



**University of Southern California
Latino Alumni Association**

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www.usc.edu/latinoalumni

2011 Prospectus



*Providing
opportunities and
realizing
possibilities for
nearly 40 years.*

USC**StudentAffairs**



USC LATINO ALUMNI ASSOCIATION



The University of Southern California is proud to have one of the most distinguished Latino alumni associations in the nation. As we look to the many opportunities of an exciting new year, we're doing it with an exciting new name. To better reflect the broader role of Latinos in today's USC community, the name USC Mexican American Alumni Association has been changed to the USC Latino Alumni Association.

Although the name changed, the mission is still the same. The USC Latino Alumni Association is dedicated to serving Latino students and helping them build the necessary life skills to excel in both their academic and professional careers. An organization representing one of the largest ethnic communities on campus, the USC Latino Alumni Association is a great network that provides opportunities for USC students and alumni to meet role models within the Latino community and to aid their entrance into their chosen career fields.

I am confident that the USC Latino Alumni Association will continue to produce great results, assisting many Latino students who will provide outstanding leadership in their communities, as USC graduates have done since the 1880s. With the outstanding work of groups like the USC Latino Alumni Association, we will build on this tradition for this next generation of Trojans.

Michael L. Jackson
Vice President, Student Affairs

The USC Latino Alumni Association is one of the nation's leading Latino alumni associations devoted to the academic advancement and development of Latino students attending USC. Since 1973, we have allocated nearly \$14 million in scholarships to more than 7,000 undergraduate and graduate USC students. In addition, the USC Latino Alumni Association is one of the few Latino alumni associations in the country with a \$5 million endowment fund.

Now is the time to get involved. Our community needs our collective effort. Please join and help us expand, strengthen and diversify the Trojan network. Every bit of support makes a difference.

Fight on!

Domenika Lynch, B.S. '98
Executive Director, USC Latino Alumni Association



OPPORTUNITIES AT EVERY TURN. THE FUTURE HAS NEVER BEEN BRIGHTER.

History

The **USC Latino Alumni Association** was formed in 1973, when eight civic-minded USC Mexican American alumni, along with Raúl Vargas as founding executive director, convened to create an association dedicated to supporting the advancement of Latinos in higher education.

In 1974, the university supported the USC Latino Alumni Association's mission by establishing a 2:1 matching program for undergraduate scholarship funds raised. Through these efforts, we continue to provide needed assistance to underrepresented, first generation, low-income Latino students. These students, achieve superior academic records and provide volunteer service for the community.

Scholarships

The USC Latino Alumni Association awards approximately 200 partial tuition scholarships every year to outstanding USC students who show a commitment to the Latino community. The scholarship is available to students pursuing both undergraduate and graduate degrees. The intent of this program is to supplement the financial aid received by the applicant.

UNDERGRADUATE STUDENTS: USC matches undergraduate USC Latino Alumni Association scholarships on a 2:1 basis, reducing the student's financial burden. Tuition awards range from \$1,000 to \$5,000.

GRADUATE/PROFESSIONAL STUDENTS: The USC Latino Alumni Association awards USC professional and graduate students tuition scholarships ranging from \$1,000 to \$10,000. To increase scholarship amounts, the USC Latino Alumni Association partners with the USC School of Cinematic Arts, USC Annenberg School for Communication & Journalism, Herman Ostrow School of Dentistry of USC, USC Rossier School of Education, USC Viterbi School of Engineering, Keck School of Medicine of USC, USC School of Pharmacy, USC School of Social Work, USC Latino Law Students, and community organizations like the TELACU Foundation and the Mexican American Bar Foundation.

MERIT SCHOLARSHIPS: The USC Latino Alumni Association also provides merit scholarships for high-achieving students. As part of these scholarship programs, the USC Latino Alumni Association scholars are required to participate in a series of life skills workshops.

OUR MISSION

To provide scholarship assistance for the academic development and advancement of USC students who demonstrate financial need and show commitment to the Latino community.

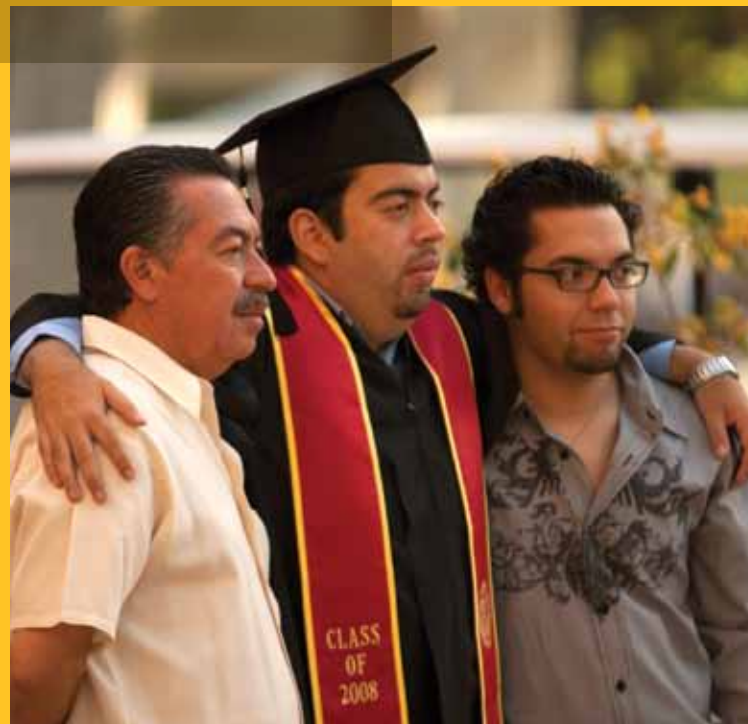


**STUDENTS REALIZING THEIR FULL POTENTIAL.
IT'S A WORTHY TRADITION.**

Services

At the USC Latino Alumni Association, we believe in creating a pipeline of networking and learning opportunities for students, alumni and business partners. Through strategic partnerships, we create mutually beneficial relationships.

www.usc.edu/latinoalumni



For students, we offer:

- Life Skills Workshops focused on leadership and network-building skills, financial literacy and community service. Workshops include budgeting basics, personal safety, healthy mind and body, business dining etiquette, dress for success and networking 101.
- Partnership with the USC Career Center to maximize services aimed at finding internships and future employment.
- Access to the USC Latino Alumni Association business partners, alumni and friends. Through events such as our career panels and high-potential luncheons, students are able to build their network and learn firsthand from professionals and organizations.
- Mentorship opportunities with alumni and friends of the USC Latino Alumni Association.

For alumni and friends, we offer:

- Networking opportunities through signature events.
- Professional development of young alumni.
- Mentorship opportunities with the USC Latino Alumni Association scholars.
- Volunteer opportunities through various committees, fundraising activities and events.
- Personalized assistance for USC-related questions and requests.

For business partners, we offer:

- Access to high-achieving scholars and alumni through events tailored to support diversity and excellence efforts.
- The opportunity to engage future and current consumers through strategic marketing and advertising initiatives across multiple media.
- A forum for HR representatives across industries to discuss best practices in preparing students for the competitive job market.

THE LATINO LEGACY CONTINUES.

PARTNER SPOTLIGHT

Through a partnership with **La Curacao**, the USC Latino Alumni Association increases the likelihood of low-income, first-generation students to matriculate at a four-year university. The **La Curacao Academic Achievement Program** creates awareness among participating youth at six local high schools on how to best prepare for the college admissions process. The program also provides high school counselors with additional support and tools to help make a positive impact in their students' lives. Graduating high school seniors who are admitted to USC are awarded a scholarship of \$12,000 over four years.

Annual Fundraising Activities

Individuals and partner organizations alike provide valuable support to ensure the neediest Latino students acquire the necessary life skills to achieve their highest potential. Signature events also offer a venue for businesses to reach broader audiences through targeted advertising and marketing.

The **Scholarship Dinner** celebrates nearly 40 years of the USC Latino Alumni Association legacy. The dinner recognizes exceptional student and alumni achievement.

The **Golf Classic** is recognized as one of the best golf tournaments in Los Angeles.

The **Homecoming Tailgate** celebrates USC football and the Trojan family spirit. The USC Latino Alumni Association joins the campus-wide celebration with a pre-game picnic to welcome back alumni and friends.

The **Endowment Initiative** focuses on growing the Endowment fund. Each year the interest is used to award scholarships while the principal is reinvested, thereby providing more scholarships in perpetuity to deserving students.



Opportunities

Your time, talent or financial resources. Every little bit you give makes a big difference.

**AMONG PRIVATE UNIVERSITIES,
USC HAS THE SECOND LARGEST
NUMBER OF LATINO
UNDERGRADUATE STUDENTS.**

CONTRIBUTE TO THE LEGACY. THE NEXT GENERATION THANKS YOU.

MAKE A VALUABLE INVESTMENT THROUGH LEADERSHIP.

www.usc.edu/latinoalumni



Get Involved

The USC Latino Alumni Association creates possibilities for young people who dream of becoming doctors, lawyers, teachers, accountants, professors...whatever their dream might be. The work we do is the work of transforming lives, and through each successful graduate we collectively empower and strengthen our Latino community. Alumni and friends get involved with the USC Latino Alumni Association in the following ways:

The **Dinner Committee** and **Golf Committee** actively raises funds for our annual scholarship gala and golf classic through the sale of sponsorship packages.

The **Communications Committee** supports all public relations efforts, media outreach, marketing and technology resources.

The **Endowment Committee** seeks development opportunities for the USC Latino Alumni Association endowment and sets the overall strategy for the ongoing campaign.

The **Scholarship Committee** reads, reviews and awards the USC Latino Alumni Association scholarships. The committee also administers the USC Latino Alumni Association's mentorship program.

The USC Latino Alumni Association incorporates programming that increases our students' social capital. The **Leadership Development Program** includes professional development, business networking and social etiquette seminars that position students to become some of the most competitive college graduates in the country.

One way you can help—is to become a mentor. USC Latino Alumni Association Scholars are eager to learn from the experiences of successful alumni and friends. Through mentoring partnerships, friends of the USC Latino Alumni Association can help cultivate their legacy. Strategic partnerships with various community and professional organizations increase student achievement while grooming the next generation of Latino leaders.

Corporate Advisory Council

Raises funds for the USC Latino Alumni Association Endowment

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Executive Director,
USC Latino Alumni Association

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“WORKING WITH THE USC LATINO ALUMNI ASSOCIATION
ALLOWS ME TO WITNESS THE TROJAN LEGACY BEING
HANDLED DOWN FROM ONE GENERATION TO THE NEXT.”

Timothy Brunold
USC Dean of Admissions

MAKE A VALUABLE INVESTMENT THROUGH LEADERSHIP.

Board of Directors

Guides the USC Latino Alumni Association development strategy

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DONOR SPOTLIGHT

Gail (B.S. '75) and **George Pla** (M.P.A. '74), generously pledged \$300,000 to name the USC Latino Alumni Association suite at the new Ronald Tutor Campus Center. To date, this pledge brings their total USC contribution to nearly one million dollars.

"We are thrilled to make this gift to the USC Latino Alumni Association as it transitions into its new home in the Campus Center. It has long been our desire to support the USC Latino Alumni Association legacy in a meaningful and lasting way. Gail and I are delighted to have made USC a priority in our philanthropic efforts."

—George Pla

EXCELLENCE IN ACHIEVEMENT. THE USC LATINO ALUMNI ASSOCIATION SCHOLAR.

Outstanding

Of the 171 recipients of the USC Latino Alumni Association Scholarships, **139** are undergraduates and **32** are graduate students.

First-generation college	54%
On financial aid	100%
Low-to-moderate income	53%
Male-to-female ratio	43/57

Inquisitive

The USC Latino Alumni Association Scholars are pursuing degrees in the following areas:

USC Dornsife College of Letters, Arts and Sciences	42%
USC Marshall School of Business	11%
USC Viterbi School of Engineering	10%
USC Annenberg School for Communication & Journalism	7%
USC Keck School of Medicine	5%
USC School of Policy, Planning, and Development	5%
USC School of Cinematic Arts	4%
USC School of Theatre	3%
USC Gould School of Law	2%
USC Rossier School of Education	2%
Other majors	8%

Head of their class

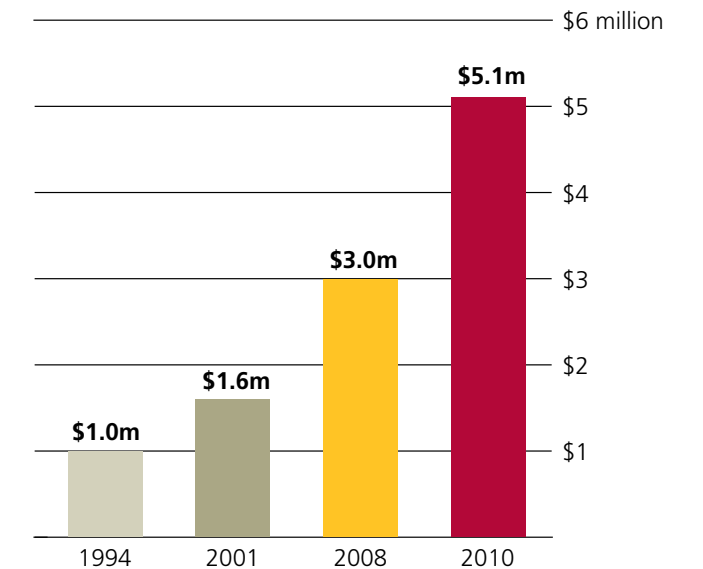
The USC Latino Alumni Scholar average GPA:

Incoming freshmen	3.8
Incoming transfers	3.54
Continuing scholars	3.25

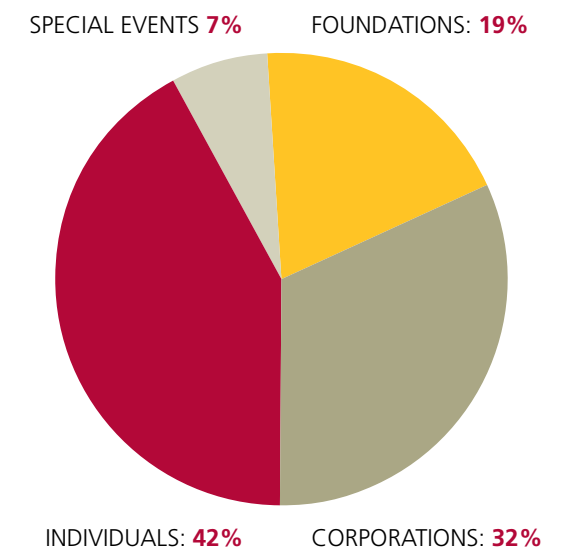


Financial Fundamentals

USC LATINO ALUMNI ASSOCIATION ENDOWMENT FUND



SOURCES OF ENDOWMENT SUPPORT



NO MATTER HOW YOU GIVE, EVERY CONTRIBUTION TRANSFORMS A STUDENT'S TOMORROW.

Ways to Give

All contributions can be made in the form of cash, checks (made payable to "USC Latino Alumni Association") or by Visa or Mastercard.

Matching Gifts

Many corporations will match employee gift contributions to charitable institutions. Consult your company's benefits office for details.

Endowments

Endowments are an excellent way to ensure the continued support of Latino scholarship and leadership. Each year, the interest is used to provide scholarships, while the principal is reinvested. An endowed scholarship can be in your name, the name of a loved one, or the name of your company.

Gifts-in-Kind

Gifts or services can also be donated to the USC Latino Alumni Association, such as printing, furniture, catering and office supplies. The value of the gift will be credited to the donor's name, and the contribution is tax deductible.

Donor-Advised Fund

Donors may contribute a lump sum to the USC Latino Alumni Association and get an immediate tax deduction in return. The USC Latino Alumni Association legally controls the money but the donor recommends how the funds are disbursed.

Charitable Remainder Trust

This arrangement allows a donor to transfer assets to an irrevocable trust and receive a stream of regular payments. At the end of the trust's term, the remainder goes to the USC Latino Alumni Association. Tax benefits include an income-tax deduction for the amount estimated to remain with the USC Latino Alumni Association, although the payments to the donor are generally taxable.

Charitable Lead Trust

This is essentially the reverse of a Charitable Remainder Trust. A donation is made to a trust and the USC Latino Alumni Association receives a stream of regular payments. At the end of the trust's term, the remainder is returned to the donor.

Charitable Gift Annuity

In this situation, the USC Latino Alumni Association receives a donation but promises to regularly pay a fixed amount to the donor for life. Although part of the annuity payments are taxable, the donor receives an immediate income tax deduction for the amount estimated to remain with the USC Latino Alumni Association.

Contact

For more information about how you can get involved, contact the USC Latino Alumni Association office.
(213) 740-4735
latinoalumni@usc.edu
www.usc.edu/latinoalumni

www.usc.edu/latinoalumni



WITH YOUR HELP ALL THINGS ARE POSSIBLE.