

“LA MARCHA...,”

Ricardo Chavira – Interviewed by Aurelio M. Montemayor. August 15, 2021

How did you connect with the Chicano movement?

* As a Migrant Farm Worker, I became interested to read about Cesar Chavez and Farmworker struggle. It marked the beginning of the famous grape strike in California’s Central Valley (San Joaquin Valley) led by César Chávez, Dolores Huerta, and the farm workers to establish a union for farm workers that would not only bring them much-deserved wage and benefit increases, but a sense of dignity for their labor and for themselves.

- At that time, there were lots of different issues and the farmworker issue probably was the beginning

- I was also learning about the Mexican American Chicano Movement that began pushing for a new identification.

What activities did you participate in when you were Freshmen in college?

- the Chicano Movement won many reforms such as the creation of bilingual and bicultural programs

- improved conditions for migrant workers

- the hiring of Chicano Teachers, and more Mexican Americans serving as elected officials.

What were you hearing about what was going on in Del Rio in 1967-68?

- The Chicano Movement called for the Chicano community to be able to control its own resources and determine its own future

- It called for community control of its schools, its politics, and its culture.

Where were you when the march happened on Palm Sunday in March of 1969?

-I was a College student-returned to Del Rio and participated in the Palm Sunday march-

-Family members were carrying signs, and many community also joined

-Their walkouts and message started to catch the attention of the Community

What were the aftereffects of the march?

-The Del Rio Community started to see more Mexican American administrators, more bilingual educators, and, eventually, superintendents.

-I saw significant increase in the number of Mexican Americans attending colleges and universities across the nation.[12](#)

How did all this influence your involvement and activism?

-Schools were more on task with informing the students about all aspects of college admission..., all with the goal of empowering students to make their own educational decisions...

-Students were encouraged and needed to establish a high school work plan, with the assistance of a school counselor, that would help them work toward their College Career selected Educational Plan