

The original documents are located in Box 2, folder “LULAC - League of United Latin American Citizens (1)” of the Fernando E.C. De Baca Files at the Gerald R. Ford Presidential Library.

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STRAIGHT WIRE - JUNE 24, 1975

Mr. Joe R. Benites
National President
League of United Latin American Citizens
46th National Convention
c/o Red Carpet Inn EXPO
4747 South Howell Avenue
Milwaukee, Wisconsin

I send my warmest greetings to the members of the League of United Latin American Citizens as you hold your Forty-Sixth Annual Convention.

Our nation has greatly benefited from your fine programs. The encouragement and support you have given to quality education is deeply appreciated by all your fellow citizens. Your organization has been an articulate spokesman for the Spanish-speaking communities in our country, and you are to be commended on your successful efforts to bring these fellow citizens fully into the economic, political and social mainstream of our national life.

I wish you well in your deliberations and hope that they will assist you in further expanding and strengthening your fine programs.

GERALD R. FORD

GRF:Hasek:ck
cc: D.E. Downton/R. Nessen/E. Hasek/CF/F. DeBaca(FYI)
EVENT: JUNE 26-29, 1975



U.S. GOVERNMENT PRINTING OFFICE: 1975-577-1683

July 9, 1975

Dear Mr. Davila:

I want to take this opportunity to express my appreciation for the warm reception accorded me by the many fine members and friends of LULAC during your recent National Convention in Milwaukee.

Upon returning from Milwaukee, as Fernando De Baca explained to you over the telephone, I noticed a bright and shining plaque among my own things that was apparently left behind in my hotel room by one of the participants in our brief meeting following the banquet. I have asked my staff to return this lovely plaque to you so that you may get it to its rightful owner.

With all good wishes,

Sincerely yours,

William J. Baroody, Jr.
Assistant to the President

Mr. Fidel Davila
National Executive Director
League of United Latin
American Citizens
3033 North Central Avenue
Suite 402
Phoenix, Arizona 85012

FECdeB:mmd:7/9/75



May 20, 1975

Dear Joe:

The enclosed Small Business Week and World Trade Week Proclamations are sent with the President's best wishes.

On behalf of the President, I am pleased to share these priceless momentos with the League of United Latin American Citizens as a tribute to LULAC for its untiring efforts on behalf of Spanish speaking businessmen.

Fraternalmente,

Fernando E. C. De Baca
Special Assistant to the President

Mr. Joe Benites
National President
League of United Latin American
Citizens
3033 North Central Avenue, Suite 402
Phoenix, Arizona 85012

FECDeB:mmm:5/20/75



received 6/16

June 12, 1975

The President
The White House
Washington, D.C. 20500

Dear President Ford:

This year is an extra important one for the Spanish Speaking community of this nation. We have begun to make great advances in our participation into the economic and political mainstream of our nation. It would be extremely significant for the highest official of our nation to address himself to these principals which have made this country great.

This 46th National Convention of the League of United Latin American Citizens promises to be the largest and greatest ever of the Spanish Speaking community, bridging together Mexican-Americans, Chicanos, Cubans, Puerto Ricans, and Latin Americans from throughout America from all walks of life.

We are cordially extending to you an invitation to give the main address to the Convention at our annual banquet on Saturday, June 28th, 1975, Milwaukee, Wisconsin.

Your presence will signal the commitment of this administration and of your party to this important segment of our citizenry.

I am informed that your staff has already submitted to you details of our organization, convention and this invitation.



The President
Page 2

We look forward to your message.

Respectfully yours,

Joe R. Benites
National President

JRB/ri

BCC: Fernando DeBaca, Special Assistant to the President



LULAC NATIONAL CONVENTION
Milwaukee, Wisconsin
June 25 - 29, 1975
RED CARPET INN EXPO

TENTATIVE

WEDNESDAY, June 25, 1975:

10:30 - 5:00 p.m.

SPANISH SPEAKING 16 POINT PROGRAM
COORDINATOR CONFERENCE

2:00 p.m.

PRESS CONFERENCE

3:00 p.m.

NATIONAL SUPREME COUNCIL MEETING

6:00 - 8:00 p.m.

REGISTRATION

THURSDAY, June 26, 1975:

8:00 a.m.

REGISTRATION

9:30 a.m.

GOLF TOURNAMENT

1:00 - 12:00 Noon

BOARD MEETING

Elderly Executive Board Meeting (10 - 11:00 a.m.)
Education

12:00 Noon

LUNCH

Keynote Speaker
Presentation of Awards

2:00 p.m.

OFFICIAL OPENING OF NATIONAL CONVENTION
BY HONORABLE JOE BENITES

Prayer
Presentation of Color
Pledge
Welcome Address by Mayor
Response by
Appointment of Committee

3:00 - 6:00 p.m.

SEMINAR

Youth
Union
Education

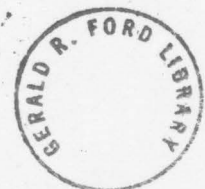
4:00 - 6:00 p.m.

7:30 p.m.

GET AQUAINTED PARTY

8:00 p.m.

WOMEN CAUCUS



LULAC NATIONAL CONVENTION, Agenda continued:

FRIDAY, June 27, 1975

8:00 a.m. - 6:00 p.m.

REGISTRATION OPEN

8:30 a.m.

CONVENTION RECONVENES

Final Report of Committee
Rules
Credentials
Auditing
others

10:30 - 12:00 Noon

SEMINARS

Civil Rights
Media
Introduction to LULAC

12:00 Noon

LUNCH

Keynote Speaker
Response
Presentation of Awards

2:30 p.m.

CONVENTION RECONVENES

Amendments and Constitution
Resolution

4:00 - 5:00 p.m.

SEMINARS

Foundation/Proposal Writing
Consumerism
Health
Revenue Sharing (Manpower)
Economic Development

5:00 - 6:00 p.m.

5:00 - 6:00 p.m.

PRESENTATION OF TRANSPORTATION

6:00 - 7:30 p.m.

RECEPTION

Sponsored by D.O.T. (Champaign/Horsd'oeuvres)

7:30 p.m.

NOCHE DE GALA

Sponsored by Schlitz

SATURDAY, June 28, 1975

8:30 a.m.

CONVENTION RECONVENES

Report on Seminars
Elderly
Youth
Civil Rights
Media
Foundation/Proposal Writing
Health



LULAC NATIONAL CONVENTION, Agenda continued:

	Legislation Revenue Sharing Economic Development
12:00 Noon	<u>LUNCH</u>
2:00 p.m.	<u>CONVENTION RECONVENE</u> Convention Confirmation Nomination and Convention Site
5:30 p.m.	<u>CONVENTION RECESS</u>
7:30 p.m.	<u>PRESIDENTIAL BANQUET & BALL</u> Keynote Speaker Presentation of Awards Outstanding Man and Woman Outstanding Council of the Year and Special Award Dance

SUNDAY, June 29, 1975

8:30 a.m.	ATTEND CHURCH OF YOUR CHOICE (Mariachi Mass with the Ninos de Monterrey, Mariachi Infantil). (Other religious service to be Announced)
10:00 a.m.	<u>CONVENTION RECONVENES</u> Unfinished Business Election of Officers Vice President National President Swearing in New Officers Adjournment of the 46th National Convention National Supreme Council Meeting of New Administration

PLACE
STAMP
HERE

LULAC 46th National Convention
June 25 - 29, 1975
Red Carpet Inn Expo
Milwaukee, Wisconsin

Reservation Department

Red Carpet Inn

4747 S. Howell Avenue

Milwaukee, Wisconsin 53207



ROOM RESERVATION

4747 S. HOWELL AVENUE, MILWAUKEE, WISCONSIN 53207
PHONE AREA CODE 414 - 481-8000

(ALL PRICES SUBJECT TO STATE AND LOCAL SALES TAX)

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

\$3.00 Additional Charge for Each Person Over 12 Years of Age in room

\$3.00 Charge for Rollaway Bed

	TRAVELERS (ONE BED)	EXEC. HOUSE (TWO BEDS)	INT'L. HOUSE (TWO BEDS)	EXPO WING (TWO BEDS)
ONE PERSON	\$16.00 ☐	\$17.00 ☐	\$18.00 ☐	\$18.00 ☐
TWO PEOPLE	\$20.00 ☐	\$22.00 ☐	\$24.00 ☐	\$24.00 ☐

Please Check Room and Rate Desired — Requested Rate Subject to Availability

SUITES (ON AVAILABILITY ONLY)

PARLOR & ONE BEDROOM (TWO DBL. BEDS)

PARLOR & ONE BEDROOM (KING SIZE BED)

ONE PERSON	\$30.00 ☐	\$36.00 ☐	\$30.00 ☐
TWO PEOPLE	\$36.00 ☐	\$50.00 ☐	\$36.00 ☐

FREE LIMOUSINE SERVICE TO AND FROM AIRPORT

RESERVATIONS TO BE HELD LATER THAN 3 P.M.
MUST BE GUARANTEED

NAME

ADDRESS

CITY

STATE

ZIP

REPRESENTING

(COMPANY OR ORGANIZATION)

ARRIVAL DATE

TIME

DEPARTURE DATE

TIME

CHECK OUT TIME IS 12:00 NOON

Rev. 9-1-74



LULAC NATIONAL EDUCATION SERVICE CENTERS

400 First Street, N.W., Suite 716

Washington, D.C. 20001

202 347-1652

May 2, 1975

LULAC PRESIDENT

Joe Benites

3033 North Central Avenue #402
Phoenix, Arizona 85012

BOARD OF DIRECTORS

Mr. Tony Bonilla

President
2590 Morgan Ave.
Corpus Christi, Texas 78405
(512) 882-8285

Mr. Eduardo Pena

Vice President
Equal Employment Oppor. Comm.
2401 E St., N.W., Room 4228
Washington, D.C. 20506
(202) 634-6850

Mr. Robert Agonla

Treasurer
3411 Frontier St.
Las Vegas, Nevada 89102
(702) 734-3821

Mr. Robert Rodriguez

Secretary
5363 South Datura Dr.
Littleton, Colorado 80120
(303) 794-5211 Ext. 4809

Mr. Frank Negron

Director Affirmative Action Program
The City University of New York
535 E. 80 St.
New York, New York 10021
(212) 794-5661

Mr. Richard Silva

3033 N. Central Ave., #402
Phoenix, Arizona 85012
(602) 263-5291

Mr. David E. Florence

P.O. Box 751
Oakland, California 94604
(415) 556-8592

Mr. Manuel Juarez

11 O'Neil St.
Joliet, Illinois 60436
(815) 729-5518

Mr. Venancio E. Rodriguez

420 N. Raynor Ave.
Joliet, Illinois 60435
(815) 727-6431

Mr. Manuel Villarreal

2128 Whitcomb
El Paso, Texas 79925
(915) 543-7569

Mr. Alex Rodriguez

Youth United Community
Planning Corp.
14 Somerset Street
Boston, Massachusetts 02108
(617) 742-2000

Mr. Joe Z. Macias

830 S. Sherwood Village Drive
Tucson, Arizona 85710

Mr. Ernest Z. Robles
National Executive Director
400 First Street, N.W., Suite 716
Washington, D.C. 20001

Dear Mr. Robles:

This is to inform you of my resignation as Assistant National Director for Operations effective July 11, 1975.

I would like to thank you and the L.N.E.S.C. Board of Directors for the opportunity to grow professionally in conjunction with helping my people. I take pride in the fact that the Program Operations Division exceeded the programmatic objectives set in FY 74, and are currently ahead of last year's outstanding performance record.

My special thanks goes to the field operation's managerial, professional, and support staff whose day to day efforts have been primarily responsible for our programmatic success. My personal appreciation for their dedicated service to the program can not be expressed in words.

Thank you and good luck in the future with respect to maximizing educational opportunities for the Hispanic population of our country. If I can be of any assistance in the future, do not hesitate to contact me.

Respectfully,

Rodolfo H. Castro

Rodolfo H. Castro
Assistant National Director
Operations

RHC/jo



ERNEST Z. ROBLES, *National Executive Director*

FYI

DEC 9 1974



JOE R. BENITES
NATIONAL PRESIDENT

December 4, 1974

Fernando De Baca
Special Assistant to the President
The White House
Washington, D.C.

Dear Fernando:

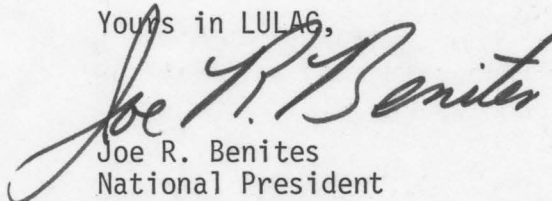
Thank you for the photos of our historic meeting with President Ford.

As I discussed with you and others regarding this meeting I would have preferred a much smaller group (3 to 5) and a well prepared, typed presentation listing areas of concern and proposed recommendation for possible solutions. I feel we need to pert and systematically set timelines and milestones to a master plan of action. Our suggestion was to work towards a June 1975 White House Conference on the Spanish Speaking, involve all the Federal and local agencies as well as local communities and small and large groups in the planning process. You and the President could then address the Conference and commit to those points which you were able to. Also the final recommendations would go to the Hill for legislative consideration.

I understand and do not envy your position and your reasons for inviting the group which was there. I have no problems with it. My desire is to work towards a set of goals in unison with other groups and yourself and to this end I pledge my personal and total support as well as that of LULAC.

With the highest respect to you in your historic position, I remain.

Yours in LULAC,


Joe R. Benites
National President

JRB/ri



OCT 8 1974

FILE - LULAC

MEETING NOTICE

AND

A G E N D A

LULAC NATIONAL SUPREME COUNCIL

RAMADA INN
Thomas Circle
Washington, D.C.

October 10-13, 1974



Thursday, October 10, 1974

8:30 A.M.	White House VIP Tour LULAC National Supreme Council (not yet confirmed)
10:00 A.M.	Press Conference Registration Desk (People will be available to schedule meetings with Congressmen and Senators).
2:00 P.M. to	Education Service Centers Board Meeting & Seminar
5:00 P.M.	Adjournment of Education Board Meeting
6:30 P.M.	Reception on Capitol Hill for all Registrants

Friday, October 11, 1974

9:00 A.M.	Opening Ceremonies
9:10 A.M.	Keynote Address by a member of Congress
9:30 A.M.	Seminar - Voter Registrations and Lobbying Break
11:00 A.M.	Women's Affairs Seminar
12:00 Noon	Luncheon (Congressional Leaders - White House Personnel)
2:00 P.M.	Seminar on Immigration
3:00 P.M.	Seminar on Health
4:00 P.M.	Seminar - Economic Development
5:00 P.M.	Seminar - Manpower
Evening:	Open - No activity scheduled



Saturday, October 12, 1974

Page 2

9:30 - 10:30 A.M.

Seminar on Youth

Break

11:00 A.M.

Call to Order - Joe Benites,
National President

Prayer

Pledge of Allegiance

Roll Call of Officers

Reading of Minutes

Confirmation and Nominations to
National Elderly Board

New Charter Applications

Reports:

1. SER - Pete Villa

2. Conventions
1974 - Manuel Villarreal
1975 - Ed Pena

3. Youth

4. MALDEFF

5. Education - Tony Bonilla

6. Elderly - Manuel Gonzales

7. Women's Affairs - Ada Pena

8. Legal - Rick Bela

9. LULAC National Foundation - Bob Ornelas

10. Financial Report

12:00 P.M.

Lunch - Free Period

1:30 P.M.

Business Session reconvenes

5:00 P.M.

Adjourn



Saturday, October 12, 1974

Page 3

7:30 P.M.

No Host Cocktail Party
Swimming Pool Area

to

12:00 A.M.





F-11 NOV 5 1974

JOE R. BENITES
NATIONAL PRESIDENT

October 30, 1974

John Paul Austin, Chairman
Board of Directors
The Coca-Cola Company
310 North Avenue N/W
P.O. Drawer 1734
Atlanta, Georgia 30301

Dear Mr. Austin:

The recent correspondence between the Coca-Cola Company and LULAC has prompted this communique. Two important items must be brought to light. First a synopsis of the League of United Latin American Citizens (LULAC). Second, to reveal the paradox which has caused a conflict of interest between the stated philosophy of corporations, i.e., the Coca-Cola Company and the goals and philosophy of LULAC.

LULAC is a self-help organization, founded in 1929, at the time when American Citizens of Spanish origin were victims of a high degree of discrimination. The League was formed for the purpose of elevating the socio-economic and political status of over 16 million Spanish Speaking Americans; the so called "Invisible Minority", and the second largest minority group in the country.

The national organization of LULAC is a non-profit, dues paying membership association and has over 300,000 members throughout the country. Because of LULAC's functional national status and credibility with business, labor and government, LULAC's National Office spearheads various worthwhile projects such as:

1. Citizenship Education;
2. Voter Registration Drives;
3. Scholarship Fund Raising;
4. Manpower Services Delivery;
5. Capitalization Development;
6. Educational Service Centers;
7. Membership Expansion;
8. Legal Services
9. Elderly Research Analysis;



John Paul Austin, Chairman
Board of Directors
Coca-Cola Company
Page 2

10. Housing Project Development;
11. Head Start Development;
12. Foundation Development;
13. Spanish Speaking Coalition Unification;
14. Youth Research Analysis;
15. Women In Community Service;
16. LULAC News Magazine

LULAC's philosophy has been, is currently and shall continue to be, one of support of and working within the Free Enterprise System. From its conception, LULAC has educated its people (Spanish Speaking) to the benefits and rewards of supporting this type of system.

Hence the paradox. Corporations have been and are currently in the process of re-educating the American people to the needs and purposes of this viable and proven system. Yet, while these same corporate structures i.e., Coca Cola vociferate for the support of the system that permits them to exist, they at the same time deny their support to those (LULAC) who seek their assistance and cooperation for growth and prosperity.

This lack of support, or paradox was demonstrated recently by Coca-Cola's exclusion of cooperation for LULAC's minority publication, the LULAC News. Ergo, the League of United Latin American Citizens wishes to formally express its concern and dissatisfaction over the lack of recognition for, and a seemingly total unawareness of, the "Invisible Minority".

We congratulate publications such as Black Enterprise and Ebony for having swayed the Coca-Cola Company to support their needs in terms of their minority magazine. However, Coca-Cola must be reminded that they are satisfying only part of their corporate social responsibilities and only part of their Affirmative Action Program. Denying support of a Spanish Speaking publication such as the LULAC News, Coca-Cola is creating a tremendous void in their total social responsibilities.

In order to correct this existing paradox and possible discriminatory practice, the solution must be one of unity and cooperation. This can be done by working together to solve these problems and support and strengthen the Free Enterprise System.



John Paul Austin, Chairman
Board of Directors
Coca-Cola Company
Page 3

I request your support in this endeavor and extend the support of
LULAC to accomplish this common goal.

Muy Sinceramente,

Joe R. Benites

Joe R. Benites
National President, LULAC

JRB/ri

cc: Charles W. Duncan, Jr., President
• Filmore B. Eisenberg, Sr. V.P. Tr.
Fred W. Dickson, Sr. V.P. Dir. of Mkting.
John Talley, V.P.
Donald Keough, V.P.
Hugh W. Schwarz, V.P.
Ovid R. Davis, V.P.
Roberto C. Goizueta, V.P.
George M. Lawson, V.P. & General Counsel
A.A. Acklin, Director
C.H. Chandler, Jr. Director
Thomas H. Choate, Director
J.C. Cleaver, Director
William A. Coolidge, Director
James A. Farley, Director
R.W. Freeman, Director
Lindsey Hopkins, Director
John T. Lupton, Director
John A. Sibley, Director
D.A. Turner, Director
George W. Woodruff, Director
R. Bruce Gilbert, Director
Ralph L. Countryman, Jr., Media Service Manager
Governor Jimmy Carter, Atlanta, GA.
Lt. Governor Lester G. Maddox, GA.
Secretary of State, Ben W. Fortson, Jr., GA. —
Attorney General, Arthur Key Bolton, Ga.
Senator Herman Eugene Talmadge
Senator Sam Nunn
Congressman Bo Ginn
Congressman Dawson Mathis
Congressman Jack Brinkley
Congressman Ben Blackburn III
Congressman Andrew Young
Congressman John W. Davis



John Paul Austin, Chairman
Board of Directors
Coca-Cola Company
Page 3

Congressman John James Flynt, Jr.
Congressman William S. Stuckey
Congressman Phillip Mitchell Landrum
Congressman Robert Grier
Congressman John J. Rhodes
Senator Barry Goldwater
Fernando de Baca, Special Assistant to the President
Anne Armstrong, Special Counselor to the President
Eduardo Pena, E.E.O.C. Director of Compliance, Wash., D.C.
Roberto Ornelas, Chairman of the LULAC Foundation
Alexander M. Schmidt, Commissioner, Food & Drug Administration
Jay Schoenfeld, Sr. V.P. & Media Director McCann-Erickson, Inc.
Raymond B. Liano, National Advertising Director, LULAC News



For Your Information
(LULAC) *file*

OCT 28 1974

Kansas State Director

October 21, 1974

Mr. Max M. Mills, Regional Director
Department of Health Education and Welfare
Federal Building - Region VII
601 East 12th - 6th Floor
Kansas City, Missouri 64106

Dear Mr. Mills:

At a LULAC National Supreme Council meeting held in Washington, D.C., October 12, 1974, I had the opportunity to renew my friendship with a brother LULAC member Mr. William Montalvo from Maryland.

Mr. Montalvo advised me that he has applied for a DHEW vacancy in Kansas City for the position of Financial Manager GS-505-15. In our conversation, it was very apparent that Mr. Montalvo is a highly qualified professional person that can be an asset to the Region VII HEW operations.

I strongly recommend Mr. Montalvo's selection to the position of HEW Comptroller.

With warmest regards,

Sincerely,

Ascension Hernandez
State Director

cc: J. Benites, LULAC National President
✓ Fernando C. DeBaca, Spec. Asst. to President
Senator Dole
Monte Montez



THE WHITE HOUSE
WASHINGTON



Date: 10/15

Memo to: Loe Marie

From: Beth Gordon

Please prepare reply for Mrs.
Armstrong's signature _____

For appropriate handling _____

For your information ✓

Per your request _____

Remarks: In your LULAC
file

RESOLVE:

Resolving Clauses

Special Resolution

... that National LULAC and its citizens use all its resources to effect a pardon for Reis Lopez Tijerina from the governor of the State of New Mexico.

Special Resolution

... that the Honorable Judge Andrew L. Jefferson be honored by this convention and pursuant thereto that LULAC Council #402 be authorized to present an award in the name of LULAC; making known our appreciation for his courageous stand for purity in the law and justice for all.

#1

... that LULAC pay tribute and express its gratitude and appreciation to Louis L. Ruiz for making this 45th convention one of the greatest ever.

#4

... that the League of United Latin American Citizens, meeting in National Convention at El Paso, Texas, June 26-30, does hereby instruct the National President to work in cooperation with the National Chairman of the American G. I. Forum toward the resolution of this most urgent problem. (Coors Boycott)

#5

... that Dr. John Snedeker be ordered by the New Mexico State Board of Regents to implement a plan for the development of a truly comprehensive bilingual and bicultural institute at Western New Mexico University, that this matter be appealed to the Governor of New Mexico in the event the New Mexico Board of Regents fails to act on this resolution at its next regularly scheduled meeting.

pledge to serve the education needs of all our youth, especially in vocational-technical careers as provided by proprietary schools; also, that this Convention instruct its national officers, state directors, and local councils to disseminate the expressed wishes of this National General Assembly to all new media, legislators, public and private social agencies, and all persons concerned with the enhancement of business, vocational and technical career education.

#9

... that the Loretta Heights University at Denver, Colorado be commended for its efforts to give greater educational opportunities for the civic-minded women of this nation.

#10

... that the LULAC National Assembly urge the National President to

RESOLUTIONS

#2

... that this National LULAC Convention pass this resolution to use whatever resources are necessary to right the wrong to the native Americans.

#3

... that LULAC urges the Governor of the State of Texas to call a special session to give immediate relief to these financially burdened districts; that LULAC urges governors in other states to address themselves to this problem by initiating needed legislative reforms; that LULAC urges the Congress to enact legislation on a national level designed to give states and local districts financial assistance to assure equal educational opportunities for all Americans; and that all states be urged to implement single member districts for the election of school boards, thereby insuring equal educational opportunities for our children.

#6

... that the LULAC organization at this National Convention of 1974 at El Paso, Texas, hereby denounces the Kelly Air Force Base Administration for its arbitrary and discriminatory efforts to transfer Mexican-American employees summarily, and further we hereby commend United States Representative Henry B. Gonzales for his efforts to halt this gross injustice.

#7

... that National LULAC establish an Investigative Task Force to contact all states having migrant education programs so as to identify the services currently available to migrant children; that thereafter the United States Congress be urged to provide legislation to correct those deficiencies so determined by such Task Force.

#8

... that this LULAC National Convention adopt this resolution as a

express our unqualified support of the striking employees; that LULAC urge the El Paso City Bus Lines to rehire the striking employees at their previous positions and that there be no reprisals.

#11

... that this assembly duly convened for the 45th National Convention urges the National Office appoint a task force to develop federal funding for the establishment of these Hispanic cultural centers throughout the United States.

#12

... that these allocated funds be made available to qualified male and female veterans and their offspring.

#13

... that local LULAC councils provide assistance in the implementation of the "Villa Alegre" series by contacting their Public Broadcast Television stations and their local

school system urging them to air "Villa Alegre" in their local area; that LULAC strongly opposes the withdrawal of federal financial assistance of their national effort for fiscal year 74-75 and urges the Secretary of HEW and the Commissioner of the U.S. Office of Education to continue federal funding of this vital effort; that local LULAC councils contact their elected representatives urging their support for the "Villa Alegre" bilingual childrens television series.

#14

... that the Equal Rights Amendment for Women be supported officially by this LULAC Convention; that all states that have not ratified the ERA amendment be immediately contacted by the national administration of LULAC and request the governors and legislatures of said states

#17

... that LULAC support the Chicano Alliance Drug Abuse proposal submitted to the National Institute of Drug Abuse, Washington, D.C.

#18

... that LULAC form national and state Committees on Mental Health and make it a part of the state organizational chart.

#19

... that LULAC support proposed Senate bill #S-3543 on Bilingual/Bicultural treatment of health and mental health services.

#20

... that LULAC supports the intent and efforts of the Migrant Community Project of the Girl Scouts of the United States of America.

nial in every community across the land and begin a continuous organized effort to assure the participation of Spanish-speaking women in every level of American life.

#24

... that all certificates of membership read as follows: "League of United Latin American Citizens, be it known to all person that _____ is a duly elected member of LULAC of Council No. XXX."

#25

... that this 17th Indiana LULAC State Convention go on record against this practice stating that people on strike are not criminals and they are not usually dependent on Welfare. They are by definition workers trying to improve their lot, they pay taxes and they support their own families;

ADOPTED BY THE 45TH

NATIONAL LULAC CONVENTION

to act on the Equal Rights Amendment.

#15

... that this convention pass a resolution calling for the LULAC National Office in cooperation with the City of Laredo, to make a determined effort to contact leading industrial concerns, governmental agencies, and responsible individuals to help create industrial development and afford the citizens with opportunities for employment to better themselves and their families.

#16

... that this 17th Indiana State LULAC Convention go on record in support of the United Farm Workers Union by boycotting Gallo Wines, California Table Grapes and Iceburg Lettuce not bearing the United Farm Workers label and by honoring farm workers picket lines at supermarkets.

#21

... that the LULAC national office request the National Board of Directors of WICS to provide Full Membership Status, forthwith, and further proportionate Spanish-speaking staff national and regionally so that the Spanish speaking are properly served.

#22

... that the LULAC structure include a National Liaison for Women's Affairs.

#23

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(Continued on page 46)

Resolutions

(Continued from page 33)

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... that National LULAC bring to the attention of the President of the United States the above national problem and that the President of the United States be urged to issue an Executive Order to insure the selection and promotion of the Spanish-speaking within our Civil Service System and at all federal agencies, at all skill, unskilled, management, and policy-making levels.

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... that the 45th National Convention of the League of United Latin American Citizens send a letter to the State School Board members and to the Commissioners of Education of each of the other four Southwestern states studied in the Commission on Civil Rights' Mexican-American Education Study (Arizona, California, Colorado and New Mexico) asking them to identify their plans to be implemented in response to the recommendations of the Commission.

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... that the delegates duly assembled at this 45th LULAC National Convention in El Paso, Texas urge the LULAC National Office to undertake an immediate investigation of the discriminatory practices of public accommodations in Alpine, Texas and that appropriate authorities be contacted for the filing of a discriminatory suit against the public restaurant above mentioned.

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... that all persons who seek membership in the League who are legal residents of this Country be accepted as full fledged members of the League pursuant to the custom and tradition of the League and that local councils take it upon themselves to assist and encourage such members to become citizens of this Country; further, that the Constitution Revision Committee is hereby instructed to incorporate the spirit of the resolution in its Constitutional revision.

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... that the Congress of the United States be urged to complete its Watergate proceedings and impeachment inquiries with all due and deliberate speed; and further that the President be urged to comply with all requests of the Judiciary Committee and Court Orders; that the Congress of the United States be urged to proceed as a matter of priority to the establishment of a new federal Code of Conduct that will result in strict and open accountability to all Americans on the part of all elected national officers and their appointees.

RESOLVE:

Resolving Clauses

Special Resolution

... that National LULAC and its citizens use all its resources to effect a pardon for Reis Lopez Tijerina from the governor of the State of New Mexico.

Special Resolution

... that the Honorable Judge Andrew L. Jefferson be honored by this convention and pursuant thereto that LULAC Council #402 be authorized to present an award in the name of LULAC; making known our appreciation for his courageous stand for purity in the law and justice for all.

#1

... that LULAC pay tribute and express its gratitude and appreciation to Louis L. Ruiz for making this 45th convention one of the greatest ever.

#4

... that the League of United Latin American Citizens, meeting in National Convention at El Paso, Texas, June 26-30, does hereby instruct the National President to work in cooperation with the National Chairman of the American G. I. Forum toward the resolution of this most urgent problem. (Coors Boycott)

#5

... that Dr. John Snedeker be ordered by the New Mexico State Board of Regents to implement a plan for the development of a truly comprehensive bilingual and bicultural institute at Western New Mexico University, that this matter be appealed to the Governor of New Mexico in the event the New Mexico Board of Regents fails to act on this resolution at its next regularly scheduled meeting.

#9

... that the Loretta Heights University at Denver, Colorado be commended for its efforts to give greater educational opportunities for the civic-minded women of this nation.

#10

... that the LULAC National Assembly urge the National President to

RESOLUTIONS

#2

... that this National LULAC Convention pass this resolution to use whatever resources are necessary to right the wrong to the native Americans.

#3

... that LULAC urges the Governor of the State of Texas to call a special session to give immediate relief to these financially burdened districts; that LULAC urges governors in other states to address themselves to this problem by initiating needed legislative reforms; that LULAC urges the Congress to enact legislation on a national level designed to give states and local districts financial assistance to assure equal educational opportunities for all Americans; and that all states be urged to implement single member districts for the election of school boards, thereby insuring equal educational opportunities for our children.

#6

... that the LULAC organization at this National Convention of 1974 at El Paso, Texas, hereby denounces the Kelly Air Force Base Administration for its arbitrary and discriminatory efforts to transfer Mexican-American employees summarily, and further we hereby commend United States Representative Henry B. Gonzales for his efforts to halt this gross injustice.

#7

... that National LULAC establish an Investigative Task Force to contact all states having migrant education programs so as to identify the services currently available to migrant children; that thereafter the United States Congress be urged to provide legislation to correct those deficiencies so determined by such Task Force.

#8

... that this LULAC National Convention adopt this resolution as a

express our unqualified support of the striking employees; that LULAC urge the El Paso City Bus Lines to rehire the striking employees at their previous positions and that there be no reprisals.

#11

... that this assembly duly convened for the 45th National Convention urges the National Office appoint a task force to develop federal funding for the establishment of these Hispanic cultural centers throughout the United States.

#12

... that these allocated funds be made available to qualified male and female veterans and their offspring.

#13

... that local LULAC Councils provide assistance in the implementation of the "Villa Alegre" series by contacting their Public Broadcast Television stations and their local

school system urging them to air "Villa Alegre" in their local area; that LULAC strongly opposes the withdrawal of federal financial assistance of their national effort for fiscal year 74-75 and urges the Secretary of HEW and the Commissioner of the U.S. Office of Education to continue federal funding of this vital effort; that local LULAC councils contact their elected representatives urging their support for the "Villa Alegre" bilingual childrens television series.

#14

... that the Equal Rights Amendment for Women be supported officially by this LULAC Convention; that all states that have not ratified the ERA amendment be immediately contacted by the national administration of LULAC and request the governors and legislatures of said states

#17

... that LULAC support the Chicano Alliance Drug Abuse proposal submitted to the National Institute of Drug Abuse, Washington, D.C.

#18

... that LULAC form national and state Committees on Mental Health and make it a part of the state organizational chart.

#19

... that LULAC support proposed Senate bill #S-3543 on Bilingual/Bicultural treatment of health and mental health services.

#20

... that LULAC supports the intent and efforts of the Migrant Community Project of the Girl Scouts of the United States of America.

nial in every community across the land and begin a continuous organized effort to assure the participation of Spanish-speaking women in every level of American life.

#24

... that all certificates of membership read as follows: "League of United Latin American Citizens, be it known to all person that _____ is a duly elected member of LULAC of Council No. XXX."

#25

... that this 17th Indiana LULAC State Convention go on record against this practice stating that people on strike are not criminals and they are not usually dependent on Welfare. They are by definition workers trying to improve their lot, they pay taxes and they support their own families;

ADOPTED BY THE 45TH

NATIONAL LULAC CONVENTION

to act on the Equal Rights Amendment.

#15

... that this convention pass a resolution calling for the LULAC National Office in cooperation with the City of Laredo, to make a determined effort to contact leading industrial concerns, governmental agencies, and responsible individuals to help create industrial development and afford the citizens with opportunities for employment to better themselves and their families.

#16

... that this 17th Indiana State LULAC Convention go on record in support of the United Farm Workers Union by boycotting Gallo Wines, California Table Grapes and Iceburg Lettuce not bearing the United Farm Workers label and by honoring farm workers picket lines at supermarkets.

#21

... that the LULAC national office request the National Board of Directors of WICS to provide Full Membership Status, forthwith, and further proportionate Spanish-speaking staff national and regionally so that the Spanish speaking are properly served.

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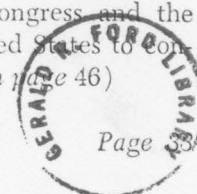
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LULAC NATIONAL EDUCATION SERVICE CENTERS

The League of United Latin American Citizens (LULAC) is the largest Spanish surnamed organization in the United States with over 2,000 local councils established in thirty-three (33) states and with an active membership of over 250,000 people.

LULAC was founded in 1929 in Corpus Christi, Texas, and now has its headquarters in Phoenix, Arizona. The league today is in the vanguard of promoting the welfare and special interests of the growing Spanish surnamed population of the nation. Its programs are in the areas of civil rights, housing, manpower, and education. These efforts attest to the fact that the league today retains a position of national leadership in bringing together the diverse but culturally bound interest of Mexican-Americans, Puerto Rican, Cuban and Central and South American groups.

In its efforts to expand its interests in education, LULAC is sponsoring the nation-wide LULAC National Education Service Centers (NESC). NESC was created as a priority national need for the Spanish surnamed population. Simply stated, the second largest minority group in the country is not nearly represented in proportion to its numbers in the country's colleges and universities. Thus, NESC's principal objectives are to increase the number of Spanish surnamed students in America's colleges and universities and to increase the awareness of the educational problems of the Spanish surnamed population to institutions of higher education, foundations, corporations, and government agencies in order to bring to bear an increased concentration of resources on the problem.

In just 14 months, NESC has established eleven centers in nine states across the country. The centers are located in: Albuquerque, Boston, Chicago, Colorado Springs, Corpus Christi, Houston, Pomona, Phoenix, San Francisco, Seattle, and Topeka. In the short period that NESC has been operation it has generated over 8,000 applications; has had 4,500 applicants accepted to colleges and universities; and, had over 1,800 applicants enroll in colleges and universities and begin their educational careers. The coming Fall-1974 school year will be the first time all eleven centers will be fully operational and it is anticipated that the Fall enrollment figures will more than double the total NESC placement figures in that semester alone.

In addition, NESC is establishing the National Spanish Surnamed Scholarship Fund. Contributions will be made to the LULAC National Foundation, a tax exempt corporation, but the responsibility and administration of the Scholarship Fund will be by LNESEC.



The goal of the National Spanish Surnamed Scholarship Fund is to assist qualified students gain entrance into colleges and universities and to provide supportive services and scholarships to deserving students.

For further information and/or assistance contact the nearest NESC office or write to:

Lulac National Education Service Centers
400 First Street, N.W., Suite 716
Washington, D.C. 20001

Tel: (202) 347-1652



OBJECTIVES

It is the intent of the LULAC National Education Service Centers to utilize a national network of Field Centers and a national constituency of LULAC members to bring about a change and impact on higher educational problems faced by educationally disadvantaged persons by addressing itself to the following objectives:

1. Increase the number of educationally disadvantaged persons attending America's colleges and universities with special emphasis on Spanish surnamed students.
2. Increase the retention of educationally disadvantaged persons in America's colleges and universities with special emphasis on Spanish surnamed students.
3. Increase the awareness of the educational problems of the Spanish surnamed population to institutions of higher education, foundations, corporations and Federal agencies with the intent of bringing to bear an increased concentration of resources on the problem.



The Centers primary goal is to assist the Spanish surnamed Americans to take their place among the educated and effective members of our society. This effort is being met by increasing the number of Spanish surnamed students into America's colleges and universities.

In meeting this objective, the following list of accomplishments attest to the effort and time expended by all LNEESC staff both at the Headquarters office in Washington, D. C., and throughout the eleven center system: (as of September 30, 1974)

- A total of 4,486 students have been enrolled in America's colleges and universities.
- Over 13,400 students have received some form of counseling.
- Approximately \$3,481,522 of financial aid generated in the form of scholarships, grants, loans, and work-study programs for many of the students.
- About 77% of all the students placed in colleges and universities were disadvantaged.

It is safe to say that the LNEESC's overall accomplishments have exceeded all our expectations. It is also anticipated that the next program year will demonstrate further accomplishments and our objective is to enroll over 6,000 students. Furthermore, a greater emphasis will be made to provide more counseling and follow-up services to the students. We realize that



it is simply not enough to enroll students, rather once a student is enrolled every effort should be made to guarantee that the student will successfully complete his/her education career and take his/her place in society. To that end the Centers will begin to monitor the students and have set as their goal a retention rate of over 80%. This is really a significant objective because according to a study carried out by the College Entrance Examination Board, Spanish surnamed students dropped out of the freshman classes at the rate of 82% and that less than 5% of the Spanish surnamed students are expected to graduate from college.

With such negative statistics abounding, we can thus begin to appreciate the immense work LNEC is dealing with and are able to see the enormous degree of success they are currently having.



NSSSF

The other topic on which I will report concerns the efforts of the Headquarters staff on behalf of the National Spanish Surnamed Scholarship Fund.

At our last Board meeting in June in El Paso, Texas, Mr. Ernest Robles, the National Executive Director of LNESE, and I addressed ourselves to the Scholarship Fund as an "unprecedented exciting future prospect." At that time, we spoke about this Fund as a concept in its first stages of infancy and development. Today, I can report that over five hundred (500) major national corporations have been contacted and invited to participate in this new endeavor. The early response has been most encouraging. The following set of statistics provides a clearer picture of what has been accomplished with this project:

	<u>NUMBER</u>	<u>PERCENTAGE</u>
Total corporations contacted	510	100
Total responding	134	26
Total responding favorably	52	10
Total willing to meet	33	6
Total we have met	7	1
Total making some commitment	8	1
Total corporations responding	134	100
Total responding favorably	52	39
Total willing to meet	33	25
Total we have met	7	5
Total making some commitment	8	6



LULAC NATIONAL EDUCATION SERVICE CENTERS

SUMMARY NARRATIVE

This narrative is a follow-up on a shorter report submitted in July with our Quarterly Financial Report. It is also being submitted on the request of Mr. Jack Ramsey, OEO Project Officer. The data presented is through and including the month of August. The data is taken from our MIS and is quite accurate.

In our efforts to impact on our primary goal and purpose, namely: "to increase the number of OEO poverty level persons attending America's colleges and universities with special emphasis on Spanish surnamed students," all eleven (11) centers are currently and fully operational for the first time. This level of preparedness has enabled us to dramatically increase the services we provide as the Fall 1974 academic year begins.

To keep things in a proper perspective, initially we should point out the months each center has been in operation. This serves several purposes. First, it demonstrates the degree of success a center has over a full academic school year; it demonstrates the decrease in overall costs/enrollment; it demonstrates the financial aid that a center can generate once it has had time to establish itself in the community; and, finally, it demonstrates the impact the centers can have in enrolling the target population once a center is permanently established, operational and integrated into the community it serves.

TIME IN OPERATION

<u>Months</u>	<u>Field Center Location</u>
16	Corpus Christi, Texas
15	Phoenix, Arizona
15	Colorado Springs, Colorado
13	Houston, Texas
11	Albuquerque, New Mexico
10	Seattle, Washington
10	San Francisco, California
10	Pomona, California
10	Topeka, Kansas
6	Chicago, Illinois
2	Boston, Massachusetts



In reviewing the following statistics covering the centers' activities, not only should the reader consider the length of time a center has been in existence but should also consider the following variables:

- number of major semester registration periods within the time of operation
- density of Spanish surnamed within the community (i.e., Phoenix much higher than Topeka)
- number of major educational institutions within community/area being served

The two major objectives which are used by LNEESC to measure the progress and success of our operations are: (1) the number of students enrolled in colleges and universities; and (2) the amount of financial aid generated by the centers in the form of scholarships, loans, grants, work-study and other means for the students.

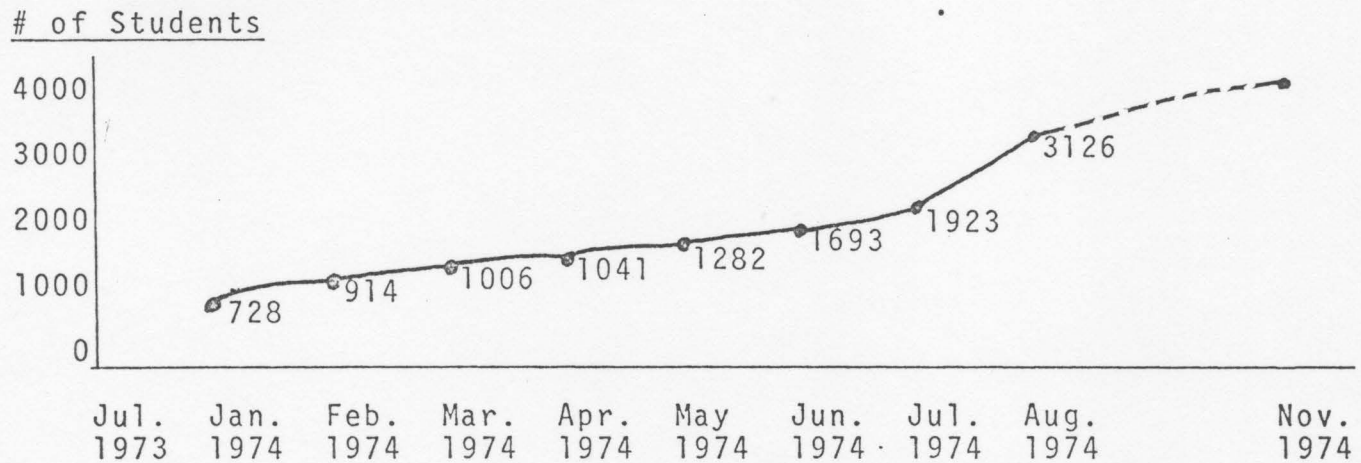
Through August, 3,126 students have been placed/enrolled in colleges and universities and \$2,612,697 of financial aid have been generated. The following tables breakdown the two variables by center.

<u>Field Center</u>	<u>Placements</u>	<u>Financial Aid</u>
1. Phoenix, Arizona	736	\$ 486,276.50
2. Albuquerque, New Mexico	545	489,367.00
3. Pomona, California	377	120,000.00
4. Colorado Springs, Colorado	316	318,444.40
5. Corpus Christi, Texas	275	628,499.50
6. Houston, Texas	263	257,435.00
7. San Francisco, California	218	89,294.00
8. Seattle, Washington	187	82,865.90
9. Topeka, Kansas	175	126,259.32
10. Chicago, Illinois	34	14,256.00
11. Boston, Massachusetts	0	0
<u>TOTAL PLACEMENTS 3,126</u>		<u>TOTAL AID \$2,612,697.62</u>

The following graphs illustrate the actual and projected accomplishments of these two variables (see graph on next page).

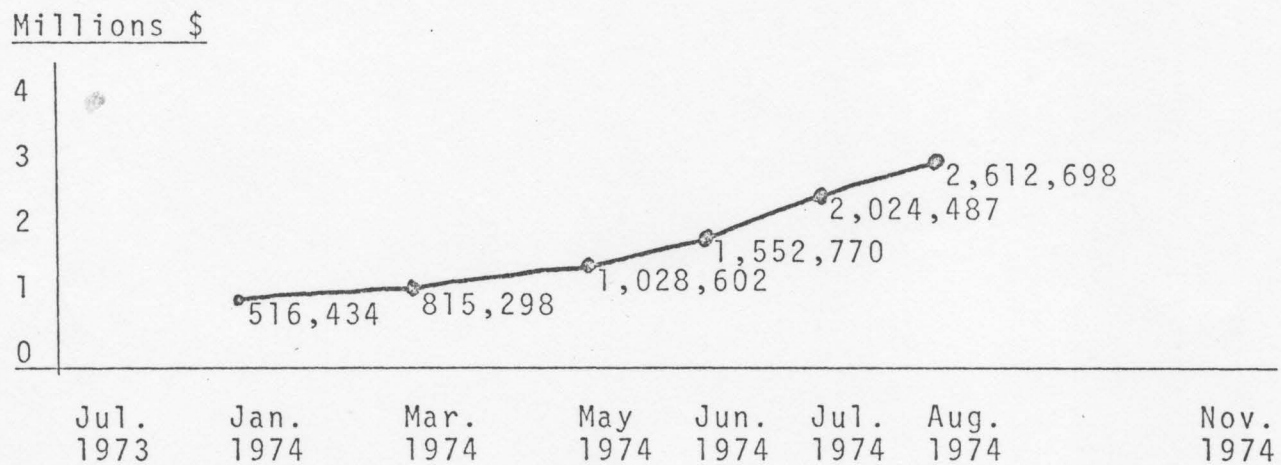


PROJECTED & ACTUAL ACCOMPLISHMENTS - PLACEMENTS



This graph dramatically illustrates the immense impact the centers have had since May 1974. Placements jumped from 1,282 to 3,126. An increase of 1,844, over a 100% increase. Most centers were prepared for the Fall 1974 academic year and the increase which occurred in placements demonstrates that. We anticipate that once the September placement figures are available, we will have exceeded the 4,000 placements being projected.

PROJECTED & ACTUAL ACCOMPLISHMENTS - FINANCIAL AID



As with placements, financial aid generated has had a major increase since May. We have gone from \$1.02 million to \$2.61 million. Again, an increase of over 100%.

Another of our overall goals is to "increase the retention of OEO poverty level persons in America's colleges and universities (again) with special emphasis on Spanish surnamed students."

We realize that it is not enough to simply assist a student to enroll and begin his college career, rather a concerted effort needs



to be made to assure that once a student begins his college career he/she is able to successfully complete it. For this reason the centers are now concentrating heavily on student follow-up and counseling.

Although the MIS is being revised to reflect these figures, we can nonetheless state that 13,411 students have received some form of counseling. The figure reflects the number of counseling sessions held with individuals and thus the number is higher than the number of students placed. Many students have received more than one counseling session.

The ethnic breakdown of students that have approached the centers for some form of assistance is as follows:

Mexican/American	9,758	:
Blacks	455	
Anglos	535	
Native Americans	83	
Cubans	37	
Puerto Ricans	20	
Filipinos	24	
Oriental	1	
Others	461	

Concerning these figures, several things should be kept in mind. First, the disproportionate number of Mexican/Americans is due simply to the fact that most centers are currently located in areas with heavy Mexican/American population. Secondly, the "other" category includes Central and South Americans and some centers included different groups (Puerto Rican, Cuban, Oriental, etc.) into this category. This discrepancy has been addressed to and the MIS will provide a more accurate breakdown.

In addition, the MIS will now reflect the number of students that are women. The centers have a commitment to increase both men and women's enrollments into colleges and universities.

On September 4, 1974, the Deputy Director of Operations carried out a survey among the field centers to determine the number of students who were served by LNECS and met the poverty criteria. Accurate figures are not available as such provisions had not previously been made in our MIS. That discrepancy has also been corrected. The following figures indicate the response of each individual center. (see figures on following page).

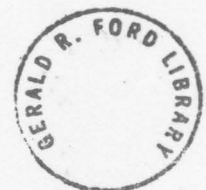


SURVEY ON POVERTY CRITERIA

<u>Center</u>	<u>% of Students</u>	<u>Approx. # of Students</u>
Arizona	80	588
Pomona (California)	80	301
San Francisco (California)	75-80	167
Seattle (Washington)	95	177
Colorado Springs (Colorado)	80	252
Kansas	55	96
Illinois	60	20
New Mexico	80-85	452
Corpus Christi (Texas)	60	165
Houston (Texas)	75	197
Boston (Massachusetts)	0	0
		2,415

Thus approximately 2,415 students of the 3,126 placed, meet the poverty criteria. The figure should not be all that surprising as most of the centers and/or their individual satellite offices are located within their respective community's "barrios".

One of the spin-off projects which LNEESC has gotten heavily involved in is developing, promoting and administering the National Spanish Surnamed Scholarship Fund. Some 300 of the country's major corporations have been contacted for support. LNEESC staffs have been meeting with various corporation officials and contributions are being generated. This project will be linked with the centers' recruitment and placement efforts and will eventually allow LNEESC to recruit/place/enroll and provide scholarships to deserving students. LNEESC would then have the capability to provide any and all services to enable a deserving student to successfully complete his/her college education.





THE LEAGUE OF UNITED LATIN AMERICAN CITIZENS

INVITES YOU

to participate with their

NATIONAL EDUCATION SERVICE CENTERS

in

establishing the

NATIONAL SPANISH SURNAMED SCHOLARSHIP FUND



National Spanish Surnamed Scholarship Fund



LULAC NATIONAL EDUCATION SERVICE CENTERS
400 First Street, N.W., Suite 716
Washington, D.C. 20001
202 347-1652

Dear Sir:

There's no getting around it . . . the Spanish surnamed of this nation need your help.

Simply stated, as the second largest minority group in the country, we are not nearly represented in proportion to our numbers in the country's colleges and universities.

Unlike more well publicized minority groups, we don't have our own special schools and the government doesn't seem too interested in emphasizing programs that would dramatically decrease the educational gap from which we suffer.

It is our intent to work within the system of our society, so in a cooperative spirit we are approaching business and other professional leaders like yourself to join us in an unprecedented national effort to increase the number of Spanish surnamed students in America's colleges and universities.

Our goal is to establish a National Spanish Surnamed Scholarship Fund to assist our students to gain entrance into colleges and universities, and to render supportive services that will increase their chances of staying in school and completing their higher education.

Your interest and commitment to assist us in this effort will be appreciated by thousands of Spanish surnamed students and their families who will be recipients of your generosity and concern.

In the near future we would like to meet with you to discuss our program and provide you with information on our LULAC Foundation, a tax exempt corporation whose exclusive aim is to provide charitable and educational services.

We look forward to your participation in this historical effort.

Sincerely,

Ernest Z. Robles

Ernest Z. Robles
National Executive Director

Sponsored by the League of United Latin-American Citizens, LULAC

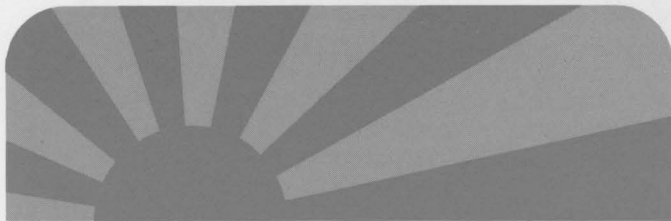




bringing horizons within reach



LULAC NATIONAL EDUCATION SERVICE CENTERS



Educational horizons have often seemed beyond reach to generations of Spanish-speaking Americans.

Now the LULAC National Education Service Centers, located in 11 major U.S. cities, are committed to bring those horizons closer, to increase the number of Spanish-surnamed students in the Nation's colleges and universities.

The Centers provide a dimension which other programs designed to promote educational opportunity for ethnic-racial groups have not—an emphasis on Americans of Spanish descent.

Higher Education—The Newest Horizon

Today, as never before, the Spanish-speaking are more and more aware of their rights and opportunities in education. Through individual effort and organized assistance such as the Centers provide, these basic assets of being an American are daily coming nearer reality.

Higher education is the new field of endeavor among students of Mexican, Puerto Rican, Cuban and other Spanish origin because of its impact on leadership development and because of its high relationship to responsible citizenship in this society.

The Centers represent an important effort by the Spanish-speaking community to affect the quality of America's future.

Barriers to Overcome

One of every three persons of Spanish origin attends a school, according to the 1970 Census, a proportion higher than the national average. But, while on the national level, more than half of the U.S. population over 25 has a high school diploma and some college experience, the proportion among Spanish-speaking men and women is much lower.

Yet the desire to attend college is not enough. A person must grasp the methods and means to find and obtain the needed resources. A person will often be unable to comprehend the selection, admission, registration, and administrative procedures of a higher institution of learning.

The Response: Matching Students with the Resources

To help fulfill these needs and aspirations, the Centers will:
Identify and encourage college and high school students and persons in the labor field to pursue higher educational goals on three basic levels:

**GRADUATE
UNDERGRADUATE
CAREER EDUCATION**

Pool the resources which now exist to offer every chance of support to the student in need of aid, including:

**GOVERNMENT
INDUSTRY
FOUNDATIONS
PRIVATE ORGANIZATIONS
INDIVIDUALS**

Face to face, prospective students can be informed by Center staff of the opportunities and funding available to them.

Students and school are brought together, to assure that the fullest understanding and collaboration can exist between these key elements.

As an advocate for students, the Centers will seek new programs, new financial sources, and new levels of awareness for their needs and problems at all levels of the educational community.

The Centers' management information system centralizes the data and trends gathered on the local field center level. Specialists in education programs will maintain up-to-date information on programs and funding available to feedback to the field centers. A national office in Washington, D.C., coordinates the 11 field centers located in key Spanish-speaking population areas throughout the United States.

The Centers, therefore, will often be able to provide college-bound young men and women information which the local educational institution may not yet have.

Shared Goals and Opportunities

Goals for equality of educational opportunity are set ever higher by the Spanish-speaking community which has always thirsted for knowledge and expression of its ideas and talents, and which now senses new hope and opportunity. Building on the historical achievement in the educational field of their sponsor, the League of United Latin American Citizens, the Centers seek to match reality with what have only been dreams in the past.

Today, the National Education Service Centers are the focus for all levels of our society to share in assuring Americans of Spanish heritage the right—and opportunity—to a full education and other horizons just ahead.

The LULAC National Education Service Centers

Headquarters: Ernest Z. Robles
National Executive Director
1111 H Street, N.W. Room 1124
Washington, D.C. 20005
202/347-1652

Field Centers: Albuquerque, N. Mex.	Phoenix, Ariz.
Boston, Mass.	Pomona, Cal.
Chicago, Ill.	San Francisco, Cal.
Colorado Springs, Colo.	Seattle, Wash.
Corpus Christi, Tex.	Topeka, Kansas
Houston, Tex.	

For more Field Center information, check local telephone directory listings, or dial "Information".



A program sponsored by the League of United Latin American Citizens (LULAC).

stricted areas. This is not only of doubtful constitutionality, but is of very doubtful morality as well.

I remain, however, deeply committed to preserving our environment for future generations to enjoy, and I stress the word enjoy. An expansion of the Land and Water Conservation Fund, coupled with better environmental management of Federal lands, is the perfect substitution for the Land Use bill. If a state or local government wants to preserve green spaces and beaches for the public good, but to the detriment of property owners, the right and proper thing to do is to condemn the land under the right of eminent domain and pay a fair price for it. This can be done through the Fund. Furthermore, the land does not remain in private hands—useless to its owner and closed

to the public. Instead, it can be developed for recreational uses consistent with the environment and available to all the people.

Mr. Chairman, I urge swift enactment of the Save Outdoor America Act and related provisions to expand and improve the Land and Water Conservation Fund.

The list of backlogged Long Island projects follows:

SUMMARY			
	Total	BOR share	
Long Island Sound study—Schedule A:			
Recommendations:			
Land acquisition.....	48,855,000	24,427,500	
Development.....	65,854,000	32,927,000	

PROJECT GRANT-IN-AID FOR LONG ISLAND—STATE AND LOCAL PROJECTS

LONG ISLAND STUDY—SCHEDULE A					OFFICE OF PARKS AND RECREATION—SCHEDULE C				
Program	Acquisition	Development	Total	BOR Federal share	Program	Acquisition	Development	Total	BOR Federal share
North Hempstead.....	\$20,610,000	\$7,320,000	\$27,930,000	\$13,965,000	Capital projects 74-75:				
Oyster Bay.....	12,375,000	3,000,000	15,375,000	7,687,500	Connetquot River State Park.....	\$500,000	\$500,000	\$1,000,000	\$250,000
Queens.....	8,430,000	3,430,000	11,860,000	5,930,000	Jones Beach State Park.....	250,000	250,000	500,000	125,000
Brooklyn.....	180,000	15,370,000	15,550,000	7,775,000	Nissequogue River State Park.....	350,000	350,000	700,000	175,000
Smithtown.....	15,000,000	21,231,000	36,231,000	18,115,500	1975-76				
Riverhead.....	690,000	10,200,000	10,890,000	5,445,000	Jones Beach State Park.....	7,015,000	7,015,000	14,030,000	3,507,500
Southold.....					Connetquot River State Park.....	350,000	350,000	700,000	175,000
ENVIRONMENTAL QUALITY BOND ACT—SCHEDULE B					Hither Hills State Park.....	2,600,000	2,600,000	5,200,000	1,300,000
Office of Parks and Recreation:					Sunken Meadow State Park.....	1,500,000	1,500,000	3,000,000	750,000
Meadow Island.....	\$700,000		\$700,000	\$350,000	Wildwood State Park.....	150,000	150,000	300,000	75,000
Napeague.....	13,500,000		13,500,000	6,750,000	Counsellville.....	4,000,000	4,000,000	8,000,000	2,000,000
Department of Environmental Conservation Coastal Wetlands:					Montauk State Park.....	2,000,000	2,000,000	4,000,000	1,000,000
Mt. Sinai Harbor.....	75,000		75,000	37,500	Brooklyn.....	1,500,000	1,500,000	3,000,000	750,000
Carmen's River.....	1,800,000		1,800,000	900,000	MUNICIPAL/COUNTY PROJECTS—SCHEDULE D				
Babylon Marshes.....	30,000		30,000	15,000	Applications in hand:				
Little Bay-Conscience Bay.....	75,000		75,000	37,500	Shirley.....	1,350,000	1,350,000	2,700,000	675,000
Moriches Bay West.....	1,195,000		1,195,000	597,500	Lindenhurst.....	235,000	235,000	470,000	117,500
Lloyd Harbor.....	90,000		90,000	45,000	Huntington.....	150,000	150,000	300,000	75,000
North Haven Marsh.....	45,000		45,000	22,500	East Hampton.....	80,000	80,000	160,000	40,000
Hempstead Harbor.....	100,000		100,000	50,000	Patchogue.....	120,000	120,000	240,000	60,000
Brown's River.....	50,000		50,000	25,000	Do.....	300,000	300,000	600,000	150,000
Little North West Creek.....	1,000,000		1,000,000	500,000	Amityville.....	470,000	470,000	940,000	235,000
Mooseyong Bay.....	650,000		650,000	325,000	East Hampton.....	74,500	74,500	149,000	37,250
Napeague (wetlands).....	1,500,000		1,500,000	750,000	Pending:				
Boorman's Island.....	125,000		125,000	62,500	Suffolk County.....	1,225,000	1,225,000	2,450,000	612,500
Acabonack Harbor.....	250,000		250,000	125,000	Nassau County bikeway.....	3,000,000	3,000,000	6,000,000	1,500,000

LULAC EDUCATIONAL SERVICE CENTERS

HON. PATRICIA SCHROEDER
OF COLORADO

IN THE HOUSE OF REPRESENTATIVES
Thursday, August 15, 1974

Mrs. SCHROEDER. Mr. Speaker, over 12 million citizens in this Nation are of Spanish origin, the second largest ethnic minority grouping not of Anglo-European immigrant stock in our country. It is significant that, as we prepare to celebrate our country's Bicentennial, we recognize the existence and contributions of our Hispanic citizenry. They have added much to the rich and colorful history of our country—from California to Florida, including my own State of Colorado. For instance, a number of words in common usage of Spanish derivation are found in our vocabulary: Canon, lariat, adobe, lasso, pronto, patio, macho, doughboy, fiesta, Las Vegas, Florida, California, Nevada, and even Colorado.

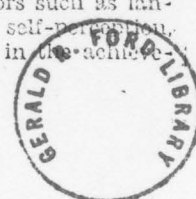
Mr. Speaker, the cultural and historical contributions of our Spanish origin

citizens are numerous, and as yet, undetermined. In attempts to ascertain these contributions, many university and college ethnic-cultural studies units are documenting the nature and extent of these additions to the greatness of our Nation as a whole. Everyone, regardless of ethnic origin has contributed to the economic and social growth of our Nation, unfortunately, it is still largely unnoticed that Spanish origin persons have also made additions to our great culture and prosperity. Persons of Spanish origin have done much to advance the cause of labor. They have also fought in all our wars. They have worked for the cause of human justice and dignity here at home. We have much to gain from their art, literature, and historical perspective—and we should encourage this to flourish through our educational processes. An informed and literate citizenry is the foundation of a truly workable democracy, and this applies to the citizenry of Spanish heritage.

Mr. Speaker, it concerns me greatly that the median educational level is 4 years of high school for only 39.4 per-

cent of the Spanish-origin population, while it is 61.5 percent for the Nation as a whole. The 1970 census showed the median income of Spanish-origin persons 25 years and older who completed one or more years of college was \$8,636, while that of the general population was \$9,969. In Colorado, the median school years completed by Spanish-origin women 25 years and over was 9 years, and that of Spanish-origin men 25 years and over was 10 years. The median income as of the last official census for families headed by Spanish-origin women aged 14 years and over was only \$4,117, while that of all Spanish-origin families was \$7,787. This is a distressing picture, and one which can be changed.

The important and integral relationship between education, employment, and income is certain. Numerous barriers must be surmounted by the Spanish-origin male and female if they are to attain parity with the majority culture. Also, it must be recognized how important cultural factors such as language, life style, values, self-perception, and success models are in the achievement



ment of one's potential. In line with this awareness of the importance of opportunity for the full educational achievement and advancement of Spanish-origin persons, I would like to include in the Record at this time an article from the June issue of *La Luz* magazine entitled: "LULAC Education Service Centers: An Idea Whose Time Has Come".

AN IDEA WHOSE TIME HAS COME

When someone has an idea, it seems as if it will never become reality. But, there is at least one "thought on a piece of paper" that has become fact for the Spanish-surnamed Americans of this nation.

Less than a year ago, a nationwide network of "people-oriented" service centers serving the educational needs of Chicanos, Cubanos, Puerto Riquenos, and other Latinos was a dream. Today, one can walk into anyone of 11 centers throughout the United States and someone will "reach out."

That someone could be James Cruz at the LULAC National Education Service Center in Chicago, Illinois or it could be Ricky Manzanarez in Colorado Springs, Colorado.

The Service Center in Corpus Christ first opened in March of 1973. That makes Service Center Director Joe Longoria the "oldest" member of the family. The newest Center set into motion is one operated by Chris Lucero, located in the heart of the Ivy League schools in Boston, Massachusetts.

"It wasn't a simple thing to do," admits LULAC National Education Service Center Executive Director Ernest Robles, "because up until now, the educational problems of the Spanish-surnamed Americans had always been viewed as local ones rather than on a national level."

"What NESO has responded to was in fact a crisis of sorts," continues Robles, "which the less informed called a Chicano problem or a Boricua problem."

Robles gazes at the statistics piled on his desk. "It's true that if one looks at one piece of a puzzle, it doesn't make much sense. However, when the pieces are put together, in this case, when one looks at the Spanish-speaking population at the national level and the challenges that face us as we attempt to enter the colleges and universities of this country, it is very clear what we must do."

What was clear to Ernest Robles and about one hundred personnel in the 11 Field Centers, (Arizona, California, Colorado, Illinois, Kansas, New Mexico, Texas, Washington and Boston), is that in order to overcome the previous "isolation" of individual groups in various parts of the United States, a "communication device" had to be set up.

The NESO system is quite unique in its approach to "communication."

What is it that makes it unique and how does it work? "First of all," explains Colorado Springs Field Director Ricky Manzanarez, "we don't make any wild promises. For example, right now we do not even have scholarship money to give to our people, from this office, although this is something we are working on."

Manzanarez notes that the NESO operation does have information that could lead to financial aid from other sources. He explains, "Many times, students don't know that money is available from universities, private and public foundations and other sources. And even if they know they exist, sometimes it's just a matter of having a number of them in a central location, to use on a referral basis."

If this approach does not appear unique to a skeptic, Manzanarez will point out the key to the Center's success. As he puts it, "It's the atmosphere, and the staff's ability to relate to clients in a very direct and special way, that makes it work."

"When someone walks in," says Manzan-

arez, "we immediately try to make the individual feel at ease. Too many agencies make it seem like they are doing you a favor by offering help."

Appointments are not necessary to take advantage of the NESO services. "It does make things easier when you do," explains Manzanarez. "We have on the average, five to ten new people walking in every day. This does not include the number of telephone calls we get at all hours, not to mention the current service load."

At the Colorado Springs "storefront," (Manzanarez says the storefront idea works better than a mere formal office in his area), some 800 clients have been serviced. Many have been advised or counseled at least three times.

Manzanarez notes, "We try to limit the client's visits with us to three times, for a very good reason, although we are more than happy to counsel someone as often as he wishes. What we don't want to do is create a dependency relationship between the client and the staff. The idea there," Manzanarez explains in a reassuring tone, "is to instill self-confidence in the client and in the staff."

No one is turned away at a Centro Directiva (as it is called in Spanish), although it is primarily aimed at the large Chicano and Chicana population in the area. Anglo, Black and Americans of other ethnic origins are also welcome.

No one is turned away unless the family is in an unusually high income bracket. A formula is applied to all clients that determines eligibility by the OEO-funded program, by taking into account family financial status, the number of dependents, and other guidelines set by the Office of Equal Opportunity in Washington, D.C.

"Women," Manzanarez notes, "are one of our top priorities because of the conditions that have existed in the past, that have for the most part stereotyped all women as 'homemakers'."

The client who walks in can expect to be treated in a friendly manner immediately. He or she is asked about himself or herself, and is asked questions about career and fields of interest by one of the five counselors on duty.

"Some clients know what they want to do, others don't. We are prepared to deal with either situation. The next thing we do is to determine how best to solve the client's problem. Sometimes it's a matter of counseling on which college entrance exam to take or other type of test such as a vocational test."

"It's then a matter of dealing with the paperwork," continues Manzanarez, "which at times is somewhat complicated."

He says that the Center's philosophy, however, is to urge clients to take the forms home and try to fill them out themselves.

Filling out forms will continue to be a fact of life and Manzanarez and his staff say that the best way and time to start to learn how to fill them out is as soon as possible.

Richardo Castro, one of the NESO counselors on duty at the Colorado Springs office, agrees with Manzanarez. Castro does say, however, that the staff will lend aid in filling out forms if a snag develops.

"This is part of the follow-up operation," Castro further notes, "since the initial interview, and filling out forms is only the beginning of the process."

"We closely follow the various applications and forms as well as the client, and the progress or lack of progress of each."

Manzanarez sums up the NESO Center activity this way. "The Colorado Springs Center is basically an alternative to the counseling that now exists, in high schools or colleges. We strive to complement, rather than duplicate, the efforts of other agencies or counseling services provided by the educa-

tional systems, and in certain instances we go beyond what is available elsewhere. We do things like visit rural areas and counsel parents on the advantages of a good education for their children. Another thing is that we try to do whatever we can to make sure the student stays in the college or university once he is in."

"Finally," says Manzanarez, "we are continually looking for answers to problems like tutoring programs which have been to date largely unsuccessful. We are the first to admit that no one has the total answer to the educational needs of the Chicano in this area, but we think the NESO approach is among the best in the nation."

The man who oversees the day-to-day operations of all of the 11 Field Centers throughout the United States is recent Harvard Business School graduate, Rodolfo Castro.

Sitting in his Washington, D.C. offices, near the nation's Capitol building, Castro is the vital link between the Centers, like the one in Colorado and insures their smooth operation.

"The crucial aspect of my job is making sure that the individual Field Centers tailor their services to the needs of a particular area, while the total effort remains united," says Castro.

"In Boston, where the Spanish-surnamed population is admittedly small, our chief function there is to provide a channel of communication for the other ten Centers directly to the Eastern schools."

Castro continues, "However, New York, which has a large Boricua population, can also take advantage of our services. In essence, this means that a young man or woman, for example, that graduates from the University of Houston can go through us to apply to the Yale Law School, if he or she so wishes."

Castro also points out that while NESO must continue to focus on getting the student to enter the school, it is equally important to offer whatever support possible to insure the students' completion of requirements for graduation.

"The most common situation," Castro explains with some degree of frustration, "is the lack of money to continue. Disillusionment with the unfamiliar surroundings is another."

Castro flashes a quick smile. "But that's why we are right in the heart of the community, to help in any way possible," he quickly adds as if to conceal the frustration.

This positive attitude is also shared by the program's top man, Ernest Robles. He swivels his chair around to glance at the huge wall-size map of the world directly in back of him.

"We have been very successful in telling our story on the local level through the various news media," Robles points out, "but again on the national scale, lack of awareness has posed an obstacle."

Not long ago, Robles, along with NESO Board Chairman Tony Bonilla, appeared on the nationally-televised morning program, "The Today Show."

"What we attempted to do in a very short time," Robles ponders thoughtfully, "was to raise the level of awareness of the network viewing audience. How do you explain in a few sentences the importance of the first large-scale effort to help guide the way for the nation's second largest minority group to higher-education, those who in the last analysis will be the professional and political Spanish-surnamed leaders of tomorrow?"

Robles is not a man who is discouraged easily, however.

"It's a part of the advocacy role of NESO," he explains, "to make America take notice of what we are doing. It doesn't stop there, because in doing this we are complementing the other parts of what we must do to insure



that the NESC system works and continues to work on a long-term basis."

The other "parts" Robles speaks of are the guidance available to members of the Spanish-speaking community when he or she makes up his mind to continue his education beyond high school. Whether it be a university close to "home" such as UCLA or one that is "farther" away such as Harvard.

As for the future, Robles tells about how he is most anxious to see the program eventually become self-sustaining.

"We were originally funded by the government for two million dollars over an 18-month period. We are fairly certain that the program will be continued indefinitely. One of our long-term goals is to decrease the amount of government support and stimulate private sector funds."

"Too many programs have been started up," notes Robles, "only to be terminated as soon as the monies are depleted."

"This project," Robles boasts, "has an excellent track record. This is due mainly to our personnel out in the Service Centers around the country and to the enthusiasm and great response of the surrounding communities to the program efforts. It's a winning and effective combination!"

It's an idea whose time has come!

U.S. SKILL OLYMPICS

HON. HENRY B. GONZALEZ

OF TEXAS

IN THE HOUSE OF REPRESENTATIVES

Thursday, August 15, 1974

Mr. GONZALEZ. Mr. Speaker, "Skills build America"—that is what over 2,000 young high school and post-high-school students from 46 States and U.S. territories set out to prove during the U.S. Skill Olympics of the Vocational Industrial Clubs of America, VICA, held recently in San Antonio, Tex.

The U.S. Skill Olympics is the final rung on the ladder leading to the International Skill Olympics, which for the first time, will have American competitors—VICA will have a team competing in 12 different skills—vying for gold, silver, and bronze Olympic medallions. These young Americans will be representing the United States in the areas of engineering drawing; radio and TV repairing; house wiring; ladies hairdressing; turning, machine trades; milling, machine trades; gas welding; electric welding; bricklaying; carpentry; industrial wiring; and sheet metal work.

While the International Skill Olympics has been held yearly throughout Europe since 1950, the United States has never had a team competing in this event. This year, however, America will have representation and VICA will undoubtedly distinguish itself and return some of the "gold" back to the United States.

VICA is a national student organization—over 130,000 members—of young men and women, taking vocational industrial education courses throughout the high schools and posthigh schools in 46 States and U.S. territories.

While vocational industrial education prepares students to enter the world of work, VICA club activities foster a deep respect for the dignity of work and per-

sonal development in leadership, citizenship, and patriotism through the democratic processes.

VICA competitive activities, in over 26 different trade and job skills, start early in the school year, leading to the final competition in the U.S. Skill Olympics. Leadership development activities also take place concurrently. Winners in each division—skills and leadership competitions—move up the ladder and those VICA members who are the best during the U.S. Skill Olympics are chosen to represent the United States at the International Skill Olympics.

The national VICA organization is 10 years old; the Texas VICA Association however, was born in 1943, known then as VICT—Vocational Industrial Clubs of Texas—until its association 10 years ago with national VICA.

I am, indeed, proud of the fact that I have been involved with both VICT and VICA for a number of years and to have been chosen as an honorary life member of this great student organization in Texas.

It is, likewise, an honor to report that five young San Antonio VICA members won olympic medallions during the recent U.S. Skill Olympics in the Alamogordo City. I congratulate these five exceptional young people: Robert Rocha, Fox Tech High School, gold medal winner, architectural drafting; Mark Carroll, Burbank High School, gold medal winner, auto body repair; Donald Becker, Harlandale High School, gold medal winner, air-conditioning and refrigeration; Frank Duran, South San Antonio High School, silver medal winner, welding; and Richard Halsell, Holmes High School, bronze medal winner, carpentry. Texas is also proud of these young people for winning five of the eight medals captured by the great State of Texas during the U.S. Skill Olympics.

It would only be fair to recognize at this time the 12 VICA members who will be representing the United States at the International Skills Olympics to be held in August in Lisbon, Portugal:

Johnny Blanton, West Virginia, carpentry.

Jerry Tanksley, Georgia, bricklaying. Lloyd Smith, Ohio, ladies hairdressing. Allan Goff, Oregon, industrial electronics.

Kenneth Phy, Pennsylvania, engineering drafting.

Grant Newland, Florida, radio and TV repair.

Daniel Caldwell, Missouri, sheet metal trades.

Gary Hendershot, Ohio, welding, metal arc.

Chester Rowan, Pennsylvania, welding, MIG-TIG.

James Williams, Tennessee, machine, turning.

Richard Fularz, Jr., Ohio, machine, milling.

David Capps, Virginia, electrical trades.

The U.S. Skill Olympics has the full support of national industry, management, and business and labor organizations. Why? Because they care about young people. I wish to honor at this

time individuals from these organizations that make the U.S. Skill Olympics so successful year after year:

Charles Allen, United Brotherhood of Carpenters and Joiners.

Robert Boyton, Addressograph-Multi-graph Corp.

John Sessions, AFL-CIO.

Richard Terrell, General Motors Corp.

John Wyatt, General Motors Corp.

Harold Lewis, Kansas Education Agency.

Richard York, General Electric Corp.

Elzoth Hauser, National Safety Council.

Louis Patalita, Carrier Air Conditioning Co.

Paul Pringle, DuPont.

William Eltzroth, Brick Institute of America.

William Roark, Brick Institute of America.

Kenneth Edwards, International Brotherhood of Electrical Workers.

Richard Sako, Lincoln Arc Welding Foundation.

Robert Carrigan, American Technical Society.

Donald Wilson, American Trucking Association.

Donald Gieb, Bruce Publishing Co.

Eugene Koschella, Electronics Industries Association.

Robert S. Patterson, Texas Education Agency.

Wilbur Hull, Texas Education Agency.

If VICA members receive the kind of support and encouragement throughout the Nation as I have witnessed in my 20th Congressional District, then VICA is indeed in good hands. And if VICA members are an indication of what our young people are like throughout the Nation, then our country is in good hands.

IT'S BAD ALL OVER

HON. BILL ALEXANDER

OF ARKANSAS

IN THE HOUSE OF REPRESENTATIVES

Thursday, August 15, 1974

Mr. ALEXANDER. Mr. Speaker, I would like to share with colleagues a recent Wall Street Journal article regarding the state of postal service abroad. We Americans are not unique in our woes over less than adequate handling of the mails:

[From the Wall Street Journal, Aug. 14, 1974]

FAST-MAIL FORMULA FOR FED-UP ITALIANS:

LUG IT TO SWITZERLAND

(By Felix Kessler)

CHIASSO, SWITZERLAND.—It isn't for the scenery or the cuckoo clocks that Italians have long flocked to this small border town.

What they used to flock here for, their suitcases and mailbags bulging with money, was just most traditional of Swiss virtues—the security, and secrecy, offered by the various Swiss banks that have conveniently opened about 18 discreet branches here.

Well, the banks are still an attraction. But Chiasso's main lure today is a quaint wooden structure: the post office. And those Italian mailbags are precisely stuffed with mail.

It's tragic, the way they sometimes fight



QUALIFICATIONS/STAFFING

The LULAC National Education Service Centers (LNESEC) feels it is uniquely qualified to undertake a project such as this. LNESEC has demonstrated during its first full year of operation its ability, effectiveness and dedication to impacting on the educational needs of the Spanish surnamed population of the United States. As an affiliate of the League of United Latin American Citizens (LULAC), the largest Spanish surnamed organization in the country. LNESEC has been able to utilize and benefit from LULAC's support and resources in not only publishing LNESEC's program objectives but in building national awareness of the educational needs of the Spanish surnamed. This close association and cooperation with LULAC enables LNESEC to recruit students in institutional support to meet its stated objectives.

Furthermore, the LULAC National Education Service Centers Headquarters staff is comprised of experienced and professionally qualified individuals whose efforts will enhance the overall program effectiveness. Collectively they possess a depth of experience that is essential to the success of this program.

The National Headquarters staff is responsible for the overall program administration, management and evaluation. In carrying out the program's duties, the staff utilizes a management



LULAC NATIONAL EDUCATION SERVICE CENTERS

SUMMARY NARRATIVE

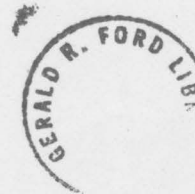
This narrative is a follow-up on a shorter report submitted in July with our Quarterly Financial Report. It is also being submitted on the request of Mr. Jack Ramsey, OEO Project Officer. The data presented is through and including the month of August. The data is taken from our MIS and is quite accurate.

In our efforts to impact on our primary goal and purpose, namely: "to increase the number of educationally disadvantaged persons attending America's colleges and universities with special emphasis on Spanish surnamed students," all eleven (11) centers are currently and fully operational for the first time. This level of preparedness has enabled us to dramatically increase the services we provide as the Fall 1974 academic year begins.

To keep things in a proper perspective, initially we should point out the months each center has been in operation. This serves several purposes. First, it demonstrates the degree of success a center has over a full academic school year; it demonstrates the decrease in overall costs/enrollment; it demonstrates the financial aid that a center can generate once it has had time to establish itself in the community; and, finally, it demonstrates the impact the centers can have in enrolling the target population once a center is permanently established, operational and integrated into the community it serves.

TIME IN OPERATION

<u>Months</u>	<u>Field Center Location</u>
16	Corpus Christi, Texas
15	Phoenix, Arizona
15	Colorado Springs, Colorado
13	Houston, Texas
11	Albuquerque, New Mexico
10	Seattle, Washington
10	San Francisco, California
10	Pomona, California
10	Topeka, Kansas
6	Chicago, Illinois
2	Boston, Massachusetts



In reviewing the following statistics covering the centers' activities, not only should the reader consider the length of time a center has been in existence but should also consider the following variables:

- number of major semester registration periods within the time of operation
- density of Spanish surnamed within the community (i.e., Phoenix much higher than Topeka)
- number of major educational institutions within community/area being served

The two major objectives which are used by LNEEC to measure the progress and success of our operations are: (1) the number of students enrolled in colleges and universities; and (2) the amount of financial aid generated by the centers in the form of scholarships, loans, grants, work-study and other means for the students.

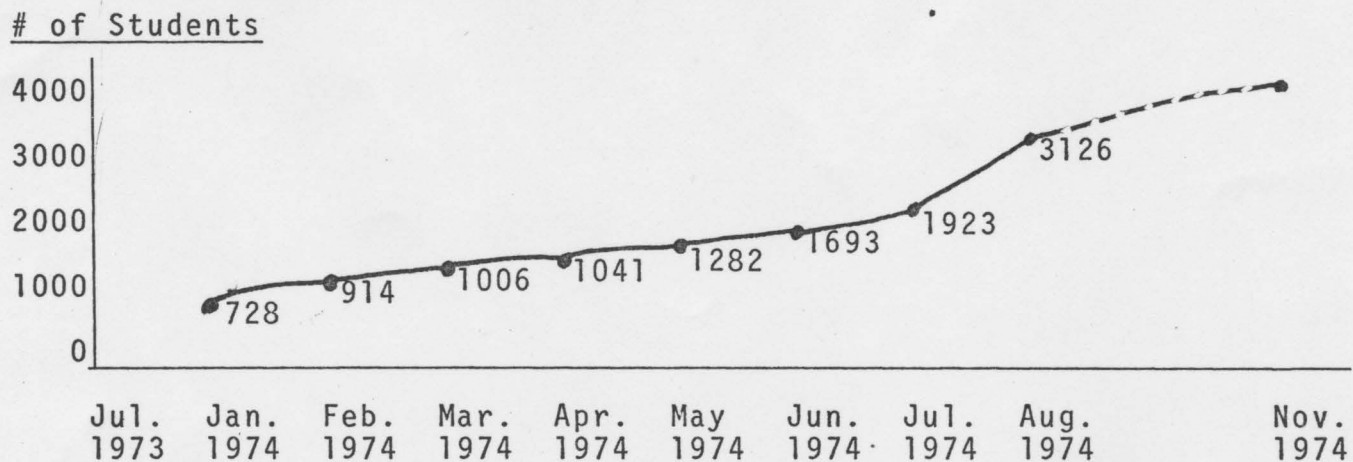
Through August, 126 students have been placed/enrolled in colleges and universities and \$2,612,697 of financial aid have been generated. The following tables breakdown the two variables by center.

Field Center	Placements	Financial Aid
1. Phoenix, Arizona	736	\$ 486,276.50
2. Albuquerque, New Mexico	545	489,367.00
3. Pomona, California	377	120,000.00
4. Colorado Springs, Colorado	316	318,444.40
5. Corpus Christi, Texas	275	628,499.50
6. Houston, Texas	263	257,435.00
7. San Francisco, California	218	89,294.00
8. Seattle, Washington	187	82,865.90
9. Topeka, Kansas	175	126,259.32
10. Chicago, Illinois	34	14,256.00
11. Boston, Massachusetts	0	0
<u>TOTAL PLACEMENTS 3,126</u>		<u>TOTAL AID \$2,612,697.62</u>

The following graphs illustrate the actual and projected accomplishments of these two variables (see graph on next page).

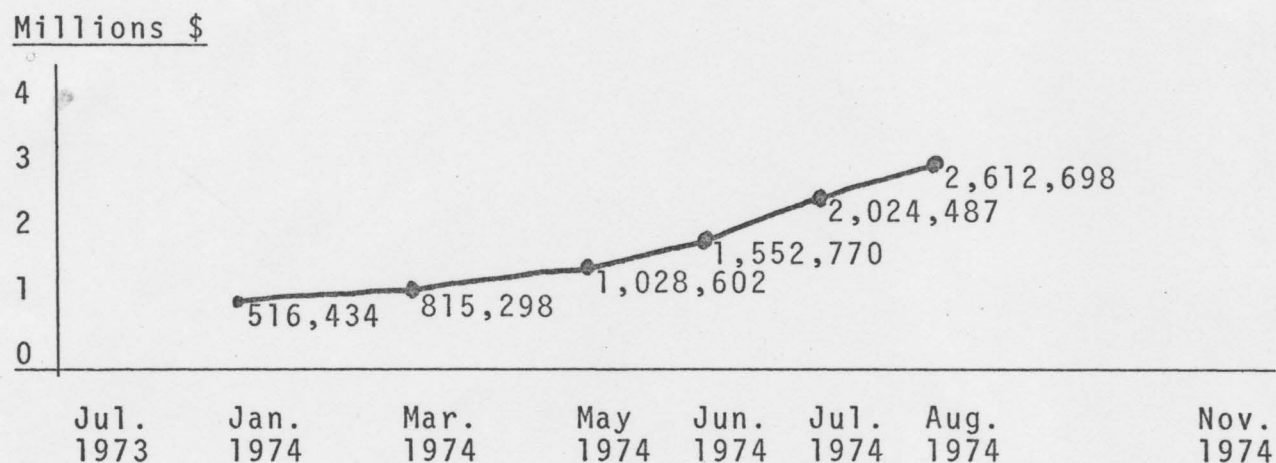


PROJECTED & ACTUAL ACCOMPLISHMENTS - PLACEMENTS



This graph dramatically illustrates the immense impact the centers have had since May 1974. Placements jumped from 1,282 to 3,126. An increase of 1,844, over a 100% increase. Most centers were prepared for the Fall 1974 academic year and the increase which occurred in placements demonstrates that. We anticipate that once the September placement figures are available, we will have exceeded the 4,000 placements being projected.

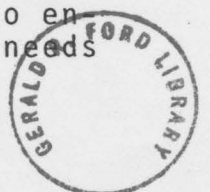
PROJECTED & ACTUAL ACCOMPLISHMENTS - FINANCIAL AID



As with placements, financial aid generated has had a major increase since May. We have gone from \$1.02 million to \$2.61 million. Again, an increase of over 100%.

Another of our overall goals is to "increase the retention of educationally disadvantaged persons in America's colleges and universities (again) with special emphasis on Spanish surnamed students."

We realize that it is not enough to simply assist a student to enroll and begin his college career, rather a concerted effort needs



to be made to assure that once a student begins his college career he/she is able to successfully complete it. For this reason the centers are now concentrating heavily on student follow-up and counseling.

Although the MIS is being revised to reflect these figures, we can nonetheless state that 13,411 students have received some form of counseling. The figure reflects the number of counseling sessions held with individuals and thus the number is higher than the number of students placed. Many students have received more than one counseling session.

The ethnic breakdown of students that have approached the centers for some form of assistance is as follows:

Mexican/American	9,758
Blacks	455
Anglos	535
Native Americans	83
Cubans	37
Puerto Ricans	20
Filipinos	24
Oriental	1
Others	461

Concerning these figures, several things should be kept in mind. First, the disproportionate number of Mexican/Americans is due simply to the fact that most centers are currently located in areas with heavy Mexican/American population. Secondly, the "other" category includes Central and South Americans and some centers included different groups (Puerto Rican, Cuban, Oriental, etc.) into this category. This discrepancy has been addressed to and the MIS will provide a more accurate breakdown.

In addition, the MIS will now reflect the number of students that are women. The centers have a commitment to increase both men and women's enrollments into colleges and universities.

On September 4, 1974, the Deputy Director of Operations carried out a survey among the field centers to determine the number of students who were served by LNECS and met the poverty criteria. Accurate figures are not available as such provisions had not previously been made in our MIS. That discrepancy has also been corrected. The following figures indicate the response of each individual center. (see figures on following page).



SURVEY ON POVERTY CRITERIA

<u>Center</u>	<u>% of Students</u>	<u>* Approx. #of Students</u>
Arizona	80	588
Pomona (California)	80	301
San Francisco (California)	75-80	167
Seattle (Washington)	95	177
Colorado Springs (Colorado)	80	252
Kansas	55	96
Illinois	60	20
New Mexico	80-85	452
Corpus Christi (Texas)	60	165
Houston (Texas)	75	197
Boston (Massachusetts)	0	0
		<u>2,415</u>

Thus approximately 2,415 students of the 3,126 placed, meet the poverty criteria. The figure should not be all that surprising as most of the centers and/or their individual satellite offices are located within their respective community's "barrios".

One of the spin-off projects which LNEESC has gotten heavily involved in is developing, promoting and administering the National Spanish Surnamed Scholarship Fund. Some 300 of the country's major corporations have been contacted for support. LNEESC staffs have been meeting with various corporation officials and contributions are being generated. This project will be linked with the centers' recruitment and placement efforts and will eventually allow LNEESC to recruit/place/enroll and provide scholarships to deserving students. LNEESC would then have the capability to provide any and all services to enable a deserving student to successfully complete his/her college education.





OCT 7 1974

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File
LULAC

JOE R. BENITES
NATIONAL PRESIDENT

October 3, 1974

Ms. Mary Hallaren
Women In Community Service, Inc.
1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036

Dear Ms. Hallaren:

I thank you for your response to our request, however, I should have been more specific. I would like to know the Spanish Speaking participation rate for the National and Regional positions of which are supervisory and/or day to day policy making positions other than clerks. I will outline the type of positions for which I am interested:

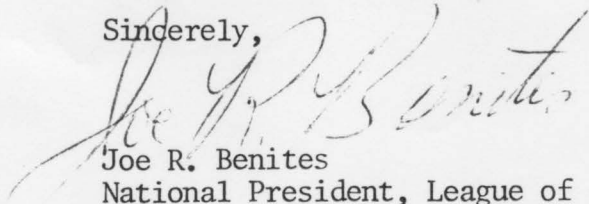
1. Deputy Director
2. Assistant Director for Volunteer Recruitment
3. Office Manager
4. Administrative Assistant to Executive Director
5. Administrative Assistant for Field Services
6. Chief Bookkeeper
7. General Bookkeeper
8. Regional Coordinators
9. Administrative Assistants to Regional Coordinator
10. Regional Coordinators
11. Regional Administrative Assistants



Ms. Mary Hallaren
Page 2

I thank you for your continued cooperation.

Sincerely,


Joe R. Benites
National President, League of
United Latin American Citizens

JRB/ri

cc: Congressman John J. Rhodes
Congressman Mahon
Congresswoman Patricia Schroeder
Fernando de Baca, Special Assistant to the President
Ada Pena, Executive Director of Women Affairs
Rebecca Benites, National Liaison for Women Affairs
Mary Olivas
Lupe Aguirre
Nelda Wyland





JOE R. BENITES
NATIONAL PRESIDENT

obe
SEP 20 P.M.

Handwritten signature

September 18, 1974

Fernando de Baca
Special Assistant to the President
The White House
Washington, D.C.

Dear Fernando:

The League of United Latin American Citizens (LULAC) extends a personal invitation and request of your presence at a testimonial dinner for House Minority Leader, John Rhodes.

We have invited the Arizona Congressional delegation, the President of the United States, Special Assistant to the President, Ms. Anne Armstrong, plus dignitaries from the Spanish-Speaking population of Arizona.

The dinner is to honor John Rhodes for his outstanding contributions and support to the Spanish-Speaking population of this country. It is through the efforts, support and assistance of national leaders, such as the Honorable John Rhodes, that the so called invisible minority and the second largest minority group in this country is being recognized.

The event will take place in Phoenix, Arizona, Saturday, October 5th, 1974. You will receive a special R.S.V.P. invitation containing the time, place and etc.

I personally look forward to seeing you at this very special event.

Muy Sinceramente,

Joe R. Benites
Joe R. Benites
National President, LULAC

JRB/ri



All for One... One for All

League of United Latin American Citizens



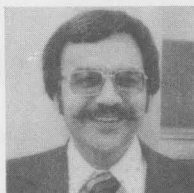
HUNTINGTON BEACH, CA 92647

Lulaction

The Official LULAC Organ For The State Of California

INCORPORATED 1929

SEPTEMBER, 1974



State Director's Message

Hard Work Makes for Success

As summer draws to a close, most of us have taken our hard-earned vacation, and refreshed and rested, are ready once again to take up our places in the trenches and foxholes in the non-ending war against injustice. On our shoulders, from the top down to the rank and file, has been thrust the mantle of leadership for Chicanos in California. We are entrusted with advocating for our less fortunate brethren; we are charged with creating viable social concepts that address forthrightly our collective needs. Our deeds must spring from calm deliberation in the knowledge que tenemos el derecho, querer es poder, y si se puede.

A la vez, tenemos que acordarnos de que necesitamos esforzarnos para lograr nuestros objetivos. It is of little consequence to have brilliant ideas without a concomitant implementing effort. The Italians recognize this in their saying that "Diligence is more important than intelligence." An example we are all familiar with is annual resolutions not followed up.

In order that we reach our objectives, we must participate. In Meetings, Council, district, state, and national. In socials. In conferences. In workshops. In council sponsored community activities.

(continued on page 2)

The LULAC Foundation: Dawn of a New Era

An Analysis by
Curlee and Bela, Attorneys, Washington

Pursuant to the Internal Revenue Service advance ruling of July, 1974, the LULAC National Foundation is a tax exempt organization under IRS Code, Section 501(c)(3). The significance of the designation of the IRS ruling as "Advance" is that it was issued exclusively on the strength of the LULAC Foundation documentation and the representations in the application for tax exemption. A permanent ruling from IRS will have to be based on LULAC Foundation corporate documents and actual performance. Therefore, as stated in the advance ruling, IRS will evaluate the LULAC Foundation after October 31, 1975 to determine its eligibility for a permanent ruling relative to exemption from federal income taxes based upon the activity of the LULAC Foundation.

MEANING OF TAX EXEMPTION

To be a tax exempt organization under Section 501(c)(3) means only that the LULAC Foundation will not be required to pay federal income taxes. The ruling from IRS does not relieve the LULAC Foundation from an obligation to pay state taxes (sales, income, excise, personal property, advalorem). Any tax relief on a state level, must be sought on a state by state basis.

MAINTAINING TAX EXEMPTION

To secure a permanent ruling after October, 1975, for LULAC Foundation as tax exempt and to maintain that status, the LULAC Foundation must:

1. Be organized and operated exclusively for charitable or educational purposes;
2. Not engage in lobbying activities, except under very narrow and limited circumstances;
3. Not participate in any political campaign on behalf of any candidate for public office.

In connection with number one, the term "charitable" is used in a fairly broad sense and is not limited to the enumerations in section 501(c)(3). The term charitable includes: relief to the poor and distressed or of the underprivileged, advancement of education or science and the promotion of social welfare. The promotion of social welfare has been held to include lessening neighborhood tensions, defending human and civil rights secured by law, eliminating prejudice and discrimination, combating community deterioration, and juvenile delinquency. Also the phrase "exclusively for charitable purposes" has been interpreted to allow the pursuit of some non-charitable activities as long as the purpose of the organization is not subverted to such an extent that the organization is really concentrating on making money rather than providing a charitable service.

A PUBLIC CHARITY

Another important status was established by the IRS advance ruling of July,

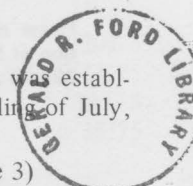
(continued on page 3)

TO:

Señor
Fernando E. C. de Baca
Deputy for Hispanic Affairs
The White House
Washington, D. C.
20500



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Director's Message

(continued from page 1)

We must carry out assigned tasks and fulfill our assigned responsibilities.

This is the way, I believe, to be successful. In business or in any activity.

Let's all participate, cooperate, work hard and really make this a banner year for California LULAC.

Report of Activities

My first official act as state director was to represent the state at the National Supreme Council meeting at the conclusion of the National Convention in El Paso. Californios appointed to the National Office at that meeting are listed elsewhere in this newsletter.

During August, the California Fair Employment Practices Commission Staff recommended, at a hearing, that the 28 largest police and fire departments in California adopt a minority hiring plan. LULAC, as co-plaintiff, was represented at this hearing by Public Advocates' Bob Gnaizda.

Currently, LULAC is about to begin advocating on behalf of approximately 400 minority Rockwell International Space Division employees. These employees allege racial discrimination in the company's hiring and promotion practices.

Manuel Larez, San Francisco Council 2008, has undertaken to plan to meet with representatives of the media — television, advertising agencies, etc., in Southern California. The Chicano (and LULAC as its representative), has a bone to pick with the media — from undignified portrayal of Chicanos to no portrayals, in all aspects of television. This topic will be discussed at the State Supreme Council meeting to be held at the International Hotel on September 28, 1974.

One of the Californios appointed to the Elderly Board, Lee Dunn, Stockton Council, is very much involved in getting an elderly program going in the state. He deserves all the help we can give him. Don't let our ancianos down by not letting Lee down! Apoyenle!!

(continued on page 3)

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Huntington Beach, CA 92647

EDITORS
ISAAC DE LA ROCHA
ROBERTO BIANCHI

Please mail all information for publication at State Office Not Later Than the 20th of each month.

CALIFORNIA LULAC CALENDAR
1974 - 1975

SEPTEMBER

28th State Supreme Council Meeting, International Hotel (Airport) 11:00 Saturday

OCTOBER

12th Long Beach Council Art Festival "Dia de la Raza" (Contact Isaac De La Rocha for details)

11-13 National Supreme Council Meeting, Washington, D.C.

26 District 5 — Halloween Dance, Saturday

31 Youth Rally — L.A. Council No. 2005, Barnes Park, Monterrey Park, California

NOVEMBER

15-17 CHICANO ISSUES CONFERENCE (SACRAMENTO)

22-24 Meeting of LULAC Elderly Board, National SER, Los Angeles

JANUARY

18 State Supreme Council Meeting, Sacramento, California, Saturday

25 Gardena Council Scholarship Dance, Saturday (Tentative)

Tent. National Supreme Council Meeting, Phoenix, Arizona

FEBRUARY

14 State Ball, Saturday (Site not Set)

28 National Constitution Revision Committee Meeting, Albuquerque, N.M.

MARCH

Date State Supreme Council Meeting (Site Not Set)
Not Set

Date National Supreme Council Meeting, Miami, Florida
Not Set

APRIL

Various District Conventions
Dates

MAY

State Convention, Long Beach Council

JUNE

Last National Convention, Milwaukee, Wisconsin

week in
June

Message

(cont'd from page 2)

In the area of education, California LULAC is of the opinion that the need to identify and advocate for Chicanos entering into college has largely been unsatisfied, the unqualified success of the National LULAC Education Centers notwithstanding. This is due to the meager resources allocated for this purpose by federal and state funding sources. California LULAC wants to see additional centers located strategically in California's barrios. The National Education Centers are an unqualified success, and are on the verge of refunding, and rightly so. The concept, then, has proved viable. Accordingly, we want this concept augmented programmatically by revenue sharing funds. Overtures along this line have been made to OEO's Region 9 Director, Eugene Gonzales, for a meeting, back in July. Thus far, no meeting. Que pasa, Gene?

Education, of course, is not the only need for us here in California. We could use more federal and state funds for many more bonafide purposes. However, funding sources have by and large not given latinos their fair share of programs and funds. Neglect borders on the criminal. If government representatives of nuestra raza are unresponsive, can we expect more from others? And how long will we wait patiently? Quien sabe. This is precisely why we must persevere in our efforts, todos unidos.

On the National LULAC scene, at the National convention, California LULAC exhibited true greatness in opting for National unity instead of petty provincialism. The welfare of the League is a greater need than our needs, and rightly so. However, we still have needs and expect reasonable satisfaction from the National Office. This includes prompt responses to oral and written communications. National officers and appointed staff are there to serve the needs of the various states. Tasks performed to satisfy the states by National staff are No. 1 priority. All other tasks are of secondary importance. Failure of National Officers to adhere to this leaves their motives open to question.

State Supreme Council
Meeting Set

The State Director has called a State Supreme Council meeting for Saturday, September 28, 1974, starting at 11:00 AM. The site of the meeting is the International Hotel, 6225 W. Century, Los Angeles. Coffee and pan de huevo will be served. All LULACS and friends are invited.

Dawn of a
New Era

(cont'd from page 1)

1974. LULAC Foundation was designated a "public charity." This designation, like the tax exemption, is not permanent but will be re-evaluated after October, 1975.

WHAT IS A
PUBLIC CHARITY?

Under current IRS law, all organizations exempt under Section 501(c)(3) are deemed to be private foundations unless they fall into one of several categories of exception. One category of exception is made up of organizations that are "public-supported." Such an organization is called a public charity.

As was noted above, LULAC Foundation is now considered to be a public charity. A public charity, as an organization that derives its support from the public, is presumed to be responsive to the public and not prone to the abuses that the tax-reform act of 1969 sought to eliminate. Therefore, the law allows a public charity more freedom of action as well as other advantages not afforded the private foundation.

ADVANTAGES OF
PUBLIC CHARITY STATUS

One advantage that a public charity has over a private foundation concerns the deductability of gifts or donations from the taxable income of donors to the public charity. An individual making a donation to a public charity may reduce his taxable income by deducting the value

of his donation on his tax return. The amount that an individual may deduct in connection with a gift to a public charity, in any one tax year is limited to an amount equal to 50% of his adjusted gross income. Donations to private foundations are deductible only up to 20% of an individual's adjusted gross income. In addition, a taxpayer may carry forward for five years when the donation is in excess of the 50% limit, if the donation is to a public charity. There is no carry forward allowed for a donation to a private foundation by an individual that exceeds the 20% limit applicable to such donations.

Gifts from corporations to public charities and to private foundations are deductible up to 5% of the corporation's gross income and both kinds of donations may be carried forward for five years. No distinction is made between gifts to public charities and private foundations.

Carolyn Taboada
New State Treasurer

Carolyn Taboada, Long Beach Council, is the newly appointed State Treasurer. Carolyn and her husband, Henry, are very active in the Long Beach Chicano community.

Carolyn states that she wants full and timely cooperation from each and every council, especially in the prompt payment of council dues. "Donations are acceptable also," Carolyn says. Mail all correspondence to:

Carolyn Taboada
State Treasurer
1323 Michelson Street
Long Beach, CA 90805

Henry Taboada Appointed State's Representative
To National Constitution Revision Committee

The State Director has appointed Henry Taboada, Long Beach Council, to the National Committee to revise the LULAC constitution. The revision plan calls for councils to submit proposed revisions and additions to the District level. After review of proposed revisions and additions, the District Council will approve or reject, and forward recommended changes to the State Supreme Council; and so on, through to the National Supreme Council level. Ultimately,

approved proposed revisions will be voted on by the National Assembly at the National Convention to be held in Milwaukee in June 1975.

Brother Taboada will represent the state in meetings of the National Committee. Within the state, Henry will monitor proposals for language, pertinency, scope, etc.

The following is the time table for completing the revision process:

Councils propose changes, submit to District	10/31/74
District reviews and screens proposed changes, submits recommended changes to State Supreme Council	12/31/74
State Monitors meet, Albuquerque, N.M. (tentative)	2/28/75
State Monitors submit proposed revisions to National Supreme Council (Miami, Fla.)	3/20/75
Approved revisions mailed to state councils for approval	4/15 - 5/31/75
Approve revisions at state convention	5/31/75
Approve revisions at national convention	6/28/75

California LULAC Sponsors National Issues Conference

California LULAC, in concert with Mexican American Political Association (MAPA), Comision Femenil, and G.I. Forum, is sponsoring a Mexican American National Issues Conference, to be held on November 15th, 16th and 17th, 1974, at the El Rancho Hotel in Sacramento. The event is structured to discuss and formulate proposed solutions to Chicano problems in California. Members of recognized non-political organizations are invited to attend.

Only those registrants paying a \$26 registration fee will be allowed to vote.

Other conditions for voting eligibility are in the process of development to insure cross-sectional representation, and to avoid over-representation of voting strength by any one organization.

To pre-register, send a check or money order for \$26 to:

Jo Valdez Banda
26728 Rolling Vista Dr.
Lomita, CA 90717

Deadline for pre-registration is October 31.

Revamp of LULAC Foundation Board Proposed

State Director Ed Morga has proposed to the National President and Foundation Members of the Board of Directors a restructuring of that board. The proposal is for the board to include representation from the ranks of state directors. Board members are currently all Past National Presidents, including the incumbent, five in total. Twelve seats are presently vacant. Current plans call for these vacant seats to be filled by future Past National Presidents. The proposed re-structuring is on the agenda for the upcoming National Supreme Council Meeting to be held in Washington, D.C., on October 11-13, 1974.

MAPA •• COMISION FEMENIL •• G I FORUM •• LULAC ••

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NATIONAL ISSUES
CONFERENCE

NOVEMBER 15, 16, 17

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- RELEVANT DISCUSSION
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N/C 74



Pre-registration deadline: OCTOBER 31, 1974

OFFICIAL PRE-REGISTRATION FORM

name. phone ()

address zip
number street
city state

organization represented: _____

address _____
number _____ street _____ city _____
state _____ zip _____

PLEASE SEND CHECK OR M.O. IN AMOUNT OF \$26.00 for PRE-REGISTRATION.

JO VALDEZ BANDA
26728 ROLLING VISTA DR.
LOMITA CALIFORNIA
90717
NIC-TREASURER