

**SAN FRANCISCO ARTS COMMISSION**  
2013-2014 Management and Programming Plan

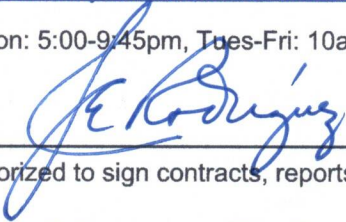
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**Deadline: Open submission**

2013 – 2014 SFAC/HTF Grant Allocation \$ 533,381

**Contact Information**

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Organization Name: Mission Cultural Center for Latino Arts  
Street Address: 2868 Mission St.  
City/State/Zip Code: San Francisco, CA, 94110  
Executive Director: Jennie E. Rodriguez  
Telephone: 415-821-1155 Fax: N/A  
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E-mail Address: [info@missionculturalcenter.org](mailto:info@missionculturalcenter.org) Website: <http://missionculturalcenter.org/>  
Twitter: <https://twitter.com/MCCLA415> Facebook [www.facebook.com/mccla](http://www.facebook.com/mccla)  
YouTube <http://www.youtube.com/user/MCCLAmultimedia> Flickr: N/A  
Hours of Operation: Mon: 5:00-9:45pm, Tues-Fri: 10am-9:45pm, Sat: 10am-5:30pm  
(if operating a facility)  
Signature:  Date: 5/24/13  
(Submitted by person authorized to sign contracts, reports, and invoices)  
Printed Name: Jennie E. Rodriguez Title: Executive Director

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**CHECKLIST:**

Please be sure the Management and Programming Plan includes all of the following:

- Completed Management and Programming Plan
- Signed original form
- SFAC/HTF Grant Budget (projected income and expense) and organizational budget for FY 2013-2014
- Organization Chart with staff (including contractors and volunteers)
- Resumes for key staff (if staff has changed) including executive director, facility manager, and bookkeeper
- Personnel Policies and Procedures (if this has changed)
- List of Board of Directors with contact information (if members have changed)
- Proof of Insurance Policies including the following: Worker's Compensation, General Liability, and Automobile Liability
- List of sub-tenants
- List of building rental rates for the public and sub-tenants  
List of office rates for the sub-tenants

Cultural Center Goals

**The Hotel Tax Fund is allocated to the Arts Commission to "support the operation, maintenance and programming of the City-owned community Cultural Centers to assure that these Cultural Centers remain open and accessible and remain vital contributors to the cultural life of the City."**

- 1. What goals (what you hope to achieve) and objectives (how you plan to get there) does your organization plan to achieve this year? How do the goals and objectives build on the accomplishments from the previous year? What challenges will your organization face this year and how will you address them? [Response should be no more than 2 pages, single spaced, in Times Roman 12 point]**

MCCLA is committed to a multi-year set of priorities intended to:

- 1. Provide a rich tapestry of local and international artistic and cultural programming that celebrates the history, vision and strength of Latino arts and culture*
- 2. Support the development of established and emerging artists, thus increasing the community's understanding of their many artistic perspectives.*
- 3. Offer a wide array of educational opportunities to cultivate, increase knowledge, and improve understanding of cultural pride for young and old alike.*
- 4. Build financial capacity and gain financial stability by engaging all staff and Board in implementation of an integrated fund development plan with specific earned and contributed income objectives.*

**The following annual goals connect directly with each of these priorities:**

**1. Increase coordinators and boards' skills and disposition to plan, manage, and coordinate effectively.**

This FY 2013-2014, MCCLA intends to increase professional development efforts in the areas of financial management, program design, and evaluation. It will allocate \$3,000 for this endeavor, to be used for group or individual trainings in development, marketing, fundraising, and project management as necessary. It will also use the funds for outside consultation on grant writing and strategic planning and for training new staff members. In addition, MCCLA will continue to participate in webinars when available and to hold annual board and staff development retreats (March 2014). It will also begin a practice of peer training in which MCCLA staff will attend particular professional development seminars and then report back to the rest of the team. MCCLA will continue to seek assistance in the form of grants for professional development and intends to approach Bank of America for pro bono financial education services.

This current fiscal year, MCCLA procured \$1,500 from a contract with Alliance for California Traditional Arts to hire Alfredo Vergara-Lobo, a former CompassPoint consultant, to assist MCCLA in strategic planning in order to better define its mission, as well as its goals for the upcoming year. In the past, Mr. Vergara-Lobo has facilitated MCCLA Staff and Board Retreats. MCCLA would like to continue the relationship with Mr. Vergara-Lobo to assist with the strategic planning process.

## **2. Increase organizational visibility and reach via online campaigning and nuanced marketing initiatives**

This fiscal year, MCCLA created a new promotional video for YouTube and launched an Indiegogo campaign to raise \$4,500 for its Carnaval contingent. In FY 2013-2014, MCCLA intends to establish its own media marketing outlets using Ustream, YouTube, Facebook, and its website. MCCLA will continue collaboration with Bay Area Video Coalition (BAVC) and broadcast events via BAVC's local Channel 76. Currently, a program called "MCCLA Presents" airs on Channel 76 every second Friday, with re-runs over the same weekend. This reached an estimated 6,000 viewers a month.

In FY 2013-2014, MCCLA intends to enhance the video journalism project, a collaboration with BAVC, by enabling community members to generate their own content to be published on BAVC's website with the cameras that were loaned to MCCLA by BAVC. It is our hope that we will be able to train volunteers in digital arts so that they may train other community members who are interested in video journalism. MCCLA is also in conversation with KPFA's Dennis Bernstein to develop a youth journalism program called "Radio Flash Workshop," in which young journalists will have the opportunity to create original content at MCCLA to be streamed live on KPFA. This would result in increased exposure for MCCLA, while giving voice to new, emerging talent. The Arts Education/ Outreach and Events Coordinators will be working collaboratively to achieve this goal.

This FY 2012-2013, MCCLA was donated five computers by the Department of Technology and information Services. In FY 2013-2014, will be training youth in digital recording and social media with this donated equipment.

## **3. Institute a more diversified system for staff evaluation**

This year, MCCLA's HR/Operations Coordinator will be responsible for creating evaluation templates for the operations, facilities, and programming staff. In July 2013, MCCLA's Executive Director will meet with each department head to review the newly generated performance evaluation forms and position job description in order to determine the accuracy of the evaluation form. In addition, MCCLA will also be conducting peer evaluations. The process will begin in January of 2014. Additionally, MCCLA's Board of Directors will ensure that an Executive Director Performance Evaluation is conducted annually.

## **4. To increase the financial capability and sustainability of the organization**

This year, MCCLA will work with a contracted grant writer to target 8-10 foundations and to assist with editing out-going proposals. It also aims to: a) increase and develop long terms partnerships with local businesses and organizations, such as ZIP CAR, Inc., Mission Bowling Club, Corporate Giving Programs, and Alamo Draffhouse; b) promote local businesses that support/donate to MCCLA through community programs; c) produce three departmental fundraising activities during the year; and d) create a complete online donor/constituent database by the end of FY 2013-2014. Challenges for the upcoming year include identifying our new target market in light of the changing demographics of the Mission District, building our online, interactive presence, and facilitating collaboration between MCCLA teachers and staff to build and manage an MCCLA donor database.

Last year, through our *Corazon del Barrio*, Oct 5, 2012 fundraising event, MCCLA was able to identify, target, and secure funding from local businesses. By engaging the community during planning and executing our 35<sup>th</sup> Anniversary Celebration and problem-solving and cataloging contributions from staff at our Annual Retreat, MCCLA is ready to create relationships and define activities and programming that allow MCCLA to succeed in the coming year. Furthermore, through its grant writing efforts, MCCLA has received funding from Zellerbach Family Foundation, The Bill Graham Foundation, The Alliance for

California Traditional Arts, and the National Endowment for the Arts. For more information please see attached marketing and fund development plans.

**2. How will you measure success? Feel free to include reporting requirements of other funding sources such as DCYF. [Response should be no more than 1 page, single spaced, in Times Roman 12 point]**

Effective operational management by the Executive Director and Board policy guidance will direct MCCLA to track attendance at events and programs and to identify and develop metrics to measure success with our community. To ensure the above, the following steps will be taken:

- Utilize our established methods of tracking attendance at classes, exhibitions, and events, such as our end of semester class evaluations, parent, student, and teacher surveys, customer satisfaction surveys for private rentals and collaborations, and specific program surveys for particular events.
- Utilize online metrics to measure viewership of MCCLA's channel on BAVC's website as well as MCCLA's Ustream, Facebook, and Twitter.
- Maintain consistent relationships with our current community partners such as KPOO, BVAC, and KPFA so that we may:
  - Continue to appear regularly on KPOO'S program *Pajaro Latinoamericano*
  - Stream original content to be broadcast on BVAC's website and Channel 76
  - Work with KPFA to create and promote original MCCLA content to be broadcast on KPFA
- Utilize Google Analytics regularly to monitor web traffic and visitor demographics
- Aim for a 70% attendance rate for all events throughout FY 2013-2014
- Evaluate outside events by tracking attendance and demographics of the the participating public
- Develop an online customer satisfaction survey for MCCLA virtual attendees
- Develop and distribute written surveys for gallery openings and other in-house events
- Reevaluate and refine existing surveys with staff input
- Conduct and distribute class evaluations and surveys to students and audiences. This data will help MCCLA monitor and project revenue and expenses.
- By June of 2013, the Board will begin the process of adopting and implementing a more effective and efficient board committee structure that reflects the functional areas of MCCLA (Administration, Events, Mission Gráfica, Adult/Youth Classes, Multimedia, Gallery, Governance, and Development and Communications) allowing for better oversight and alignment of MCCLA priorities
- During the first six months of the 2013-14 fiscal year, the Board will develop mutually agreed upon Executive Director goals and objectives and will ensure that an Executive Director Performance Evaluation is conducted by the end of the 2013-14 fiscal year.

- At the end of the 2013-14 fiscal year, the Board will develop and conduct a self-assessment process led by the Board Governance Committee. This review will include: an assessment of the overall effectiveness of the Board as a body and individual assessments of board members' performances.
- Basic requirements for board membership will be established by July of 2014 to assess potential board candidates.

**3. What is your strategy for attracting and engaging San Francisco residents in your activities? How is this the same or different from last year? [Response should be no more than 1 page, single spaced, in Times Roman 12 point]**

MCCLA continues to expand an outreach and publicity strategy that builds strong partnerships with community-based organizations, such as:

- radio station KPOO
- radio station KPFA
- radio station KIQI, La Grande Diez Diez
- Berkeley Community Media (BCM)
- Santa Cruz Community T.V.
- Salinas Public T.V.
- BAVC Channel 76

MCCLA also utilizes social media, e-mail, and web-based media outlets such as:

- Ustream
- Youtube
- Facebook
- Twitter
- MCCLA 's website
- Bay Area Video Coalition (BAVC) website
- Constant Contact
- Pinterest
- CheapSF
- Indymedia.org

Through these online outlets, MCCLA reaches an average of 30,000 viewers on a monthly basis. In addition, MCCLA's Multimedia Department will produce a half-hour, monthly segment of select MCCLA classes to be shared on Youtube. For the past three months, BAVC has aired a program called "MCCLA Presents" on its Channel 76, which reaches an average of 6,000 viewers on a monthly basis. As mentioned above, MCCLA is currently in conversation with KPFA to begin a weekly broadcast directly from the cultural center. MCCLA continues to participate in city festivals and fairs such as Cesar Chavez Parade, SF Symphony at the Park, SF Carnaval, Sunday Streets, Mission Community Market, and school resource fairs. We also use visual publicity such as posters, flyers, postcards, and newspapers for audience members who may not have access to a computer.

**7. Please attach a fundraising plan that provides a sense of how the organization will ensure it has the resources necessary to succeed. The plan should outline your efforts over the next one to three years. [Response should be no more than 2 pages, single spaced, in Times Roman 12 point]**

For the upcoming year MCCLA plans to increase its financial capability and sustainability by:

- Creating long terms fundraising partnerships with local businesses and organizations by securing monthly donations through specific business transactions.

MCCLA has identified and targeted:

1. ZIP CAR, Inc. "Community Car"

Zip Car will create a local community-giving program through the use of a logo that identifies a community-giving car for customers to rent. A portion of those rental fees will be donated to MCCLA on a monthly basis.

2. Mission Bowling Club "Monthly Donation" Program

Mission Bowling Club, a local neighborhood business will give a percentage of sales of a given item from their restaurant's menu.

3. Corporate Giving Programs

MCCLA will position itself as a potential recipient of Corporate/Employee matching donations by disseminating MCCLA marketing materials to targeted corporations. For the fiscal year 2013-2014, MCCLA has identified and targeted: Levis Strauss and Pixar.

4. Alamo Draft House

MCCLA will submit a funding proposal that was solicited by the Alamo Draft House Cinemas. Alamo Draft House Cinemas has committed itself to supporting Community Centers in the Mission District in connection with development of its New Mission Theater renovation project.

- Promoting local businesses that support/donate to MCCLA through community programs.  
MCCLA will promote local businesses that donate to MCCLA on a monthly basis via Facebook, Twitter, MCCLA Website and house signage.
- A Fundraising Committee will be instituted to plan and coordinate three general fundraising events such as a Day of the Dead VIP reception or an outside community event.
- The Development Coordinator will lead at least two online fundraising campaigns (Kickstarter etc.)
- Identifying Local Hotels  
Provide local hotels with MCCLA marketing materials to be made available to their guests at their Concierge desk.
- MCCLA Tours  
Continue efforts to create MCCLA general tours for specific events and programs for local and international groups.
- MCCLA Branding: retail items designed by an MCCLA artist.  
MCCLA will commission one or two artists per year to design and produce retail items such as scarves and t-shirts that will be sold onsite and online.
- Targeting 8-10 grants

For additional information, please see attached fund development plan.

**5. The Hotel Tax Fund legislation requires an active community support board which meets six times a year. The board should be "dedicated to community outreach, fundraising and advocacy on behalf of the Cultural Center." List below the tentative dates for the six required community support board Meetings or equivalents.**

08/07/13 - (W) - Programming Committee Meeting  
 10/16/13 - (W) - Open Board Meeting  
 12/07/13 - (S) - Programming Committee Meeting  
 02/01/14 - (S) - Carnaval Committee Meeting  
 03/14/14 - (F) - Board / Staff Retreat  
 04/19/14 - (W) - Open Board Meeting

**6. Programming**

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Date	Name and Brief Description	Projected Attendance
	See attached programming plan	

**7. Please list the programming you plan to hold off-site.**

Date	Name and Brief Description	Location	Projected Attendance
	See attached programming plan		

Please note why these events were not held at a City-owned Cultural Center.

**8. Please list other ways your organization serves the community including items like G3a (online/radio/television programs), G7a (publications), G12 (world premieres), G13 (national premieres), G14 (local premieres), and G15 (works commissioned). [Response should be no more than 1 page, single spaced, in Times Roman 12 point]**

**(G3a) online / radio / television programs**

- **"MCCLA PRESENTS"** - #10 monthly ½ hour segments to be broadcasted at SF Commons, Public Access TV. - Channel 29. New content will include a mix of special/ literary events, interviews, exhibits and performances. Segments will also be streamed on Ustream.tv/ SFMCCLATV and on our YouTube channel.
- Live Radio Broadcasting on location through KPFA and BVAC
- LitQuake - "Radio Ambulante" / KPOO

**(G12) world premieres**

- Cine Mas (Latin Film Festival) 8-10 films

**(G13) national premieres**

- A Zest for Life Movie Screening - Raices de Peru
- Veterans Film Festival - 4-6 films

**(G14) local premieres**

- El Nino y la Danza - Zenon Barron (2)
- Hip Hop Movie Screening

**(G15) works commissioned**

- Day of the Dead Altar Installation
- Solo Mujeres Annual Exhibit

**Facility**

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**9. Describe the regular maintenance plan that you implement to fulfill the requirements in your lease. Please tell us about any facilities projects you plan to execute this year that require SFAC approval.**

The continuous and increased traffic and safety of our facilities continues to be the main consideration at MCCLA. Increased need for additional, more suitable spaces for programming and operations use are also a challenge that requires continuous re-thinking of available spaces and their intended purposes at present and in the near future.

**MAINTENANCE / REPAIR PLAN** - MCCLA will continue its general maintenance schedule to include:

- General building (& facade) cleaning, maintenance and repairs
- Regular wall / floors / facade paint touch-ups
- Fire / burglar alarms & surveillance systems
- Fire extinguishers / air filters & hose
- Freight & passenger elevators
- Graffiti abatement
- Replacement of scratched façade display window



- **Recycling Plan** - continue to create awareness and facilitate recycling at MCCLA through a comprehensive recycling policy, the purchase of additional containers, adequate signage, and rental / space use requirement.
- **Fire Drill Exercise** - to be scheduled before December 2013
- **Emergency Preparedness** - operations / facilities staff are / will be attending city and local sponsored safety workshops. Information will be shared with staff at specific operations and staff meetings
- **Floor Plan Layout / Space Capacity** –creation of a floor plan layout that includes space capacity

#### **MCCLA FACILITIES PROJECTS**

- Theatre
  - Theatre seating upgrade
  - Dressing rooms (2) upgrade
  - Sound booth
    - electrical work
    - space re-design / upgrade
    - sound console replacement
- Studio A - researching on new floor options
- Gallery - Replacement and Installation of new lighting fixtures for the Main and Inti-Raymi galleries. A “green” grant proposal was submitted to Bank of America to fund the project
- Studio D - Transfer the “Jaguar” video recording studio to the former, no longer used, dark room. The high temperature in the Jaguar room is harmful to the equipment, and makes it uncomfortable to work in during the Summer. The space vacated by the studio will expand the music room, to accommodate a larger number of students.
- Studio E - Expansion

#### **CAPITAL IMPROVEMENT PROJECTS**

(SFAC / DPW / RED)

In 2013-2014 the SFAC and City of San Francisco will carry out a series of scheduled capital improvement projects at MCCLA, to include:

- Roof Upgrade
- ADA Compliance Upgrade

The projects, to begin anytime after July 2014, will require the assistance of the Operations and Facilities department, who will work closely with city vendors and contractors. Throughout the process, MCCLA hopes to avoid or/and minimize the disruption of programs and services at the center. MCCLA requests that SFAC alerts the center as to any unforeseen negative impacts, such as fee increase or necessary training. It is our hope that we can work together in the careful planning and scheduling of these projects.

#### **Personnel**

**10. Date scheduled for the annual review of the executive director:** December 15, 2013

**11. Attach an organizational chart showing all staff positions and the time committed to that position. If a member of the staff serves in more than one role**

**in the organization, show the person in each position and the amount of time dedicated to each position. Include contractors and volunteers to reflect the breadth of your community. Be mindful of the requirement to have a bookkeeper and facility manager.**

See attached organizational chart.

The Facilities Coordinator and Gallery Assistant positions were eliminated.

At present MCCLA has two (2) facilities maintenance staff, and an Operations / HR Manager overseeing the Facilities department. 8 additional hours will be increased to the Facilities Department: 5 hours a week to the maintenance #1 position (35), and 3 hours a week to the Operations /HR Manager (12). Total facilities hours: 60hrs a week.

The Gallery Assistant position was eliminated. The Gallery Coordinator (to be hired by July 2014), will not be, as in the past, curating the majority of the shows, but facilitating the work of guest curators that have already been scheduled. The additional hours saved from the curatorial responsibility will provide additional time to effectively plan and coordinate other key Gallery activities. Interns will be sought and placed throughout the year, to assist and support the Gallery program.

### **Budget and Revenue Target**

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**Complete the following budget for FY12 following the definitions described by the CCDP. Budget notes are required for the areas with an asterisk and for significant changes from the previous year (increase or decrease by 50 percent) to explain external or unusual factors and how you arrived at those figures.**

See attached budget.

MCCLA - 2013-14 PROGRAMMING \*

DATE	NAME OF EVENT OR CLASS - BRIEF DESCRIPTION	PROJECTED ATTENDANCE
<b>ART CLASSES - 52 CLASSES / WEEK (ADULTS / YOUTH)</b>		
Mon-Sat	DANCE / MUSIC / PERCUSSION / MARTIAL ARTS / FITNESS / ARTS/CRAFTS / VISUAL ARTS	10,700
Tue-Sat	MISSION GRAFICA - OPEN STUDIOS	120
Feb-May	CARNAVAL DANCE CHOREOGRAPHY - (approx. 20 Classes)	80
1xweek	BEATSHOP DIGITAL MUSIC RECORDING - 12 CLASS SESSIONS (2 SESSIONS)	40
1xweek	LATIN MUSIC YOUTH ENSEMBLE W/ SUZANNE CORTEZ	10
6/17-7/12/13	MULTICULTURAL ARTS SUMMER PROGRAM - SESSION #1 4wk session / 10 classes /wk	85
7/15-8/9/13	MULTICULTURAL ARTS SUMMER PROGRAM - SESSION #2 4wk session / 10 classes/wk	85
2/15/14	CORAZON DEL BARRIO OPEN HOUSE - FREE CLASSES	75
4/27-5/3/14	SF DANCE WEEK - FREE CLASSES - 6 DAYS	400
<b>COLLABORATIONS</b>		
1xweek	COMMUNITY MUSIC CTR - YOUNG MISSION DIST MUSICIANS PROGRAM - (school year)	25
1xmonth	TERTULIAS LITERARIAS - BOOK CLUB - SFPL MISSION DISTRICT BRANCH	15
<b>WORKSHOPS / INTERNSHIPS</b>		
8/16, 19, 23/13	5 DAY SCREENPRINTING INTENSIVE - SF CENTER FOR THE BOOK	8
SEP-JUN	WATERCOLOR EXPLORATION SERIES	25
	TODDLERS DISCOVERING AMERICA	25
	LATIN AMERICAN BACHATA & KIZOMBA	15
	ZUMBATOMIC 4 LITTLE STARS	18
	THEATRE CRAFT	15
	DIGITAL PHOTOGRAPHY	10
	WOODWORK	12
7/22-26/13	PLANT PALETTE - WORKING W/ NATURAL DYES / INKS - HELENA KEEFE	12
8/16/13	T-SHIRT SCREEN PRINTING W- MARSHA SHAW	12
9/7,14,21,28	PAPEL PICADO - MIGUEL ZABALA / DORA LUZ SANABRIA	20
10/ 5,12,19/13	ALTAR INSTALLATIONS	15
MAR 2014	5 DAY SCREENPRINTING INTENSIVE - SF CENTER FOR THE BOOK	8
APR 2014	SILKSCREEN PRINTING - DREW PREPARATORY (1week)	14
JUN 2014	5 DAY SCREENPRINTING INTENSIVE - SF CENTER FOR THE BOOK	8
		<b>11,852</b>
<b>INTERNSHIPS</b>		
Year Round	ARTIST IN RESIDENCE - MISSION GRAFICA (ETCHING / MONOTYPE / SCREEN PRINTING)	3
	ARTIST IN RESIDENCE - GALLERY	3
	INTERNSHIPS - LATINO VIDEO JOURNALISM PROJECT	4
		<b>10</b>
<b>GALLERY EXHIBITS / TOURS</b>		
6/22-7/24/13	UN MICHOACANO EN SAN FRANCISCO - JOSE LUIS COLIS	300
8/14-9/21/13	PHOTOGRAPHY EXHIBIT	500
10/16-11/23/13	DAY OF THE DEAD ALTAR INSTALLATIONS	2,000
10/16-11/23/13	MOVIENDO NUBES - INGRID ROJAS-CONTRERAS	500
10/16/11/23/13	DAY OF THE DEAD - TOURS	2,000
1/15-2/15/14	BREAKING THE SILENCE - SUSAN GREENE	800
2/22-3/8/14	CONTEMPORARY WOMEN PRINTMAKERS - SOLO MUJERES - 26TH ANNUAL SHOW	1,000
3/12-29/14	SO. GRAPHICS COUNCIL INTERNATIONAL ANNUAL CONFERENCE - JUAN FUENTES	500
5/14-6/28/14	UNDER YOUR SKIN - SUE MATTHEWS	800
		<b>8,400</b>
<b>EVENTS / SPECIAL EVENTS</b>		
JULY	19TH ANNUAL LABORFEST - 4TH ANNUAL BOOKFAIR & POETRY READING	300
7/5/13	FRIDA KHALO FIESTA - CONCERT / CD RELEASE - LIZA WALLACE	125
7/12/13	MAS SUMMER PROGRAM SHOW #1 & #2	300
7/13/13	ANSWER COALITION CONFERENCE - RICHARD B	125
7/14/13	ANSWER COALITION CONFERENCE - RICHARD B	125
7/20/13	MISSION UNDERGROUND - KIDS AUDITION - ARMANI COOPER	125
7/20/13	A ZEST FOR LIFE - AFRO PERUVIAN ROOTS - MOVIE SCREENING / PERFORMANCE	100
7/27/13	LATIN MUSIC NITE	150
8/8/13	MAS SUMMER PROGRAM SHOW #3	300

MCCLA - 2013-14 PROGRAMMING \*

DATE	NAME OF EVENT OR CLASS - BRIEF DESCRIPTION	PROJECTED ATTENDANCE	
8/16/13	OHARASCAS - COLOMBIAN DANCE TROUPE	115	
8/17/13	HIP HOP MOVIE SCREENING	100	
8/24/13	FLAMENCO PERFORMANCE - VIRGINIA IGLESIAS	150	
8/24/13	JOHN SANTOS MASTER PERCUSSION WORKSHOP	100	
9/7/13	EL NINO Y LA DANZA - ZENON BARRON	150	
9/11/13	PROGRAMMING COMMUNITY MEETING / RECEPTION	75	
9/15/13	FLORICANTO PARA LOS NINOS - JORGE ARGUETA	80	
9/17/13	FESTIVAL CINE MAS	80	
9/18/13	FESTIVAL CINE MAS	80	
9/19/13	FESTIVAL CINE MAS	80	
9/20/13	FESTIVAL CINE MAS	80	
9/21/13	FESTIVAL CINE MAS	80	
9/21/13	"DRUMMING FOR CARLOS" ACEITUNO	100	
10/2/13	MOVIENDO NUBES - POETRY READING	35	
10/5/13	VETERANS FILM FESTIVAL	100	
10/11/13	LITQUAKE - "RADIO AMBULANTE" - 2-3 DAYS	150	
10/19/13	LITCRAWL - COMEDY PERFORMANCE	100	
10/26/13	MOVIENDO NUBES - POETRY READING	75	
10/30/13	DAY OF THE DEAD SNEAK PREVIEW - VIP RECEPTION	50	
11/2/13	DAY OF THE DEAD CELEBRATION / RECEPTION	2,000	
11/13/13	MOLE TASTING CONTEST	150	
12/7/13	EL NINO Y LA DANZA - ZENON BARRON	150	
12/14/13	END OF SEMESTER SHOW / EXHIBIT	200	
1/24/14	BREAKING THE SILENCE - PANEL	50	
1/31/14	BREAKING THE SILENCE - VIDEO	65	
2/8/14	HIP HOP FESTIVAL	100	
2/15/14	CORAZON DEL BARRIO - OPEN HOUSE	500	
2/14/13	BREAKING THE SILENCE - LIVE MURAL	30	
2/15/14	BREAKING THE SILENCE CLOSURE - LIVE MURAL	75	
3/26/13	LUNA NEGRA - A NITE OF WOMEN'S ART	150	
3/28/14	CARNAVAL WARM-UP PARTY / FUNDRAISER	100	
4/9/14	SF LESBIAN / GAY CHOIR - SPRING CONCERT - RACHYL UNDERWOOD	150	
4/11/14	SF LESBIAN / GAY CHOIR - SPRING CONCERT - RACHYL UNDERWOOD	150	
4/12/14	SF LESBIAN / GAY CHOIR - SPRING CONCERT - RACHYL UNDERWOOD	150	
6/14/14	END OF SEMESTER SHOW / EXHIBIT	200	
6/21/14	CARNAVAL VIDEO RECEPTION / PARTY	100	
		<b>7,750</b>	<b>28,012</b>
<b>OUTSIDE EVENTS</b>			
7/13/13	SF SYMPHONY DAY OF THE DEAD CELEBRATION / COLLABORATION	1,000	
AUG - 2013	MISSION COMMUNITY MARKET - ARTS / CRAFTS & PERFORMANCES	100	
SEP - 2013	FLOR Y CANTO PARA NUESTROS NINOS	100	
9/8/13	SUNDAY STREETS - MAYOR'S OFFICE - ARTISTIC PROGRAM - MISSION DISTRICT	1,000	
FEB - 2014	SF FRIENDS SCHOOLS COMMUNITY MEET & GREET	60	
FEB - 2014	BUENA VISTA - HORACE MANN FAIR	200	
MAR - 2014	FAMILY SUMMER RESOURCE FAIR	250	
MAR - 2014	MAKING WAVES EDUCATION PROGRAM	200	
MAR - 2014	SFSU RESOURCE FAIR / CESAR CHAVEZ STUDENT CENTE	150	
APR - 2014	CESAR CHAVEZ PARADE / FESTIVAL - MISSION DIST / DOWNTOWN SF	5,000	
APR - 2014	SUNDAY STREETS	1,000	
APR - 2014	MISSION COMMUNITY MARKET	100	
MAY - 2014	CARNAVAL CONTINGENT DANCE REHEARSALS - EDISON CHARTER ACADEMY, SF	75	
MAY - 2014	SUNDAY STREETS	3,000	
5/24/14	CARNAVAL SAN FRANCISCO - 2014 - ARTE EXPO	2,000	
5/25/14	CARNAVAL SAN FRANCISCO - 2014 - PARADE & ARTE EXPO / TV BROADCAST	60,000	
6/21/14	MCCLA "EQUINOX COMMUNITY FIESTA"	1,000	
		<b>75,235</b>	<b>103,247</b>
1xmonth 10-12 1/2 SEGMENTS	MCCLA PRESENTS / SF COMMONS BVAC (6K free virtual attendees per month) Content distributed on multiple platforms: YouTube, live cable CH 76	<b>60,000</b>	<b>163,247</b>
<b>TOTAL AUDIENCE</b>			<b>163,247</b>

Mission Cultural Center for Latino Arts  
Budget SFAC/HTF  
July 2013 through June 2014

	<u>Budget FY</u>
	<u>Jul' 12- Jun 13</u>
<b>Income</b>	
5000 · Support	
5050 · Government-City-SFAC	533,381.00
<b>Total 5000 · Support</b>	<u>533,381.00</u>
<b>Total Income</b>	<u>533,381.00</u>
<b>Gross Profit</b>	533,381.00
<b>Expense</b>	
7000 · Salaries and Related Expenses	
7010 · Salaries	413,881.00
<b>Total 7000 · Salaries and Related Expenses</b>	
8105 · Artist & Performers-Non Salaried	82,000.00
8106 · Audit	7,500.00
8123 · Insurance	15,000.00
8144 · Utilities	15,000.00
<b>Total Expense</b>	<u>533,381.00</u>
<b>Net Income</b>	<u>0.00</u>

**Budget and Revenue Target FY2013-14**

	<b>EARNED</b>	
1	Admissions	8,877
2	Ticket Sales	28,000
3	Tuitions	226,158
4	Workshop & Lecture Fees	12,485
5	Touring Fees	0
6	Special Events - other	0
6a	Special Events - Non-fundraising	0
7	Gift Shop/ Merchandise	7,850
7a	Gallery/Publication Sales	0
8	Food Sales/ Concession Revenue	4,000
8a	Parking Concessions	0
9	Membership Dues/Fees	0
10	Subscriptions - Performance	0
10a	Subscriptions - Media	0
	Contracted Services/ Performance Fees	0
11		0
12	Rental Income - Program Use	43,500
13	Royalties/Rights & Reproductions	0
14	Advertising Revenue	3,880
15	Sponsorship Revenue	1,000
16	Investments-Realized Gains/Losses	0
17	Investments-Unrealized Gains/Losses	0
18	Interest & Dividends	2,184
19	Other Earned Revenue	1,986
20	<b>Total Earned Revenue</b>	<b>339,920</b>
	<b>SUPPORT</b>	
21	Trustee/ Board Contributions	1,200
22	Individual Contributions	5,500
23	* Corporate Contributions	22,500
24	* Foundation Contributions	14,500
25	*Government- City	533,381
26	* Government County	0
27	* Government State	0
28	* Government - Federal	10,000
28a	Tribal Contributions	0
29	Special Events - Fundraising	19,000
30	* Other Contributions	2,000
30c	Related Organization Contributions	
31	* In-Kind Contributions	878,000
32	Net Assets Released from Restrictions	0

33	<b>Total Contributed Revenue and Net Assets Released from Restrictions</b>	1,486,081	
34	Total Earned and Contributed	1,826,001	
	Total Earned and Contributed (minus your HTF allocation)	1,292,620	
	Previous Year's Total Revenue	1,859,996	
	Was the 20% Revenue Target met?	Yes	
36	Total Revenue	1,826,001	
37	Of the total unrestricted revenue reported on line 36, what was the total amount intended for operating/programmatic purposes?	0	
38	Of the total unrestricted revenue reported on line 36, what was the total amount intended for capital purposes?	0	
39	Total Operating and Capital Revenue	1,826,001	
	<b>EXPENSES</b>	<b>TOTAL ORG.</b>	<b>SFAC HTF</b>
1	* Salaries	428,504	323,881
2	Commissions	0	
3	Payroll Taxes	44,628	30,000
4	Health Benefits	5,957	
5	Disability	0	
6	Workers' Compensation	30,420	25,000
7	Pension and Retirement	0	
8	* Benefits, Other	42,933	35,000
9	Total Salaries and Fringe	552,442	413,881
2	Accounting	10,000	
3	Advertising and Marketing	8,700	
4	Artist Commission Fees	2,000	
4a	Artist Consignments	0	
5	Artist & Performers - Non-Salaried	172,359	82,000
6	Audit	7,500	7,500
7	Bank Fees	5,200	
8	Repairs & Maintenance	8,500	
9	Catering & Hospitality	2,000	
10	Collections Conservation	1,000	
11	Collections Management	0	
12	Conferences & Meetings	300	
13	Cost of Sales	4,800	
14	Depreciation	0	
15	Dues & Subscriptions	2,500	

16	Equipment Rental	12,000	
17	Facilities - Other	0	
18	Fundraising Expenses - Other	5,000	
19	Fundraising Professionals	26,400	
20	* Grantmaking Expense	0	
21	Honoraria	0	
22	In-Kind Contributions	38,000	
23	Insurance	20,800	15,000
24	Interest Expense	0	
25	Internet & Website	18,892	
26	Investment Fees	0	
27	Legal Fees	0	
28	Lodging & Meals	0	
29	* Major Repairs	0	
30	Office Expense - Other	3,596	
31	* Other	6,500	
32	Postage & Shipping	3,500	
33	Printing	1,000	
34	Production & Exhibition Costs	10,500	
34a	Programs - Other	0	
35	Professional Development	3,000	
36	* Professional Fees: Other	13,900	
37	Public Relations	150	
38	Rent	840,000	
38a	Recording & Broadcasting Costs	0	
38b	Royalties/Rights & Reproductions	0	
39	Sales Commission Fees	0	
39a	Security	0	
40	Supplies - Office & Other	11,000	
41	Telephone	13,200	
42	Touring	0	
43	Travel	2,000	
44	Utilities	17,000	15,000
45	<b>TOTAL EXPENSE</b>	<b>1,823,739</b>	
	Total Expenses Less In-kind	945,739	533,381
46	Change in Net Assets	2,262	



**BUDGET NOTES:**

**EARNED**

2 – Ticket Sales:

- 125 tickets @\$12 and 46 tickets @\$15 x14 shows (collaborations)
- 150 tickets @\$7 x 6 shows

**SUPPORT**

23 – Corporate Contributions: \$22,500

- |                        |          |          |
|------------------------|----------|----------|
| - Alamo DraftHouse     | \$500    | pending  |
| - El Pollo Campero     | \$500    | pending  |
| - Levis                | \$1,750  | to apply |
| - Pixar                | \$1,750  | to apply |
| - Mission Bowling Club | \$12,000 | secured  |
| - ZipCar               | \$5,000  | pending  |
| - Thrifty Store        | \$1000   | secured  |

24 – Foundations Contributions:

- |                        |          |                         |
|------------------------|----------|-------------------------|
| - SF Foundation        | \$10,000 | re-apply                |
| - Zellerbach / Gerbode | \$4,500  | received \$2,200 (2012) |

28 – Government Federal:

- |       |          |                          |
|-------|----------|--------------------------|
| - NEA | \$10,000 | received \$24,500 (2012) |
|-------|----------|--------------------------|

30 – Other Contributions:

- |                             |         |
|-----------------------------|---------|
| - Indiegogo online campaign | \$1,000 |
| - Kickstarter               | \$1,000 |

31 – In-Kind Contribution

- |                         |           |                                     |
|-------------------------|-----------|-------------------------------------|
| - Rental                | \$840,000 |                                     |
| - Volunteers            | \$35,000  | (3,500 volunteers @\$10)            |
| - Professional Services | \$3,000   | (attorneys fees, professional dev.) |

**EXPENSES**

1 – Salaries – \$428,504

Include #13 staff and 1 seasonal (for the summer program). The Facilities Coordinator and Gallery Assistant positions were eliminated. To support the Facilities Department, additional hours were allocated to the Maintenance #1 position, and to the Operations / HR who will assume additional facilities responsibilities. A salary increase was approved for 2 tenured positions.

8 – Benefits – Other \$42,933

Includes PTOs (2013-14), carry over PTOs (2012-13), and holiday benefits. Two additional staff will be receiving holiday benefits based on seniority.

31 – Other

- ADP Payroll Charges \$6,500

36 – Professional Fees – Other \$13,900

This fee includes:

- 50% collaboration fee split. Directly related to Ticket Sales:
  - o 125 tickets @\$12 and 46 tickets @\$15 x14 shows (collaborations)
- 50% collaboration fee split – master workshops
- 70% Day of the Dead sales - artist commission fee

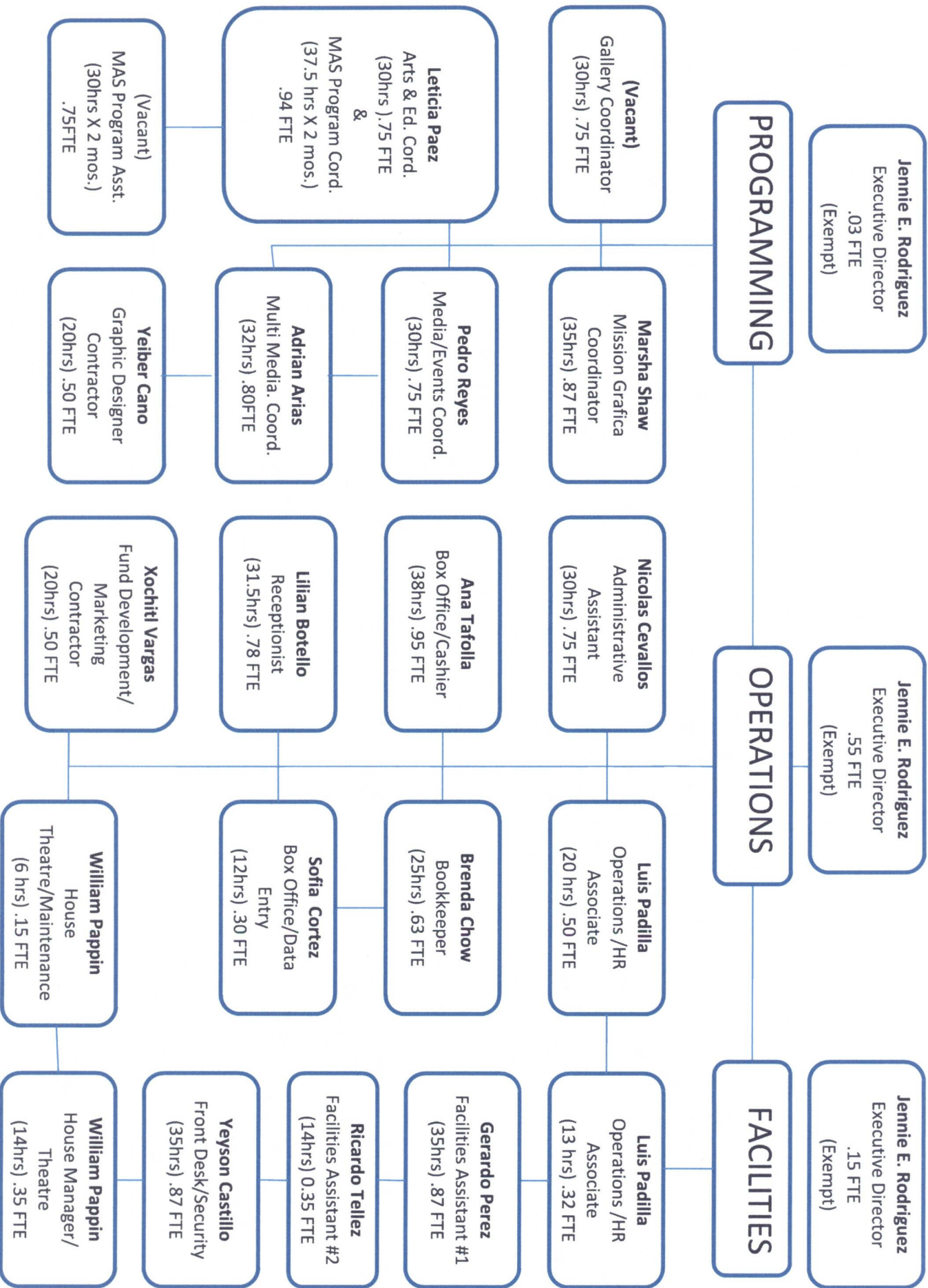
**Mission Cultural Center For Latino Arts**  
Fund Development Plan  
2013-2014-2015

Strategy	Action Steps	Year 1	Year 2	Year 3
<b>End of the Year Appeal Letter</b>	Increase our donor data base by creating a "Student Registration" process and placing "Sign In" sheets at all MCCLA events. Identify/target donors	<b>\$2K</b> (100 Donors)	<b>\$2,500</b> (130 Donors)	<b>\$3,500</b> (150 Donors)
<b>Local Business</b>	Identify and target local businesses for long term Sponsorship/Partnership.	<b>\$1K</b> Pollo Campero Alamo Drafthouse	<b>\$4K</b> (5 Local Businesses)	<b>\$5,000</b> (7 Local Businesses)
<b>Grants (Government City &amp; Federal)</b>	Identify and submit Foundation and Government Grants.	<ul style="list-style-type: none"> <li>•\$14,500 Foundation</li> <li>•\$533,381 City Government</li> <li>•\$10K Fed. Government</li> </ul>	<ul style="list-style-type: none"> <li>•\$14,500 Foundation</li> <li>•\$533,381 City Government</li> <li>•10K Fed. Government</li> </ul>	<ul style="list-style-type: none"> <li>•\$14,500 Foundation</li> <li>•\$533,381 City Government</li> <li>•10K Fed. Government</li> </ul>
<b>MCCLA Donation Boxes</b>	Increase visibility and strategically place donation boxes at all MCCLA events and programs.	<b>\$3,500</b>	<b>\$4K</b>	<b>\$5K</b>
<b>MCCLA Fundraisers</b>	Create two Fundraising events per year organized and coordinated by all staff and board.	<ul style="list-style-type: none"> <li>•\$10K MCCLA Community Day</li> <li>•\$3K MCCLA Poster Show</li> </ul>	<b>\$15K</b>	<b>\$15K</b>
<b>Online MCCLA Fundraisers</b>	Establish an Online Fundraising presence on Indiegogo.com and Kickstarter.com	<b>\$2K</b> Carnaval Online Fundraising Campaign with Indiegogo.com	<b>\$5K</b> 2 Online Fundraising Campaign Indiegogo.com/Kickstarter.com	<b>\$5K</b> 2 Online Fundraising Campaign Indiegogo.com/Kickstarter.com
<b>Corporate Giving Programs</b>	Establish MCCLA as a potential recipient of employers matching employee's donations by sending MCCLA marketing materials to local corporations' community giving programs.	<b>\$3,500</b> SF Levis Pixar	<b>\$4K</b> 5 Businesses/Corp	<b>\$5K</b> 8 Businesses/Corp
<b>Other Contributions</b>	Target local businesses to partner with and create monthly donation opportunities through a % of specific business transactions.	<ul style="list-style-type: none"> <li>•\$12K Mission Bowling Club</li> <li>•\$5K Zip Car, Inc.</li> <li>•\$1K SF Thrift Store</li> </ul>	<ul style="list-style-type: none"> <li>•Mission Bowling Club: \$12K</li> <li>•Zip Car, Inc.: \$5K</li> <li>•SF Thrift Store \$1K</li> </ul>	<ul style="list-style-type: none"> <li>•Mission Bowling Club: \$12K</li> <li>•Zip Car, Inc.: \$5K</li> <li>•SF Thrift Store \$1K</li> </ul>
<b>MCCLA Board Contributions</b>	Increase Board Fundraising activities by creating a Board driven "Fundraising Committee."	<b>\$1,200</b>	<b>\$2K</b>	<b>\$4K</b>
<b>Special Events</b>	Establish a fundraising component for MCCLA annual "Day of the Dead" and Carnival events. Partner with local neighborhood businesses to produce an annual "Community Night" fundraiser at business location.	<ul style="list-style-type: none"> <li>•\$3K Day of the Dead, Silent Auct.</li> <li>•\$3K MCCLA Fundraiser @ Mission Bowling Club "MCCLA Community Night"</li> </ul>	<ul style="list-style-type: none"> <li>•Carnaval &amp; Day of the Dead \$3K</li> <li>•Mission Bowling Club "MCCLA Community Night" \$3K</li> </ul>	<ul style="list-style-type: none"> <li>•Carnaval &amp; Day of the Dead \$3K</li> <li>•Mission Bowling Club "MCCLA Community Night" \$3K</li> </ul>
<b>Total \$\$\$</b>		<b>\$74,700</b> (\$608,081)	<b>\$85,000</b> (\$618,381)	<b>\$91,000</b> (\$624,381)
<b>Total including the SFArts Commission Funding</b>				

**Mission Cultural Center For Latino Arts**  
Marketing Plan  
2013-2014-2015

Strategy	Action Steps	Year 1	Year 2	Year 3
<b>MCCLA Tours</b>	Increase our efforts to create MCCLA "Sneak Preview" tours for specific events, programs, local and international groups. Partner with Bay Area Schools to create customized tours for each group. Fund Development & Marketing Coordinator will work together with Arts Education & Outreach Coordinator and the Multimedia Department to schedule and put together all materials necessary for promoting MCCLA Tours online and through mailings. Planning process will begin July-August 2013	1 MCCLA will create a "Sneak Preview" Tour for "Day of the Dead" Fall Event.	2 MCCLA will target two events for our "Sneak Preview" tours.	<b>Launching of New Tour Initiative:</b> MCCLA plans to partner with Bay Area Schools by sharing our events/gallery calendar in the beginning of each school year and providing booking information for teachers to plan out their fieldtrips/lessons in advance and visit MCCLA.
<b>Local S.F Hotels</b>	Partner with Local Hotel Concierge to provide information and brochures of MCCLA event and classes to their guest. Fund Development & Marketing Coordinator will work together with Volunteer Coordinator to secure "professional" volunteers to be trained by Fund Development & Marketing Coordinator to visit targeted locations. Outreach will begin June 2013.	3 Noe's Nest Bed & Breakfast Parker Guest House Carriage House	6 Noe's Nest Bed & Breakfast, Parker Guest House, Carriage House, The W, Hyatt Regency, Omni Hotel	9 Noe's Nest Bed & Breakfast Parker Guest House Carriage House, The W Hyatt Regency, Omni Hotel The Marriott, Hotel Monaco, The Palace
<b>Online/Onsite Surveys And Focus Groups</b>	Create and use surveys and focus groups to better fine tune our Products and Services Fund Development & Marketing Coordinator will work together with Events Coordinator to produce Focus Groups Events and to distribute surveys at targeted MCCLA events. Planning to begin June 2013.	4 Focus Groups and Surveys per Year using MCCLA website and or Online Survey tools, such as SurveyMonkey.com	4 Focus Groups and Surveys per Year using MCCLA website and or Online Survey tools, such as SurveyMonkey.com	4 Focus Groups and Surveys per Year using MCCLA website and or Online Survey tools, such as SurveyMonkey.com
<b>La Tiendita</b>	Revamp MCCLA's Online Store to include MCCLA new branded retail items MCCLA will commission local artist to design and produce specialized MCCLA items to sale on our online store "La Tiendita" Fund Development & Marketing Coordinator will work together with Mission Grafica Coordinator to identify retail items to be displayed in "La Tiendita" and work together with Multimedia Department to re-design and display items online. Planning will begin June 2013.	Re-Design or acquire new source of Online retail space.	Introduce 5 new retail items to customers	Introduce 5 new retail items to customers
<b>MCCLA Partner Marketing</b>	Promoting local businesses that support/donate to MCCLA through community programs. MCCLA will promote via Facebook, Twitter, MCCLA Website and in house signage, for local businesses that give a monthly donation to MCCLA. Fund Development & Marketing Coordinator will work with local businesses and MCCLA's Multimedia Department to create onsite and online marketing campaign to promote "MCCLA Partners" Planning will begin June 2013.	3 Community Thrift Store Mission Bowling Club Zip Car, Inc.	5 MCCLA plans to target five additional businesses to partner with in year 2	8 MCCLA plans to target eight additional businesses to partner with in year 2

# MISSION CULTURAL CENTER FOR LATINO ARTS – ORGANIZATIONAL CHART – FY 2013/14



**MISSION CULTURAL CENTER FOR LATINO ARTS  
BOARD OF DIRECTORS  
MAY 15, 2013**

	<b>NAME</b>		<b>ADDRESS</b>	<b>EMAIL</b>
1	Paulo Acosta-Cabezas	6/12	San Francisco, CA	gallery@caraandcabezas.com
2	Magdalena Blackmer	4/09	San Francisco, CA	magdalena.blackmer@gmail.com
3	Gilberto De Anda	3/10	So. San Francisco, CA	gildeanda@yahoo.com
4	Francisco Gomez <b>Chair</b>	3/11	San Francisco, CA	luzyluna.francisco@gmail.com
5	Rosa E. Jaquez	7/09	San Francisco, CA	rjaquez@edisoncharteracademy.com
6	Eva Jimenez-Reyes <b>Secretary</b>	2/12	Daly City, CA	jimenezeva@hotmail.com
7	Luis Enrique-Paez <b>Vice Chair.</b>	2/12	San Francisco, CA	lepaez@cubeassoc.com
8	Eduardo Ramirez <b>Treasurer</b>	2/12	San Francisco, CA	eduardo.ramirez@att.net
9	Eva Royale	11/7	San Francisco, CA	eroyale@earthlink.net
10	Jennie E. Rodriguez <b>Executive Director</b>		San Francisco, CA	jennie@missionculturalcenter.org



# Mission Cultural Center FOR LATINO ARTS

A Unique Cultural Experience!

SPACE	MAXIMUM CAPACITY	WEEKDAY MORNING (10-4PM) PER HOUR	WEEKDAY EVENING & WEEKENDS PER HOUR	Per Day (Up to 6 Hours)	DIMENSIONS
Dance Studio A*	50	\$20.00	\$40.00	\$180.00	24' x 26'
Dance Studio B*	80	\$22.50	\$45.00	\$200.00	42' x 50'
Music Studio C	20	\$17.50	\$35.00	\$160.00	17' x 16'
Art Studio D	50	\$20.00	\$40.00	\$180.00	41' x 31'
Dance Studio E*	25	\$17.50	\$35.00	\$160.00	20' x 35'
La Salita (Meeting Room)	25	\$17.50	\$35.00	\$180.00	--
Large Gallery	150	---	\$75.00	\$350.00	3,231 Sq. Ft.
Inti-Raymi (Small Gallery)	50	---	\$50.00	\$300.00	1,469 Sq. Ft.
Lobby	50	\$20.00	\$40.00	\$220.00	50' x 19'
Theater	150	\$60.00	\$100.00	\$520.00	47' x 16'
Theater and Lobby	--	---**	---**	\$630.00	---
Theater with Light and Sound Tech	---	\$80.00	\$130.00	\$650.00	---
Theatre, Light and Sound Tech, and Lobby	---	\$110.00	\$160.00	\$750.00	---

3.\*Studios A, B and E are only for dance purposes only.

\*\*Please explain on the Event Proposal Sheet the nature of the lobby purpose

SERVICE	EVENT RATE	
Website Advertisement	\$25.00	
EQUIPMENT	RATES	
Projector	\$30.00	
Portable Screen	\$10.00	
Microphones	\$10.00	
DVD Player	\$10.00	
Portable Sound System	\$50.00	
Folding Metal Chairs	\$1.00	
Mini Round Cocktail Table	\$5.00	
8 foot Table	\$10.00	
6 foot Table	\$8.00	
4 foot Table	\$6.00	
5 foot Round Table	\$8.00	
Podium	\$10.00	
Coat Hanger	\$10.00	
Platform	\$13.00	
STAFF	HOURLY RATES	WHOLE DAY RATES
House Manager	\$30.00	\$160.00
Light and Sound Tech	\$30.00	\$160.00

Prices are subject to change. Please call (415) 643-2776

2013 Rates

Bookings Department

5/2013

**Luis D. Padilla**  
101 Gladstone Drive  
San Francisco, CA 94112  
ldpadilla5@yahoo.com \* (415) 810-4708

**Education**

· Bachelor of Arts in History, Focus on The Americas, March 2011  
University of California, Santa Cruz

**Work Experience**

· Congressional Intern, Congressman Sam Farr (CA-17) Washington, D.C. September-December 2010

- Performed mailroom duties, managed standard office equipment and organized office supplies.
- Assisted congressional aides by responding to constituent inquiries, providing staff support and collecting information from briefings and meetings.
- Conducted policy research in order to provide congressional aides and constituents with accurate information.
- Produced letters and memos to staff aides that responded to particular issues, problems or ideas
- Provided additional staff support by performing phone assignments, running errands and other duties as assigned.
- Provided informational tours of the Capitol Building to constituents that visited the office.

· Veteran Resource Center Supervisor, University of California, Santa Cruz, March-September 2010

- Assisted veterans in making a successful transition from active duty military service to university life by providing academic advising, transition assistance and social networking.
- Provided guidance to veterans at local community colleges and military bases regarding financial aid and admission services.
- Maintained a community space for veterans at UCSC to cultivate an environment that boosted their academic retention and instituted awareness of veteran issues.
- Organized and conducted workshops and presentations regarding student veteran affairs to university departments, staff and faculty.
- Collaborated with UCSC academic departments and organized campus workshops to educate and advocate for institutional support of student-veterans and an expansion of UCSC's Veteran Resource Center.

· Campus Ambassador, Skyline College, San Bruno, CA, October 2005-June 2007

- Facilitated Skyline's matriculation process for prospective and current students.
- Collaborated with the Admissions and Financial Aid offices in attaining the latest information and explaining it to students.
- Conducted bilingual admissions and financial aid workshops in English and Spanish to incoming high school students at the South San Francisco Community Center to encourage at risk students onto a path towards higher education.
- Focused on AB 540 students by providing special bilingual information workshops on their options for a college education.
- Maintained collaborative relationships with many departments within the college to advocate for institutional support of the diversity of the student body.



## **Leadership Experience**

- Air Delivery Specialist, United States Marine Corps, November 2003-November 2009
  - Sergeant (E-5), United States Marine Corps
  - Combat veteran during Operation Iraqi Freedom (OIF) from December 2007- January 2009
  - As a Team Leader: managed and trained 20+ Marines on infantry tactics and proficiency during Operation Iraqi Freedom
  - Coordinated with General Dynamics in teaching Marines the new Automated Manifest System which tracks military cargo and supplies in the United States and with foreign nations
- Student Body President, Skyline College, San Bruno, CA, Aug 2006-May 2007
  - Represented Skyline's student body population during the 2006-2007 academic year
  - Managed 6 executive officers and 15 student senators in operating and carrying out student policies and activities
  - Oversaw a \$100,000 budget and coordinated activities, events, workshops and attended conferences that enhanced our experiences as a student government and student body.
  - Maintained a relationship with college executives to provide a student point-of-view for the redesigning of the college website.
  - Presented information and conducted speeches at Skyline College, San Mateo County Community College District, and the Western Association of Schools and Colleges

## **Honors**

- Education
  - University of California, Santa Cruz Alumni Scholarship
  - Dean's List at UCSC Winter Quarter 2010
  - Member of the Phi Theta Kappa Honors Society, Skyline College
  - Skyline College Alumni Scholarship
- Military
  - Awards: Iraq Campaign Service Medal, Sea Service Deployment Ribbon, Armed Forces Reserve Medal with "M", Global War on Terrorism Service Medal.
  - Commendation from the City of San Jose signed by Mayor Chuck Reed for military service (2008).
  - Military accommodation for volunteer service for the Richmond, VA "Boys and Girls Club" (2004).

## **Personal Development**

- Student Veterans of America, UCSC Chapter, Executive Officer, 2010.
- Latin American Student Organization, Skyline College, Vice President, 2005 and President 2006.
- Jr. Giants Little League Baseball Coach. San Bruno, CA, Summer 2005.

## **Language and Computer Skills**

- Bilingual and proficient in English and Spanish
- Proficient in Microsoft Word, Excel, and PowerPoint, and Mac operating systems.

## **References Immediately Available Upon Request**

**Pedro Reyes**  
**(415) 632-2820**  
[preyes684@gmail.com](mailto:preyes684@gmail.com)

**Objective:** Work with staff to develop strategies in learning new ways to improve work responsibilities, and to coordinate with the organizations focus.

### **Qualifications**

**2011-2012** Horizons Unlimited J.E.E.P Coordinator

- teaching youth about Healthy relationships/ violence prevention
  - developing campaigns to have youth present to other youth as well on these topics
  - Coordinating workshops, and attending community events as well with the youth.
  - Using digital media campaigning strategies,
  - Make public service announcements.

**2011-2012** Arriba Juntos, Teaching assistant working adults

- teaching English using technology
  - trouble shooting computer programs
  - teaching computer software/ setting up audio visuals

**2007-2011-** Streetside Stories, Teaching Artist

- Teach youth literacy, develop digital storytelling curriculum for K-12
  - Organize events, and film screenings for youth and families.
  - Promote youth media, and create digital stories, and data entry and manage volunteers, conduct outreach

**2006-2007-**New College of California, IT Assistant

- Maintained a computer lab and assisted students with troubleshooting.
  - Developed video/ radio stream.
  - Taught campus community, and staff on streaming educational events.

**2006-2007-**East Oakland Community High School, Journalism Teacher

- Teaching radio broadcasting in East Oakland,
  - Developed curriculum for Journalism, and technical skills to high school youth.
  - Developed curriculum, exhibition and field trips to media outlets for youth

**2005-2007-**Tri Valley Cares,

- Produced a compilation [www.trivalleycares.org](http://www.trivalleycares.org) , Producer/Editor
  - CD project to educate people about the bombings of Hiroshima, and Nagasaki.
  - CD was broadcasted on KPFA, distributed nationally and internationally.
  - Is being sold on the web <http://www.trivalleycares.org/new/gifts.html>

**1999-2003-**Extended Opportunities Program Services, Peer Advisor/Event organizer

- Tours to college campuses, organized Multi-cultural events,
  - Set up workshops with single parents academic and peer advising
  - Handled data entry, fund raising, public relations, and events

coordinator

- supported students with mentoring

**Education:**

**2011-2012** CCEGL Program, Credits for Environmental Justice

**2006-2007** Teacher Credential Program, BCLAD, San Francisco

**2005** Bachelor's of Arts, Liberal Studies, S.F.S.U., San Francisco

**Languages:** Fluent in Spanish/English

**Volunteer Experience:**

**2010-2011** Horizons Unlimited, Females Against Violence

- Produced a compilation for safe relationships for the High School group Females Against Violence.

**2000-2011** KPFA, [www.kpfa.org](http://www.kpfa.org); Co-producer for *La Onda Bajita*,

- Co-Produce weekly bilingual radio,
  - conduct mobile broadcasts,
  - maintain websites

**2001-2002** Barrios Unidos, <http://www.barriosunidos.net/>;

- Created an Internet radio station
  - Taught radio broadcasting to at risk youth,

**2000- 2001-** Beach Flats Community Center

- Taught art classes in community center to youth,
  - created a community mural
  - Organized events, recruited students
  - Recruited teachers to volunteer and teach art

**Media and Computer Skills**

Mac/PCs, Microsoft Office (Power Point, Excel and Word), Data entry, iMovie, Garage Band, Sound Studio, Adobe Audition, iPhoto, open source, and Photoshop. Create live streams, remote radio broadcasts, webcast, A/V and podcast equipment, ISDN line,

**Other Interest:** Drawing, djing, photography, poetry, social networking, micro radio and public access TV, soccer, radio