

5. Latino History Is Oregon History: Preserving Oregon's Latino Heritage through the Pineros y Campesinos Unidos del Noroeste Archive

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Introduction

Since the spring of 2011, the University of Oregon Libraries have been working closely with the Pineros y Campesinos Unidos del Noroeste (Northwest Tree Planters and Farmworkers United, PCUN) to organize, preserve, and make accessible to the public the extensive records they have generated during their history. A union of largely Latino farmworkers based in Oregon's fertile Willamette Valley, PCUN is the largest organization representing Oregon's growing Latino population. As in many other states, the state's Latino community is growing so rapidly that, as of the 2010 census, Latinos constitute Oregon's largest ethnic minority. Since 1985, PCUN has been a fierce advocate of the rights of farmworkers, 98 percent of whom are Latino. Engaged faculty at the University of Oregon have worked closely with PCUN over the years, advancing research and social justice through intellectual and activist collaboration. As PCUN has matured as an organization, it has increasingly recognized the need to preserve its own story, both for the institution's future and as a contribution to Oregon's Latino community. For its part, the University of Oregon (UO), as the flagship public university of the state of Oregon, has acknowledged the importance of recognizing and serving all segments of Oregon's diverse population. This convergence of interests led to the agreement between PCUN and the UO, signed in June of 2011, to house and make accessible to the public PCUN's records. Since that time, faculty, students, and staff at the UO Libraries have been working to organize and advocate for this important collection. Drawing on a network of engaged scholars, community

Who Are We Really?: Latin American Family, Local, and Micro-Regional Histories, and Their Impact on Understanding Ourselves. Papers of the Fifty-Ninth Annual Meeting of SALALM, 2014.

activists, and skilled librarians, the PCUN records have been a nucleus for projects to ensure that UO truly serves all of the people of Oregon, and that the state's history does not marginalize its Latino community.

PCUN and Latino History in Oregon

PCUN was founded in 1985 as an extension of the work that the Willamette Valley Immigration Project (WVIP) had been doing since 1977, to support the largely immigrant farmworker population of Oregon's Willamette Valley. Migrant farmworkers, the vast majority of them Latino, had been the backbone of Oregon's farm labor force for decades. The WWII Bracero Program, active in the Pacific Northwestern states of Idaho, Oregon, and Washington from 1942 to 1947, helped to establish patterns of labor recruitment and migration that brought Latino laborers up the West Coast, as they followed the harvest looking for work (Gamboa 1990). Throughout the subsequent decades, migrant farmers from Mexico, Texas, California, and other western states "settled out" and began establishing a more permanent presence in Oregonian farming towns like Cornelius, Independence, and Woodburn, as well as larger cities like Portland, Salem, and Eugene.

The WVIP grew out of a series of initiatives throughout the 1960s and 1970s to improve the living and working conditions of farmworkers and, as part of the Chicano Movement, to pursue full civil rights and community self-determination for Oregon's growing Latino population (Gonzales-Berry and Mendoza 2010, 52–91). As that population grew and became more established, Latinos could be found in a growing range of professions and locations, from working-class occupations like farmworkers and pineros—tree planters contracted to restore clear-cut forests in the mountains of Oregon starting in the 1970s—to middle class professionals in education, law, business, and public service. WVIP activists gave free legal aid to Latinos facing deportation and labor exploitation, especially farmworkers and pineros. As the 1980s rolled on, however, they recognized the need to provide services beyond legal aid. So, PCUN drew specific inspiration from the example of the United Farmworkers movement in California, and was incorporated as a farmworkers' labor union at a founding convention, in Woodburn, Oregon, on September 15, 1985 (Stephen 2012, 16).

In the thirty years since then, PCUN has grown to be the largest group to represent Oregon's Latino community. In addition to its work organizing in the forests and fields of the Willamette Valley, among many other organizations, PCUN helped found Causa, Oregon's largest immigrants' rights organization; the Farmworker Housing Development Corporation, a high-quality affordable housing project for farmworkers based in Woodburn; and KPCN-LP, Radio Movimiento, one of the nation's first low-power FM radio stations. In addition, PCUN has played a major role in Oregon politics, helping influence fights

over bilingual education, labor rights and a minimum wage, and immigrants' rights in the state. It has been a major ally of environmental organizations seeking to regulate pesticides, and has long allied with Basic Rights Oregon, the state's largest LGBT-advocacy organization, to fight homophobia and defend immigrants' rights in the state (Stephen 2012). Having played such an important role in so many aspects of the state's social, political, and cultural life over such a long period, PCUN's records, which include materials dating back to the 1960s, are crucial to provide a picture of Oregon's history, one that includes all of its people.

Appraisal, Acquisition, and Processing of the PCUN Records

Archivists appraise, collect, and preserve the props with which notions of identity are built. In turn, notions of identity are confirmed and justified as historical documents validate their authority. (Kaplan 2000)

In December of 2010, James Fox, Linda Long, Cassie Schmitt, and Kira Homo, of the UO Special Collections & University Archives (SCUA) curatorial and technical team, traveled to Woodburn, Oregon. They met with PCUN's then secretary-treasurer Larry Kleinman for a tour of PCUN's archival facilities and storage areas. The main objective of the visit was to conduct a field appraisal of PCUN's physical and electronic records. Within an archival context, appraisal is a process of identifying what records exist or are being offered and determining whether those records and other documentary materials have enduring, historical value. There are a number of factors to take into consideration while making appraisal decisions, which may include functional characteristics, or who created the record and why; which actions are being documented; analysis of records in the context of other related documentary resources; potential uses of the records; limitations on access to those records, e.g., legal, medium, privacy issues; and the cost of preservation weighed against the information value of the record (Ham 1993).

One of the fundamental methods archivists use in the selection process is the records survey, in which they gather basic information about an organization and its records. With records kept in various storage rooms, offices, and closets, the SCUA staff conducted a survey to gather information about PCUN's records, including quantity, form, document types, physical condition, location, the way in which materials were stored, and the creator and/or function related to the records. Overall, they surveyed approximately 240 linear feet of records. These included paper files, audiotapes, videotapes, DVDs, photographs and negatives, digital records, posters, ephemera, and a few artifacts. The survey not only facilitated a better understanding of the scope and contents of PCUN's records, but also provided pertinent information to help SCUA plan for eventualities, including physical space to store the material, potential preservation and access, and the funding needed to sustain all of the above long-term.

Benefits of the UO-PCUN Relationship

Unions that generate and maintain their records eventually face the choice to support their own in-house archives program or to develop a relationship with an established collecting repository (Nash 2010, 15). The latter is a common avenue among unions and it has some clear benefits. In the case of the PCUN-UO partnership, one of the benefits for PCUN is the maintenance of their organization's history and its materials. Also, as the UO Libraries provide the infrastructure to appropriately preserve and provide access to the records over time, PCUN is in the distinct position of preserving and sharing their records with the public. These benefits include secure, climate-controlled storage; curators of various media and digital records, some of which are approaching obsolescence; and a professional reference staff who can connect diverse communities to the records through finding aids, researcher services, and other outreach efforts.

On the other hand, some of the concerns from the union's perspective may be the general accessibility of their historical records to union membership, officers, and staff, and the specific loss of control over that access. Given the legal character and privacy concerns associated with certain records generated by PCUN over the years, such as notes from collective bargaining sessions, strategic organizing meetings, or other issues related to citizenship and members' immigration status, PCUN must retain the confidentiality of those documents for some time. We addressed these concerns as we developed the PCUN-UO partnership, through a strong access policy and a shared desire to bring PCUN's story and contributions to the labor movement and the public.

The acquisition of the PCUN records is equally an asset for the UO Libraries' Special Collections & University Archives department. The long-term partnership that the UO faculty has developed with PCUN is in clear alignment with the UO Libraries' Strategic Directions (UOL 2012) in a number of ways. The PCUN archive enhances our contribution to scholarship and a dynamic teaching environment, and fosters access to primary sources and encourages their use in classroom instruction. Also, with the growth of Oregon's Latino population, the University of Oregon anticipates a rise in the population of Latino students at the university and is striving to increase Latino representation on campus. The records in this collection bring to light the work and activities of PCUN and the history of Latinos in Oregon more broadly. It is important for the UO Libraries to continue developing its Latino collections, making them more visible to students and the community. The PCUN records also contribute to the diversity of SCUA's collections and contribute to a more inclusive campus environment.

PCUN Records and the OLHC Graduate Teaching Fellow

In 2011, PCUN and SCUA selected and transferred approximately twenty linear feet of materials to the UO Libraries, with additional accretions

scheduled for the coming years. While this represents only a fraction of the records initially surveyed in 2010, they document some of the union's key initiatives. In celebration of the PCUN-UO partnership and the transfer of records, the UO Libraries' Manuscript Curator, Linda Long, designed a digital exhibit (<https://blogs.uoregon.edu/pcun/>) of the PCUN records. It detailed the evolution of PCUN, farmworker living and working conditions, the activities of the WVIP, and many of the union's political and workplace organizing campaigns. However, at the start of 2013, with the celebrations and transfer of a year's worth of records, there was still only a basic, unpublished inventory and the records were still virtually unknown to most students and scholars at the university. In the fall of 2013, the Oregon Latino Heritage Collaborative (OLHC) received support from the University of Oregon to help fund a graduate teaching fellow (GTF) for nine months. Led by the UO Libraries, the fellow would help assess the PCUN records and other manuscript collections containing Latino materials; create a finding aid for the PCUN records to be published on the Northwest Digital Archives (NWDA) website; improve existing finding aids to other Latino collections in SCUA; work with library and OLHC staff to update web pages promoting the collections; and, through outreach efforts, enhance the use of the materials in UO classrooms and within the community.

Sonia de la Cruz began working at SCUA as the OLHC's GTF in September of 2013. Then a doctoral candidate at the School of Journalism and Communication, her research combined theoretical and practical approaches to understanding how the Latino diaspora shapes identity and builds community through media. Additionally, de la Cruz has been involved in documenting and preserving Latino history in Oregon for a number of years. She was the clear choice to fulfill this GTF role because of her past work and knowledge of union operations, her ability to work with multilingual collections, and her connection to the OLHC and many of its stakeholders. The unprocessed PCUN records provided the original impetus for the OLHC fellowship, and de la Cruz spent much of her time working with this collection. She created a bilingual finding aid for the PCUN records and worked with David Woken, SCUA's then-director James Fox, and others in the OLHC, to reach out to university faculty and students and Oregon's Latino community.

The Jefferson Center for Education and Research Records and the John Little Papers were two other collections in SCUA's repository that were further advanced through de la Cruz's work with the OLHC fellowship. The Jefferson Center for Education and Research, which operated from 1994 to 2007, "specialized in facilitating discussion, problem solving and community connections among low-income non-timber forest workers and harvesters, rural communities and contingent laborers in the Pacific Northwest" (UOL-SCUA 2014a). The center's records were donated in two batches, the first in 2004 by the organization's founder, Beverly A. Brown, and the second in 2009 on behalf of the center, by Sarah Loose. Much of this collection was processed

and made accessible to the public in 2011, with the exception of 4.5 linear feet of records that included administrative files of the Jefferson Center, and its correspondence with Latino groups in Oregon. These records were processed and added to the collection in the spring of 2014.

John Little donated his papers to the university in 2010, and they were processed and made accessible in 2011. He was the executive director of the Valley Migrant League (VML) and one of the founding members of the Colegio César Chávez in Mount Angel, Oregon. The VML was a private, non-profit organization that ran from 1965 to 1974. It “helped Oregon migrant farm workers and former farm workers attain a better life through education and social services,” and was instrumental in establishing a strong Latino community in the Willamette Valley (UOL-SCUA 2014b). Named for the Mexican American civil rights activist and union organizer, the Colegio César Chávez was established in 1973 and closed in 1983. It was the first accredited, independent, four-year Chicano/Latino higher education institution in the United States (Maldonado 2000; May 2011, 135–259). During her appointment to the OLHC fellowship, de la Cruz worked with the John Little Papers to add further information to their finding aid, and provide context to Little’s role in both of these organizations.

Elevating Oregon’s Latino History through Archives

Along with their community partners, UO faculty from several academic units have made significant strides toward fostering Latino heritage projects and expanding Latino and Latin American scholarship. Their numerous Latino-related projects include research, courses, exhibits, and events, including the “Latino Roots” course and the acquisition of the PCUN records. These projects have been crucial toward elevating Latino history in Oregon and have enabled UO to build ties with the Latino community across the state.

On June 6, 2011, UO celebrated the “PCUN-UO Partnership” in a public event at the Knight Library. Then UO President Richard Lariviere and PCUN President Ramón Ramírez signed a deed of gift, in which PCUN donated its historic records to SCUA to be processed, preserved, and made available to the public. The event also showcased the documentary films UO students produced in the university’s “Latino Roots,” a two-quarter course taught by Professors Lynn Stephen, from the Department of Anthropology, and Gabriela Martínez, from the School of Journalism and Communication. This course was designed to broaden Oregon’s historical narrative by documenting the depth and breadth of Latino and Latin American immigration, settlement, and social movements, as well as to highlight Latinos’ civic and political actions and contributions to the state (Martínez and Stephen 2015). To document and expand Oregon’s dominant historical narrative, largely centered on the Anglo-American pioneer experience, students learn about the larger racial, ethnic, and colonial narratives of the state by carrying out research and conducting oral history interviews.

In addition, students produce short digital documentary films to narrate the stories of contemporary Latino immigrants across Oregonian generations and geography. At the end of the course, students screen their documentaries at a public event.

In 2011, as part of the PCUN-UO Partnership celebration, students from the “Latino Roots” course showcased sixteen short documentary films. Among the many attendees were students, deans, administrators, faculty, Latino leaders, community members, farmworker families, elected officials, and the people and families whose stories were narrated in the films. In addition to the screenings, students donated their films to the UO Libraries as a symbolic gesture in support of their work to enhance Latino history and research at the university. Today, these films are part of the university’s archives and are available for public use (Martínez and Stephen 2015). This event cemented a bond between the university and Oregon’s Latino community. For this reason two subsequent classes of “Latino Roots” students held public screenings on June 6, 2013 and June 4, 2015, respectively, to showcase an additional nineteen and seventeen films about Latino history in Oregon. So far, students have produced fifty-two short documentary films and many more will be produced as the course is taught in coming years.¹

The success of the “Latino Roots” 2011 public event, coupled with increased public interest in projects which documented histories and stories of Oregon’s Latino population, prompted faculty and community leaders to develop a working group to continue expanding Latino-related projects at the UO. In November of 2011, university and community partners established the Oregon Latino Heritage Collaborative (OLHC), to support the expansion of Latino heritage projects in which the community and the academy could join in conversation and collaborate. The OLHC would coordinate UO Latino heritage projects until the fall of 2014.

The mission of the OLHC supported “opening new avenues to preserve, share, research, study and narrate Latino communities’ history as Oregon and American history” (OLHC 2014). The OLHC shared a vision of engaging across disciplines with current and future university students, researchers, educators, and writers, along with political and civic leaders and community members who can contribute to knowledge about Oregon Latino history, and therefore help strengthen bonds between themselves and the university. The OLHC’s founding members included James Fox, then head of SCUA; Gabriela Martínez, associate professor in the School of Journalism and Communication at UO; Larry Kleinman, president of CAPACES Leadership Institute (an organization affiliated with PCUN), and then secretary-treasurer of PCUN; Antonio Huerta, opportunities outreach manager, Division of Undergraduate Studies at UO; and Elias Meyer, assistant director for the Center for Latino/a and Latin American Studies (CLLAS) at UO (see Chart 1). The steering committee consisted of university and community partners who represented the

following organizations and academic units: Oregon Folklife Network, UO Labor Education and Research Center, UO Latin American Studies Program, Amigos Multicultural Services Center, UO Libraries, CAPACES Leadership Institute, PCUN, and CLLAS.

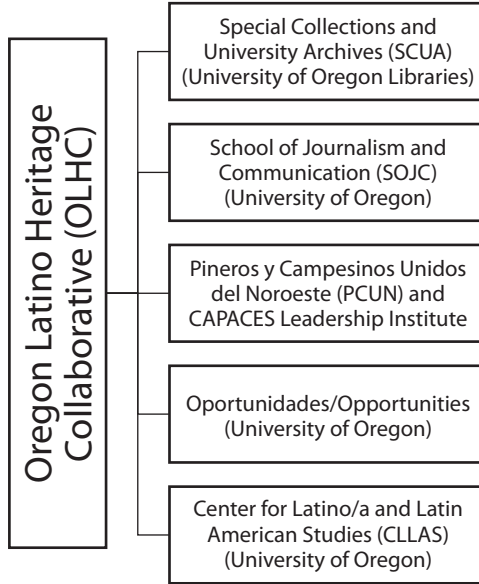


Chart 1. Core members comprising the OLHC

The OLHC took flight when it acquired the PCUN records and continued to support the processing and promotion of the archive, as well as to engage in other Latino heritage projects across the campus. With the assistance of its GTF, de la Cruz, the PCUN records were processed and catalogued during the winter and spring of 2013–2014. Since then there has been a great deal of outreach to make the collection more visible and accessible to the community, UO faculty, and the PCUN leadership, and to discuss the contents and arrangement of the records and how they can be used both in UO classes and by the general public. To generate greater awareness of the collection among university and community partners, an open house event was organized in which students, local community leaders, and members of the PCUN were invited to see the primary documents and learn more about the collection. The open house took place on May 7, 2014 in SCUA’s Paulson Reading Room, where a number of documents from the PCUN collection were put on display and the bilingual finding aid was announced to the public. Additionally, out of the success of the “Latino Roots” documentary projects, the OLHC advised and collaborated with UO’s Oregon Folklife Network to develop “Telling our Stories”

(OFN 2015), an online toolkit designed to teach people of varied skills and ages how to document personal, community, or family stories.

The PCUN-UO partnership was significant because it marked the beginning of a relationship between the university and the Latino community, but also because it sparked ongoing contributions to the university's dual mission of academic excellence and diversity. The aid of supporting entities like the OLHC, faculty, students, and community partners, contributed to the expansion of archival records documenting the Latino experience in Oregon. Having helped establish a strong set of projects to forward our understanding of Oregon's Latino heritage at the UO, the OLHC disbanded in the fall of 2014 and its activities were largely taken up by CLLAS through its Latino History Research Action Project. Since then, UO scholars, librarians, archivists, and community leaders have continued to identify related collections at other institutions and obtain new ones. These will ensure that the stories of Oregon's Latino community become an integral part of Oregon's history.

The PCUN Records Reach Faculty, Students, and the Community

One of the important factors in PCUN's decision to house its archive at the University of Oregon was that, as a public institution, UO would make the archive accessible to a broad public. However, the fact that so much of the collection consisted of copyrighted materials like newspaper or magazine clippings, made and continues to make its mass digitization a difficult proposition. Faced with this limitation, UO librarians and archivists have pursued a broad, systematic outreach program to bring the archive into use by UO faculty, students, and the broader community. Relying on a strong foundation of faculty support for the archive and their interest in using its documents in their classes, the OLHC set out in the winter and spring sessions of 2014 to identify the faculty who gave courses and assignments in which particular sections of the collection could be especially useful. Through these outreach efforts, the OLHC recruited faculty to use the collection as early as spring of 2014, and others followed suit in the 2014–2015 academic year.

In seeking how to make the PCUN records more accessible to the public, the OLHC wanted to move beyond traditional research uses in graduate or upper level undergraduate courses in history, Latino studies, or labor studies courses. These subjects would be important constituencies for the collection, of course, but considering that the collection's materials related to politics, environmental activism, communications, and many other fields, the OLHC wanted to be sure that creative scholars could incorporate those materials into their courses, as well. Growing pedagogical trends in the humanities and social sciences cultivate information literacy and critical thinking through hands-on work with primary source materials. Considering those trends, the OLHC focused its outreach so that scholars in diverse fields could use primary source

materials found in the PCUN records in their classes. They were also interested in how undergraduate or even secondary students might use the materials.

To this end, de la Cruz and Woken met with faculty in various fields to find matches between their course work and the materials held in the PCUN records. Initially, this meant meeting with faculty who were already using special collections in their courses, outside the usual advanced research seminar model. De la Cruz communicated with a faculty member in English literature about how she had used primary documents in her feminist science fiction course. The students completed an assignment in which they consulted the Ursula K. Le Guin Papers housed in SCUA, used them to edit Wikipedia entries on related subjects and write reports, and then posted them on a shared course blog, the *Feminist Science Fiction Seminar* (<https://femscifi.wordpress.com/>). These short assignments provided a model that worked well within lower level undergraduate courses. This helped us conceptualize the scale of this kind of assignment when we developed examples for faculty interested in using the collections for short research assignments with undergraduate students.

Woken met with Marsha Weisiger, an historian who specializes in history, both of the environment and the American West, and uses special collection materials in two of her undergraduate courses. Regarding US environmental history, Weisiger worked with SCUA to identify several collections of papers from lumber companies or entrepreneurs that were now held in the University of Oregon's collections. She had students use those papers to write short micro-histories of elements of local environmental history and how they fit within the broader range of themes identified in the class. In her course on the history of the American West she had students select an Oregon Trail diary from SCUA's collections and write a paper that analyzed it within the context of the history they had studied. In all of these cases, we saw that faculty were using archives to give students rich experiences with primary source materials, applying the critical skills of original historical or literary research in small assignments. This fostered not only knowledge of the subject matter, but skills which would serve them in future work at the UO.

With these lessons in mind, we then combed through the emerging finding aid of the PCUN records to identify themes, both in terms of subject matter—immigration, legislative battles, environmental issues—and of usefulness to particular disciplines—communications, political science, and others—around which we might present the archive to faculty. We selected six faculty in Journalism and Communication, Environmental Studies, Education, Literature, and Labor Studies to reach out to and discuss the ways in which they or their departmental colleagues might use the archive in their undergraduate courses. Throughout our meetings with faculty we gained useful insights into the type of opportunities the PCUN records provided for undergraduate students. We were not surprised to find there was much excitement among scholars interested in historical subjects, social movements, and even environmental

studies, to use the archive in their courses. However, we did find less interest than we had hoped for when we spoke with professors in communications and education, areas in which our ideas were a bit less traditional. We also did not hear back from two faculty with whom we had hoped to meet. Still, we now had some idea of what parts of the collection were interesting to faculty, and some compelling ways they could use the archive in undergraduate and other lower level courses.

An opportunity to use the collection in an undergraduate course fell into our laps with a first-year faculty member in the History Department. As the first ever Latino history hire in that department,² this historian taught a freshman Latino history course in the spring 2014 session. Woken met with her in March of 2014, a month before UO's spring session began, and worked with her to design an assignment using the PCUN archive. Since the collection covers material from roughly the 1960s to the present, with its vast majority from the 1980s, 1990s, and 2000s, the assignment would need to come near the end of the course and be short enough to complete in two or three weeks. In the end, the students worked in groups to select a single document from the PCUN records, used the archive's finding aid and UO anthropologist Lynn Stephen's (2012) short history of PCUN, and created short group presentations they would give in class. The students had an instruction session showing them how to use the archive and its finding aid. They also had the chance to analyze some sample pieces pulled from the archive on May 7, the day of the PCUN records' open house and the first one that the archive was officially open for consultation. Though the class was composed entirely of freshmen and sophomores who had never used archives before, they successfully navigated the records to find primary sources that deepened their understanding of the subject matter and how it was expressed in a local context. This class opened doors to several other courses as this professor returned to work with the PCUN records in a course she co-taught in winter 2015. Her colleague was a UO sociolinguist who studied Spanish and Spanglish among US immigrant populations, who also ended up using the collection in a spring 2015 course she taught about Spanglish. Active outreach had brought in faculty from linguistics to use a historical archive, a process we had rarely encountered before at the UO Libraries.

In addition to these classes, we were able to inspire interest in the archive for several other UO courses in the 2014–2015 year. The undergraduate "Immigrants and the Farmworker Movement" and "Latino Roots" courses, taught by Lynn Stephen and Stephen and Gabriela Martínez, respectively, made heavy use of the archive. Other courses are now expressing interest, including some at institutions other than UO, and we have been actively working toward making the records available to nonacademic institutions, though those efforts are still in their very early stages. All of these courses will ensure that students

use the archive, but will also provide us with further examples and models that we can apply in projects beyond traditional academic instruction and research.

The PCUN records outreach strategy also involved direct targeting of undergraduate and graduate students. De la Cruz and Woken met with students from the UO chapter of the Movimiento Estudiantil Chicano de Aztlán (MEChA). As in many other universities, the growth and sustained presence of Latino studies has been in part the work of engaged students, a relationship the OLHC recognized and that UO's Latino studies faculty hopes to continue to encourage. The PCUN records open house had a significant MEChA presence, and some students informally expressed interest in using the PCUN records for undergraduate thesis projects. In addition, since the open house event, David Woken has been approached by undergraduate and graduate students who want to use the archive for thesis work. It is clear now that this strategy of broad outreach through discussions with faculty, meetings with student organizations, and hosting public events, has created a wide-ranging knowledge of and interest in the PCUN records, at least on the UO campus.

The OLHC's outreach campaign also enjoyed a measure of success with groups beyond campus. Oportunidades is the Latino outreach arm of the University of Oregon's Opportunities Program, which aims to bring students from underrepresented Oregon communities to the UO (UO 2015). They have used interviews and oral histories gathered in the "Latino Roots" courses to supplement their materials, and have expressed interest in adding materials from the PCUN records to the traveling exhibits they present around the state. There have also been talks with members of the CAPACES Leadership Institute, to find ways to incorporate PCUN records materials into their courses. CAPACES is a youth education and training organization started by PCUN for young activists and the children of farmworkers (CLI 2015). The PCUN records have also been a beacon for others looking to preserve their personal collections of primary source materials about Oregon's Latino heritage. Several potential donors have approached Woken about collections of materials on Oregon's Latino community that they would like to deposit in SCUA's collections. The PCUN records are in the UO Libraries' hands to preserve and make them available for the community to use, so this kind of giving back is essential to assuring that these kinds of fruitful collaborations continue.

This work with faculty and students on the UO's campus, and with community education and outreach programs, is also helping to shape the possible directions that UO librarians, archivists, and faculty will take the archive in the future. Previously, CLLAS has organized training institutes for Oregon secondary school faculty at UO, and taught the history, culture, and social life of Oregon's growing Latino minority. CLLAS has been talking about doing so again sometime in the coming years. The PCUN records would be an important new addition to this training, providing teachers with the hands-on experience

of working with primary source materials about Latino Oregon. Continued networking with community members beyond campus, including with librarian colleagues at other universities, community colleges, and public libraries in the region, will also help continued outreach regarding the collection, and help change the way people think about Oregon, its people, and their history.

Conclusion

In sum, outreach efforts with the PCUN records have taught UO librarians, archivists, and faculty that leveraging local interest, expertise, and vision is crucial. The time spent identifying faculty and students who are interested in the collection has paid off in assuring that the PCUN records are used. In particular, faculty who may not have otherwise thought to use the archive have expressed interest in doing so, as have those who seek to use it with lower-level students who might not normally be the expected audience for this kind of collection. Leveraging library subject specialists, existing networks with student organizations, and engaged faculty and graduate students, produced some deep interest in the collection. It also looks to be the main means through which interest in collections about Oregon's Latino heritage will continue to grow. Advertising and "marketing" the collection is important, but it is through thoughtful, direct engagement in social networks of scholars, activists, and involved community members, that we have generated the most interest in using and expanding the UO Libraries' Latino history collections.

Oregon is increasingly diverse, and its diverse people's histories need to be fully represented and understood. The PCUN records are at the vanguard of the UO Libraries' push to identify, gather, and offer materials about Oregon's Latino history. PCUN chose to house their archive at the UO in the hopes that it would be widely accessible. That way could help Oregon's Latino community, so long at the margins of mainstream consciousness, to enjoy a place in the story of Oregon. In order to ensure that happens, it is now incumbent upon us to help document the growth and dynamism of Latino Oregon.

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NOTES

1. The “Latino Roots” course at the University of Oregon was first taught in 2011, then again in 2013 and 2015, and will continue to be taught every other subsequent academic year.
2. Previous Latino history specialists had been hired in other departments like Ethnic Studies.