

# Serna Center Data Report 2021-23

## Who We Are:

The mission of the Serna Center is to promote, foster, and enhance leadership, empowerment, self-advocacy and civic engagement among Chicanxs/Latinxs students, but also, students from other under-represented backgrounds at Sacramento State. Additionally, integrated into all programming are efforts that raise awareness of the social, political, economic, historical and cultural realities of Chicanxs/Latinxs populations. The center establishes a strong foundation that enriches cultural identity and develops a sense of familia within the campus.

## Fall 2021 – Spring 2022 (Virtual & In-person)

### **Events & Activities** – Total of 610 attendees

- La Bienvenida – 104 attendees
- Film Screening: The Unafraid – 80 attendees
- Dia de Los Muertos Altar Exhibit – 150 attendees
- Spring Open House – 36 attendees
- Afro-Latina Leadership Panel – 45 attendees
- Farmworker Awareness Week Events and Activities
  - A Conversation with Andres Chavez – 155 attendees
  - Record a Farmworker's Story – 40 student participants

### **Signature Programming** – Total of 1,367 attendees

- Civic Action Leadership Seminar – 10 student participants
- Chicanx/Latinx Recognition Ceremony Fall 2021 – 54 participants
- Chicanx/Latinx Recognition Ceremony – 283 student participants
- Feria de Educacion – 1020 attendees

## Fall 2022 – Spring 2023

### **Events & Activities** – Total of approximately 1,113 attendees

- Snacks at the Serna Center – 34 attendees
- La Bienvenida – 120 attendees
- Film Screening: 187 – The Rise of the Latino Vote – 68 attendees
- Dia de Los Muertos Altar Exhibit – 180 attendees
- Hispanic/Latinx Entrepreneurship: Panel and Q&A – 60 attendees

- Finals Fuel Up – 34 student participants
- Semester Kick-Off – 28 student participants
- Spring Welcome – 40 attendees
- Latinx Trivia Night – 44 attendees
- History of Policing Workshops – 3 sessions, 16 to 18 attendees per session
- Art Workshop – 21 attendees
- Piñata Decorating Workshop – 15 participants
- Farmworker Awareness Week Events and Activities
  - Day of Service – American River Clean-Up – 14 participants
  - Film Screening: First Time Home – 78 attendees
  - Fuego Night: A Latinx Dance Party – 120 attendees
  - Picnic & Community Building – 80 attendees
- Café y Conversación: 6 sessions, 18 to 25 students per session

**Signature Programming** – Total of approximately 3,200 attendees

- Puente Day – 200 high school students from Northern CA high schools
- 2023 Chicanx/Latinx Recognition Ceremony – 460 student participants; 1,800+ attendees
- Feria de Educacion – 1,200 attendees

**Direct Student Services:** 58 students; top 3 areas of support: financial aid, internships/jobs, resource referral

**Social Media Analytics**

- 1590 followers
- 53 posts