



50<sup>th</sup>

# Anniversary Celebration

Rogelio Hernández

**CASA** Alumni

College of Environmental Design, UC Berkeley

April 22, 2022

# Prologue

## A 50 Year Struggle for Educational Access & Social Justice

**CASA** (Chicano/a Architectural Student Association) coalesced at CED in 1970-1971, a time of turbulence. National political and socio-economic issues converged with a sense of urgency for equality, civil rights and social justice.



# Prologue

## A 50 Year Struggle for Educational Access & Social Justice

Members worked to foster student/professor diversity, act as a support structure for Chicanx/Latinx students, and address the design needs of communities of color. This commemorates CASA's genesis.





50<sup>th</sup> Anniversary

**The Times**

# The Times

## Anti-War Movement



Mexican-American Marines in Vietnam.  
1970-1972 Red Garcia Collection

The movement against the Vietnam War caused massive national protests and civil disobedience. In 1968, more than 300 Americans were killed each week; a disproportionate number were Black and Brown young men. **Some of them came back and were in CASA.**

# The Times

## January 1969



Gov. Ronald Reagan orders  
2,200 National Guard troops  
to occupy UC Berkeley



Copyright Janine Wiedel

# The Times

March 1969



Bobby Seale, and William Lee Brent.  
1968 Oakland, CA

The FBI targets and infiltrates the Black Panther Party, founded in Oakland, as a dissident political organization. The secret program is called COINTELPRO.

# The Times

May 1969



People move to 'take back' Berkeley's Peoples Park. Sheriffs react: 128 persons are treated for head trauma from clubbing's, shotgun wounds and other injuries. **James Rector is killed.**

Photograph: Dick Corten



# The Times

May 1970



Photo: Kent state University 1969

Kent State, national guardsmen fire into a crowd of 2,000 students **killing four** and wounding 11. In response, over 900 colleges and universities shut down. At Jackson State College, police fire into a demonstration of 200 students, **killing two.**

# The Times

## President Richard (Tricky Dick) Nixon

Nixon's re-election in November 1972 results in national protests.

**In Berkeley, students protest, stores on Shattuck are trashed and police cars burned.**



# The Times

## Richard Nixon's Watergate Scandal

The Watergate scandal forces Nixon to resign on August 9th, 1974. 69 government officials are charged. 48 are found guilty. **Students at Cal celebrate (similar to when Trump lost . . .)**



Famous words: "I am not a crook!" (He was.)

# The Times

## Feminism, Women's Liberation



In the era of Nixon and the rise of conservatism, women took action in movements demanding equality at home, in education, work, and politics.

**Women of the World Unite!**

# The Times

## Feminism, Women's Liberation



- Title IX, Equal Rights Amendment prohibits sex discrimination in education and federally assisted programs (1972)
- Roe v. Wade becomes established law (1973)

**It's on it's deathbed now.**

# The Times

## Chicano Movement (El Movimiento)



Late 1960s, Mexican-Americans tire of inequalities, institutional racism, segregation and police brutality. “Ya basta!” (Enough!) becomes a rallying call.

**The Chicano Movement is born.**

# The Times

## Chicano Movement (El Movimiento)

Inspired by the Black Civil Rights / Anti-War movements, Chicanos organize. “Chicanismo’ referred to the driving consciousness of the shared struggles for human and civil rights.” (Jose B. Cuellar)



**In barrios,**



**schools & universities,**



**and in the fields!**

# The Times

## Chicano Movement (El Movimiento)

A new Chicano sound track inspires the movimiento, Brown Pride, and the struggle for equality and justice.







50<sup>th</sup> Anniversary

**Roots of CASA**

# Roots of CASA

## The Founders, Los Veteranos



First CASA members at CED, 1971

Fred Atilano  
Jose Arce  
Juan Betancourt  
Rudy Carrasquillo  
Bob Daughters  
Dan Esparza  
Julio Martinez  
Carlos Mendoza

Ross Ojeda  
Michael Ordonia  
Antonio Pizano  
Antonio Risianto  
Cesario Rodriguez  
Thomas Sanchez  
Carlos Villagran  
David Zamora

# Roots of CASA

## The 2<sup>nd</sup> Generation



Rogelio Hernandez 1976

Second CASA group: 1972 - 1978

Ruben Banuelos

Jorge Castillo

Javier Castruita

Anne Cervantes

Maritza Delgadillo

Chris Escobedo

Ernesto Guerero

Rogelio Hernandez

Charles Higuera

Oswaldo Lopez

Ricardo Magana

Genaro Morales

Gloria Ramos

Carlos Rodrigues

Alfonso Quintero

Vickie Vargas

Carlos Villiava

# Roots of CASA

## Recuerdos (Anecdotes)



“ CASA and its band of carnales played a key role, giving me tons more confidence to function comfortably and constructively as a multi-cultural American. “ **Bob Daughters**

# Roots of CASA

## Recuerdos (Anecdotes)

“Walking into Dean Richard Bender's office to ask how many of "us" (about twelve) would be admitted to Graduate School since we had fulfilled all the requirements? He hesitated for a few seconds, and said: All of you!” **Antonio Pizano**



# Roots of CASA

## Recuerdos (Anecdotes)



Prof. Martin Del Campo with  
CASA students

“Through (Prof.) Ken Simmons's help, by fall '71 Martin (del Campo) and I found ourselves at Berkeley, and the formative years of CASA, AAA, BEDSA. Very soon I found myself a graduate student lecturer in Community Development with all CASA students.”

**Gloria Ramos**



50<sup>th</sup> Anniversary

**CASA Activism**

# CASA Activism

## Social Justice Planning, Research & Design

### Proyecto Macaroni

Mexicali, Baja California, Mexico

CASA members built a housing project for the poor. Julio Martinez (left) with Prof. Christopher Alexander (right), discuss proposed project using Pattern Language.





# CASA Activism

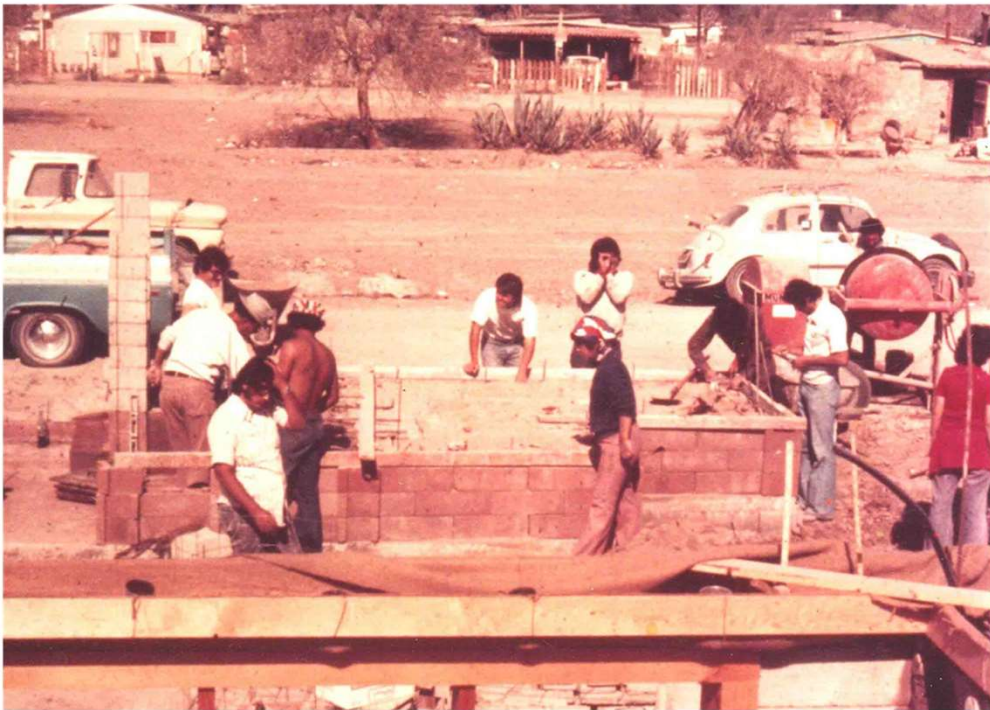
## Social Justice Planning, Research & Design



Constructing foundation and framing for wall openings. Antonio Risianto at far right, works with students from Universidad Autonoma de Baja California (UABC).

# CASA Activism

## Social Justice Planning, Research & Design



Julio Martinez, Hector Baeza and Antonio Risianto and students from UABC, discuss the details of the spaces to be laid out with homeowners.

# CASA Activism

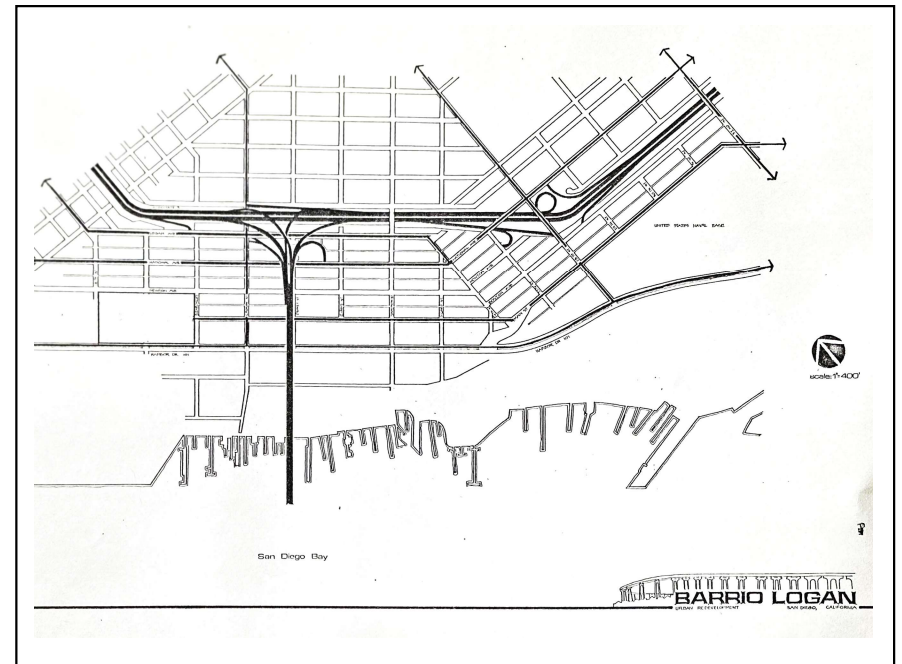
Social Justice Planning, Research & Design

## Centro Educacional y Cultural, Barrio Logan

San Diego, CA

Master Plan Community Design  
Program Master's Thesis

Barrio Logan Design Team:  
Delgadillo, Escobedo, Galiano,  
Hernandez, Lopez, Rodriguez



# CASA Activism

## Social Justice Planning, Research & Design



The Centro design included:

- Elementary School
- Family Clinica
- Community Library
- Community Theater
- Sports/Swim Center
- Bay facing park

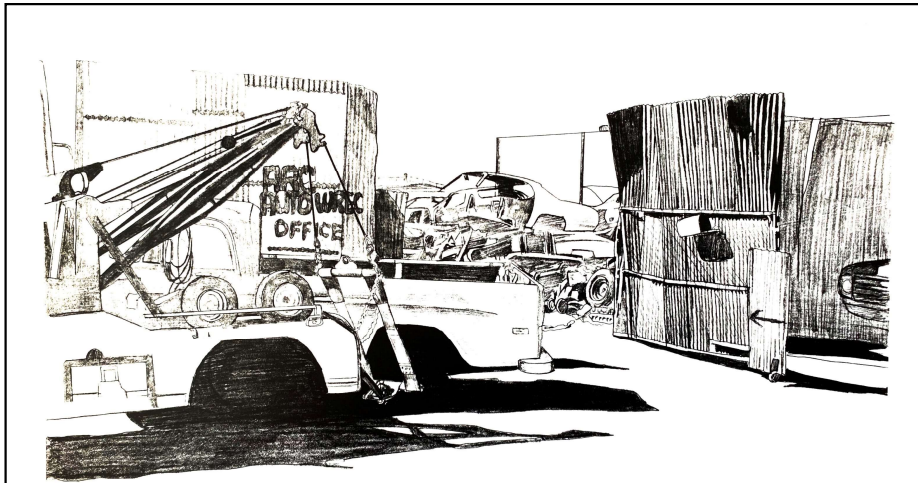


### **Chicano Park, Barrio Logan**

National Landmark, claimed by the community from becoming a California Highway Patrol station

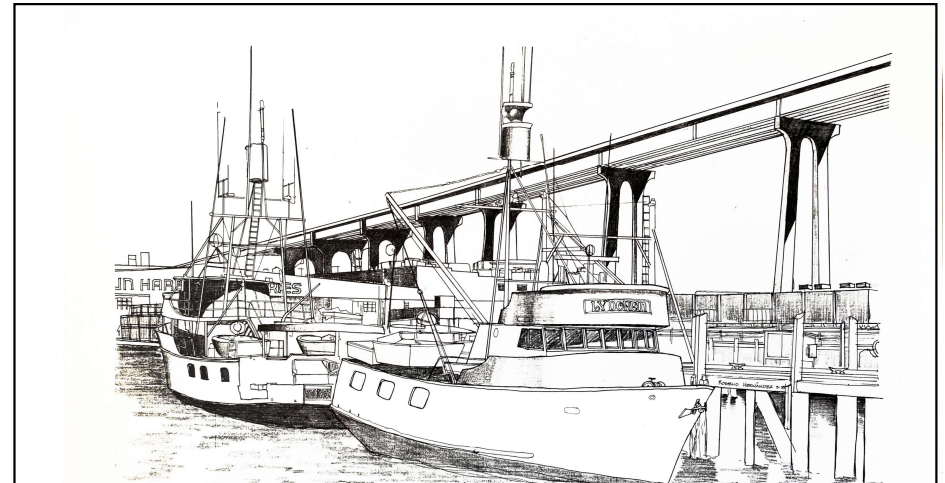
# CASA Activism

## Social Justice Planning, Research & Design



Rogelio Hernandez 1978

**Uno de varios “yonkes” en la comunidad, que causan problemas y echan a perder el ambiente.**



Rogelio Hernandez 1978

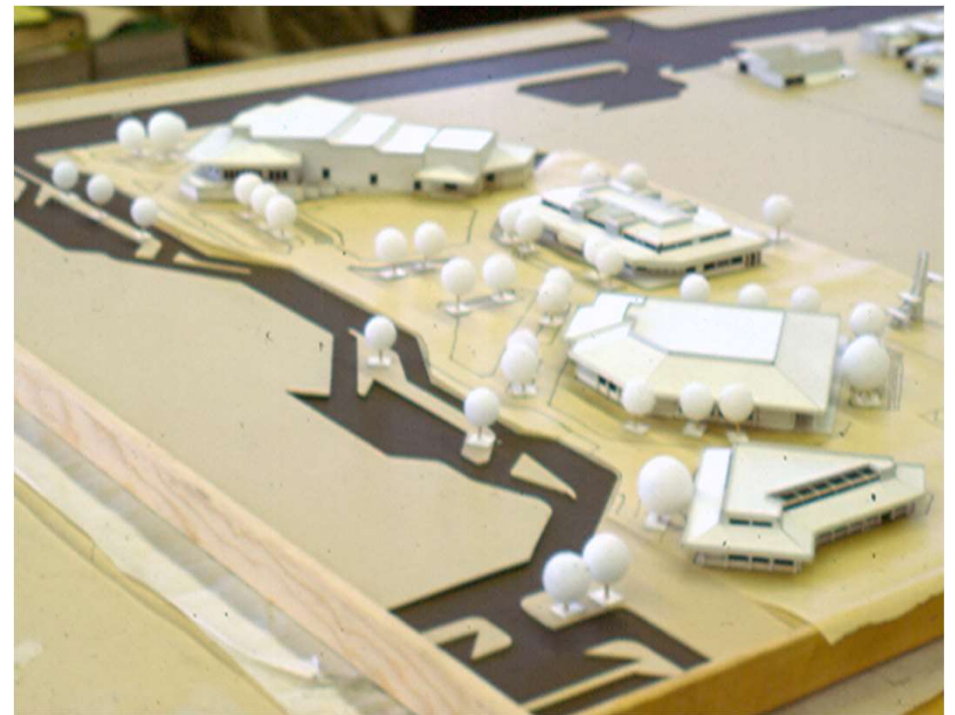
**The Bay Front Park would give residents of Barrio Logan accessibility to the San Diego Bay.**

# CASA Activism

## Social Justice Planning, Research & Design

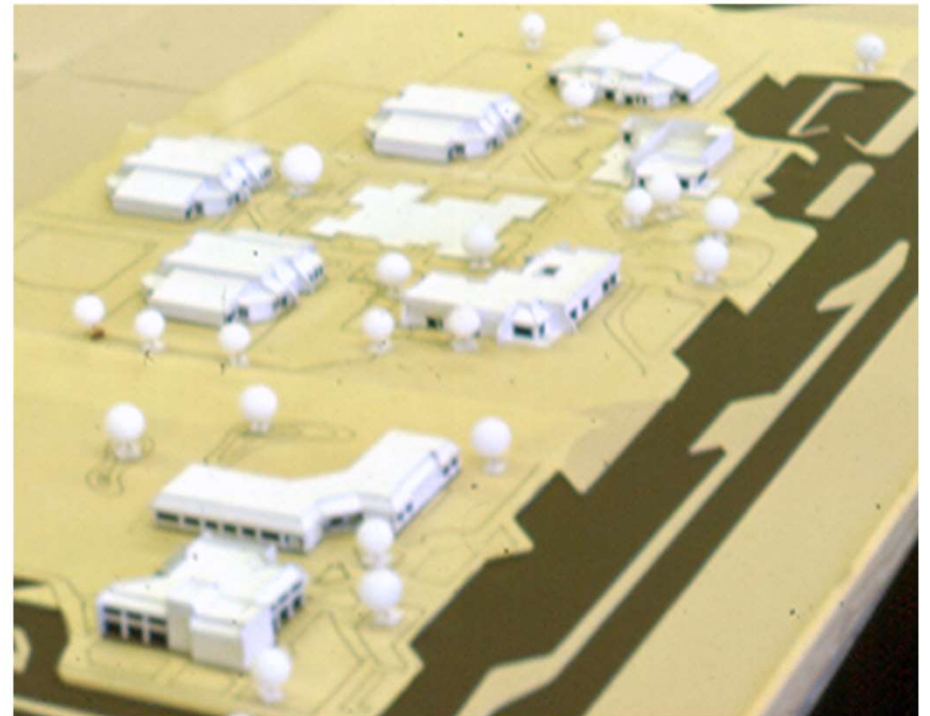
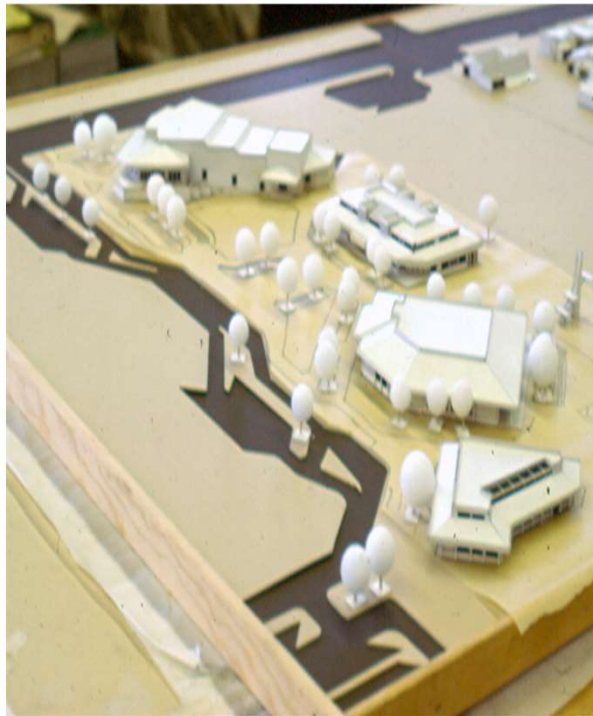


Carlos  
Rodriguez &  
Rogelio  
Hernandez



# CASA Activism

## Social Justice Planning, Research & Design



# CASA Activism

Social Justice Planning, Research & Design





# CASA Activism

## Social Justice Planning, Research & Design



Years later  
Joseph Martinez  
(Martinez-Cutri)  
designed: Perkins  
Elementary &  
San Diego  
Community  
College Campus



Photo: Carlos Rodriguez

Community Presentation in Chicano  
Park



Photo: Carlos Rodriguez

Maritza Delgadillo &  
Chris Escobedo



50<sup>th</sup> Anniversary

**Educational Diversity,  
Equity & Inclusion**

# CASA Educational Activism

## Educational Diversity, Equity & Inclusion

### Raza Day '76

#### UC Berkeley

Recognizing the University's failure to recruit and admit Chicano students, 3 students come up with a radical idea: If UC Berkeley won't do it, we will!



Raza Day  
Organizers:  
Maria Ceseña  
Sergio Hernandez  
Diane Bosques

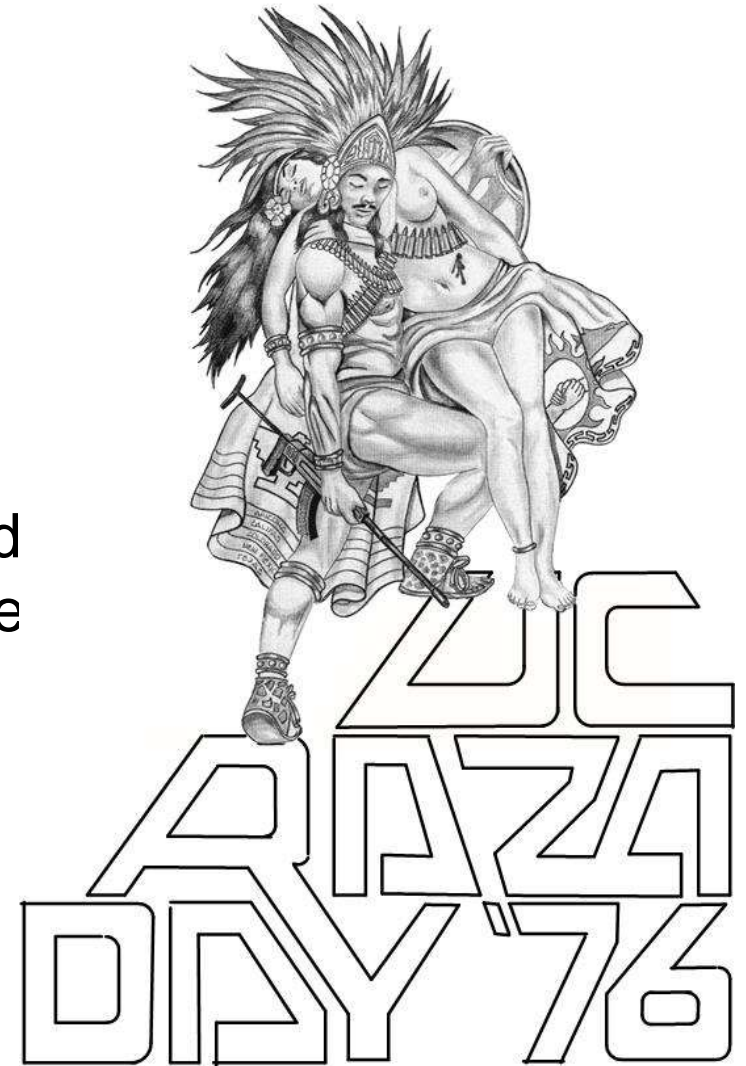
**“An effort to demystify higher education, conceptualized, organized and realized by Raza”**

Rogelio Hernandez

# Raza Day

## Raza Day '76

- Bussed in **500 high school students** from low income Bay Area communities
- We asked Wells Fargo to fund it, they did
- Had Mexican breakfast & hot lunch in the **CED** courtyard
- **CASA** & other Chicano UC students provided tours at their colleges
- Held dance at end of the day, and handed out Raza Day posters (right) to students

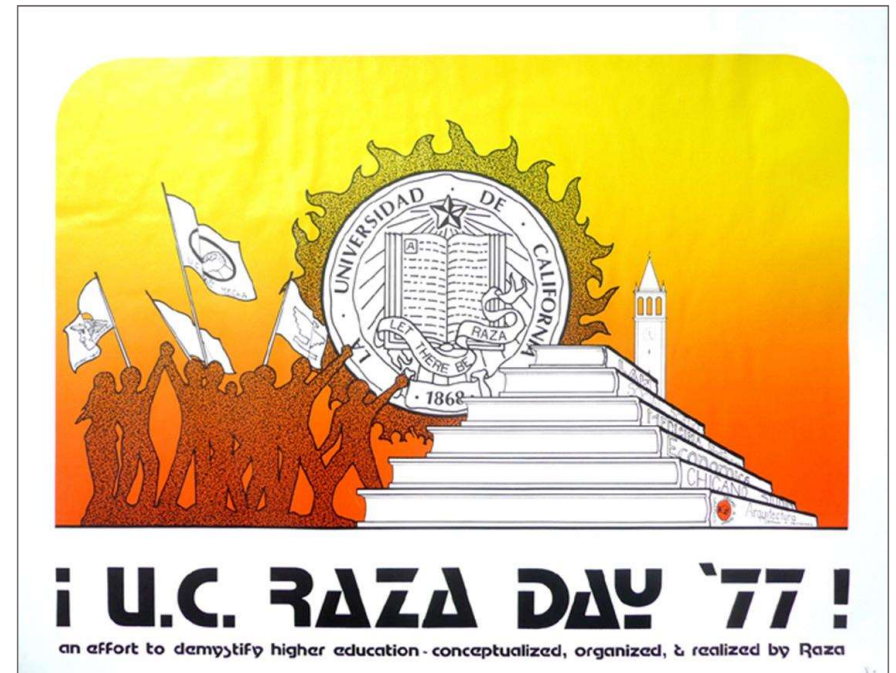


© 1976 Rogelio Hernandez

# Raza Day

## Raza Day '77

- Bussed in **800 high school students** from low income communities from all over **central California**
- Funded by UCB & corporations
- Provided breakfast, college tours & hot lunch
- **CASA was the favorite tour!**
- Held dance at end of the day and gave out Raza Day posters



© 1977 Rogelio Hernandez

# Raza Day

## Raza Day '78

- **Bussed 1,200 Students** from the **Bay Area**, and as far away as **Sacramento, Modesto and Salinas**
- Funded by Student Union, Chicano Studies, corporations
- **Dolores Huerta** spoke to students at the end of the day. Then, of course, we had a dance!



© 1978 Malaquias Montoya

# Raza Day

**Raza Day was a key CASA recruitment effort, and the most effective UC Berkeley recruitment effort ever.**

Because of its recruitment success of Latinx/Black students, Raza Day was adopted at major universities all across the country.

**It continues today!**



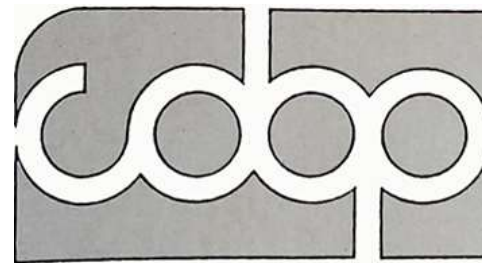
# CASA Educational Activism

## Educational Diversity, Equity & Inclusion

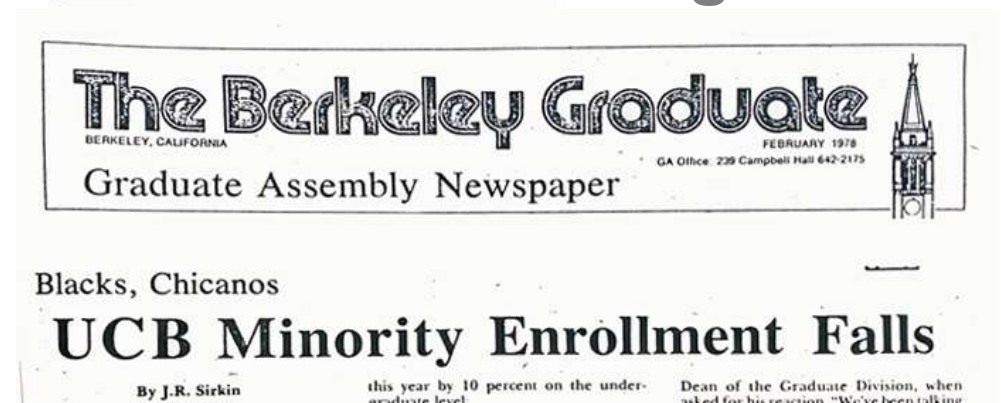
### Community Design, Community Outreach

February 21, 1978

Rogelio Hernandez and  
Oswaldo Lopez produce a  
proposal to address the dramatic  
decline of minority students at  
UCB and CED.



Community  
Design  
Outreach  
Program

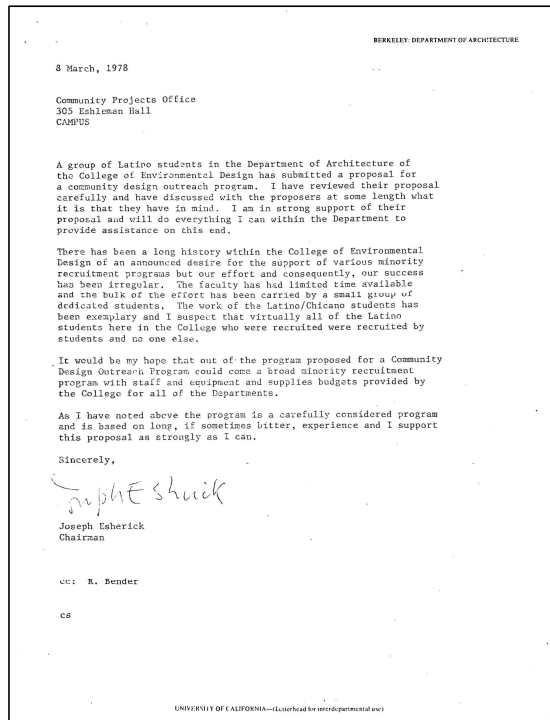




# CASA Activism

## Educational Diversity, Equity & Inclusion

This is what support sounds like . . .



3 March, 1978  
Community Projects Office  
305 Eshleman Hall  
CAMPUS

A group of Latino students in the department of Architecture of the College of Environmental Design has submitted a proposal for a community design outreach program. ... I am in strong support of their proposal and will do everything I can within the Department to provide assistance on this end.

The work of the Latino/Chicano students has been exemplary and I suspect that virtually all of the Latino students here in the College who were recruited were recruited by students and no one else. ...

As I have noted above the program is a carefully considered program as is based on long, if sometimes bitter, experience and I support this proposal as strongly as I can.

Sincerely,  
**Joseph Esherick**  
Chairman

# CASA Activism

## Educational Diversity, Equity & Inclusion

### CASA Raza Recruitment Posters

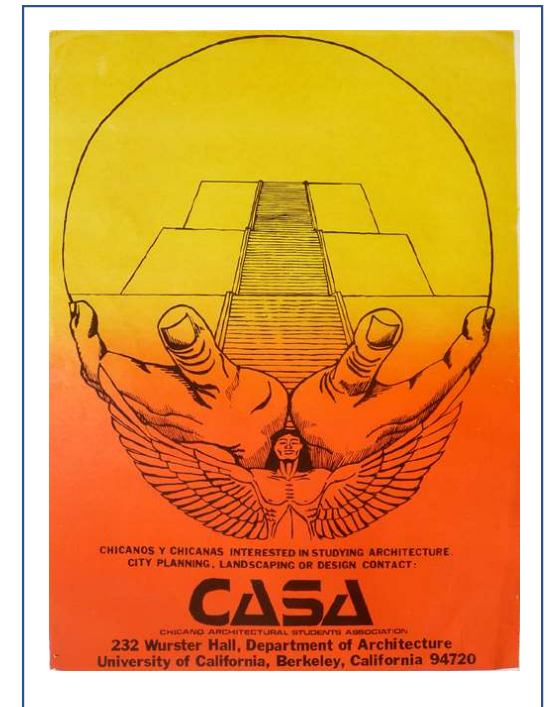
#### Chicanas & Chicanos Needed

In the development of our communities, Interested Raza contact: Community Design Program

Chicanos & Chicanas Interested in Studying Architecture, City Planning, Landscape or Design Contact CASA



© 1978 Malaquias Montoya



© 1977 Carlos Rodriguez

# CASA Activism

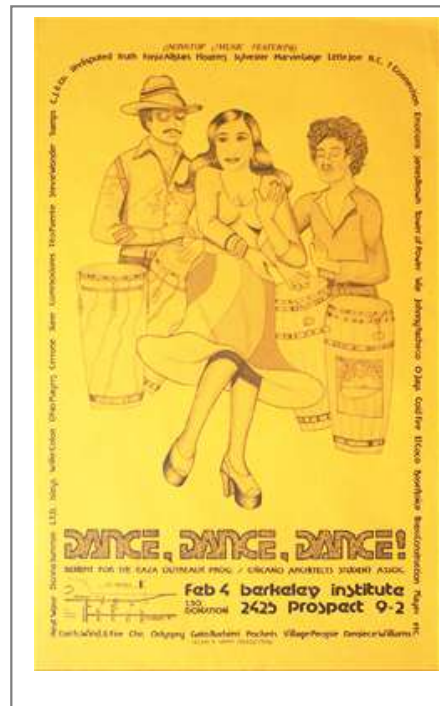
## Educational Diversity, Equity & Inclusion

### CASA Raza Recruitment Posters

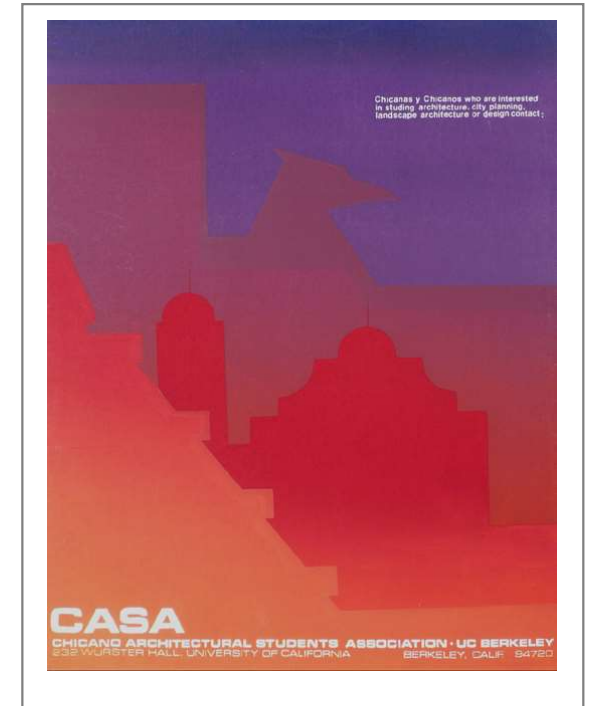
#### **DANCE, DANCE, DANCE**

Benefit for the Raza Outreach  
Program, Chicano Architects Student  
Association  
Hecho a Mano Production

**Chicanas & Chicanos Interested in  
Studying Architecture, City  
Planning, Landscape Architecture  
or Design Contact CASA**



© 1977 Rogelio Hernandez



© 1977 Carlos Rodriguez

# CASA Educational Activism

## Educational Diversity, Equity & Inclusion

**CASA Mural:**  
**Adelante y nunca para**  
**atrás, huelga de**  
**estudiantes (Onward**  
**never backward,**  
**student strike)**

“Inspired by the Chicano mural movement, CASA members painted the mural on the 5<sup>th</sup> floor where the CASA office used to be. San Francisco-based muralist Ray Patlan participated. We lugged a stereo system to Wurster – with salsa music playing, we knocked out the mural in one weekend!”

**Rogelio Hernandez**

## Adelante y nunca para atraz, huelga de estudiantes





50<sup>th</sup> Anniversary

**Third World Unity**

# Third World Unity

## Background

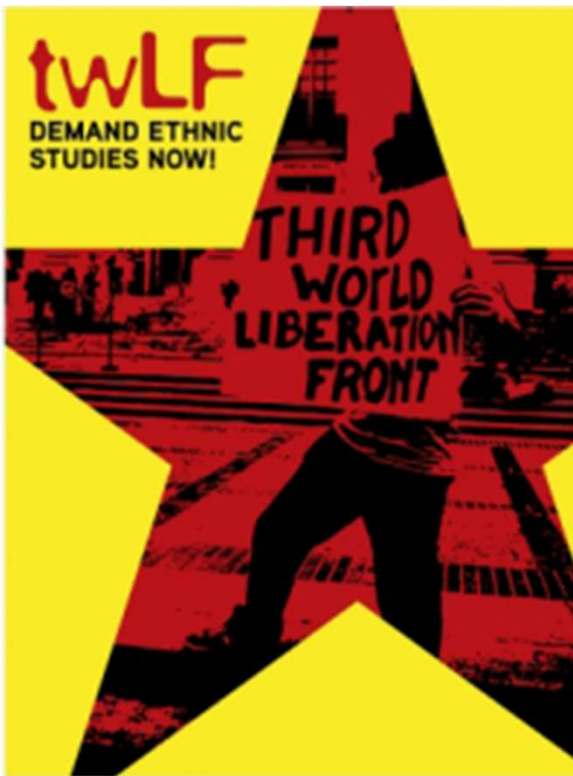


In 1969, a multiracial coalition of UC Berkeley students formed the third world Liberation Front (twLF) to demand the **true histories** of BIPOC communities be addressed by creating a Third World College.

**It never came to be, but UCB did close the School of Criminology, which focused on white collar crime.**

# Third World Unity

## Background



twLF strikes spurred the creation of ethnic studies in the 1970s: African American, Asian American, Chicanx/Latinx, and Native American ethnic studies.

**CASA, BEDSA and AAA unite in the spirit of the Third World Movement and Ethnic Studies.**



# Third World Unity

## Shared Ideals

We were a fortunate cadre of Third World design and planning students that walked the halls of Wurster in the mid- to late 1970's. We reflected the diverse communities of color that we came from. Many of us were first time college students from immigrant families that came from South America, China, Indonesia, and Africa. We reflected the ideals of wanting a better life for our families and develop skills and expertise to improve our communities. Together, we fought for more minority representation on the faculty and administration, as well as for more relevant instruction and experience in community design and planning. 50 years later into the 21st century, the friendships we established still endures.. **Jennie Lew**

# Third World Unity

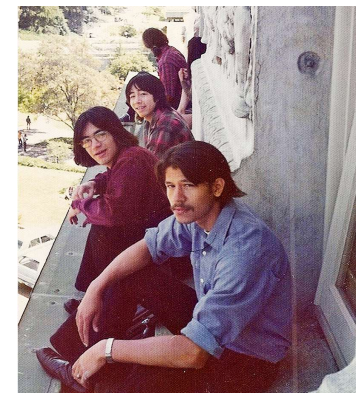
We studied together . . .



Students from all three groups worked on a number of community design projects together in places like Oakland, East Palo Alto and even Mexico - Mexicali, Baja California

# Third World Unity

## we fought for Ethnic Studies . . .



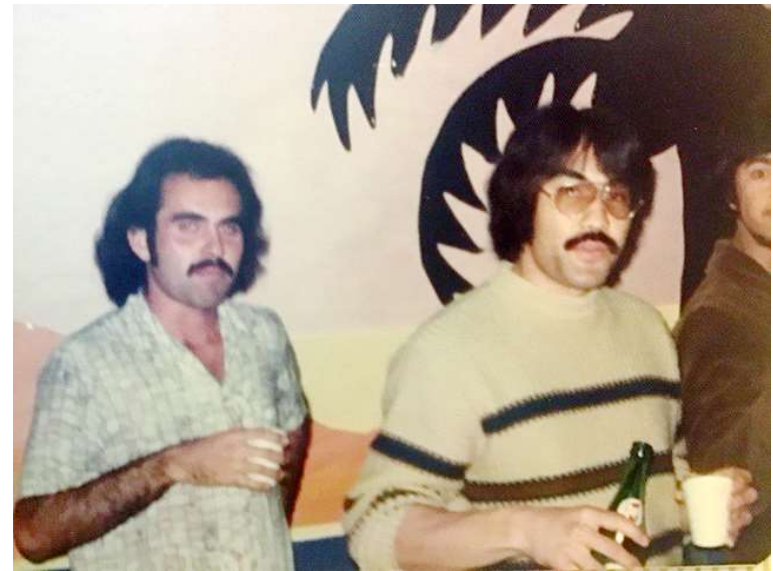
Occupation of Wheeler Hall to defend Ethnic Studies & Criminology. On the ledge: Carlos Rodriguez, Tony Aguirre & Rogelio Hernandez. (Rogelio is shown on the balcony with arrow.) **Armed with M16s, "Alameda Blue Meanies" emptied the building.**

# Third World Unity

... and we had the best parties!



Sylvia Kwan at CED AAA, BEDSA, CASA social at Wurster Hall



David Diaz and Roger Godfrey Evans at CED, AAA, BEDSA Social at Wurster Hall

# Third World Unity

## BEDSA

### **Black Environmental Design Student Association**

Elliott Barker

Otis Blackmon

Ronald Brooks

Toni Culpepper

Fred Clement

Regina Davis

Melvin Dixon

Godfrey Evans

Gale Fields

Bill Harrell

Kitty Hoover

Don Houston

Calvin Jenkins

Gail Kennard

Sam Mathau

Sid Norman

Fred Powell

Corvin Tademy

Gilbert Scoggins

Marji Shaw

Randy Spears

Edward Street

Virgus Streets

LaVerne Wells-Bowie

Allison Williams

Richard Worthy

# Third World Unity

## BEDSA



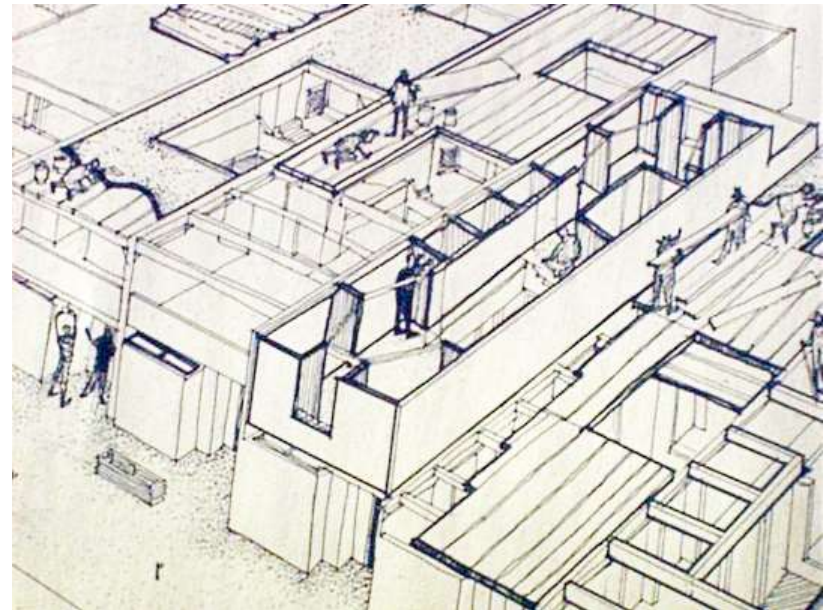
Prof. Ken Simons and Prof. Carl Anthony, along with Prof. Sara Ishikawa and Russ Ellis, were our informal advisors, counselors, and mentors for CASA, BEDSA and AAA.

# BEDSA Activism

Social Justice Planning, Research & Design

## **Mexicali Housing Project** Mexicali, Baja California, Mexico

BEDSA members designed and built housing for the poor.



# BEDSA Activism

Social Justice Planning, Research & Design





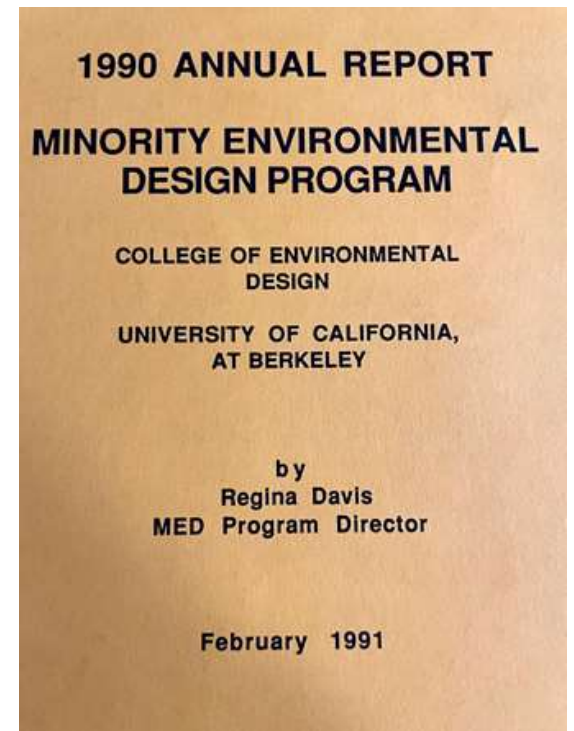
# BEDSA Activism

## Social Justice Planning, Research & Design

### Advocacy for Equity

20 years after CASA was started, Regina Davis (a CED BEDSA alumnus) was still working to increase BIPOC numbers at CED proposing: weekly workshops, course planning advice, career counseling, events for professional development, minority group activities and scholarships.

**The struggle continues to this day.**



# Third World Unity

AAA

## Asian Architectural Association Members

Gilbert Chan  
Tan Chang  
Marilyn Chu  
Godfrey Evans  
Gilbert Gee  
Frank Fung  
Vicky Fong  
Bob Henry  
Michael Hitaya  
Ricky Ho

Ken Kitada  
George Kunihiro  
Fred Jang  
Babette Jee  
Sylvia Kwan  
Jennie Lew  
Maurice Lim Miller  
John Lui  
Jane Mah  
Paul Ma

Dennis Mok  
Warren Seeto  
Charmaine Soo  
Jack Tam  
Joe Wong  
Peter Wong  
Steve Yamada  
Chris Yip  
Willie Yee  
Steve Yamada

# Third World Unity

AAA

## Design & Planning as a tool for Social Justice



Like the other groups, AAA advocated for more student diversity at CED, a community design focus and the hiring of more professors of color.

Several AAA members went on to start **Asian Neighborhood Design**, with the mission of developing affordable family housing in San Francisco.

# Third World Unity

## AAA



South of Market San Francisco residents, and Prof. Carl Anthony and Prof. Sara Ishikawa



Prof. Jerry Lee, Gary Wong, and Vickie Fong



50<sup>th</sup> Anniversary

**CASA's Lasting  
Legacy**

# CASA's Lasting Legacy

Promote diversity, equality, and service to our community

CASA has established a **half-century** legacy of struggle and commitment to:

- Promote diversity and equality
- Stress the Importance higher education
- Focus on service to our community
- Build a sense of belonging at CED
- Assist Chicanx/Latinx students succeed at CED



1972 -  
1980's



1990's -  
2010's



2019

# CASA's Lasting Legacy

## Professional Achievement & Thought Leadership

### **CASA alumni have achieved great success in various professions:**

- Local, national and international design awards
- Careers: architects, landscape architects, planners, facilities managers, construction, public sector, medical, technology
- NY Times best selling authors
- Artists, muralists
- Housing activists and organizers
- Academy award winners
- Nationally syndicated cartoonists
- Professors at leading design universities
- Corp / Non-profit board members
- Entrepreneurs, philanthropist
- Inventors, patent holders
- Lifetime Achievement Awards
- AIA Fellows
- LEED accredited professionals
- Award winning Tech thought leaders

# CASA's Lasting Legacy

Promote diversity, equality, and service to our community



**BEDSA**



**“We are one.” Kitty Hoover**

The bonds of friendship and mutual respect within CASA members -- and across all three organizations, remains steadfast 50 years later! As does the commitment to equality, civil rights and social justice for all oppressed people.



# CASA's Lasting Legacy

A special thanks to CED Professors who supported the Cause



**December 1976:** "Being dragged by two unidentified officers is William R. Ellis, leader of the demonstration and assistant dean of College of Environmental Design. UC"

- Prof. Christopher Alexander
- Prof. Carl Anthony
- Assist. Dean Russel Ellis, and Vice Chancellor for Undergraduate Affairs, (dragged by police at left)
- Chairman Joseph Esherick
- Prof. Sara Ishikawa
- Prof. Jerry Lee
- Prof. Ray Lifchez
- Prof. James Prestini
- Prof. Ken Simmons

# CASA's Lasting Legacy

Promote diversity, equality, and service to our community

50 years later **CASA** is a strong, vibrant, viable student organization.

In 2011, **CASA Alumni** was formed to assist students financially, apply to grad school or enter the job market.

In 2016, **Latinx in Architecture (LiA)** became a strategic partner, with their mission to Strengthen, Educate and Expand the Latinx design profession.



CASA Alumni



# CASA Legacy

Professional Achievement & Thought Leadership

Congratulation CASA!

Let's see what you contribute to society in the next 50 years!



Oswaldo Lopez, AIA



Edgar Lopes, AIA  
Ivan Rodriguez



Anne Cervantes  
Antonio Risianto



Celeste Rodriguez



Carlos Rodriguez, AIA

# Acknowledgement

A special shout out to my classmates who looked through 50 years of materials to contribute to this video. Much love!



**BEDSA**

**CASA**

**Regina Davis**, M. Arch '88, CED UC Berkeley

**Babette Jee**: BA Arch '76, CED UC Berkeley

**Kitty Hoover**: M. Arch '86, J.D. '89, CED UC Berkeley

**Don Houston**: BA Arch '75. M Arch '82, CED UC Berkeley

**Jennie Lew**: BA Arch. '75, CED, UC Berkeley

**Antonio Pizano**: BA Arch '73, M. Arch '75, CED UC Berkeley

**Randy Vasquez**: [randyvazquezmedia@gmail.com](mailto:randyvazquezmedia@gmail.com)



50<sup>th</sup>

**Viva CASA! Viva la Raza!**



**Hecho a Mano Production**

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