

# SDSU CELEBRATES LATINX/HISPANIC HERITAGE MONTH

Dear SDSU Community,

The weeks between Sept. 15 and Oct. 15 mark national Hispanic Heritage Month, a time to honor the culture, traditions and contributions of Hispanic, Chicanx and Latinx communities. As a proud [Hispanic-Serving Institution \(HSI\)](#), San Diego State University is elated for the opportunity to celebrate the many contributions of our Hispanic, Chicanx and Latinx students, faculty, staff and community members.

As indicated in our [strategic plan](#), our commitment to becoming “A New Kind of HSI” is explicit, and promises to be transformational.



## History of Hispanic Heritage Month

The origins of national Hispanic Heritage Month [date back to 1968](#), when U.S. President Lyndon Johnson established Hispanic Heritage Week. The week was expanded in 1988 to the now full month of observation. Sept. 15 marks the anniversary of independence for several Latin American countries, including Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua, while Mexico and Chile celebrate their independence days on Sept. 16 and Sept. 18, respectively.

## Celebrando Nuestras Raíces (Celebrating Our Roots) Celebration

This year we are excited for the inaugural *Celebrando Nuestras Raíces (Celebrating Our Roots) Celebration*, organized by the Chicanx, Hispanic, Latinx (CHL) Planning Committee, which will spearhead the month-long campuswide celebration. This year’s theme, *Honoring our Culture, Embracing the Future*, recognizes the struggles and celebrates the victories of our diverse Latinx, Chicanx, and Hispanic community.

The theme is centered on our Latinx community's continuous resilience in the face of oppression of all forms. It also emphasizes the strength and the beauty of Latinx families and communities and highlights the ways in which communities have, and continue to overcome systemic injustice and inequality. Through this celebration, we acknowledge the struggles to preserve and use languages; we elevate the members of the community who have led these efforts, especially those who are no longer with us.



These are historic times. More than 51 years have passed since the Chicano Moratorium, the creation of SDSU’s [Department of Chicana and Chicano Studies](#) and the [Office of Educational Opportunity Programs and Ethnic Affairs \(EOP\)](#). It is also more than 71 years since the founding of the [Center for Latin American Studies](#). At SDSU, we are poised to take momentous steps toward honoring our designation as a truly HSI: with a clear commitment to the establishment of both [Latinx Resource Center](#) and the [Undocumented Resource Center](#), the passage of an ethnic studies requirement for graduation, the creation of the Campus HSI Advisory Committee, the HSI Student Advisory Board and the re-establishing of the President’s Latinx Advisory Board.

We also recognize that the COVID-19 pandemic has impacted members of the Latinx and Hispanic community in a myriad of ways. We remain committed and vigilant in addressing the [disproportionate impact of COVID-19](#).



## Join Us!

Throughout the month, SDSU will highlight many members of the Latinx, Chicanx and Hispanic community. We will kick-off the month at 4 p.m. today, Wednesday, Sept. 15, with a virtual opening ceremony, keynote and panel discussion. This year the inaugural keynote speaker is [Dr. Norma Elia Cantú](#), a celebrated and nationally renowned academic, author, and poet. Please RSVP for the event using the [webinar registration form](#).

The [Latinx Resource Center](#) will also launch its 2021 Latinx Heritage Celebration, [month-long programming](#) that will foster community, engage in rich and complex dialogues, and create spaces for radical joy and transformative healing. More information can be found on [Instagram @SDSULRC](#).

Please visit the [Latinx Resource Center](#) webpage for ongoing details regarding events hosted by campus departments, employee resource groups, and student organizations across campus.

Sincerely,

*J. Luke Wood, Ph.D.*

Vice President of Student Affairs and Campus Diversity

*Emilio Ulloa, Ph.D.*

Associate Chief Diversity Officer of HSI and Regional Affairs  
Celebrando Nuestras Raíces Co-Chair

*Yesenia Sánchez*  
Latinx Resource Center Director  
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