIST 8.1	0948	Sal Diaz	Santa Rosa
MATH 15	3712	Salvador Rico	Petaluma
MATH 15	0992	Salvador Rico	Petaluma
MATH 15, 215	956/1363	Carlos Valencia	Santa Rosa
SOC 2	2106	Rima Dasgupta	Santa Rosa



Fall 2021 HSI *Lanzamiento* Faculty Requests  
**Guest Lecture Programming**

Course	Section	Instructor	Campus
ANTHRO 31	2721	Michelle Hughes Markovics	Petaluma
COUN 10	0598	Margarita Gonzalez-Jordan	Santa Rosa
COUN 10	2384	Roberto Alvarado	Petaluma
ESL 10	0200	Luz Garcia	Santa Rosa
HIST 8.1	0948	Sal Diaz	Santa Rosa
KAD	1034	Tara Jacobson	Petaluma
MEDIA 10	1121	Michael Traina	Santa Rosa
PSYCH 1A	2562	Catherine Williams	Petaluma
SPAN 40	1914	Deyanira Morales	Santa Rosa



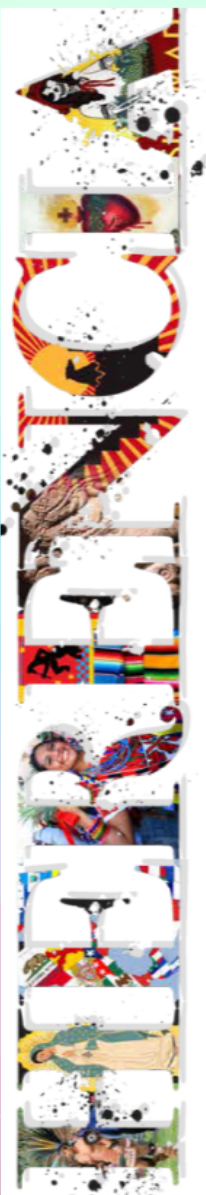


# Communities of Practice

- Faculty-led, discussions, actionable steps, de-colonizing the curriculum
  - Validation Theory, Dr. Laura Rendón
  - *Lanzamiento* Across Disciplines
  - Transformative Syllabus
  - Culturally Responsive and Sustaining Pedagogies
  - *Finding Latinx: In Search of the Voice Redefining Latino Identity*, by Paola Ramos
  - Maya and Inca Mathematics







All events are virtual, free, & open to the public, unless stated otherwise



**Sept 16**  
Thursday, 3pm

**MEXICAN INDEPENDENCE DAY**

Lecture by Prof. Sal Díaz

**Sept 23**  
Thursday, 3pm

**CHINACOS, MEXICANS SEEKING THEIR NATIONAL IDENTITY**

Lecture by Prof. Laura Larque

**Sept 28**  
Tuesday, 10:30pm

**WHAT IS CHICANX & LATINX STUDIES?**

Dr. Melissa Moreno & Dr. Amanda Morrison

**29 de septiembre**  
miércoles, 6pm

**CURANDERISMO**

Evento en español  
Presentado por Landpaths

**Oct 4**  
Monday, 10:30am

**LATINX POETRY**

Featuring:  
Sara Borjas, Christopher Soto, Joshua Escobar

**Oct 11**  
Monday, 3pm

**THE IMPORTANCE OF THE TELPOCHCALLI & THE CALMECAC: AZTEC COMPULSORY EDUCATION**

Lecture by Prof. Leticia Contreras

**Oct 12**  
Tuesday, all day

**INDIGENOUS PEOPLES' DAY**

Led by Native Faculty & Staff Association

**Oct 18-22**  
M-F, 1pm everyday

**UNDOCUMENTED STUDENT ACTION WEEK (USAW)**

Daily webinars

**Oct 22**  
Friday, 9-1pm

**UNDOCUMENTED STUDENT CONFERENCE**

Live streamed workshops

**Oct 23**  
Sat, 10am -12pm

**DRIVE THRU**

Hosted by the Dream Center & Financial Aid

For zoom links & more information:  
<https://intercultural.santarosa.edu/herencia>



**SANTA ROSA JUNIOR COLLEGE**

SRJC Non-discrimination Policy: [bit.ly/2LzvNrN](https://bit.ly/2LzvNrN)





# Post Independence: Civil Wars—Criollo and Spanish vs Mestizos, Indigenous, Mulatos, and Blacks: 1823-1876

Poor economic development

Rampant poverty, disease, and high mortality amongst the people of color

## Imminent wars of invasion:

The United States—Manufactured War: 1836-1848

France: 1860-1863

Maximilian: Austrian Archduke--April 10, 1864 until his execution on June 19, 1867

# *El Canto de la Chinaca*

I am free like the wind  
And I have my strong pride  
I love my freedom  
With all my heart  
And with much pride  
I declare in good faith  
That I am  
Pure Mexican

I have no Spanish blood

(French man singing)

My sweet Mariquita

(Chinaca singing)

When people declare war on me  
Who told you to come to my country?  
Who begs you to stay here?  
Me loving you? Looking at you?  
Only god knows I will be condemned  
Go to Pamuceno and Saligny  
To take your troubles away

(French man singing)

I love you my Mariquita

Let's have a child?

(Chinaca singing)

Who gave you such a big mouth?

Don't you know I am Chinaquita?

And long before I decide

To give my love to a foreigner

I will tell him:

“Go f...ck the mother who gave you life!”

How beautiful is to spend my life

Wearing a skin color blouse

Looking at a beautiful brown face

And an ever gallant pride

The foreigner is a tasteless dish

Come my dear Chinacate

Help me scare away this French man



# Year 1 Outcomes

## Year 1 Benchmarks

By 2021, the percentage of Hispanic low-income students completing transfer-level math and English in their first academic year will increase from 5% to 7%.

By 2021, the course completion rate among Hispanic low-income students will increase from 71% to 73%.

By 2021, the rate of earning “A” grades among Hispanic low-income students will increase from 30% to 32%.

By 2021, the transfer rate among Hispanic low-income students will increase from 25% to 27%.

## Year 1 Outcomes

**Achieved** The percentage of Hispanic low-income students completing transfer-level math and English in their first academic year **has increased to 11%**.

**Not Achieved** The course completion rate among Hispanic low-income students **fell to 69%**.

**Achieved** The rate of earning “A” grades among Hispanic low-income students has **increased to 35%**.

**Achieved** The transfer rate among Hispanic low-income students has **increased to 30%**.



# An Invitation

- HSI Collaborative
- Sharing Resources
- Joint Advocacy
- *La Hermandad*
- XXI Century *Chinacos*





# Discussion

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