



CALIFORNIA STATE UNIVERSITY, FULLERTON LATINO COMMUNICATIONS INITIATIVE

Preparing the Next Generation of Communications 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 graduates 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 communications professionals. The Spanish for Hispanic Media academic certificate, a collaboration with the Department of Modern Languages and Literatures, provides a pathway for bilingual students to become Spanish-proficient in the communications field.

- LCI students are placed in highly competitive internships
- Recent graduates work in newsrooms and top PR and advertising agencies

CALIFORNIA STATE UNIVERSITY, FULLERTON

- The largest campus in the 23-campus California State University system
- An affordable, accessible and diverse campus serving California's working families
- More than 40,000 students enrolled (fall 2016)
- More than 10,500 graduates in 2016
- Nearly 40% of the student body is Hispanic (fall 2016)
- 57% of bachelor's degree recipients are first-generation university graduates
- Nationally ranked in degrees to Hispanics
 - No. 1 in California and No. 2 in the nation among top colleges and universities awarding bachelor's degrees to Hispanics*
 - No. 1 in the nation for awarding bachelor's degrees in communications/journalism to Hispanics **

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

* Diverse: Issues in Higher Education (August 2016)

** Hispanic Outlook in Higher Education (August 2016)

THE FIVE-YEAR STRATEGIC PLAN

Develop a nationally recognized Latino Communications Institute which prepares first-generation college students to be competitive in the workforce

ACCESS TO SUCCESS

- Integrate LCI with Student Success Team (including academic planning, counseling, and support services)
- Increase the number of students served by the center to at least 500 per year
- Offer scholarships to low-income students
- Connect students to prime internship opportunities with top employers
- Develop bilingual programs for underserved K-12 students and families, creating interest in communications and STEM higher education

HIGHLY-TRAINED DIVERSE WORKFORCE

- Transform co-curricular program to an integrated curriculum
- Build a strong bilingual Spanish-English workforce pipeline
- Expand diverse faculty/lecture experts in the Latino communications field
- Develop interdisciplinary program focused on Latino cultural competency with Chicano Studies and other relevant departments
- Create a course sequence within the Department of Communications focused on Latino communications

INTERNATIONAL/NATIONAL PARTNERSHIPS

- Host 2017 Hispanic/Latino Media and Marketing International Conference, bringing together industry, scholars, and students
- Enhance international studies program in Spanish-speaking countries
- Create synergies with the CSUF Maxwell Center for International Communications and University Extended Education to provide educational opportunities for a global Latino student community

LATINO COMMUNICATIONS RESEARCH

- Develop academic research focused on Latino communications
- Conduct international studies on Latino markets and consumer behavior

FUNDING THE INSTITUTE

- Secure \$150,000 annual budget
- Identify five founding partners at a minimum contribution level of \$20,000

ANNUAL MEASURABLE OBJECTIVES

- Minimum of 50 students graduating with the Spanish for Hispanic Media academic certificate
- Minimum of 30 students placed in internships with top industry employers
- Minimum of 100 graduates/alumni placed in career-related jobs

For more information about the Latino Communications Initiative, contact Inez González at igonzalez@fullerton.edu.