

FOR IMMEDIATE RELEASE

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La Unidad Latina is Top Organization at University of Southern California

Los Angeles, CA – It has only been one year since the Alpha Phi Chapter became the first and only chapter on the West Coast of La Unidad Latina, Lambda Upsilon Lambda Fraternity Inc. (LUL) but that did not stop the Hermanos there to win "2006-2007 USC Greek Organization of the Year" honors for its notable programming, outreach, and professionalism. The national organization of La Unidad Latina wishes to congratulate the Hermanos of Alpha Phi Chapter and would like to further honor their hard work with a closer look at this remarkable achievement.

Ground-breaking Speaker Series

Seeking to address controversial issues overlooked on the USC campus, the men of LUL created the E.L.I.T.E. (Exploring Latino Issues Through Education) Speaker Series. "Part I: Cracks in the Latino Educational Pipeline" was moderated by Hermano Eduardo Lara (Chi Chapter '98, George Washington University), a Ph.D. candidate at the University of California-Los Angeles and Director of Teach for America at Loyola Marymount University. Students from USC, UCLA, and Manual Arts High School, listened to alarming statistics concerning the discrepancy between the graduation and drop-out rates of Latino high school students when compared to other racial counterparts. In addition, Assistant professor Anthony M. Collatos (Ph.D., University of California, Los Angeles); and Alejandro Nuno (counselor at LAUSD's South Gate High School) shared a video research project on the harsh realities of the injustices found within the Los Angeles Unified School District. To conclude the event, the Regional Director of Teach for America gave a presentation on how students can get involved in serving nuestra comunidad (our community) as teachers for inner-city youth. In "Part II: Machismo- Gay Issues in the Latino Community," LUL became the first Latino-based organization on the USC campus to collaborate with the Gay, Lesbian, Bi-sexual, and Transgender Assembly (GLTBA) and the GLBT Resource Center. The panel, which included Hermano Ryan Mendoza (Kappa Chapter '95, Yale), shared insights of what life is like for gay Latinos in a community inundated with machismo. LUL concluded the E.L.I.T.E. Speaker Series with "Part III: Breaking the Glass Ceiling of Corporate America", which featured Hermanos Edward Pascual (Nu Chapter '97, Harvard University) and Jose Vera (Nu Chapter '97, MIT). After learning about the shocking findings of various research studies regarding women and minorities in the work place, students received very valuable networking opportunities through INROADS and Sponsors for Educational Opportunity (SEO) in order to seek out competitive internships and professional development.



LA UNIDAD LATINA
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LUL later collaborated with Phi Beta Sigma, Fraternity, Inc. to host "The Black Panther and Brown Beret Movements: Connecting the Past to the Present," featuring a key founder of Brown Beret Movement and a former Black Panther. This event was moderated by Dr. Christopher Jimenez y West (PhD, University of Southern California) during Black History Month to educate students, faculty, and staff about the Civil Rights Movement's underlying goals, which are still very pertinent today.

Community Service with South Los Angeles' Youth

The P.A.T.H.E. (Providing Access To Higher Education) Initiative, LUL paired-up with USC's Neighborhood Academic Initiative, a project fully-funded and supported by USC, to hold weekly workshops and mentor high school students from Foshay Learning Center and Manuel Arts High School.

Through Hermano Ernesto Cuevas' (Psi Chapter, Dartmouth) Red Cielo Project, LUL hosted a two-day workshop with over 25 volunteers from UCLA and 30 students from the KIPP Academy of Opportunity. The project consisted of a series of workshops that created critical thinking and dialogue concerning the students' experiences living in South Los Angeles. The project culminated with the students creating a 30-foot mural with images that symbolized the obstacles they have overcome, as well as their goals and dreams.

Leadership, Professionalism, and Educational Advancement

The Hermanos of Alpha Phi Chapter have held and continue to hold various executive board positions with other USC organizations including the Undergraduate Student Government, the Latino Student Assembly, Trojan Real Estate Association, USC's Hip-Hop Congress, Latino Business Student Association, Annenberg Latino Student Assembly, Association of Latino Professionals in Finance and Accounting, Chicanos for Progressive Education, and Hermanos Unidos. The dividends of leadership and professionalism is seen in the activities of the Alpha Phi Hermanos having held internships with Bank of America Securities LLC, Citigroup's Investment Banking Division, Deloitte LLC, J.P Morgan, Capital Records, Warner Bros., and premiere architecture design and real estate firms. Furthermore, two Hermanos have conducted undergraduate research through USC's McNair Scholars Program.

Congratulations!

Please join the National Council of La Unidad Latina, its Regional leadership, and Chapters across the country in saluting these gentlemen for their hard work, dedication, and being among the solid examples of greatness Latino Greek Letter Organizations possess in making positive strides at universities everywhere!

La Unidad Para Siempre!

Hermano Anthony J. Garcia

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