



Dear Leaders of the Dartmouth College Administration,

This proposal is submitted to you, on behalf of the Dartmouth Latino/Hispanic Community, both undergraduates and alumni, in an attempt to continue the progress of our great institution to be the premier institution of higher learning in the 21st century. There is a dire need for the promotion of the Latino/Hispanic culture and community on the Dartmouth College campus. The following points outline how and why initiative must be taken to fully integrate the Latino/Hispanic Diaspora into the College's future growth:

- It is common knowledge that members of the Latino/Hispanic – American community celebrate a wide breadth of cultures and experiences. These individuals have a great deal to share; from the food to the language to the dancing and other forms of cultural expressions. There is a state of mind, a part of being Latino, which is completely distinct from mainstream culture.
- Many thinkers (from Sociologists to Engineers) have been discussing the “global marketplace” and its implications for the future of our nation. The Dartmouth student population currently does not adequately reflect even the current demographics of the population of the nation, much less the world. (Currently 12% of the U.S. population is Latino/Hispanic, and that sometime in 2008, Latinos/Hispanics will surpass African-Americans as the largest minority in the country, with our nation quickly becoming the country with the largest Spanish speaking population in the world). Currently, 2% (as stated in a review of the Ivy League done in the May 2000 issue of Hispanic Outlook In Higher Education magazine) of the Dartmouth student population is of Latino/Hispanic descent and no consistent significant increase has been recorded to reach the projected need. As of now, the Latino/Hispanic community at Dartmouth is proportionally and visibly much smaller than those of other top-tier universities, and it receives only a fraction of the support (that this statement is not hyperbole, simply refer to the above mentioned review article). The university/college setting is meant to be a setting where individuals from different backgrounds come together on an equal basis to share knowledge and experience; to prepare themselves for their careers and life in general. It certainly then comes in to question, therefore, both for Latino/Hispanic Dartmouth students as well as non-Latino/Hispanic Dartmouth students, to what extent Dartmouth students are prepared for the “global marketplace” if we have not been exposed to a fair representation of the national and global population.
- Dartmouth College is located in rural New Hampshire, an area lacking in cultural diversity (although the Latino/Hispanic population is rapidly growing in Manchester, Nashua and even the Upper-Valley) and is often intimidating to minority college applicants who come from large, diverse urban areas, thus automatically putting Dartmouth at a disadvantage from a recruitment, matriculation and retention standpoint. Those of us who have been enrolled at Dartmouth know that it is a wonderful place to learn, and that there are many advantages to attending a rural, New England Ivy League



institution of higher learning in northern New Hampshire. The challenge comes in addressing these disadvantages and misconceptions in a way that is persuasive and appealing to the highly sought-after prospective students, if we are to compete with other top-tier universities that are in urban areas or have found creative ways of addressing their disadvantages.

The Latino/Hispanic Student Recruitment Weekend

A. Introduction to the "LSRW"

Probably the most significant reason for the poor representation of students of color, specifically Latinos/Hispanic students, at Dartmouth College is its location in rural New Hampshire. Most Latino/Hispanic students are from communities where they are not the minority in number (e.g. Miami, New York, Southern California, Texas, etc.). The prospective students are not only being asked to leave far away from their homes, but also to leave their comfort zones and sources of community-based support into a community where they are highly under-represented and in an area that is traditionally perceived as unreceptive to students of color, especially Latinos/Hispanics.

If Dartmouth is going to compete with renowned metropolitan schools like Harvard, Stanford, Columbia and MIT for the most qualified prospective students of color, the College administration must take action to actively welcome these students and support student organized initiatives to increase the matriculation rate of accepted applicants.

One of our proposed initiatives is the recognition and support of a Latino/Hispanic Student Recruitment Weekend. A parallel to the recruitment for athletic students and other students of color at Dartmouth that already exist and at other top-tier institutions, the Latino/Hispanic Student Recruitment Weekend is envisioned as targeting the most qualified Latino/Hispanic applicants/prospective students and recruits in an effort to show them the best of what Dartmouth has to offer, beyond what is on the brochures and the academic opportunities of our great institution, for it is more than true that when prospective students choose between Dartmouth and her peer institutions, institutions which have equally proven the high quality of their education, they take significant account of their prospective quality of life over the next four years of their academic careers. The cultural events outlined below for that weekend would be sponsored by campus organizations including all six Latino/Hispanic organizations on campus and a panel discussion regarding Latino/Hispanic concerns, and Dartmouth students will host visiting prospective students/recruits.

B. Schedule of the "LSRW"

The following is a tentative schedule of the "LSRW"

Thursday:

- 7pm - 10pm Prospectives arrive at Dartmouth College and meet their hosts.
- 9am - 6pm Prospectives spend the day with their hosts and are introduced to Dartmouth courses.



- 7pm – 2am La Gran Cena: A semiformal event: Buffet Dinner, Keynote speaker & Dancing (DJ: House, Hip-Hop, Reggae, Salsa & Merengue, – Latin DJ in basement and HIP-HOP DJ in ground floor of Latino Studies Resource Center)

Saturday:

- 10am – 1pm brunch at the Hanover Inn (Prospectives and hosts)
- 2pm – 4pm Panel discussion (Latino/Hispanic Advisor, administrators, faculty and hosts)

- 10pm – 2am – NYC DJ Dance Party In Stadium

Sunday:

- 9am – 1pm – Prospectives depart

C. The Applicants/Recruits/Prospectives

Not only are Latinos/Hispanics the fastest growing minority, they are also nearly the poorest group, second only to Native Americans. If the LSRW is going to be a success, the prospective students will need to receive need-based aide in their transportation to Dartmouth. The most expensive aspect of the LSRW would be flying in the prospective matriculates, but considering the fact that Dartmouth's peer institutions do so for ALL minority prospective students, especially Latino/Hispanic students, for such recruitment weekends, it would be a major blunder not to do so and therefore appear as though Dartmouth were not as inviting or accepting a place for students of color as other top-tier institutions of higher learning.

D. Major Entertainment

In order to demonstrate that Dartmouth can indeed offer the benefits of an urban environment, while maintaining our rural liberal arts college, a Latin band must be brought from New York City to Dartmouth, to perform in Kresge Stadium. The floor of the stadium will be covered with a dance floor and a stage will be set up at one end of the arena. The event will begin at 10pm in the evening and end at 2am.

The band that we are most interested in would be D.L.G. – aka Dark Latin Groove, 1997 Grammy Nominee, popular for their original "Salsa-Reggae." This band is our top choice because their reggae flavor will appeal to a more diverse crowd than a typical Salsa or Merengue Band. The band will be responsible for providing a DJ to play a mix of music. The college would provide advertising to the upper-valley community and sell tickets in the HOP as it does for major performances in the stadium, with prospective students being given free tickets. This event would be the ultimate proof that Dartmouth can provide the social and cultural experiences of an urban environment, with the benefits of being a small, liberal arts Ivy League college in a rural setting.

E. Major Attraction – Panel Discussion

During the Saturday afternoon of the LSRW, a Panel discussion will occur in Alumni Hall. Dartmouth students and prospectives will be allowed to interact freely with each other as well as with Dartmouth faculty, Dartmouth administrators and facilitated by Alex Hernandez-Siegel, the Latino/Hispanic Student Advisor, to discuss "Latinos/Hispanics at Dartmouth." This will provide an opportunity for the college to demonstrate to prospectives what Dartmouth has to offer to its students of color majoring



in all areas as well as to provide an open environment for all questions and concerns to be addressed.

F. La Gran Cena

The 6 Latino organizations on campus will co-sponsor this semi-formal banqueting event in Collis Common Ground to illustrate to the prospective what resources the Latino/Hispanic Dartmouth students have jointly built with the college by having a keynote speaker from the Hispanic Federation in New York, New York speak to the audience on the implications of "the global marketplace" and their education at an institution such as Dartmouth.

G. The Cost

The cost of this proposal requires further collaboration with the college administration in order to determine the specifics so that we are ALL working together on this project in the true spirit of educational partnership as a symbol of how Dartmouth seeks to work with its under-represented students, but the following itemized budget provides a preliminary estimate:

Latin Band:
\$5500 - \$8000 - Band
\$1500 - Band (Travel and Expenses)
\$8000 - Stadium Preparations
-\$3000 - Ticket Sales

Panel Discussion (alumni hall):
\$500 - Refreshments

La Gran Cena (Collis Common Ground)
\$5500 - Buffet Dinner for 400
\$1000 - after party DJs, set up and breakdown (Latino Studies Resource Center)
\$1500 - Keynote speaker, lodging and transportation

Total: \$23,000 - 20,500

Minority Leadership/Community Service Scholarships

Currently, African-American and especially Latino/Hispanic students are under-represented on our campus as compared to other top-tier academic institutions. The goal of this initiative is to draw more of the best-qualified students to Dartmouth and away from other institutions such as Harvard, Yale, UPENN and Stanford. We need to show these students that they are wanted here, and that they will be provided for with adequate support. The amount of the scholarship will be contingent upon the amount of support we receive. Ideally, we would offer at least two full scholarships. A panel of admissions officers would decide the twenty prospective recipients of the scholarships, and the same panel would decide the final two recipients based on an essay contest.



CONCLUSION

The purpose of this proposal was to illustrate to the College that we, the Latino/Hispanic community of Dartmouth College, both undergraduates and alumni, as represented by such organizations as La Alianza Latina, La Unidad Latina (Lambda Upsilon Lambda), MEChA, the Society of Hispanic Professional Engineers, Hijas de la Esperanza and Nuestras Voces, as well as by the Dartmouth La Unidad Latina Alumni Executive Board, are jointly committed to improve the College's recruitment, matriculation and retention rates of Latino/Hispanic students. This proposal provides us all a unique opportunity to institutionalize an initiative that will consolidate our, including the administration's, commitment to increasing and maintaining the diversity of the College's student body. We hope to hear from you soon so that we can finalize this project and continue moving our institution forward.