



**2025 PROPOSAL  
SUBMITTED BY:**

**ISABEL CASTAÑEDA,  
WENDY CORDOVA,  
MARIANO RAYA TOVAR  
JULIANNA MULLEN**

**HISPANIC HERITAGE  
MONTH PROPOSAL  
FOR STUDENT EQUITY  
AND ACHIEVEMENT  
(SEA)  
NOCHE DE FAMILIA  
BUDGET REQUEST**



**EVENT PROPOSAL:  
THURSDAY 10/2/2025**



**Question 1: Background: Provide an overview and pertinent background information regarding the problem and/or the need for this recommendation. It is very important you provide relevant program, department, or community data to support the budget request. This request should be submitted 45 days prior to the event.**

### **Background**

While vibrant and resilient, Arvin faces socio-economic challenges, including higher poverty rates and limited access to educational resources. These factors contribute to disparities in educational attainment and limit engagement opportunities for families.

The Arvin Educational Center serves as a critical resource hub, offering educational support and programs tailored to the needs of local students and families. However, opportunities to showcase Arvin's strengths and connect the broader community—including traditional-age college students, their families, and elders—to these resources remain limited.

**Noche de Familia: Nuestras Raíces / Our Roots** is designed to fill this gap by creating a family-friendly event that celebrates cultural heritage and promotes community pride. The event will engage approximately 200 attendees through food, activities, and educational resource booths, fostering stronger family-school partnerships and community connections.

This event aims not only to support student success but also to highlight all that Arvin has to offer—encouraging involvement from students and their extended families, including elders, who play a vital role in cultural continuity and community support.

By promoting inclusive engagement and educational access, this initiative aligns with Bakersfield College's commitment to equity and community empowerment. The requested budget will support event logistics, materials, food, and staffing to ensure a meaningful experience for the entire Arvin community.





## **BUGET PROPOSAL**

---

**Question 2: Recommendations: Please provide your recommendation. How does it connect to the college mission, vision, and strategic directions? How does it connect to the Educational Master Plan 2023-2028? How does this request align with the SEA Plan and goals?**

### **Recommendations**

We recommend supporting Noche de Familia: Nuestras Raíces / Our Roots as a strategic initiative that aligns with Bakersfield College's mission, vision, and key planning frameworks, including the Educational Master Plan 2023–2028 and the Student Equity and Achievement (SEA) Plan.

- Connection to Mission and Vision: The event embodies BC's commitment to providing **equitable educational opportunities** for students and families from diverse backgrounds while fostering a supportive and inclusive learning environment.
- Strategic Directions:
  - Strategic Direction 1: Student Learning — **The event promotes holistic education through cultural celebration and community engagement.**
  - Strategic Direction 4: Leadership & Engagement — **It strengthens community partnerships and fosters a sense of belonging among attendees.**
- Educational Master Plan 2023–2028: Supports student success by enhancing **access and inclusion.**
- SEA Plan Alignment: Increases access to educational resources and cultivates a **college-going culture among families** and community members.

Supporting this event advances Bakersfield College's strategic priorities by promoting community engagement, equity, and student success.





## **BUGET PROPOSAL**

---

**Timeline: What is the timeline for the implementation of the request?**

### **Timeline**

- Phase 1 | August 1 – August 15, 2025: Finalize proposal and secure budget approval. Begin outreach to vendors and partners.
- Phase 2 | August 16 – September 15, 2025: Confirm logistics, vendors, and staffing. Launch event promotion.
- Phase 3 | September 16 – September 30, 2025: Finalize volunteer assignments and participant registration.
- Phase 4 | October 1: Prepare materials, decorations, and equipment.
- Execution | October 2, 2025: Event Day
  - 3:00 PM – Setup
  - 5:00 PM to 7:00 PM – Program and activities
  - 7:00 PM to 8:00 PM – Cleanup
- October 4 – October 10, 2025: Conduct post-event evaluation and debrief.





## **BUGET PROPOSAL**

---

**Action Items: Prioritize each of the action items associated with the recommendation and who is responsible for each.**

- High Confirm final event date Isabel C.
- High Assessment – Measure Impact – Both
- High Confirm estimated attendance (200) Wendy C.
- High Request and collect vendor quotes Wendy C.
- High Begin outreach for program/resource tables Isabel C.
- High Apply for Hispanic Heritage Month (HHM) Grant Wendy C.
- High Apply for CCA Grant Isabel C.
- Medium Draft and send communications Isabel C.
- Medium Coordinate volunteer assignments (13 total) Wendy C. & Isabel C.
- Medium Finalize logistics (permits, transport, sound) Wendy C. & Isabel C.
- Medium Arrange event supplies (tables, chairs) Isabel C.
- Medium Coordinate with external sponsors Isabel C.
- Medium Inform Dr. Jimenez of after-hours programming Wendy C.
- Low Confirm eligibility and timeline for SEP Grant Dr. Jimenez
- High Submit formal proposals for HHM and CCA grants Wendy C. & Isabel C.
- Medium Coordinate food and disposables with Rosa's Paletas Rosa's Paletas
- Medium Help coordinate bounce house and face painter Rosa's Paletas
- Medium Confirm PJ and Jonathan's availability and roles Wendy C. & Isabel C.





## **BUGET PROPOSAL**

---

**Budget Request: Indicate if it is a one-time or recurring cost and list the total cost.**

### Budget Request

- This is a one-time budget request to cover the cost of food for approximately 100 attendees at \$5.00 per meal:
- Food for 100 people:  $100 \times \$5.00 = \$500$
- Walker & Lewis Estimate: \$500.00
- Total Budget Requested: \$1000.00

This funding will ensure a welcoming and inclusive environment by providing meals that support community participation and celebration.

**Budget Request: Indicate if it is a one-time or recurring cost and list the total cost.**

### Next Steps:

- Finalize event planning and secure all necessary approvals and funding by end-August 2025.
- Implement targeted outreach and marketing efforts to maximize community and family participation starting in mid-September.
- Conduct a thorough post-event evaluation to gather feedback and use insights to plan future Noche de Familia events and related community engagement initiatives.



**THANK  
YOU**

