OFFICE OF MULTI-ETHNIC STUDENT AFFAIRS
TROTTER MULTICULTURAL CENTER
2202 Michigan Union • Ann Arbor, MI 48109

"To promote student development and empower the campus community around issues of diversity and social justice through the lens of race and ethnicity."

Cross-Cultural Community Building Grant 2009-2010

CHECKLIST

Please do not turn in this sheet with your proposal. Review Pre-Proposal Checklist and ensure that items are completed before submitting proposal. Keep sheet and revisit after event and ensure Post-Event Checklist items are completed within 30 days of project date.

Pre-Proposal Checklist

- ☐ Read funding information provided on MESA Funding Opportunities website, including FAQs
- ☐ Attend a community-building workshop before proposal submission
- ☐ Proposal follows outline provided
- ☐ Proposal submitted within at least 21- 28 days of program date
- ☐ Sample advertising materials (with MESA/Trotter logo) attached to proposal

Post-Program Checklist

- ☐ Submit Post-Event Report within 30 days of program date
- ☐ Submit account of expenses that total amount awarded 30 days of program date
- ☐ Submit copies of receipts within 30 days of program date
- ☐ Showcase program at MESA/Trotter's Fall or Winter/ Spring Project Fair

(for your use – please do not submit this page with application)

Cross-Cultural Community Building Grant 2009-2010

APPLICATION COVER SHEET

Directions: Complete all sections below. Please type your response and include this as the cover sheet to your proposal, along with all supporting documentation. Email to mesatrottergrants@umich.edu. No faxes or paper copies will be accepted.

Date: 10/16/11

Title of Proposed Project: Zeta Psi, Lambda Theta Alpha, and Lambda Theta Phi Presents: Norteño Grupo Reto

Project Date & Time: 10/29/11, 10:00am Project Location: 719 Packard

Name of Student Organizations: 1. Zeta Psi Fraternity of North America
2. Lambda Theta Alpha Latina Sorority Inc.

Other Organization 3. Lambda Theta Phi Latin Fraternity Inc.

Name of Organization 1 Representative: Noah Johnson
noahcj@umich.edu (650) 575-6296
campus email phone

Name of Organization 2 Representative: Lizette Ramirez
lnramire@umich.edu (734) 301-7447
campus email phone

Name of Organization 3 Representative: Nathan Milety
nmilety@umich.edu (313) 817-7591
campus email phone

Project/Grant # (Begins with U or C, and 6 digits): C935238

Organization's Shortcode: 931321

Budget Amount Requested: $1000.00 (up to $1,000)

Office Use Only

Date Received _____

Date Reviewed _____

Date Clarified _____

Date Notified _____

Post Event Report Submission

Summary of Event	☐
Itemized Budget	☐
Copy of Receipts	☐
Flyers or Pictures	☐

Project Proposal Template

Name of Organizations
Title of Project

I. ORGANIZATION HISTORY AND MISSION
[Provide a brief history of each partnering organization and describe each organization's missions, vision, values, and goals. Additionally, provide information regarding shared vision of the two partnering organizations for this project.]

II. SUMMARY OF PROPOSED PROJECT
[This section should include the description and purpose of the program. Specifically answer: Why is the project important? What issues does the program address? Provide evidence of the program's emphasis on educating the broader community about issues of social justice and diversity. Also, include details on the program structure and a discussion on the impact this program will have on the campus community.]

III. DESCRIPTION OF PARTNERSHIP
[Describe the nature of the partnership. Also, specifically explain how this partnership will be further developed beyond this project.]

IV. RELEVANCE TO MESA MISSION AND CRITERIA
[Describe how your program will advance MESA/Trotter's mission statement. Use the following questions as a guide to relate your project to MESA/Trotter's mission. How does your project promote student development? How does your project empower students around issues of social justice? How does your project address issues of race and ethnicity?]

V. PROJECT GOALS
[What do you want to accomplish from your program? Please list 3-5 goals.]

VI. PROJECT EVALUATION
[Thoroughly explain the manner in which the program will be evaluated (i.e. through survey, questionnaire, email follow-up, etc.).]

VII. PUBLICITY STRATEGY
[Describe how you will publicize your event and include samples of email, flyers, etc. Note: MESA/Trotter logo should be clearly on all advertising material, if awarded funding. Include space for MESA/Trotter logo in your samples. If granted funding, the actual logo will be emailed to you.]

VIII. TARGET AUDIENCE
[Identify the various constituents (i.e. student groups, campus offices/units, outside community, etc.) the proposed project hopes to target.]

IX. ESTIMATED TIMELINE
[Explain your program's timeline, and describe the purpose of each event or activity in proposed project, if applicable. Also, include an outline of the planning stages necessary to execute the proposed project.]

X. PROPOSED BUDGET
[List the specific expenses grant funds are intended for if funding is approved by the Committee. All revenues must be listed; this includes all sources of funding (anticipated or requested funds, fund raising, admission/ticket sales, and in-kind services). Itemize all projected costs or expenditures (be very specific). Use categories and then include for each item the cost per item, quantity per item and total cost for the item. Total all expenditures. Your expenditures and revenue should be equal. Please include other funding sources. Budgets must have 4 columns: Item description (Venue, Supplies, etc), cost of the item, Quantity, and total cost. Include your proposed funding request.]

ORGANIZATION HISTORY AND MISSION
[Provide a brief history of each partnering organization and describe each organization's missions, vision, values, and goals. Additionally, provide information regarding shared vision of the two partnering organizations for this project.]

Zeta Psi aims to enrich the lives of university students beyond their normal undergraduate education. Through the establishment of an environment that promotes social learning and exposure to a vast array of diverse experiences and viewpoints, we attempt to "...turn out into the world self-respecting, original-thinking, self-controlled, purposeful gentlemen."

The purpose of **Lambda Theta Alpha** shall be to provide a sisterhood based on unity, love, and respect:

- To develop strong leaders who will then provide and practice political, social and cultural activities. Promote unity through charitable and educational programs. Maintain a higher standard of learning and serve as a voice for all students.

Lambda Theta Phi Latin Fraternity Inc. aims primarily to graduate its members from institutions of higher education. Through hosting community service events along with educational, cultural, and social events, we help establish awareness among the members in the Latin@ community; to improve the image of the Latino male and break down and destroy stereotypes associated with our community and the minority community at large. The purpose is to offer a professional network, support group, and family for brothers to employ in their endeavor to attain their degree. We believe that "in unity there is strength," thus our motto: "En la Union Esta la Fuerza."

SUMMARY OF PROPOSED PROJECT
[This section should include the description and purpose of the program. Specifically answer: Why is the project important? What issues does the program address? Provide evidence of the program's emphasis on educating the broader community about issues of social justice and diversity. Also, include details on the program structure and a discussion on the impact this program will have on the campus community.]

Our organizations aim to provide exposure to the Mexican culture through music. We will be hosting a band from Mexico: "Norteña Grupo Reto" that will exhibiting music native to Mexico, more specifically Northern Mexico. The type of music is called "banda." This group consists of three (3) members that sing, dance, and play this music.

Because the weekend of Oct. 29, 2011 is the University's homecoming weekend, we expect students and alumni from multiple communities to come and enjoy good food and better music. The bad has agreed to begin playing at 10:00am on this date. There will be an intermission roughly an hour into their show to meet-and-greet those present and enjoy the food that will be served. After the break, the band will resume playing until just a few minutes before game time, which is set to 12:00pm, that day.

Since these three organizations have never co-hosted an event, and considering our recently formed alliances, we hope to bring members from the Latino community, members from mainstream and minority Greek life, and students from all walks of life, together in an enriching event.

The vast majority of students on campus have very little knowledge of the Mexican culture, more specifically, native Mexican music. Through this event, we hope students throughout campus will become exposed to a new and different genre of music; this in turn works towards a more diverse, a more welcoming, and a more educated campus community.

DESCRIPTION OF PARTNERSHIP
[Describe the nature of the partnership. Also, specifically explain how this partnership will be further developed beyond this project.]

Members of Lambda Theta Alpha and Lambda Theta Phi here at the University of Michigan, recognize each other as sisters and brothers, respectively, even though it is not recognized by our organizations' nationally as such. We frequently co-host events for the Latino community and campus at large to educate on issues like culture, chivalry, unity, professionalism, and a host of other topics.

Members of Lambda Theta Phi and Zeta Psi have participated in social mixers, informal gatherings, and some members of our respective organizations occupy university positions within the same department. We have spent much time learning about each other's organizations and their members and have built a strong relationship. Now, we aim to bridge the gap between our communities.

RELEVANCE TO MESA MISSION AND CRITERIA
[Describe how your program will advance MESA/Trotter's mission statement. Use the following questions as a guide to relate your project to MESA/Trotter's mission: How does your project promote student development? How does your project empower students around issues of social justice? How does your project address issues of race and ethnicity?]

"To promote student development and empower the campus community around issues of diversity and social justice through the lens of race and ethnicity." - MESA

By co-hosting an event that exhibits a part of the Hispanic culture, our organizations will have exposed many oblivious students to the genre of music known as "banda." Our organizations will have built a stronger and lasting relationship between two communities. This creates a scholarly atmosphere of unity, acceptance, and camaraderie, ultimately developing friendships, networks, and behaviors.

This event will empower Hispanic students that identify as Mexican, Mexican-American or of Mexican descent. Students are proud to show off their "roots," where they come from, and what they have to offer the world. Because this is an event hosted by two Latin@ Greek organizations in conjunction with a mainstream Greek organization, we have addressed the issue of race. We acknowledge that our organizations are perhaps worlds apart yet agree that our organizations can work together to promote diversity.

PROJECT GOALS
[What do you want to accomplish from your program? Please list 3-5 goals.]

- To expose music, native to the Mexican culture
- To promote diversity among Greek organizations
- To provide camaraderie and unity among multiple communities on campus

PROJECT EVALUATION
[Thoroughly explain the manner in which the program will be evaluated (i.e. through survey, questionnaire, email follow-up, etc.).]

We believe attendance will speak loudest. Since the event will take place in a more social setting, it would be difficult to know who to contact in regards to a program evaluation. However, we do plan to create a questionnaire for our organizations' members, to gain more insight as to how successful this event is.

PUBLICITY STRATEGY
[Describe how you will publicize your event and include samples of email, flyers, etc. Note: MESA/Trotter logo should be clearly on all advertising material, if awarded funding. Include space for MESA/Trotter logo in your samples. If granted funding, the actual logo will be emailed to you.]

Word of mouth has proven to be a great method of publication. However, we are drafting posters, banners, and flyers with details of this event. Because the execution of this event solely depends on University funding, all publications are still in the drafting stage.

TARGET AUDIENCE
[Identify the various constituents (i.e. student groups, campus offices/units, outside community, etc.) the proposed project hopes to target.]

Our organizations aim, primarily, to attract self-identifying Latino students. We also aim to attract students from mainstream and minority Greek life as well as the general student body. While we know it is impossible to have the entire student body at this event, we still hope to reach out to as many students, compelling them to join us. Because the proposed date is homecoming weekend, we also expect alumni from various communities, including those that our organizations identify with.

ESTIMATED TIMELINE
[Explain your program's timeline, and describe the purpose of each as set or activity in proposed project, if applicable. Also, include an outline of the planning stages necessary to execute the proposed project.]

The barbequing will begin around 10:00am.
The band will begin playing at 10:00am.
There will be a break at 10:50am for the band to eat and interact with students.
The band will continue playing around 11:15am and end around 11:50am. This will allow for roughly a two hour show for the band.
Football game begins at 12:00pm.

Planning stages (major milestones)
- Request funding from on campus departments/initiatives
- Receive funding from on campus departments/initiatives
- All food and drink items to be purchased; stored in the Zeta Psi house refrigerator the night before (Oct. 28.)
- Set-up - 9:00am
- Fire up the grill - 9:45am
- Begin grilling (band also begins playing) – 10:00am
- Announce intermission – 10:45am
- Eat and greet - 10:50am

- Band resumes playing – 11:15AM
- Band concludes performance – 11:50am
- Football game commences.
- Breakdown and cleanup – 4:00pm

PROPOSED BUDGET

[List the specific expenses grant funds are intended for if funding is approved by the Committee. All revenues must be listed: this includes all sources of funding (anticipated or requested funds, fund raising, admission ticket sales, and in-kind services). Itemize all projected costs or expenditures (be very specific). Use categories and then include for each item the cost per item, quantity per item and total cost for the item. Total all expenditures. Your expenditures and revenue should be equal. Please include other funding sources. Budgets must have 4 columns: Item description (Venue, Supplies, etc), cost of the item, Quantity, and total cost. Include your proposed funding request.]

This budget reflects a breakdown of unit costs and will be used to estimate costs for an expected two-hundred (200) individuals between 10:00am and 12:00pm. We have no other funding sources.

Expected costs

- Norteña Grupo Reto (performance fee) - $250.00 per hour
- Food items
    - Hot Dogs (value pack, 39 hot dogs) – $14.83
    - Burgers (value pack, 32 patties) – $19.10
    - Carne Asada (unit cost per pound) – $4.59
    - Lemonade (value pack, serves 50) – $9.60
    - Condiments (value pack, including ketchup, mustard,) – $6.28
    - Chips (value pack, two large bags of Doritos) – $6.36
    - Plates/napkins (value pack, 130 plates, 200 napkins) – $12.69
    - Utensils (value pack, includes forks, spoons, knives for 100) – $8.20

Based on expected attendance, derived from our respective organization's members expected and from an estimate for other expected individuals, the projected costs for food are:

Item Description	Cost of item	Quantity	Total Cost
Hot dogs	$14.83 (39 hot dogs)	6	**$88.98**
Burgers	$19.10 (32 patties)	7	**$133.70**
Carne Asada	$4.59 (per pound)	25 (lbs)	**$114.75**
Lemonade	$9.60 (serves 50)	6	**$57.60**
Condiments	$6.28 (ketchup & mustard)	2	**$12.56**
Chips	$6.36 (two large Doritos bags)	5	**$31.8**
Plates and Napkins	$12.69 (130 plates, 200 napkins)	3	**$38.07**
Utensils	$8.20 (for 100 people)	3	**$24.60**
Revenue			**-$0.00**
TOTAL EXPENDITURES (food):			**$502.06**

Performance fee =	$500 (two hours)
Food cost =	$502.06
Total Projected Cost (including food and band performance fee):	**$1002.06**
Proposed Funding Request:	***$1000.00***