

Communications

Chair: Alejandro Cortez

This committee develops and disseminates messaging to external audiences under the direction of the CLA Board. A major task of this group is to promote CLA sponsored or sanctioned initiatives, events, and news. Members of this committee work in coordination with the Communications Chair to manage, maintain, and expand the Chapter's public presence across various media including but not limited to social media platforms. Individuals interested in developing messaging, identifying new trends in communication, and sharing a passion for public relations are welcome to join this new committee. All interested parties should contact the Communications Chair.

Fund Development

Chair: Emilio Ramirez

The Fund Development Committee works to support all CLA programs and activities. The primary function of the committee is to develop a comprehensive fund development plan that includes a mix of strategies to generate revenue. The committee meets to explore opportunities to raise dollars through various creative activities and events and takes the lead in planning such events with approval of the CLA Board of Directors. The committee also works to develop relationships with potential donors and assure timely recognition of such donors. Members are encouraged to participate and contact the Fund Development Chair to join the committee.

Homecoming

Chair: Estella Acuña

The CLA Homecoming Committee plans and executes the annual CLA Homecoming Dinner held at UC Riverside. The CLA Homecoming Dinner serves as a fundraiser and provides our alumni with an opportunity to network, build community and celebrate the accomplishments of our comunidad at UC Riverside. If you are interested in being a part of the planning committee or would like additional details please the Homecoming Chair.

Membership

Chair: Elena Perez

The CLA Membership committee works to foster membership growth and accessibility to opportunities in which members can accomplish the CLA mission. This is accomplished through helping to plan and execute various general meetings, social mixers, community service opportunities, on campus events, and other events that offer professional growth, networking, and the ability to guide and mentor current and future CLA members. Members of the CLA Membership committee, work to ensure these opportunities are communicated to the general membership and key stakeholders within the community and are responsible for collaborating with other CLA committees (scholarships, fundraising, event planning, etc.).

Scholarship

Chair: Richard Alvarado

The Chicano Latino Alumni (CLA) has established a scholarship program to recognize the academic and community achievements of students at the University of California, Riverside. The Scholarship Committee works to prepare and provide applications to students, receive and review applications and make award recommendations to the CLA Board of Directors. The committee establishes and maintains communication with applicants and awardees and works together with the Alumni Association. In addition, the committee works closely with the fund development committee to raise funds for scholarships and with the communications committee to promote the scholarship opportunities and outreach to potential donors.

Get Involved!

To become involved with chapter committees and activities, please email us at ucraacla@gmail.com or connect with us on our social media platforms:

- Facebook - UCR Chicano Latino Alumni
- Instagram - ucrla
- LinkedIn - UCR Chicano Latino Alumni
- Twitter - @ucrla

CLA Mission Statement

To build a community that advocates and creates opportunities for the academic excellence, professional growth, and advancement of Chicano Latino students, alumni, staff, faculty, and community at large.

