



2024-25 FACULTY AND STAFF
GRANT PROGRAM APPLICATION

Name of Project/Program: Dia de los Muertos (Day of the Dead) Celebration at Garfield Date: 5/30/24

Applicant's Name: Dulce Salcedo Lopez

GCC Position: Academic Counselor Department: Garfield Career & Counseling Center

E-mail: dsalcedolopez@glendale.edu Phone Ext. 5803

Please check which category best describes your project:

- Arts & Culture
- Athletics & Fitness
- Career & Work Training
- College Operations & Facilities
- Humanities/Social Sciences
- Science & Technology
- Other

Amount requested: \$ 8,000


Please attach a one- to two-page typed request that provides a comprehensive summary of your project/program and establishes the need. Please include the following:


- What do you propose to do?
- Who will be involved in the project/program?
- What are the benefits of this project/program to the students, college, and the community?
- How does this project/program support the College's Institutional Strategic Plan?
- Timeline for the project/program.
- How do you propose to use the funds requested? Please include specific budget information.
- Please list any other sources of funding you have applied for and include dollar amounts if already awarded.
- How will the Foundation's support be recognized?
- How do you plan to evaluate this project's success?
- If your project/program is successful, how will it inform your practice moving forward?

Please email this completed and signed form along with your proposal to zjacobs@glendale.edu

Submission Deadline – Thursday, May 30, 2024 by 5:00 PM PST

Your signature indicates approval of this request to the Glendale College Foundation

Applicant's signature 

Chair or Department Head Signature 

Print name of Chair or Department Head Carin Edwards

Grant Review Committee comments and/or recommendations:

This grant was denied/approved on _____ The amount awarded is \$ _____

Foundation Grant 2024

Día de los Muertos (Day of the Dead) Celebration Event for Garfield Students

1. What do you propose to do?

Our Garfield Career & Counseling Center team in collaboration with our Garfield Outreach and Retention Coordinator is hoping to plan a Dia de los Muertos (Day of the Dead) celebration for the second time later this year. With the generous help of the Glendale Foundation, we were able to plan and host our first and very successful Dia de los Muertos (Day of the Dead) celebration at the Garfield Campus. We had approximately 300 students as well as several GCC employees in attendance.

After reviewing our feedback survey responses, we noticed that there is a need to plan more cultural events as 91% of students mentioned that it was their first time attending an event on campus. This type of event helps us build and maintain a strong community among our students. We are looking for equitable ways to create a community at Garfield where students not only come to learn, but also create meaningful connections with each other as well as with their instructors, counselors and other members of their support system.

On our feedback survey responses, we also noticed an indication of increasing retention among our students since 76.5% of students mentioned how this event makes them excited to come to the Garfield Campus. Retention and completion are crucial for student success, and we have no doubt that planning another Dia de los Muertos (Day of the Dead) will increase our students' attendance, campus involvement, and completion of their goals.

The Garfield Campus has a very large English as a Second Language (ESL) population, and many Spanish-speaking students attend our classes. We would like to celebrate the popular Mexican holiday, "Día de los Muertos (Day of the Dead)." This holiday is significant in Mexico at honoring those who have passed on and its intention is to keep their memory alive.

2. Who will be involved in the project/program?

Our Garfield Career & Counseling Center team will collaborate with our Garfield Outreach and Retention Coordinator to plan our Dia de los Muertos (Day of the Dead) event either at the end of October or beginning of November. Our academic counselors and classified staff members will plan the logistics of the event and implement ways to promote the event among our students and overall GCC employees. In addition, our Mental Health and Community Resources counselor may partner with our Garfield Outreach and Retention Coordinator to organize a resource fair composed of campus and community

services and resources; which is always successful and beneficial as many of our students need assistance with their basic needs. Lastly, we would love to incorporate students possibly in the planning of the event, but for certain, in the event itself. A large number of students have expressed interest in volunteering opportunities, and offering these opportunities to them will help them make meaningful connection with their peers and other members of their support system, but to also combat the imposter syndrome that many of them experience, and to build on their resume.

3. What are the benefits of this project/program to the students, college and the community?

There are numerous benefits of holding this event. First, it further promotes the sense of community here at Garfield and helps the students to bond with and socialize with one another, so the Garfield Campus becomes not just a place to learn, but a place where they can enjoy themselves, learn about others and develop meaningful friendships. Holding events for our Continuing Education community – in which many students are recent immigrants to the United States – helps students to develop a strong community outside of their own personal and familial network that they may (or may not) have. An event like this, honoring an important holiday, can help others outside of that culture to develop a greater understanding of others. It is also a great opportunity to further market noncredit programs by encouraging our students to bring their friends and family – those who may also become students! Finally, as counselors we are sensitive to the needs of our students. We recognize that it is important to honor and celebrate the diverse populations we serve at noncredit and show our students that we celebrate ALL cultures.

4. How does this project/program support the College's Institutional Strategic Plan?

Our Dia de los Muertos (Day of the Dead) event supports several of the college's goals. First of all, our event fosters diversity and inclusion. In addition, having cultural events helps improve student engagement as we are increasing our student life activities.

Our hope is that this event is one of many that celebrates the diversity of our student population and can help create a meaningful sense of community for our Garfield students where they develop strong bonds with one another that last a lifetime.

5. Timeline for the project/program

If we are awarded with the grant we are kindly requesting, we would like to begin planning for our event right at the beginning of the fall semester since we would like to set up our altar during the first week of October, 2024 and host our event during the last week of October or the first week of November. The actual day of this holiday is celebrated on November 2nd.

6. How do you propose to use the funds requested? Include specific budget information.

Below, we have created a draft budget of what we would need assistance paying for to make this event a success once more. We are basing the amount requested on the amount of money we ended up spending on our event last November.

Food	\$2,400	Pauline's Food Service (Existing GCC Vendor) \$8 per person 300 attendees expected
Aztec Dancers	\$500	30-minute ceremony to honor the loved ones that have passed on
Face Painting	\$345	Día de los Muertos face painters to help students, staff and children get in the spirit of the event Bertha Jimenez (IG: Arte_Jimenez_Studio) 3 hours with no mileage added = \$345.00
Folkloric Dance or Mariachi	\$300	30-minute performance Folklorico Revolucion
Printing Duplicating Service	\$50	Flyers and posters to promote our event
Balloon Arch	\$364	(Existing GCC Vendor) Needed to decorate our campus for the event
Pan de muerto and coffee	\$860	Porto's will be the vendor To provide breakfast during check-in
Altar Items & Campus decorations	\$1,430	Creating an altar and allowing students,

		faculty and staff to participate in creating it by setting it up and bringing pictures of their loved ones is a main goal of this event
Arts & Crafts	\$1,000	This activity was an absolute hit during our event last year! Students loved to paint a wooden or paper skull and to bond with their peers through art
Raffle	\$100	We would like to raffle at least 3 gift cards for different resources that our students will find beneficial

7. Please list any other sources of funding you applied for and include dollar amounts if already awarded.

This is the first request we have made and have not applied for other funding sources yet for the next school year.

8. How will the Foundation’s support be recognized?

We would make sure to honor the generosity of the Glendale Foundation in several ways to recognize the crucial role it played in making this event come to fruition. First, we would have an announcement made in a speech by either the Garfield Dean and/or Interim Associate Dean thanking the Glendale Foundation for making the event possible.

In addition, on any flyers, posters or additional promotional materials printed for promoting our event, we would be sure to acknowledge the Glendale Foundation and its support in the planning of this event as we did for our flyers and posters on our event last year.

9. How do you plan to evaluate this project’s success?

Our team understands the importance of evaluating and assessing our practices to improve to increase student success. No doubt that we would like to find out from students if the event was successful and what we can do differently in the future to improve it. We received very good feedback from our

last event through a student evaluation form. *I attached a PPT to the email, in case you would like to take a look at our findings. Once again, our team will create a short survey for all students in attendance. We would make paper and electronic copies available, if the student has a preference for either. We would keep this survey relatively simple in order to maximize the responses from students.

10. If your project/program is successful, how will it inform your practice moving forward?

If we have the honor and opportunity to host another successful Dia de los Muertos (Day of the Dead) event at the Garfield Campus, we will be able to gain further insight and knowledge into improving our practices regarding student life activities and cultural awareness. Our Continuing Education population is very diverse and unique, and we tailor our practices on an ongoing basis. We are strong advocates of creating a community with our students to ensure that they feel supported and that they belong to their campus.

In addition, our event will help us identify potential departments within the college and the community to form partnerships with in order to provide our students with the services and resources they need to be successful in a comprehensive way.

I would like to thank you for taking the time to read my proposal. I truly hope our team gets the opportunity to host this beloved cultural event on our campus for our students.



DIA DE LOS MUERTOS EVALUATION FINDINGS

Fall 2023

EVALUATION

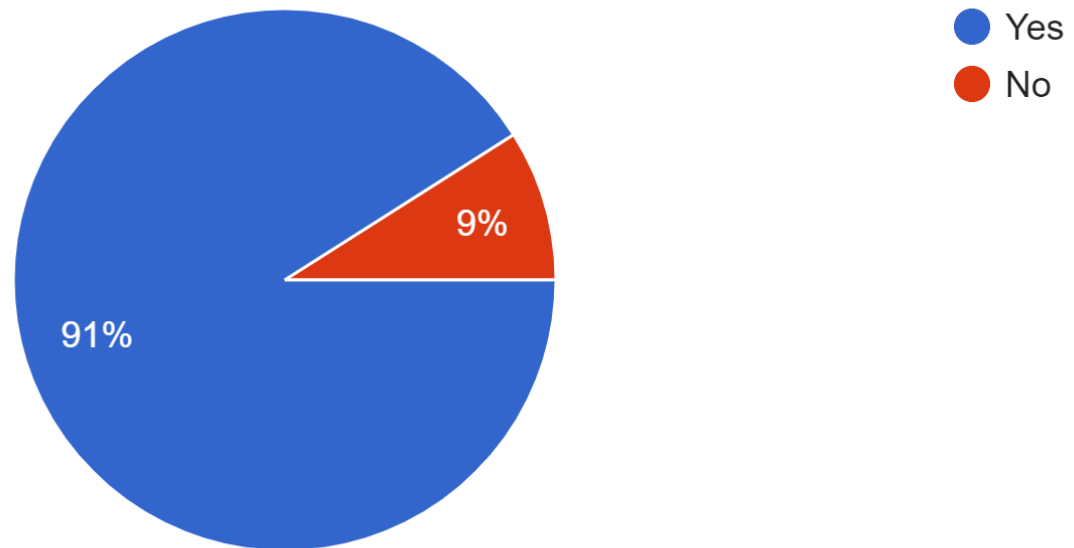
- **5 Questions**
- **100 Responses**
- **Utilized only paper submissions**

- Was this your first time at one of our events? (Multiple Choice)
 - **100 Responses**
- How friendly was the staff? (Multiple Choice)
 - **100 Responses**
- This event makes me more excited to come to Garfield Campus. (Multiple Choice)
 - **98 Responses**
- What was the highlight of the event? (Short Text Response)
 - **78 Responses**
- How did you hear about this event? (Multiple Choice)
 - **87 Responses**

FINDINGS

Was this your first time at one of our events?

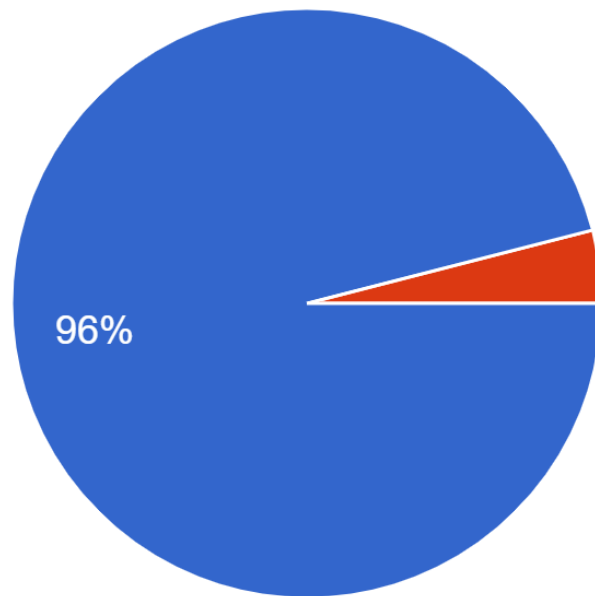
100 responses



FINDINGS

How friendly was the staff?

100 responses

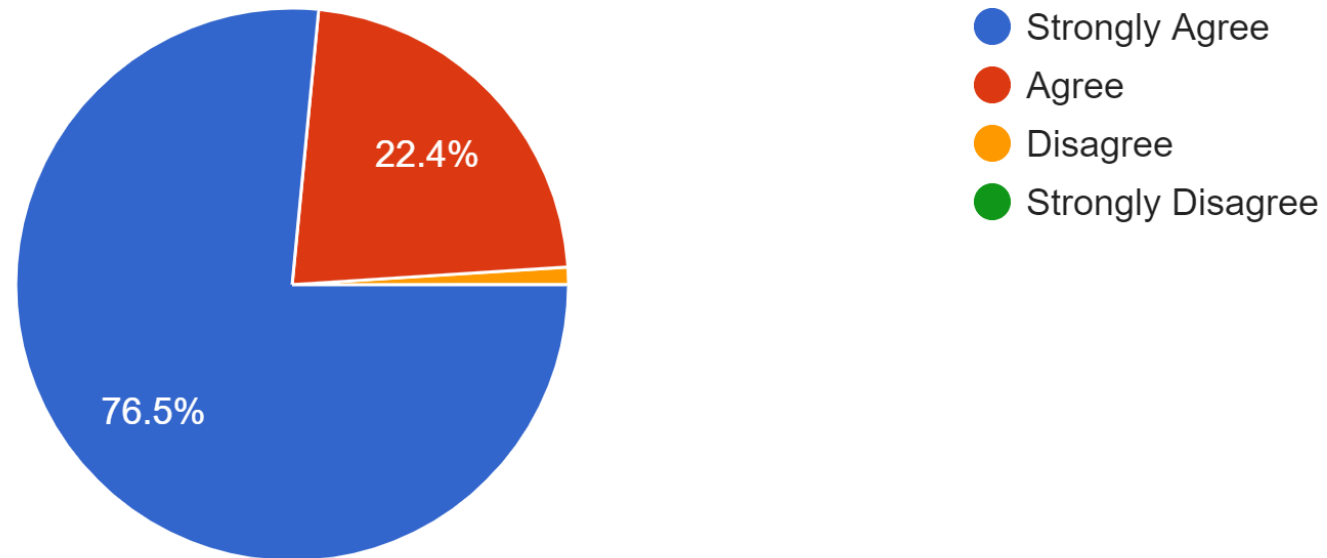


- Very Friendly
- Friendly
- Somewhat Friendly
- Not Very Friendly
- Unfriendly

FINDINGS

This event makes me more excited to come to Garfield Campus.

98 responses



FINDINGS

• Common themes

- Food!
- Arts and Crafts
- Dancing
- Positive Environment/
Friendly People
- Learning About Different
Culture

What was the highlight of the event?

78 responses

event

party, music

Yes Aztec dancers

costumes so funny :)

The highlight was the very good food

the entertainment

introduction of Mexican culture

Very tasty food and friendly people. I love my GCC college.

to get acquainted with the art and customs of other countries

Performance by Tlecotl Aztec Dancer



STUDENT QUOTES

"It was my first time, everything was enjoyable and pleasant." (Translated from Armenian)

"I like the festive mood."

"music, food, funny, painting, music, dance"

"Very tasty food and friendly people. I love my GCC college."

"to get acquainted with the art and customs of other countries"

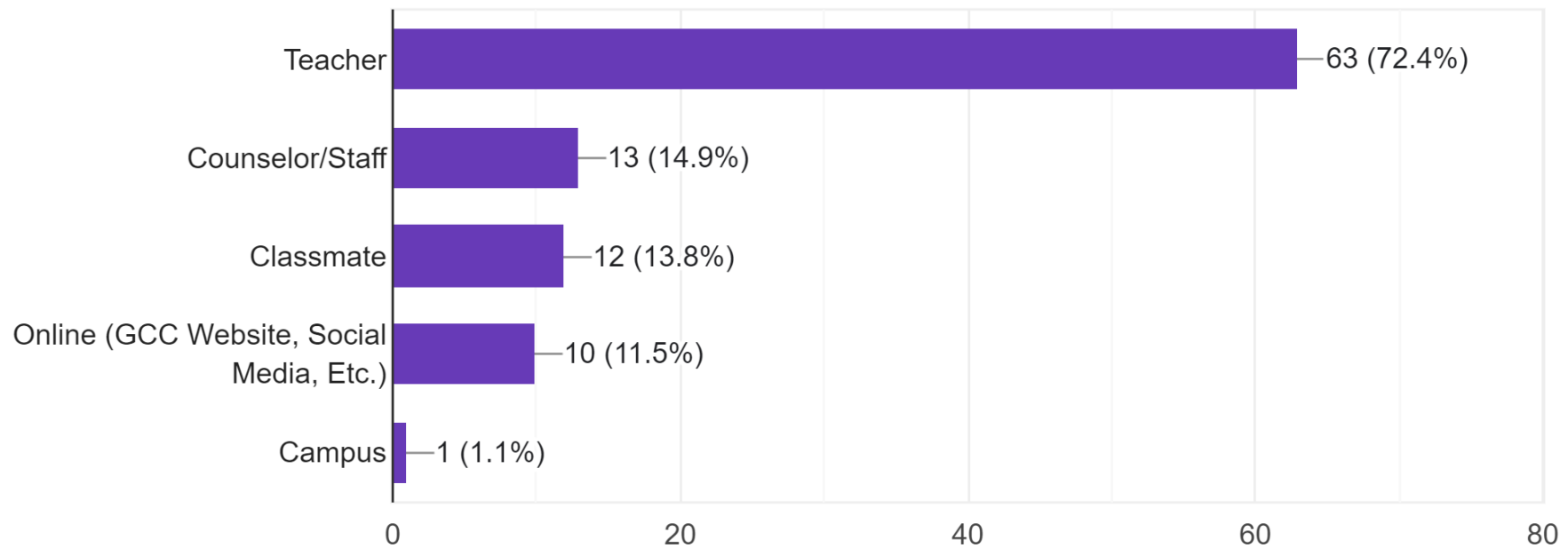
"Everything in the event was beautiful" (translated from Russian)



FINDINGS

How did you hear about this event?

87 responses



ANALYSIS AND REFLECTIONS

-78% response of short text question #4.

-87% response for last question #6.

I (Tom) suspect this was due to the way the survey was physically cut, students may not have noticed the question.

-Language barrier likely played a factor in student responses to the short text question #4.

Some responses were in different languages (which was great)

Some respondents clearly copied other students responses (word for word LOL)

-Looking back I (Tom) would likely rephrase the questions a bit or ask different questions (to better gauge sense of belonging).

-Include a question regarding what students would like to see happen at Garfield.

-Instructors played a **HUGE** roll in encouraging students to attend the event!