

## UWM's Latino Activism Archival Collection

5/14/2018



Marla Anderson speaks with the police while occupying the Chancellor's office/María Anderson habla con la policía mientras ocupa la oficina del rector

The UWM Archives is one of the only institutions in Wisconsin with a social justice collection strength. Combined with its focus on Milwaukee and UWM history, the repository is filled with local stories of community organizers and activists. UWM's Latino Activism collection contains photos, correspondence, press releases, newspaper clippings, and official university documents that detail the struggle for Latino rights on campus. In the early 1970s, Milwaukee's Latino population exploded, but the number of Latino students on campus was pitifully low in comparison. University staff and community members attributed these low enrollment rates to the lack of support for Latino students on campus, so Latino activists took their case to Chancellor Klotsche. After sit-ins, protests, camp outs, and several arrests, the Spanish Speaking Outreach Institute, later called the Roberto Hernandez Center, began to connect with and assist UWM's Latino population. I took a look at some of the records in the Latino Activism collection to see what they had to say about the power of Latinx rhetorics and community.

LATIN COMMUNITY TAKES OVER  
UW-M CHANCELLOR'S OFFICE

100 MEMBERS OF THE LATIN COMMUNITY HAVE TAKEN OVER THE UW-M CHANCELLOR'S OFFICES AFTER HE FAILED TO BE PRESENT AT A MEETING WITH THE LATIN COMMUNITY TO DISCUSS THE SPANISH-SPEAKING OUTREACH INSTITUTE.

WE NEED YOUR SUPPORT. WE WILL REMAIN UNTIL HE SPEAKS WITH US. HIS OFFICE IS LOCATED IN ROOM 202 - CHAPMAN HALL, LOCATED ON HARTFORD, NEAR DOWNER. A BUS WILL BE LEAVING LAUCR - 511 WEST NATIONAL TONIGHT AT 5:30 TO TAKE PEOPLE THERE, BUT WE NEED YOUR SUPPORT NOW!!!!

LA COMUNIDAD ESTAN TOMANDO LAS  
OFICINAS DEL MAESTRADO DE LA UW-M.

100 MIEMBROS DE LA COMUNIDAD LATINA TOMARON LAS OFICINAS DEL MAGISTRADO DE LA UNIVERSIDAD DE WISCONSIN-MILWAUKEE DESPUES DE QUE EL FALTO A LLEGAR A LA REUNION EN LA HORA NECESARIA PARA HABLAR CON LA COMUNIDAD LATINA DEL PROPOSITO DEL SPANISH SPEAKING OUTREACH INSTITUTE.

NECESITAMOS EL SOPORTE DE USTEDEB. NOSOTROS ESTAREMOS ALLI HASTA QUE EL MAGISTRADO HABLAN CON NOSOTROS. SU OFICINA ESTA LOCADA EN ROOM 202 - CHAPMAN HALL, LOCADO EN LA CALLE HARTFORD, CERCA DE DOWNER.

UN AUTOBUS SALE DE LAUCR, 511 WEST NATIONAL ESTA NOCHE A LAS 5:30 PARA LLEVAR TODA LAS GENTES QUE QUIERAN SOPORTAR LAS ACCIONES QUE TUS AMIGOS TOMARON PARA AYUDAR LA COMUNIDAD LATINA. POR FAVOR SOPORTEN AHORA, NECESITAMOS LAS AYUDAS DE TODOS LOS LATINOS.

"VIVA LA CAUSA"

Community was the backbone of the Latino activism movement at UWM in the 1970s. This flyer, titled "Latin community takes over UWM Chancellor's office"/ "Comunidad Latina retoma la oficina del rector de UWM," is an explicit call to community for assistance in direct action. Calling themselves "the latin community," there is no distinction between students and non-students, only the call to "support" in occupying the Chancellor's office. This blending of community and use of family support has been a class trend for Milwaukee-based Latino activism. They rhetorically link their purpose in protesting to Klotsche's absence at a community meeting, asserting their occupation as a direct response to disrespect and disinterest. This connection between administrative absence and occupation is an interesting rhetorical strategy that simultaneously legitimizes their tactics and calls attention to institutional buffoonery. The flyer is also written in English and Spanish, indicating the varied languages within Latino community in addition to their attempt to garner support from non-Spanish speaking allies.

UW-M Spanish Speaking Outreach Institute

A commitment by the University of Wisconsin School of Education to initiate an education program to solve the problems of the Spanish speaking community in the city of Milwaukee.

- ✓ 1. The University of Wisconsin will establish as part of its program under the School of Education a Spanish speaking Outreach Institute as an umbrella program where different attempts through special programs will be initiated to solve the problems of non-English speaking members of this community.
- ✓ 2. The University of Wisconsin will hire as a Director of the Spanish Speaking Outreach Institute a person who will also assume the responsibilities of Assistant to the Dean of the School of Education.
3. That in the first year the University will commit itself to admit 85 residents of the Spanish speaking community and that provisions be made under the Spanish speaking institute to set up special programs where the cost of admission and books will be defrayed by the University. There will be three classifications of students in the Institute --  
ten (10) Graduate  
fifty (50) Undergraduate  
twenty-five (25) recent high school graduates and special students.
- ✓ 4. That the Institute will provide accreditation of six hours of academic work for masters degrees and nine hours for actual work in the community on special assignments.
- ✓ 5. The undergraduate would take under the Institute up to fifteen credits and that nine would be for professional work in the community supervised by the Assistant Dean and Director of the Spanish speaking Outreach Institute. Six of the fifteen would be for actual on-site academic work at the University.
6. The special students will be comprised of students recently finishing high school and recruited through the Milwaukee Educational Opportunity Center and other special students admitted individually without high school diplomas. A GED program would be established here in the community providing six hours per week of classes and nine hours of work in the community.
- ✓ 7. The Institute will have a liaison between the Institute and the University.
8. The GED program will be run by two professionals and one para-professional for training for the special students and it would also provide counselling and aid in transfer of transcripts, etc.
9. The GED program will also serve for extensive English as a Second Language for non-English speaking residents of the community who have credits or degrees from Latin American University.
10. A commitment made by the School of Education to provide undergraduate and graduate degrees in Adult Basic Education and English as a Second Language.

*admission  
my point*

After the Latino occupation of Chancellor Klotsche's office, UWM acquiesced to the creation of a Spanish Speaking Outreach Institute. This document is the official proposal and "commitment" of the institute, outlining ten guiding principles. This record is drastically different from the flyer in several ways. First, this record does not make a direct call to any community. It mentions the "Spanish speaking community," but later refers to the issues of "non-English speaking" students as if they are interchangeable. Second, the rhetorical strategies suggest that the creator of the record, the Council for the Education of Latin Americans (CELA), was interested in "solv[ing] the problems of the Spanish speaking community," rather than rectifying the institutional inequality related to these problems. The document explicitly details the disappointingly low number of Latino students that UWM was willing to support through the institute, indicating tokenization rather than inclusivity. Lastly, this document is only written in English, suggesting that its intended audience was not the Spanish speaking people it was supposedly addressing, but the English speaking CELA and UWM administration.



Jesus Salas and Roberto Hernandez celebrate the creation of the Spanish Speaking Outreach Institute / Jesus Salas y Roberto Hernandez celebran la creación del Instituto para la educación de hispanohablantes

UWM's Latino Activism archive details the community activism and rhetorical power used to create the Spanish Speaking Outreach Institute. Milwaukee's Latino activists and the community that supported them are directly responsible for the resources and connections available to contemporary Latino students. While some of these historical documents indicate a deliberate disregard for a multilingual community, the UWM archive has done some work to alleviate this. The metadata for the records, which is necessary for searching, browsing, and researching, is available in both English and Spanish. It's important that these records are available in multiple languages since they directly pertain to the Spanish speaking community. The Archive also follows Library of Congress subject terms which are typically limiting and outdated. The collection subject terms include "Hispanic Americans," which we've discussed several times in class as homogenizing and eurocentric. Aside from these criticisms, the UWM Archive is a great place to dive into the rich history of Latino activism on campus.