



Hispanic Education Conference  
Planning Committee Minutes  
March 12, 2019  
MJC East Campus – Morris Building Conference Room A  
1:00pm-2:30pm

**Conference Purpose:** The purpose of the Hispanic Education Conference is to enrich and empower current and future Modesto Junior College students to be successful in pursuing higher education.

**Minutes**

- A. Check in:** Alejandra Espinoza, Bryan Justin Marks, Irene Nunez, Vanessa Pereyda Maya, Mikayla Ramirez, Lisandro Godinez, Eric Barajas, Leticia Blanco, Judith Martinez, Ninfa Smith, Aurelia Gonzalez, Rebecca Tilger
- B. Ice Breaker Question:** What is your favorite holiday and why?
- C. Keynote Speaker (Point Person: Alejandra & Jonathan)**
- Dr. Jeff Duncan-Andrade would charge \$17,500 for speaking
  - Bryan suggested MJC Sociology Professor Melanie Berru (**no objections**)
    - Has great knowledge and stage presence
    - Able to talk about what we offer here at MJC
    - Culturally relevant and aligns well with the purpose of the conference
    - Student feedback: Like having someone from the community
    - Alejandra will send the invitation to Melanie
- D. Budget (\$9,000) (Point Person: Alejandra & Jonathan)**
- Budget includes items such as keynote speaker, DJ, Banda, Mariachi, Breakfast, Lunch, Drinks, Marketing, etc.
  - Alejandra will send the updated budget to the committee
- E. Workshops (Point Person: Alejandra, Jonathan, Ninfa & Aurelia Gonzalez)**
- Will talk to the same participants and see if they would like to participate again at this year's conference
  - Alejandra will provide the information; connect with Jonathan; will need confirmations
  - Have two nursing workshops per session
  - Have a workshop where parents talk to other parents
    - MJC experience
    - Have Spanish and English tracks
- F. Breakfast (Point person: Ninfa Smith)**
- Pending
- G. Lunch Time (Point Person: Monica Vergara)**
- Waiting on quote; estimated to be \$3,300 to \$3,500 for 800 attendees

**MJC Mission Statement**

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**Six Success Factors**

Directed – Focused – Connected – Engaged – Nurtured – Valued

**H. Volunteers: Set Up/Clean Up on date of the Conference (Point Person: Leticia Blanco)**

- a. Will reach out to clubs
- b. Will contact Ulises' students
- c. Open to staff
- d. Orientation will be held for volunteers
- e. Irene will help with the tags

**I. Main Check In/Registration (Point Person: Angelica Guzman)**

- a. Alejandra will review check in materials with Angelica
- b. Will order big banners to put in front of the tents
- c. Will implement color coded wrist bands for registration
- d. Will have a pre-registration table
- e. Need to do a headcount for the champion award
- f. Data will be tabulated within starting the conference
- g. Will register off the bus

**J. Program (Point Person: Irene Nunez)**

- a. Working on program and deadlines
- b. Irene wants to look at the live doc used at the last conference
- c. Have required fields for information

**K. Buses (Point Person: Jonathan & Eric Barajas)**

- a. Alejandra is working with Madie Herrera from Modesto City Schools
- b. Get outside schools committed to a bus

**L. Marketing (Point Person: Irene & Campus Life)**

- a. Poster
  - i. Will go with the first picture presented to the committee through email
  - ii. The group picture pixelated when increased in size
  - iii. The picture for next year's conference will be taken during this year's conference; picture will be intentional
- b. Bryan asked the committee to get the word out on their personal and professional social media platforms
- c. Have the information posted throughout the community
- d. Have the word get out as soon as possible

**M. Information Tables (Point Person: Ulises Ochoa Diaz)**

- a. Have a map/layout of the tables; have it also in the program
- b. Separate MJC tables from outside agency tables

**N. Entertainment (Point Person: Alejandra & Jonathan)**

- a. Alejandra will reach out to Folkorico and the Mariachi
- b. Have Mariachi lead everyone inside the theater

**O. Additional Information**

- a. Irene asked about having a photographer at the event
- b. Bryan will be filling in as a facilitator when Alejandra goes on maternity leave
- c. Conference planning is beginning early to get ahead

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- d. The committee has 50 days to get the bulk of the work done for the conference
- e. Meetings will be held at 3:30 PM after Alejandra begins her maternity leave due to Jonathan's work schedule

**P. Future Meetings (dates and times are subject to change)**

**Times: 1pm-2:30pm**

- March 19, 2019
- March 26, 2019
- April 2, 2019
- April 9, 2019
- April 16, 2019

**Times: 3:30pm-5pm**

- May 14, 2019
- May 21, 2019
- May 28, 2019
- June 4, 2019
- June 11, 2019
- June 18, 2019
- July 9, 2019
- July 16, 2019
- July 23, 2019
- July 30, 2019
- August 6, 2019
- August 20, 2019
- August 27, 2019
- September 10, 2019
- September 17, 2019
- September 24, 2019
- October 1, 2019
- October 8, 2019
- October 15, 2019 (Debriefing)

**Conference Date: October 12<sup>th</sup>**

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