

## A GROUP OF UCSC STUDENTS PLAN TO “CELEBRATE” CINCO DE MAYO BY “BASTARDIZING MEXICAN CULTURE IN GENERAL.”



**Cinco de Drinko**  
Public Event · By [redacted] and [redacted]

Saturday, May 5, 2012 9:30pm until 1:30am

Oh boy guys, it's that time of year again...

Observed to commemorate the Mexican army's unlikely victory over French forces at the Battle of Puebla on May 5, 1862, Cinco de Mayo is a day dedicated to Mexican heritage and pride!

So lets celebrate it by donning our sombreros playing the mexican hat dance on for a neverending loop, getting wasted on the cheapest cerveza and tequila, and just bastardizing Mexican culture in general!

Expect snacks, Hula hooping, face painting, booze, and some epic photography.

Going (6)  
[redacted]  
[redacted]

Maybe (2)  
[redacted]

Posts [View Declines](#)

Dear Administrators, Staff, and Faculty,

We, students from the UCSC community, are aware of several events that will be held this weekend to “commemorate” the Mexican-American holiday of Cinco De Mayo. Cinco De Mayo is observed in Puebla, Mexico to remember the victory of the Mexican militia over the French army at The Battle Of Puebla in 1862. In the United States this day has been appropriated by popular culture, which associates this event with Mexican stereotypes such as binge drinking and boisterous partying. We have become aware of Cinco de Mayo “celebrations” which will be held off campus this weekend and hosted by some students from the UCSC community. These events are forms of cultural appropriation that are racist and offensive to the Mexican community on campus and in general. The events associate the celebration of this holiday with dressing like a Mexican in, “**Mustaches and Sombreros**” and “**playing the mexican hat dance on for a neverending loop, getting wasted on the**

**cheapest cerveza and tequila, and just bastardizing Mexican culture in general!”** Events like these not only create a false idea of associating a Mexican celebration with drinking and alcoholism, but further perpetuate negative stereotypes and racist ideas of communities of color. These stereotypes have a material effect that demonize all communities of color and manifest themselves through the continual violent backlash that dominant society continues to support and fuel.

As concerned students we view these events not as isolated incidents, but as interconnected to our society’s climate that deem it “okay” to portray people of color’s cultures in a derogatory way. We see a connection between these racist episodes at our campus to those at other UC campuses, including the graffiti found in the Cowell bathroom that read, “Stop the Invasion, Kill a Mexican,” the anti-immigrant political culture at UCSC, Kresge’s latest college night “Mexican Culture Night,” and our schools’ continued 40 year battle to obtain a Critical Race and Ethnic Studies Department. On other UC campuses we have seen similar racist messages, such as UC San Diego’s “Compton Cookout,” UCLA’s “Asians in the Library,” and UC Berkeley’s Racist “Bake Sale” to name a few. These types of events extend inaccurate portrayals of all cultures and ethnicities, which work to undermine some and uphold others. Most importantly, these stereotypes are manifested as true forms of violence that justify the continual state of repression against people of color. The recent murder of Trayvon Martin exemplifies racial violence, which in this case was enacted through the acceptance of racialized notions of criminality. Furthermore popular reporter Geraldo Rivera’s response to Trayvon Martin’s murder embodied these racist notions, “*His hoodie killed Trayvon Martin as surely as George Zimmerman did...Agonize all you want about the unfairness of stereotypes...but don’t let your child go out into the hard cruel world wearing a costume that is really a sign that says ‘shoot me.’*” Geraldo Rivera’s statement demonstrates how our society not only internalizes and celebrates stereotypes, but also reacts to them in horrific ways that justify heinous hate crimes.

We, students of the UCSC, believe that these events are unacceptable and that they have been “dealt” with in inadequate ways that suppress and isolate these incidents instead of addressing them for what they are: a systemic institutionalized racist climate that has gone unchallenged by the University of California for far too long. The University not only fails to address racism at large, but ferociously supports and advocates for *colorblind* politics. The “Colorblind” rhetoric seeks to ignore the core question and repercussions of race and promotes a false notion of equality among society. *Colorblind* attitudes are prevalent in the argument against ethnic studies, a department that seeks to validate minoritized knowledge within institutions of higher education and brings to question the functionality of the constructions of race, class and gender. This is evident in the report “A Crisis of Competence: The Corrupting Effect of Political Activism in the University of California,” released by the National Association of Scholars, which argues against the “alienating” nature of ethnic studies:

What is happening to Shakespeare [*apparently literary intellectualism is in danger of extinction*] is happening to the humanities in general, and that carries still further the process of destroying an awareness of our past, and of who we are. When you are alienated from your own society, you are alienated from everything that made it what it is. It is worth noting again that these effects of **radical alienation** have an especially harmful effect on minorities. They need a sense of what this nation is and how it works, because that brings with it not just broad knowledge, but also confidence and optimism. Radical ideologues persuade minority students that they are better served by the recently formed and radicalized departments devoted to ethnic issues, but this interferes with everything that those students need to succeed.

We propose that by supporting the diverse groups of people at the UC with a Critical Race and Ethnic Studies (CRES) department, the UC can begin to change the rhetoric that posits Ethnic Studies as a divisive discipline among other systems of study. If as “minority students” we need a sense “of what this nation is and how it works,” then should we not openly discuss how this nation has been and continues to be hostile to certain groups of people, and has a history of promoting *multiculturalist* ideas that are *supposed* to promote diversity, yet continues to fail to instill “confidence” and “optimism” in its people? At the University, diversity remains a topic of needed elaboration, as it is constantly being contested and redefined. The University attempts to define diversity as “the inclusion of various types of people of different races, ethnicities, and communities.” Yet diversity does not equate to “equal access” and this is where the UC needs to make a difference. The UC needs to take responsibility for these events and create the educational dialogues needed about racism and hate with students on our campus and UC/CSU wide, to promote inclusion and discuss how systematic actions have denied equal access to various groups of people.

With this we demand an institutional house for a Critical Race and Ethnic Studies (CRES) Department on our campus, not a program that falls short of this urgent 40-year need. A CRES Department at this particular historical moment would be a huge step for the UC to begin to address issues of structural racism that are embedded within the institution. We believe that a CRES Department would only be able to thrive and change the structural racism at UCSC if the university administration commits to making new hires, instead of relying solely on the backs of overworked and overstretched faculty. Historically, UCSC has justified the lack of Ethnic Studies classes with the claim that Ethnic Studies and related concepts are “integrated into the campus curriculum.” Not only is Ethnic Studies relegated to watered-down “E” requirement classes, but when it is included in other disciplines, it is often in the form of a token lecture on race or non-Western culture that continues to place Ethnic Studies as an “alternative

perspective” to the dominant traditional disciplines that historically excluded people of color and their knowledge. This marginalization effectively silences critical discussions about race, intersectionality, and power. It also leaves students of color feeling alienated in the classroom. A CRES Department would change the way UCSC relates to dialogue around race and the intersections of power.

In addition, CRES should be a creative and thriving project at UCSC especially in light of the institutions’ move towards status as a Hispanic Serving Institution (HSI). HSI designation will afford additional funding to the campus, which should lead to a vital discussion on how UCSC must serve its various communities through both rigorous academic support, but also institutional support that exemplifies the right to claim this status for serving our communities. The UC needs to sustain its mission to promote a hate and bias free environment, so that all students are able to foster their academic growth and as a sure way to improve retention rates for communities that have long been marginalized and ignored.

We conclude this letter with the following demands, which are designed to hold the hosts of the Cinco De Mayo party (Who are UCSC students) and the University of California, Santa Cruz accountable for the racism that students of color face on campus and its periphery. We Demand....

1. A Critical Race and Ethnic Studies Department as outlined in the above paragraphs that should be established before the end of spring quarter of the academic year 2012-2013.
2. A public conversation between students of color, ethnic student organizations and UCSC administration and faculty that will be held before the end of May, 2012. This forum must be held on student terms.
3. This letter must be sent to all students, faculty and administrators of UCSC immediately.
4. A mandatory cultural awareness course for all faculty and UCSC students that is designed by students and faculty of color. For this to materialize, the university must hire a team of four students and at least one faculty member to work on this project over the summer so that this can be completed by Fall quarter 2012.

As you’re reading this, people from all over UCSC and the community are viewing and sharing this letter.

Sincerely,

Concerned students of UCSC

You may contact us at [decolonize-education@googlegroups.com](mailto:decolonize-education@googlegroups.com)

Facebook events by UCSC students:



Going (36)



Maybe (8)

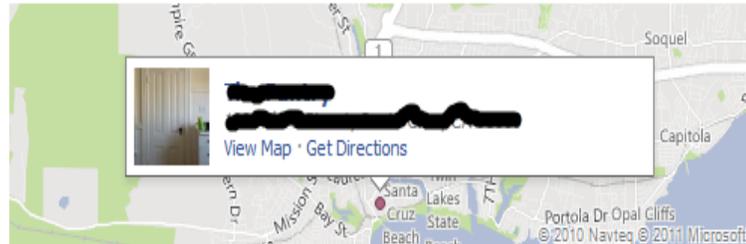


## Cinco de Drinko

Public Event · By [Redacted]

May 5 at 3:00pm until May 6 at 2:00am

A keg of Pacifico and two handles of Jose Cuervo. Five dollars all you can drink. Come chill or not- your call:)



Going (29)



## Cinco dee Mayo Party!!!

Public Event · By [Redacted]

Saturday, May 5, 2012 10:00pm

The address will be put up on saturday morning! Its somewhere in santa cruz!!!

This is a party you do not want to miss. 5 de Mayo theme. that means hats, t-shirts with mexican things on them, maracas(its funny if you have these laying around already!!! lol), and anything else you can think of. Drinks will be provided Girls in free, \$4 bucks for guys. Bring your friends! We will be rattling the house!!! Plus there is a surprise coming out in the middle of the night!

Declines

[View Posts](#)

UCSD's "Compton Cookout"



Members of the Pi Kappa Alpha fraternity at the University of California, San Diego, are being condemned by civil rights groups and school officials for hosting a party called “Compton Cookout.” Held off-campus earlier this week, the party mocked Black History Month and exploited negative perceptions that are associated with black culture. Here’s the entire invitation, which was posted on Facebook:

“February marks a very important month in American society. No, i’m not referring to Valentines day or Presidents day. I’m talking about Black History month. As a time to celebrate and in hopes of showing respect, the Regents community cordially invites you to its very first Compton Cookout.

For guys: I expect all males to be rockin Jersey’s, stuntin’ up in ya White T (XXXL smallest size acceptable), anything FUBU, Ecko, Rockawear, High/low top Jordans or Dunks, Chains, Jorts, stunner shades, 59 50 hats, Tats, etc.

For girls: For those of you who are unfamiliar with ghetto chicks-Ghetto chicks usually have gold teeth, start fights and drama, and wear cheap clothes – they consider Baby Phat to be high class and expensive couture. They also have short, nappy hair, and usually wear cheap weave, usually in bad colors, such as purple or bright red. They look and act similar to Shenaynay, and speak very loudly, while rolling their neck, and waving their finger in your face. Ghetto chicks have a very limited vocabulary, and attempt to make up for it, by forming new words, such as “constipulated”, or simply cursing persistently, or using other types of vulgarities, and making noises, such as “hmmg!”, or smacking their lips, and making other angry noises, grunts, and faces. The objective is for all you lovely ladies to look, act, and essentially take on these “respectable” qualities throughout the day.

We will be serving 40’s, Kegs of Natty, dat Purple Drank- which consists of sugar, water, and the color purple , chicken, coolade, and of course Watermelon.”