



SOUTHWESTERN COLLEGE CELEBRATES

# Women's History Month

MARCH 2008

*Women's Art - Women's Vision*  
MARCH 2008  
NATIONAL WOMEN'S HISTORY MONTH

Each year, March is designated as National Women's History Month to ensure that the history of American women will be recognized and celebrated in schools, workplaces, and communities throughout the country. The stories of women's historic achievements present an expanded view of the complexity and contradiction of living a full and purposeful life.

The knowledge of women's history provides a more expansive vision of what a woman can do. This perspective can encourage girls and women to think larger and bolder and can give boys and men a fuller understanding of the female experience.



**Michele Serros,  
Writer/Author**

**Tuesday, March 25, 2008  
9:30-10:45 a.m.  
Student Union East**

*Credits Include:  
The George López Show  
Chicana Falsa  
How to be a Chicana Role Model  
Honey Blonde Chica  
Scandalosa*

**"...one of the top young women to watch for in the new century..."** – *Newsweek on How to be a Chicana Role Model*

**"...pulsating with the exuberance of an unmistakably original poetic talent."** – *Entertainment Weekly on Chicana Falsa*

The Southwestern College Women's Resource Center (WRC) educates the college community to the value, rights, and legal responsibilities of all people regardless of gender, race, age, ethnicity or political and/or religious persuasion.

The primary goal of the Center is to serve as a resource for all women and men on campus seeking information concerning academic matters, crisis assistance and referrals for child care, food, health, legal advising, housing, multicultural organizations, and jobs/employment.

Southwestern College, CTECS and the Women's Resource Center are network members of Women Work! The National Network for Women's Employment — a national, nonprofit organization rooted in the Displaced Homemakers movement. Women Work! is dedicated to empowering women from diverse backgrounds and helping achieve economic self-sufficiency through job readiness, education, training, and employment.

**AMERICA WORKS BECAUSE WOMEN WORK!**  
[www.womenwork.org](http://www.womenwork.org)

This publication was funded by the VTEA Carl D. Perkins Act awarded to Southwestern College by the Chancellor's Office, CA Community Colleges



*Tuesday* MARCH 4<sup>TH</sup>  
12-1:15 p.m., Room 478

**"Sex and Advertising: The Impact on Women"**

*Danielle McAneney, Professor of Psychology*

After viewing the video "Killing Us Softly 3" by Jean Kilbourne, we will discuss the use of sexuality in advertising and its impact on people's perception of gender roles. Images of violence towards women, racism, heterosexism, hypersexualization of teens, and the link between images in advertising and eating disorders will also be addressed.

*Tuesday* MARCH 4<sup>TH</sup>  
9 a.m.-3 p.m.

**"UCSD Community Fair & 2<sup>nd</sup> Annual Women's History Month Street Painting Festival"**

Join us for our 2<sup>nd</sup> Annual Women's History Month Street Painting Festival, as volunteer artists honor Women in Art, transforming the walkways of Southwestern College into a colorful gallery, using chalk as their medium, and the walkways as their canvas. A unique experience for spectators of all ages! In conjunction, over 25 UCSD departments will share information about services and majors available at UCSD.

*Wednesday* MARCH 5<sup>TH</sup>  
10-11 a.m. and 2-4 p.m., Room S206 Career Center

**"Careers Don't Come in Pink and Blue"**

*Facilitator: Hilse P. Barbosa, Counselor*

Make your career choice based on your personal preferences. Participate in a fun activity to find your career color.

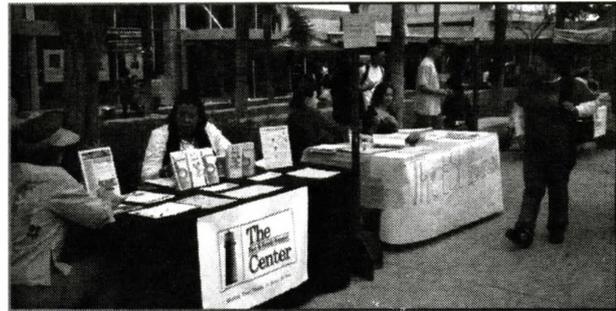
*Wednesday* MARCH 5<sup>TH</sup>  
9 a.m.-3 p.m.

**"2<sup>nd</sup> Annual Community Resource Fair & Women's History Month Street Painting Festival"**

The 2-day Street Painting Festival continues with a Community Resource Fair. Local community agencies will be available to provide specific services and referrals to women, families and students. Southwestern College departments will provide program-specific information to the public. Enjoy the scenes at day-two of our Street Painting Festival, with amazing chalk art created by community artists, college and high school students, and bring the little ones to participate in the kids chalk area!



Artwork by Southwestern College students, Julyen Juarez and Justin Ecoffey



*Thursday* MARCH 6<sup>TH</sup>

1-3 p.m., Higher Education Center at Otay Mesa, Room 4403

**"Connecting for Healthier Results"**

*Facilitator: Hilse P. Barbosa, Counselor*

You can improve your connecting style using the Jung-Myers Model of Personality Type. This model offers a better understanding of your preferred way of communicating, and a flexible system to communicate in the health care setting. Using 'Type' you can achieve more effective and healthier results for yourself and your patients.

*Tuesday* MARCH 11<sup>TH</sup>  
11 a.m.-12 p.m., Room S202

**"Men Against Rape"**

*Presented by Jeffrey S. Bucholtz, M.A.*

*Male Violence Prevention Specialist*

Nationally one in seven college women has been raped. Four out of five knew their attackers. Even though rape involves forced sex, rape is not about sex or passion. Rape is an act of aggression and violence. This forum will include a riveting discussion of gender roles and how it relates to the huge number of rapes each year.

*Wednesday* MARCH 12<sup>TH</sup>  
10-10:50 a.m., Room 474

**"The Power of Packaging Womanhood: Are Women Still Getting Short-Changed?"**

*Robin Franck: American Association of Women in Community Colleges, President, San Diego Chapter and Behavioral Science Department Chair. Presentation Co-sponsored by the Association of Women in Community Colleges, San Diego Chapter.*

Language, imagery and other aspects of packaging womanhood will be discussed. Marketers of clothing, games, television, magazines and even food emphasize some very stereotypical and limiting roles for women in our culture. What are some of the effects of this imagery onslaught on women's lives? What happens to women who try to break free from the stereotypes? When does it all start and when does it end?

*Thursday* MARCH 13<sup>TH</sup>  
6-9 p.m., Student Union East

**African American Student Union (AASU) – Talent Showcase Pre-Spring Break Talent Showcase hosting by AASU**

The African American Student Union hosts the Pre-Spring Break Talent Showcase that will feature spectacular talent that displays the triumph and strength of a women. This event will feature spoken-word, dancing, and other spectacular talents.

Thursday MARCH 13<sup>TH</sup>  
11 a.m.-12 p.m., Room S202

**"More Alike Than Not"**

This Movie "More Alike Than Not", introduces you to three women, from three different backgrounds; and they discover that despite their difference, they are "more alike than not". In one evening, they will encourage and support each other through major life changing situations; changes that could end one of their lives.

Written, produced and directed by Wanda Maxwell. This is Wanda's first independent short film. Wanda's dream is to write and produce movies and use her movies as learning tools to help motivate and inspire others.

Monday MARCH 24<sup>TH</sup>  
10-10:50 a.m., Room 474

**"Female Genital Mutilation"**

Laura Ryan: Assistant Professor of History

Female Genital Mutilation (FGM) is the collective name given to a number of cultural practices that involve the partial or total cutting of female genitals. FGM can be performed as early as infancy and as late as age thirty. It is estimated that about 130 million women worldwide have undergone FGM, with an additional two million girls and women undergoing the procedure every year.

Wednesday MARCH 26<sup>TH</sup>  
10-10:50 a.m., Room S202

**"Human Rights vs. Cultural Rights: Is Multiculturalism Bad for Women?"**

Peter Bolland: Associate Professor of Humanities/Philosophy

Does a culture have the "right" to oppress women? Because "multiculturalism" by definition values and upholds all cultural perspectives, it often finds itself at odds with the values of women's rights, and universal human rights in general. I will argue that cultures do not have rights, only individuals do. I will try to construct an argument in support of personal liberty and individual autonomy, values most often associated with "western" culture. Multiculturalism - while presenting itself as a healthy corrective to the ethnocentric, Imperialistic, patriarchal hegemony - actually protects the very repression it abhors.

**CAREERS FOR YOUR FUTURE  
CTECS Open House**

**WEDNESDAY, MARCH 5<sup>th</sup>, 11 a.m.-6 p.m.**

Join us for refreshments and get the most recent information on:

- New career technical programs at Southwestern College
- High wage careers that don't require a bachelor's degree.
- No cost/ non-credit courses that can prepare you for the job market.

**CAREERS DON'T COME IN PINK AND BLUE**

10:00-11:00 a.m. and 2:00-4:00 p.m.

Participate in this fun activity by making your career choice based on your personal preferences and not your gender. Finding your career color allows you to develop naturally and makes it possible to do what you are.

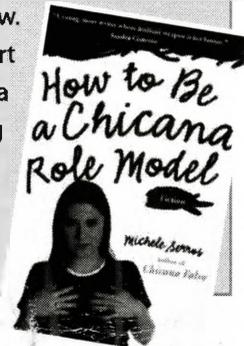
CTECS is Project Funded by the Vocational and Technical Education Act



Michele Serros

Tuesday, March 25, 2008  
9:30-10:45 a.m.  
Student Union East

Join us in welcoming Michele Serros. Ms. Serros will present a one hour performance which will include readings from her best selling publications, *Chicana Falsa*, *How to be a Chicana Role Model*, *Honey Blonde Chica* and her new YA novel, *Scandalosa*. She will also share her experiences as a staff writer for the ABC sitcom, the George López Show. Ms. Serros will conduct a t-shirt and book give away followed by a book signing. Plan on attending this wonderful event. You will not be disappointed.



Thursday MARCH 27<sup>TH</sup>

Time 11:30 a.m.-1 p.m., Student Union East

**"Women's Art - Women's Vision" Colloquium**

The Southwestern College Women's Resource Center presents a campus-wide colloquium centered on this year's Women's History Month theme "Women's Art...Women's Vision." This theme recognizes the valuable contributions women have made in the arts - past, present, and future.

Southwestern College faculty and staff have been invited to present art that they have created. Join us for lunch. Come learn, and be exposed to a myriad of ways that women can and have contributed to our campus, community, and the world.

\$10 admission, \$5 Students - Tickets available at the Women's Resource Center thru March 26.



Performance by Marybeth Hughes, SWC Teacher of the Year

Friday MARCH 28<sup>TH</sup>  
10-10:50 a.m., Room 474

**"Crisis in South Africa: Thank Goodness for the Grandma's in Swaziland"**

Alexis Davidson: Professor of Economics

Many individuals have never even heard of Swaziland and I was one of those people until my visit there last summer. I will be sharing with the audience my visit which resulted in one of the most profound experiences of my lifetime.

## APRIL WORKSHOPS

*Wednesday*, APRIL 23<sup>RD</sup>

9-10 a.m. and 11 a.m.-12 p.m., Room S202

### "Men Against Rape— Off the Bench & Into the Game"

Presented by Jeffrey S. Bucholtz, M.A.  
Male Violence Prevention Specialist

Sexual violence will continue to flourish until every person accepts their responsibility to challenge all forms of hatred, intolerance and oppression. In this engaging, empowering and effective performance/presentation connect daily behaviors and experiences to both the causes and the solutions to sexual violence. "Rape may be America's fastest growing violent crime; no one can be certain because it is not clear whether more rapes are being committed or reported. It is clear that violence against women is widespread and fundamentally alters the meaning of life for women; that sexual violence is encouraged in a variety of ways in American culture." From Tim Beneke's "Men On Rape"

*Friday*, APRIL 4<sup>TH</sup>

11 a.m.-12 p.m., Room S202

### Parenting: Nurturing a Child's Strengths

Children should come with a manual! This workshop will help you to better understand your child's uniqueness. You will learn effective parenting strategies which nurture your child's strengths and improve interaction and communication between you and your child.

*Friday*, APRIL 11<sup>TH</sup>

11 a.m.-12 p.m., Room S202

### Making Money Work

Lisa Rodriguez, Adjunct Counselor

This workshop on money management focuses on achieving financial stability and how to effectively manage a limited income. During the workshop you will learn basic financial concepts such as goal setting, determining needs versus wants, developing a spending plan, managing a checking account and the wise use of credit.

*Friday*, APRIL 25<sup>TH</sup>

11 a.m.-12 p.m., Room S202

### Going Through Divorce Without Going Broke

Lisa Rodriguez, Adjunct Counselor and Diana Avila, Counselor

The decision to separate from your spouse is a very difficult one. While divorce causes emotional changes, it also causes financial changes. You may suddenly find yourself a single parent or homemaker without any income. No matter what your situation, you need to know what to do to ensure that you (and your children) have a secure future.

*Tuesday*, APRIL 29<sup>TH</sup>

2:30-4:30 p.m., Room S202, Room S202

### Eating Disorders Clinic/Panel

UCSD Eating Disorders Clinic, psychologists, and a member of a 12-step program for eating problems and Personal Wellness Counselors.

Come learn about eating disorders and body image issues with a panel of experts. Let's work together to promote healthy beauty and fashion by education ourselves, raising awareness, taking action, and staying connected.

*Thank You* TO OUR SPONSORS, CONTRIBUTORS, ARTISTS & VOLUNTEERS

WE APPRECIATE YOUR GENEROSITY IN PROMOTING THE ARTS AND SUPPORTING STUDENT SCHOLARSHIPS THROUGH WOMEN'S HISTORY MONTH.

## SPONSORS



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*Carla Kirkwood*

WAL\*MART

## CONTRIBUTORS

BRUNSWICK PREMIER LANES  
CALIFORNIA PIZZA KITCHEN  
CHULA VISTA NATURE CENTER  
COSTCO  
GOLDEN SPOON  
HENRY'S

NESTLE TOLLHOUSE CAFÉ  
P.F. CHANG'S CHINA BISTRO  
PEPSI  
RALPH'S  
SOUPLANTATION  
TARGET

THE OLD GLOBE  
TRADERS JOE'S  
YARD HOUSE  
ZOOLOGICAL SOCIETY  
OF SAN DIEGO

### 2008 Women's History Month Planning Committee:

Diana Avila, Sylvia Banda-Ramirez, Hilse Barbosa, Zeidy Carrillo, Grace Cruz, Diane Edwards, Helen Elias, Rosa Jiménez, Silvia Lugo, Maria E. Martinez, Brenda Mora, David Ramirez, Laura Ryan, Patricia Soto, Rebecca Wolniewicz, Mary Wylie, Beatrice Zamora-Aguilar

Faculty of the School of Behavioral and Social Sciences who participated in Women's History Month events.

Thank you to Vince Tajeron and staff.