



League of United Latin American Citizens
Council 3272 – Kern County

General Body Meeting

February 12, 2020
900 Old River Road
Bakersfield, CA 93311

Administrative

- Prayer
- Pledge of Allegiance
- Roll Call of Officers
- Introduction of Guests



KC LULAC Mission & Vision

The Mission of LULAC 3272 is to establish collaborative partnerships that progress the economic condition, educational achievement, health, and civic engagement of communities in Kern County.

Our Vision is that KC LULAC is the recognized leader in creating success for our communities



Officers Reports

- Secretary- Amanda Anaya
- Treasurer- Fernando Granizo
- Public Information- Astrid Acuna
- Youth VP/Youth Directors- Javier Lozano, Palmira Hernandez & Adriana Rivas



Old Business

- LULAC/Ford Grant- Lauren/Javier
- 2019 Día de Los Muertos Funds Raised – Juan/Diana
- 2020 LULAC State Convention - Astrid
- Fill Deputy Public Information Officer position- Rick



New Business

- Accept Nominations from the floor for Treasurer Position
- Accept Nominations from the floor for Deputy Public Information Officer - Rick
- Delegates for State Convention Bakersfield- Rick
- LULAC Members Engagement Survey- Javier
- 2020 Scholarships – Javier
- Update from LULAC State Board- Astrid
- 2020 Mixer- Diana
- Director of Publicity Open Position – Rick
- LULAC National Stories – Rick/Javier
- KC Supervisors O&G Meeting- Juan & Anibal
 - KCE video



New Business

2020 Goals/Plans- Javier

1. EDUCATIONAL INITIATIVES
2. FUNDRAISING
3. HEALTH FOCUS
4. STATE CONFERENCE
5. MEMBER ENGAGEMENT
6. ENHANCE SOCIAL MEDIA
7. CITIZENSHIP WORKSHOPS
8. FUTURE BOARD MEMBERS
9. OUTLYING COMMUNITY OUTREACH



1. EDUCATIONAL INITIATIVES

- Throughout 2020 engage KC LULAC members to volunteer for the following educational programs/activities. (Javier)
 - 6-10 volunteers to participate in Read Across America in February/March 2020
 - Coordinate and engage 8 – 12 volunteers to participate in a Monthly Community Reading Program at preschool or elementary school
 - Identify student mentoring BC MESA or CSUB by June 1, 2020
 - Manage the Y2L Scholarship Program and KC LULAC partnership in 2020
- Support the success of the Ford Driving Dreams Grant partnership with Taft Oil Academy. (Lauren)
 - Coordinate KC LULAC members for 3-year monthly Mentors to Sophomore students
 - Plan and coordinate tutors, speakers, workshops, field trips and other value-added activities for Driving Dreams students through school year.
- Explore formation of Youth Council in Kern County and provide recommendation to KC LULAC Board by June 1, 2020. (Javier)



2. FUNDRAISING

- Complete fundraising events to support the KC LULAC mission.
(Diana)
 - Explore Go Fund Me or Grant options and provide recommendation to KC LULAC Board by July 1, 2020.
 - Identify and coordinate partnership for a “Toys for Kids” event or program by August 1, 2020.
 - Plan and coordinate the “KC LULAC 2020 Dia de los Muertos Scholarship Fundraising Event” by December 1, 2020 to raise \$8,000 for scholarships.



3. HEALTH FOCUS

- By end of 2020 partner to deliver a Health Fair targeting Latinos in Kern County. (Fernando)
- Explore and identify opportunities to create Health awareness targeting Latino communities in Kern County. (Javier)



4. STATE CONFERENCE

- Draft and deliver Resolutions to State Council for State Conference by March 1, 2020. (Palmira)
- Provide support for Council 3273 in planning for the State Conference in April 2020. (Astrid)
- Invite dignitaries from the Bakersfield area. (Rick/Javier)



2020 LULAC STATE CONFERENCE

April 17-19 at CRC Plaza

Kern County LULAC's Role

- Partnering with Tulare Council
- KC Registration Committee
 - KC Contact - Javier Lozano
- KC Catering Committee
 - KC Contact - Rick Garcia
- Delegates Registration only



**CALIFORNIA LULAC'S
73RD ANNUAL STATE
CONVENTION**

BAKERSFIELD

"WE ALL COUNT"

April 17-19, 2020
CRC PLAZA
900 Old River Road
Bakersfield, CA 93311

CALIFORNIA LEAGUE of UNITED LATIN AMERICAN CITIZENS

FOR MORE INFORMATION FOLLOW US ON CALULAC.ORG



LEAGUE of UNITED LATIN
AMERICAN CITIZENS

2020 LULAC STATE CONFERENCE

Friday, April 17

- Veterans Lunch Host - Norma Gaspar, confirmed
- Youth Gas Plant and Power Plant Tour, CSUB Tour.
- CRC PLAZA under construction. Aera University Tour or hosting the youth only at Aera?

Saturday, April 18

- Youth Workshops

Sunday, April 19

- Youth to join assembly



5. MEMBER ENGAGEMENT

- Identify member needs and expectations by April 15, 2020 (Javier)
 - Send out member survey by February 1, 2020.
 - Complete member survey analysis and provide recommendations to KC LULAC Board by March 1, 2020 (Including member demographics, needs and expectations, etc.)
- Draft and implement plan to engage and increase membership attendance and volunteerism by May 1, 2020 (Luisana & Javier)
- Coordinate 2020 Quarterly meetings (Luisana)
 - Schedule value-added speaker for Quarterly Member Meetings and 1st Quarter 2021. (Amanda)
- By December 31, 2020 deliver minimum of four (4) networking events to engage members and drive new membership (mixers, Cinco de Mayo, La Posada, etc.). (Diana)



6. ENHANCE SOCIAL MEDIA

- Refresh and implement Social Media Plan by March 1, 2020.
(Palmira)



7. CITIZENSHIP WORKSHOPS

- Deliver one Citizenship Workshop in 2020. (Astrid)
- Coordinate 4-6 LULAC volunteers to teach Citizen Classes in 2020. (Maria)



8. FUTURE BOARD MEMBERS

- By May 1, 2020 draft Board and implement succession plan to ensure sustainability. (Javier)
- Draft board selection process and orientation to implement by June 1, 2020 (Javier/Diana)
- By July 1, 2020 identify Board diversity needs and bring recommendation to KC LULAC Board. (Juan)



9. OUTLYING COMMUNITY OUTREACH

- Continuously invite prospective members from outlying communities to LULAC Member meetings and events. (All Board Members)



LULAC NATIONAL (STORIES)

- LULAC National has an opportunity to highlight your stories in a new publication. The [submission form for narratives \[lulac.org\]](https://lulac.org) is open and I hope you can contribute. You have time to be part of LULAC history by sharing your stories.
- This season, the publication highlights the importance of diversity and inclusivity for our community. You can find more information and guidelines on the [submission page \[lulac.org\]](https://lulac.org). If you or anyone has questions, please reply to this email.



Next Meeting

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Date for next General Body Meeting – *Wednesday, May 13, 2020*

