

2000 National MEChA Advocacy Agenda  
Raza Outreach Programs  
Proposed by the Alta Califas Sur Region



Contact Info: MEChA de UCLA  
Ralph de Unamuno or Jo Anna Ley  
308 Westwood Plaza  
407 Kerckhoff Hall  
Los Angeles, Califaztlán 90024  
(310) 206-6452  
(310) 267-2065 (fax)  
[mecha@asucla.ucla.edu](mailto:mecha@asucla.ucla.edu)

1999-2000 MEChA National Advocacy Agenda  
Alta Califas Sur Region

*"At this moment we do not come to work for the university, but to demand that the university work for our people" (El Plan de Santa Barbara. p. 11)*

Part I: Description of Issue

It is evident that right-wing conservative attacks have spread throughout Aztlán as we see many states in this country eliminate programs and funding in education. This hinders our community, as they are not prioritizing the education of our people. The elimination of programs like Affirmative Action have only served to exacerbate the situation as we see the significant effect it is having in admissions of Raza into four year colleges and universities. The prioritization of building more prison versus schools has channeled the money to flow into the Prison industrial complex and thus just worked to support the modern day slave system.

After 30 years of existence, we must move beyond the analysis and evaluation of MEChA, and move towards the implementation of El Plan. Therefore, the Alta Califas Sur Region has called for the nation to seek into our guiding documents. El Plan de Aztlán, El Plan de Santa Barbara, Philosophy of MEChA. We must follow the philosophy and spirit of MEChA and collaborate towards the establishment of outreach programs that will address the issue of education. These outreach models then become an example of a growing solidarity among Mechistas throughout Aztlán and the development of a common social praxis. Consequently, we feel that it would be advantageous that the nation looks into the Recruitment and Admissions section of El Plan as we try to deal with the issue of equal access to higher education. As student activists and organizers, we need to demand that the university demonstrate its

commitment to diversity by providing monetary for these programs. All of this can be successfully executed through the implementation and/or growth of currently existing outreach programs in every MEChA chapter throughout Aztlán. Through this Advocacy Agenda we will insure that our local systems of education our relevant to all of our gente and comunidades.

## Part II: Goals

### Short Term Goals

1. Assess the current situation in your respective school districts in regards to the accessibility of higher education for Raza at the K-12 and transfer level.
2. Identify all possible allies: other student organizations on and off your campus, administration, faculty, parents, alumni, community members and/or organizations. Allies can be supportive in the implementation of the advocacy agenda. Allies can be the workers of the program, they can assist in funding with donations or simply to support you as you advocate to implement an outreach program.
3. Establish good relations with the admissions office, as they will serve to donate pamphlets and literature on admissions policy for your school, and they can serve as a resource for other MEChA chapters in your region. Some admissions offices also provide brochures with information on your college/university.
4. Discuss this issue in your region. If the resources at your university are minimal, you can choose to focus your efforts on an outreach program with another near by MEChA chapter. At the regional level, university MEChA's can also collaborate with neighboring high school MEChA's chapter. If your chapter chooses to establish a program that works with a high school they can work together to set-up these outreach programs at the high school or an elementary or junior high school and the high school MEChAs can help in the recruitment of students at their campus. This can also be applied if your choice is to work on a transfer program.

### Intermediate Goals

1. Determining which outreach you will choose to implement. (We have included three (3) proposal samples that can serve as examples)

## A. High School Outreach

- i. Xinachtli Program: Working with a high school to provide them campus tours and workshops on academic, cultural political and social issues.
- ii. Tepochkali Program: Working with a high school to establish an outreach program that focuses on mentorship and tracking students throughout their high school years to ensure that they take the necessary classes to be eligible to apply to college.
- iii. Hue Hue Tlatokan: Establishing a Raza Youth Conference.

## B. Transfer Students

- i. Xinachtli Program: Establishing a transfer program that outreaches to various JC's, state and community colleges, as you provide them campus tours, and workshops on that inform them on how they can transfer.
  - ii. Tepochkali Program: Establishing a mentorship program with transfer students that provides guidance, mentoring and workshops on transferring.
  - iii. Hue Hue Tlatokan: Establishing a transfer fair for Raza students.
2. Developing a detailed proposal that outlines the goals, objectives and methodology that will be used to implement your program.
  3. Speaking to your allies about your program and attempting to gain support in your program.
  4. Establishing communication with the many possible allies: organizations (MEChA chapters) admissions office, administration and faculty at the JC or CC campus or high school that you will be serving in order to be able to outreach to the target population and gain support.

## Long Term Goals

1. Implementation of the outreach project.
2. Obtaining funding for your project.
3. Evaluation and re-assessment of your project by the end of the first year.
4. Expansion of project for the following academic years.

## Part III: Tactics

We have included three proposals of currently existing outreach projects that can serve as examples when brainstorming for an outreach project. MEChA chapters will need to begin the dialogue of the implementation of such an advocacy agenda before

the 2000 academic year terminates. During the summer, MEChA chapters should utilize the resources of the region and engage in a one day strategizing organizing meeting with the region. This also need to be done with the general body of every MEChA chapter. Once this is done, one can move on to the next steps outlined in the Short Intermediate and Long term goals stated above. We do not want to be very specific on how each chapter should do this because we understand that the resources of each MEChA chapter will vary. This is attributed to the level of investment of the general body, the size of the chapters and the lack of financial resources. For this reason, MEChA chapters can opt to do this with another MEChA chapter. We also understand that other chapters may already have outreach projects. If this is the case, then MEChA chapters should work to augment your present programs and outreach efforts by evolving to the next possible outreach project. The National MEChA Coordinating Council will then serve the role as facilitators as they will report to one another on the progress of the implementation of the program. The NMCC can ensure that the MEChA chapters in their region are constantly helping each other in the coordination of the planning and implementation of the project.

#### Part IV: Targets and Campaigns

1. *Target:* Campus community. This will help you gain organizational support for your program.  
*Campaign:* Educational Workshops on your campus that deal with the current availability of access to higher education its impact on Raza community.
2. *Target:* Community organizations, churches and the community at large.  
*Campaign:* You can have community forums to engage in a dialogue on this issue within the community and receive input and support on your issue.
3. *Target:* Your school administration.  
*Campaign:* Issue a list of demands to your school administration that calls that they support your outreach projects by allocating funds.
4. *Target:* Campus community.  
*Campaign:* If there is no support from the administration from your school to provide monetary funds to implement an outreach program, then a rally with students on and off your campus and community members can help in your campaign.
5. *Target:* MEChA General Body.  
*Campaign:* Run accountable MEChAs to run for student government position in. attempts to obtain university funds, school activity funds and/or student registration fees to fund your outreach projects.