



**Manuel C. Baldenegro, Jr.**  
**Director, Advocacy Programs**  
**UCLA Government & Community Relations, External Affairs**

Manny has been with the Office of Government & Community Relations since 1991 initially developing the "UCLA in the Community" and the "UCLA Student Outreach" directories. He was a coordinator of the first *Summer Youth Employment Program* in 1992 prior to his promotion in State & Community Relations. As an Assistant Director, Manny was responsible for UCLA advocacy within state legislative districts in the San Gabriel Valley, San Fernando Valley and downtown Los Angeles areas.

In his current position as Director of Advocacy Programs, Manny oversees volunteer involvement at all levels of government by alumni, students, staff, faculty and community partners. His unit is responsible for volunteer recruitment for the annual "UCLA Days" in Los Angeles, Sacramento and Washington, D.C., event planning and coordination, and the use of GIS (geographic information system) to promote the University to elected officials. Manny is a graduate of UCLA with a degree in political science, a member of Latino Issues Forum, and past participant of the Ford Foundation's Latino Leadership Opportunity Program which analyzes local, state and national public policy issues. On February 2008 he was recognized as a "distinguished alumnus" by UCLA's Academic Advancement Program for his political and community work.

Manny is a fifth-generation Mexican American and the first in his family to attend a four-year University. He is also a performance artist and writer, recently studied mask and movement and has been performing for more than twenty years. Manny was last seen at the Carmen Zapata Theater production of "Too Many Tamales" as Papa. He is currently writing Canción de mi Vida (Song of my Life) on the life of his maternal Tejana grandmother which he hopes to produce and perform for the stage.