



DIME HERMANO CAMPESINO POR QUE MURIO JAVIER?  
POR SU CORAJE, VIAJERO! JAVIER MUÑO DE  
JUSTO. MURIO POR LA GENTE POBRE. POR  
SU HAMBRE Y SU AGONIA.

INTERNATIONAL CONFERENCE CELEBRATING THE

# 50<sup>TH</sup> ANNIVERSARY OF THE FOUNDING OF CHICANO STUDIES

**OCTOBER 10 - 12, 2019**

**El Colegio de la Frontera Norte (El Colef)  
and Centro Cultural Tijuana (CECUT)**

PROGRAM



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The California-Mexico Studies Center (CMSC), El Colegio de la Frontera Norte (El Colef), San Diego State University (SDSU) and the Tijuana Cultural Center (CECUT) are pleased to invite you to the **International Conference Celebrating the 50th Anniversary of the Founding of Chicano Studies**.

The conference will focus on the origin of the Chicano Movement and the implementation of Chicano Studies programs in 1969, the importance of teaching Chicano and Latino Studies in the United States and Mexico, as well as promote a comparative analysis of the scope of this movement in both countries.

## OBJETIVE

- Commemorate the 50th Anniversary of 'El Plan of Santa Barbara' and the creation of Chicano Studies programs in September 1969, through the plan's model and Chicano student leadership. The purpose is to contextualize the experience and political struggle of Chicano youth for the recognition of their rights.
  - Present a program with academic reflections on artistic and cultural movements of the Chicano community and its impact upon Mexico and the United States.
  - Present about the Mexican diaspora and the relevance of Chicano Studies teaching in Mexico and the North American region.
  - Pay tribute to outstanding figures who have participated in history as leaders, academics and artists of the Chicano community in the United States.
  - Promote collaboration and academic exchange between institutions of higher education and cultural organizations between California and Mexico.
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**THURSDAY OCTOBER 10, 2019**

**El Colegio de la Frontera Norte (El Colef)**

**09:30-10:00**

**Conference Opening**

Dr. Alberto Hernández, President of El Colegio de la Frontera Norte (El Colef)

Dr. Adela de la Torre, President of San Diego State University (SDSU)\*

Dr. Maria Ibarra, Chair of Chicano/as Studies Department, San Diego State University

Prof. Armando Vázquez-Ramos, President of the California-Mexico Studies Center (CMSC) & Co-founder of the Dept. of Chicano Studies at California State University, Long Beach (CSULB).

Dr. Vianka R. Santana, Director of Centro Cultural Tijuana (CECUT)

**10:00-12:00**

**Panel: Origin and Transcendence of the Chicano Movement**

Moderator: Dr. Olivia Ruiz, El Colef

► **Beginnings of Chicano Studies in Mexico and the Chicano Movement**

Dr. Jorge A. Bustamante, El Colef and Notre Dame University

► **Adjacent Strands of the 1968 World Youth Revolution:**

**The U.S. Chicano Student Movement & the Mexican Student Movement**

Dr. Gonzalo Santos, California State University, Bakersfield (CSUB)

► **The Importance of Chicano Studies for Mexico and Mexicans**

Prof. Armando Vazquez-Ramos, California State University, Long Beach (CSULB)

**12:00-13:00**

**Keynote and Dialogue**

**Chicano Studies and Chicano Art in Mexico in the Times of AMLO**

Cástulo de la Rocha, President of AltaMed and Chicano Art Collector

**13:00-15:00**

**Lunch**

**15:00-17:00**

**Panel 1. The U.S. Chicano Movement: Local Ties and Beyond Borders**

Moderator: Dr. Jorge A. Bustamante, El Colegio de la Frontera Norte

► **Values and Practices of Women in a Half Century Social Movement**

Dr. Adela R. Del Castillo, San Diego State University (SDSU)

► **The Vision of Chicano Studies in the Next 50 Years**

Dr. Guadalupe Gallegos, University of California, Berkeley (UC Berkeley)

► **Citizenship and Political Movements of Chicanos and Immigrants**

Prof. Primitivo Rodríguez, Coalition Pro-Political Rights of Mexicans Abroad

► **Links of the Chicano Movement with Indigenous Movements and Leaders in Mexico**

Dr. Gaspar Rivera-Salgado, University of Los Angeles (UCLA)

**18:00**

**Chicano and Documentary Film Series**

Cineteca Carlos Monsiváis, Centro Cultural Tijuana (CECUT)

Screening of *La Raza* (2018) and *Dolores* (2017)

\* To be confirmed





## FRIDAY OCTOBER 11, 2019

El Colegio de la Frontera Norte (El Colef) and Centro Cultural Tijuana (CECUT)

09:30-10:30

### Keynote and Dialogue

#### Chicano Social Movements in North America, Yesterday and Today

Dr. José Ángel Gutiérrez, National Leader of the Chicano Movement

10:30

### Recess

11:00-13:00

#### Panel 2. Chicano Student Movement in the United States: Historic and New Challenges Facing the Trump Administration

Moderator: Prof. Armando Vázquez-Ramos, California State University, Long Beach (CSULB)

- ▶ **The 1968 East L.A. Student Walkouts and the Chicano Student Movement**  
Fernando de Necochea, Board of Directors Chair, AltaMed
- ▶ **Chicano Youth Facing the Trump Era**  
Dr. José Manuel Valenzuela Arce (El Colef)
- ▶ **Evolution of the Chicano Student Movement of Aztlán (MEChA)**  
Cassandra Hernandez, MEChA Student Leader (SDSU)
- ▶ **Debates and Dialogues within the Chicano Student Movement of Aztlán (MEChA)**  
Dr. Roberto Hernández, San Diego State University (SDSU)

13:00-15:00

### Lunch

#### Continuation of Conference Activities at CECUT

16:00-18:00

#### Recognition of Distinguished Scholars in the Field of Chicana and Chicano Studies

Presidium: Dr. Vianka Santana (CECUT), Dr. Jorge A. Bustamante, (El Colef), Dra. Cristina Alfaro (SDSU)

Moderator: Prof. Alfredo Álvarez Cárdenas

- Adela de la Torre, President of San Diego State University (SDSU)
- Jorge A. Bustamante, Emeritus Professor at El Colef and Notre Dame University
- Maria Ibarra, Chair of Chicano/as Studies Department at SDSU
- Rodolfo "Rudy" Acuña, Founder of Chicano Studies at CSU Northridge
- Carlos Munoz, Jr., Historian at UC Berkeley
- Juan Gómez-Quiñones, Historian at the University of California, Los Angeles (UCLA)
- Jose "Dr. Loco" Cuellar, Anthropologist & Chicano Musicologist, San Francisco State University (SFSU)
- Luis C. Garza, Photographer and Curator of the Photographic Exhibition *La Raza*
- Gilberto Cárdenas, Institute of Latino Studies at Notre Dame University
- Adelaida R. Del Castillo, SDSU
- Cástulo de la Rocha, President of AltaMed
- José Ángel Gutiérrez, National Leader of the Chicano Movement
- Guadalupe Gallegos, UC Berkeley
- Armando Vázquez-Ramos, President of the California-Mexico Studies Center

18:00

#### Chicano and Documentary Film Series

Cineteca Carlos Monsiváis, Centro Cultural Tijuana (CECUT)

Screening of *Zoot Suit* (1981) and *La Bamba* (1987)





**SATURDAY OCTOBER 12, 2019**

Centro Cultural de Tijuana (CECUT)

**10:00-12:00**

**Table 3. Historical and Contemporary Impact of Chicano Art and the Future of Chicano and Latino Studies in the North American Region**

Moderator: Dr. Norma Iglesias Prieto, San Diego State University (SDSU)

- Dr. Gilberto Cárdenas, Founder of Galería Sin Fronteras
- Dr. Olivia Ruiz, El Colef
- Dr. Álvaro Huerta, Urbanólogo, CalPoly Pomona
- Dr. Irene Vásquez, University of New Mexico
- Armando Durón, Judge and Collector of Chicano Art
- Dr. Jose "Dr. Loco" Cuellar, Anthropologist and Chicano Musician (SFSU)

**12:00-13:00**

**Final Collective Reflection and Follow-up Plan**

**13:00**

**Conference Closing and Lunch**

**15:00**

**Inauguration of of Luis C. Garza's Photographic Exhibition: *Días de la Raza***

- Guided tour of Luis C. Garza's Photographic Exhibition

**20:00**

**Closing of Chicano and Documentary Film Series**

Proyección de película *El Chicano* (Estados Unidos, 2019)



Malaquias, Montoya (1994). "La historia de Tijuana" [Mural]. Tijuana, El Colef.

**Coordination:** Prof. Armando Vazquez-Ramos  
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# CHICANO AND DOCUMENTARY FILM SERIES

October 8-12, 2019

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|---|---|---|---|
|    | <p><b>Man in the Middle</b><br/>(Estados Unidos, 2014)<br/>Documental, 60 min<br/>Director Phillip Rodriguez<br/><b>18:00 h</b></p>   |    | <p><b>The rise and fall of the Brown Buffalo</b><br/>(Estados Unidos, 2017)<br/>Documental, 56 min<br/>Director Phillip Rodriguez<br/><b>20:00 h</b></p> <p><b>MARTES 8</b></p> |
|    | <p><b>Singing our way to freedom</b><br/>(Estados Unidos, 2018)<br/>Documental, 89 min<br/>Director Paul Espinosa<br/><b>18:00 h</b></p>  |    | <p><b>They call me King Tiger</b><br/>(Estados Unidos, 2017)<br/>Documental, 80 min<br/>Director Ángel Estrada Soto<br/><b>20:00 h</b></p> <p><b>MIÉRCOLES 9</b></p>            |
|   | <p><b>La Raza</b><br/>(México-Estados Unidos, 2018)<br/>Documental, 56 min<br/>Directores: Omar Foglio, José Luis Figueroa y Paola Rodríguez<br/>Coproducción de KCET y Dignicraft para Artbound<br/><b>18:00 h</b></p> |   | <p><b>Dolores</b><br/>(Estados Unidos, 2017)<br/>Documental, 95 min<br/>Director Peter Bratt<br/><b>20:00 h</b></p> <p><b>JUEVES 10</b></p>                                     |
|  | <p><b>Zoot Suit</b><br/>(Estados Unidos, 1981)<br/>Drama/Drama Musical, 103 min<br/>Director Luis Valdez<br/><b>18:00 h</b></p>   |  | <p><b>La Bamba</b><br/>(Estados Unidos, 1987)<br/>Drama/Docudrama, 108 min<br/>Director Luis Valdez<br/><b>20:00 h</b></p> <p><b>VIERNES 11</b></p>                             |
|  | <p><b>El Chicano</b><br/>(Estados Unidos, 2018)<br/>Drama/Fantasia, 142 min<br/>Director Ben Hernandez Bray<br/><b>20:00 h</b></p> <p><b>SÁBADO 12</b></p>  |   |   |



**Cineteca Carlos Monsiváis • Entrada libre**

Con la colaboración de

