

Executive Summary: Latinx Cultural Center Name Change



Overview

In an effort to remain relevant and responsive to the students we serve and in recognition of the importance of marginalized communities to use the power of language to self-identify, the Latinx Cultural Center engaged in a study of its name over the 2023-2024 academic year. As a result of student feedback as well as research in the field, we recommend updating the center's name to the Latine Cultural Center. The report that follows details the history of the LCC, context about recent shifts in language, research on our Big Ten counterparts, and recommendations for implementing this change.

Recommendation:

It is recommended to change the name of the Latinx Cultural Center to the Latine Cultural Center effective Fall 2024.

Survey Overview

Distribution:

- LCC social media, newsletter and physical fliers
- Campus partners

Duration:

- March 11, 2024 - March 18, 2024

126 survey respondents

112 students, with all but one identifying as Latinx/a/e/o

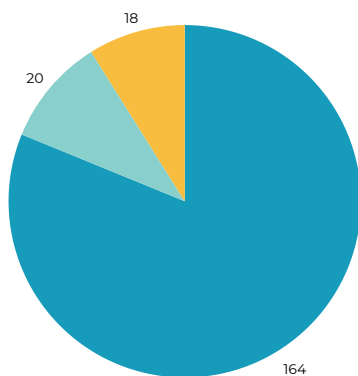
77% of survey respondents supported changing to Latine

Summary of Results (202 total comments)

Supportive of Latine
77%

Neutral 10%

Prefers name other than Latine 13%



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“I believe the LCC is headed in the right direction if we are consistently using our learning and adapting. I am 100% on board with the name change. I want everyone to feel represented and cared for in the space.”

*Josue Velazquez,
Alumni and co-founder of the LCC*

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Terminology: Latinx / Latine

In recent years, there has been an ongoing conversation on campus and nationally about the use of Latine versus Latinx. During this time, the LCC has received feedback regarding its name. In response, LCC staff have facilitated events on how students prefer to name themselves.

For more context, please visit this link:



<https://cambio.missouri.edu/about/hispanic-latin-latinx-or-latine/>



UW-Madison would be a leader when using Latine as compared to other Big Ten institutions.

Other UW Units

The following units have or are in the process of changing their name to Latine:

Latine Student Union (2021)

Wisconsin School of Business
Latine Affinity Group (2021)

LASA Latine Graduation (2024)

Latinx Academic Staff Association (in progress)

Chican@ & Latin@ Studies (in progress)

Reasons for Change

The “e” is more linguistically suitable (31)

Inclusive for LGBTQ+ (7)

Accessibility concerns over “x” (6)

Allows students to choose their label (14)