

*“Thanks to the Latino Communications Initiative, I worked as an intern at Telemundo, built relationships, networked and made the decision to change my major to something I’m passionate about.”*

Eric Reséndiz, a senior majoring in journalism



## CALIFORNIA STATE UNIVERSITY, FULLERTON LATINO COMMUNICATIONS INITIATIVE

### **Preparing the Next Generation of Communication Professionals**

The Latino Communications Initiative (LCI) is a workforce preparedness program that supports the development of U.S. Latino cultural competency through relevant courses, research and a broad spectrum of educational opportunities. LCI continues to build a pipeline of talented Latino millennials who are career-ready. Many LCI students are first-generation college students who find life-changing training, internship connections and mentorships during their course of study.

### **Developing Language Skills for Spanish Bilingual Students**

With the U.S Latino market explosion, employers are looking for talented bilingual communication professionals. The Spanish for Hispanic Media academic certificate, a collaboration with the Department of Modern Languages and Literatures, provides a pathway to Spanish bilingual students that enables them to become Spanish-proficient in the communications field.

- LCI students have been placed in more than 45 highly competitive internships
- Recent graduates are working in newsrooms and in top PR and advertising agencies

### **CALIFORNIA STATE UNIVERSITY, FULLERTON**

- Second largest campus in the 23-campus California State University system
- An affordable, accessible and diverse campus serving California’s working families
- Nearly 39,000 students enrolled (Fall 2015)
- More than 9,000 graduates in 2014-2015
- Nearly 38% of student body is Hispanic
- 56% of bachelor’s degree recipients are first-generation university graduates
- Nationally ranked in degrees to Hispanics
  - No. 1 in California and fifth in the nation among top colleges and universities awarding bachelor’s degrees to Hispanics<sup>1</sup>
  - No. 1 in the nation for awarding bachelor’s degrees in communications to Hispanics<sup>2</sup>

### **COLLEGE OF COMMUNICATIONS**

Three departments offer four undergraduate and four graduate degrees and five minors:

- Communications
  - BA/MA in Communications
  - Minors in Advertising, Journalism and Public Relations
- Human Communication Studies
  - BA/MA in Communication Studies
  - BA/MA in Communicative Disorders
  - Minor in Communication Studies
- Cinema and Television Arts
  - BA in Cinema and Television Arts
  - MFA in Screenwriting
  - Minor in Cinema and Television Arts

<sup>1</sup> Diverse: Issues in Higher Education (October 2015)  
<sup>2</sup> Hispanic Outlook in Higher Education (May 2015)