

JOSEPH A. RODRIGUEZ
Associate Professor of History and Urban Studies
University of Wisconsin-Milwaukee

A. Background Information

1. Formal Education

1990, Ph.D., History, University of California, Berkeley.
1983, M.A., History, University of California, Santa Cruz.
1981, B.A., History, University of California, Berkeley.

2. Titles of Theses and Names of Mentors

Dissertation: "The Making of a Multicentered Metropolis: Physical Communication and Urban Rivalry in the San Francisco Bay Area, 1850-1970. Adviser: Dr. Gunther Barth, UC Berkeley.

MA thesis: "From Personal to Party Politics: The Development of Black Leadership in Oakland, California, 1900-1950." Adviser: Dr. James Borchert, UC Santa Cruz.

3. Academic and Professional Positions Held

1998-present, Associate Professor, Department of History, UW-Milwaukee
Spring, 2010, Fulbright Scholar, Graduate Institute of the Americas, Tamkang University, Taiwan
2005-2008, Director of the Urban Studies Programs, UW-Milwaukee
2001-2003, Interim Chair, Department of Spanish and Portuguese, UW-Milwaukee
1991-1998, Assistant Professor, Department of History, UW-Milwaukee
Spring, 1990, Visiting Professor, Department of History, UC-Santa Cruz
1989-1990, Instructor, Department of History, San Francisco State University
1988-1989, Instructor, Department of History, St. Mary's College, Moraga, CA

4. Special Honors, Awards, and Research Grants

Winter 2010, \$2000, Center for International Education Research Travel Award, UW-Milwaukee
Spring 2010, Fulbright Scholar Award, Council for International Exchange of Scholars.
2006, \$4,000 research grant, Center for Urban Initiatives and Research, UW-Milwaukee, Project: "The History of La Casa de Esperanza, Waukesha."

2003, \$2,000 for research project: "The History of the Spanish Speaking Outreach Institute," from the Roberto Hernandez Center, UW-Milwaukee
Summer 2001, \$2,500 Culture and Communities Mini-Grant for ten \$250 scholarships for low income residents to take "Spanish for Native Speakers" UW-Milwaukee
2002, \$6,000 from Center for International Education, UW-Milwaukee, "Border Cities Conference"
2001, Gambrinus Prize, best book in Milwaukee County History, for, *Nuestro Milwaukee*, Milwaukee County Historical Society.
1999, \$750, manuscript preparation, University of Wisconsin Institute of Race and Ethnicity (1999)
Spring 1994, \$5,000, Grant from University of Wisconsin Institute on Race and Ethnicity for research on book manuscript
Spring, 1993, \$4,200, summer stipend, National Endowment for the Humanities; support for summer research for book *City Against Suburb*.
Spring 1992, \$4,000, Grant, Graduate School Research Award, UW-Milwaukee

B. Publications and Conference Presentations

1. Books

Bootstrap New Urbanism: Design, Race, and Redevelopment in Milwaukee (Lexington Books, 2014)--analysis of Milwaukee's history from the late-nineteenth century to the present with focus on mainstream press coverage of urban redevelopment.

Latinos in Milwaukee (Arcadia, 2006), co-authored with Walter Sava. Compilation of historic pictures and a narrative history of Latinos in Milwaukee.

Nuestro Milwaukee: The Making of the United Community Center (Milwaukee, 2000)--co-authored with Dana Nix, Sarah Filzen, Marc Rodríguez, and Susan Hunter--a history of the leading Latino nonprofit agency and school in Milwaukee

Pre-Tenure Book:

City Against Suburb: The Culture Wars in an American Metropolis (Praeger, 1999)--comparative analysis of urban social movements in the San Francisco Bay Area from the 1960s to the 1990s.

2. Articles:

"Latinos and Asians in Milwaukee," co-written with Mark Shelley in Margo Anderson and Victor Greene, eds, *Perspectives on Milwaukee's Past* (Urbana, 2009), 162-191.

Juan Alvarez Cuauhtemoc, Joseph A. Rodriguez, Marc S. Rodriguez, "An Overview of Latino History in Milwaukee," *Myriad* (Spring 2005), 20-29.

"Understanding Milwaukee's History," *The Urban History Newsletter* 30 (October 2003), 1-3.

"At Loose Ends: Twentieth Century Latinos in Current United States History Textbooks" *Journal of American History* 86:4 (March 2000), 1689-1699 (co-authored with Vicki Ruiz)

Pre-tenure Articles:

"Planning and Urban Rivalry in the San Francisco Bay Area in the 1930s," *Journal of Planning Education and Research* 20 (2000), 66-76. Reprinted in Stephen J. Page and Joanne Connoll, eds., *Event Tourism: Critical Concepts in Tourism* (Routledge, 2009).

"Transit and Community Power: West Oakland Residents Confront BART," *Antipode* 31:2 (April, 1999), 212-228. Reprinted in Michael Pacione, ed. *Cities* (Routledge, 2001).

"Becoming Latino: Mexican Americans, Chicanos, and the Spanish Myth in the Urban Southwest," *Western Historical Quarterly* 29(Summer 1998), 165-185.

"Local Space, Public Art, and Community in an Urbanizing Suburb," *Ecumene* 5:2 (April, 1998), 218-236.

"How Mexicans Became Mexican Americans: Recent Studies in Immigration, Labor, and Ethnic Identity," *Journal of Urban History* 24:4 (May 1998), 542-551.

"Ethnicity and the Horizontal City: The Chicano Movement in San Jose, California, 1960-1970," *Journal of Urban History* 21:5 (July 1995), 597-621.

"Mexicans in U.S. Cities: New Perspectives," *Journal of Urban History* 20:4 (November 1994), 554-563.

3. Online publication

"El Movimiento in the Midwest: Latino Activism at UW-Milwaukee and the Creation of the Spanish-Speaking Outreach Institute," Roberto Hernandez Center, UW-Milwaukee (2003) http://www4.uwm.edu/rhc/about_us/history.cfm.

4. Encyclopedia Entries:

“Wisconsin,” in *America Goes Green: An Encyclopedia of Eco-Friendly Culture in the United States* (ABC-CLIO, 2012), 906-912.

“Hispanic Americans,” in *Encyclopedia of United States Political History*, Thomas S. Langston, ed., vol. 6, 1946-1975 (CQ Press, 2010), 191-195.

“Police Abuse,” and “Racial Profiling,” in Roger Chapman, ed., *Culture Wars: An Encyclopedia of Issues, Viewpoints and Voices* 2 vols. (M.E. Sharpe, 2009), 433-434; 453-454.

“Latinos in Cities and Suburbs,” for *Encyclopedia of American Urban History*, edited by David Goldfield, vol. 1 (Thousand Oaks: Sage, 2007), 429-431.

"Catholic Church," "Political Parties," and "Cultural Exchange," in Lee Stacy, ed. *Mexico and the United States* (Marshall Cavendish, 2002).

Pre-tenure entry

“Multicentered Metropolis,” and “Urban Rivalry and Urban Imperialism,” In Neil Larry Shumsky, ed. *Encyclopedia of Urban America: The Cities and Suburbs* (Santa Barbara: ABC-CLIO, 1998), 492-494, 830-832, 492-494.

5. Book Reviews:

Ana Y. Ramos-Zayas, *Street Therapists: Race, Affect, and Neoliberal Personhood in Latino Newark* (Chicago, 2012) in *Social Service Review* 87 (June 2013), 397-402.

Edgar Sandoval, *The New Face of Small-Town America: Snapshots of Latino Life in Allentown, Pennsylvania* (Penn State University Press, 2010) in *Journal of American Ethnic History* 32:3 (Spring 2013), 105-106.

Marcelo M. Suarez-Orozco, Vivian Louie and Roberto Suro, eds. *Writing Immigration: Scholars and Journalists in Dialogue* (Berkeley, 2011)-H-Net Online Review for J-History, published, April 2012.

Gastón Espinoza and Mario T. García, eds., *Mexican American Religions: Spirituality, Activism, and Culture* (Durham, 2008), in *Journal of American Ethnic History* (Summer 2010), 143-144.

Louise Nelson Dyble, *Paying the Toll Local Power, Regional Politics, and the Golden Gate Bridge*, in *Urban History*, 37 (2010), 195-196.

Kenneth C. Burt, *The Search for a Civic Voice: California Latino Politics* (Claremont, CA: Regina Books, 2007) in *Western Historical Quarterly* 40:4 (Winter 2009), 520.

Martin Schiesl and Mark M. Dodge, eds., *City of Promise: Race and Historical Change in Los Angeles* (Regina Books: Claremont, CA, 2006), in *Urban Geography* 29:3 (2008), 289-290.

Elizabeth Fones-Wolf, *Waves of Opposition: Labor and the Struggle for Democratic Radio* (University of Illinois Press, 2006), online, J-History, published May 2006.

Chris Rhomberg, *No There There: Race, Class and Political Community in Oakland* (University of California Press, 2004), in the *Western Historical Quarterly* 36:4 (Winter 2005), 519.

John Gurda, *The Making of Milwaukee* (Milwaukee 1999) in the *Journal of American Ethnic History* 22:2 (Winter 2003), 123-124.

Rosalyn Baxandall and Elizabeth Ewen, *Picture Windows: How the Suburbs Happened* (Basic Books, 2000); Mike Davis, *Magical Urbanism: Latinos Reinvent the U.S. City* (Verso, 2000); Joel Kotkin, *The New Geography: How the Digital Revolution is Reshaping the American Landscape* (Random House, 2000) in *Urban Affairs Review*, 37:5 (May 2002), 745-747.

William Alexander McClung, *Landscapes of Desire: Anglo Mythologies of Los Angeles*, *Western Historical Quarterly* 32:1 (Spring 2001), 91-92.

Pre-Tenure Reviews

Douglas Monroy, *Rebirth: Mexican Los Angeles, From the Great Migration to the Great Depression* in *Urban History* 27:3 (December 2000), 434-436.

Carlotta R. Anderson, *All-American Anarchist: Joseph A. Labadie and the Labor Movement* in *Michigan Historical Review* 25:1 (Spring 1999), 13-140

Jose Saldivar, *Re-mapping American Cultural Studies* in *Western Historical Quarterly* 29 (Autumn 1998), 385-86.

Stephen Loveless, Stephen, et al. *Immigration and Its Impact on American Cities*, online review in H-Net, April, 1997.

Chicano Studies Library Serials Collection in *Journal of American History* (June, 1995), 380-381.

George Sanchez, *Becoming Mexican American* and Mario Garcia, *Bert Corona: Memories of Chicano History* online review in H-Net, March, 1995.

Karen Leonard, *Making Ethnic Choices* in *Journal of Asian Studies* 52:1 (February, 1993), 118.

6. Conference Review

“Unimagined Futures: The Racial Economy of Postwar Metropolitan California, Stanford University, May 21, 1999,” in *The Urban History Newsletter* 22 (October 1999), 7-8.

7. Conference Papers and Other Presentations:

Paper: “Green Redevelopment in Milwaukee: Is it Only the Visitor Class Who Benefits,” International Planning History Society Conference, St. Augustine, FL, July 22, 2014.

Paper: “Foreign Relations and Education: International Students in the United States,” presented at the conference, “Challenges to US Foreign Policy in the 21st Century,” Graduate Institute of the Americas, Tamkang University, Taiwan, May 26, 2014.

Panel discussion participant: “Talking Cure for Empire: Oral History and *Testimonio* in the 21st Century,” American Studies Association, November 16, 2012, San Juan, Puerto Rico.

Chair and commentator, “Policing, Crime, and Urban Governance,” and “Dilemmas of Renewal in Ethnic Neighborhoods,” Urban History Association conference, October 25-28, 2012, New York City.

Paper: “US Foreign Policy since World War II: Energy and Trade and a Sustainable Resource Policy,” paper presented the conference on “American Foreign Policy and the New Global Milieu” Graduate Institute of the Americas Tamkang University, Taiwan, April 27, 2012.

Paper, “The Media and New Urbanism in Milwaukee” at the Urban History Association meeting, Oakland, Calif., October 16, 2009.

Paper, “Latinos in Waukesha,” UW System Conference on Race and Ethnicity, Madison, WI, April 11, 2003.

Paper: "Latinos/as in the Suburbs: Housing and Employment in Waukesha, Wisconsin," Small Cities conference, Ball State University, Muncie, IN, September 13, 2003.

Invited lecture, "City Against Suburb," California Redevelopment Agency, Monterey, California, February 28, 2001.

Presenter at panel discussion: "Teaching the 1960s," Organization of American Historians conference, Los Angeles, April 28, 2001.

Paper: "Teaching Asian American History." UW-Institute on Race and Ethnicity conference on Asian American Studies in La Crosse, WI, April 7, 2000,

Invited lecture, "The Spanish Myth and Southwest Urbanization," at Unimagined Futures: The Racial Economy of Postwar Metropolitan California," May 21, 1999, Stanford University.

Paper: "Southwestern Urbanization and the Hispanic Population," The Society of American City and Regional Planning History Conference, Washington DC, November 11, 1999.

Pre-Tenure Presentations

Paper: "Public Art and Suburban Space: Concord and the Spirit Poles Controversy," Organization of American Historians conference, Indianapolis, April 1998.

Paper: "The Home as a Cultural Symbol: Mexican Homeownership in Milwaukee," Social Science History Association, Chicago, IL, November 1995.

Paper: "Building a Suburb: the Maravilla Tract in Concord, California." Society of American City and Regional Planning History conference, Knoxville, TN, October 1995.

Commentator, Oral History Association Conference, Milwaukee, WI, October 1995.

Commentator, Minority Graduate Student Conference, University of Chicago, November 1994.

Paper: "Blacks and Latinos vs. BART: Forging a Community in West Oakland in the Mid-1960s," at 1960s Generation Conference, Danbury, Connecticut, November 1994.

Invited lecture "Mexican Americans and the Spanish Myth," Department of Ethnic Studies University of California, San Diego, April 1994.

Paper: "Home Ownership and the Mexican Middle Class in Milwaukee," National Association for Chicano/Chicana Studies San Jose, March 1993.

Paper: "Transportation and the Multicentered Metropolis in the San Francisco Bay Area," Urban History Association, Chicago, December 1992.

Paper: "Home Ownership and Ethnic Culture: Mexicans in Milwaukee," Social Science History Association, Chicago, IL, November 1992.

Paper: "La Fiesta de Las Rosas and Civic Loyalty in San Jose, CA, 1966-1970," Pacific Coast Branch of the American Historical Association, Salt Lake City, Aug. 1990.

Paper: "Freeway Construction and Urban Rivalry in the San Francisco Bay Area," Society for the History of Technology conference, Sacramento, CA, October, 1989.

C. Teaching and Advising

1. Undergraduate courses taught (* new courses I created)

History 152: American History Since 1877
Large survey class, 200-300 students with 2-3 TAs, taught annually from 2008.

History 267: The History of Latinos in the United States*
Taught as face-to-face class during fall or spring, and as an online class in summer. Generally taught 1-2 times annually. 30-45 students.

History 269-Asian Americans in Historical Perspective*
Survey of Asian American history; 30-40 students.

History 271: The 1960s: A Cultural History*; class size varies from 100-200 students.

History 448: U.S. Urban History
American Urban History-40 students taught from 1991-1993.

History 600: Subtitle: "Food and the City" – Undergraduate senior research seminar. Taught spring 2011.

History 600: Subtitle: "Civil Rights History"- Undergraduate senior research seminar. Taught spring 2012.

2. Graduate courses taught

History/Urban Studies 980-“The Growth of Urban Society”-Urban Studies core course,-taught biannually. Research seminar with 10-15 students.

Urban Studies 984-“Research Project in Urban Institutions” core course (subtitled):

“Teaching Historically Teaching Sociologically” taught spring 2003.

“The Media and the City”* taught in spring 2006.

Urban Studies Programs 999: subtitle: The History of Ethnicity and Immigration in the United States (co-taught with Victor Greene, spring 1994).

3. Graduate Student Advisees and Graduate Student Committees

MA History students’ theses and Option B exams directed:

Nchinda Zacharia (2001)

James Thule (2001)

Rolando Gutierrez (2004)

William Lemieux (2005)

Martin Christiansen (2005)

MS Urban Studies students’ theses directed:

Joe Ramos (2000)

Dana Nix (2000)

Gerald Williams (2002)

Carolyn Keller (2003)

Rebecca Cabrera (2007)

Thomas C. Schmid (2007)

Leila Saboori (2013)

Mehdi Nejatbakhsh (2014)

Urban Studies students’ doctoral dissertations directed:

Roger Guy (1996)

Mark Braun (1999)

Fungchatou Lo (2000)

Mark Mulder (2003)

Stephen Byers (2004)

Ruben Anthony (2010)

George Papakis (2014)

Jennifer Curtis (current)

Antonio Guajardo (current)

Member of doctoral students' committees (all Urban Studies except as noted):

Robert Silverman (1997)
Olemdo Varela (1999)
Kate Ksobiech (2000)
Sandi Callaghan (2000)
Kathleen A. Bubinas (Anthropology, 2001)
Kelly Patterson (2002)
Ronald Snyder (Interdisciplinary studies, 2002)
Mark Shelley (2004)
Anne Banda (2006)
Steven Dreyer (2006)
Stacy Young (2007)
Eric Gass (2007)
Chuck Holloway (2007)
Matthew Wagner (2008)
Theresa A. Fitzpatrick (2008)
Deanna Schmidt (Geography, 2008)
Tammy Hodo (2009)
Phyllis Santacroce (2009)
Kimberly Stephenson (2010)
Raul Galvan (History 2011)
Brian Kangas (History, 2011)
Geri-Weinstein-Breunig (Geography, 2011)
Tomas Garrett-Rosas (2012)
Michael Lorr (2012)
Peter Janecky (History, 2012)
Ryan Anderson (2013)
Claudia Roska (2013)
Michael Ford (2013)
Dawson Barrett (History, 2013)
Brian Mueller (History, current)
Kristina Kaljo (Education, current)

4. Undergraduate advisees

AOP/McNair students:

Elsa Mercado (2005)
Julio Guerrero (2007)
Celeste Jantz, (2007)

D. Outreach and Service:

Service to the profession:

Best Book Award Committee member, Urban History Association, 2013

Best Journal Article Award Committee member, Urban History Association, 2009
Manuscript evaluations:

The Annals of Iowa (2014)
Western Historical Quarterly (1998)
Urban Affairs Review
Social Problems
Social Forces
University of Nebraska Press

Editorial board member of the *Journal of Urban History*, 1994-1998.

University, College, and Department Service

Chair, Latino Studies Certificate Program, Fall, 2014-present
Latin American and Caribbean and US Latino Studies Program, 2010-present
Urban Studies Programs, Awards Committee, 2013-14
Department of History, Awards Committee, 2013-present
Athletic Board member, 2010-present
Codification Committee, Chair, 2013-2014
Codification Committee, 2008-2014.
Faculty Advisor History Honor Society, Phi Alpha Theta, 2006-present.
Arts and Humanities Divisional Committee, 2011
Graduate School, NEH Summer Stipend Committee, 2011
School of Education, faculty search committee, 2011
Library and Media Committee, History, 2010
L&S Academic Planning and Curriculum Committee, 2010-12
Urban Studies, Steering and Student Affairs Committees, 2010-11
Nonprofit faculty search committee, 2009
Africology Department Review Committee, Letters and Science, 2009
Nonprofit Curriculum Committee, 2008
Nonprofit Community Advisory Committee, 2008
Faculty Affairs, History, 2008.
Graduate School Research Award Committee, 2008-09
University Extension Committee, 2008-09
Faculty Athletic Representative (FAR), 2006-2008 (paid position)
Committee to Revive Department of Urban Affairs, 2005-2006
Latino Studies major planning committee, 2005-2009
Latino Studies Certificate Program Advisory Committee, 2010
Urban Studies, Student Affairs committee, 2005.
Dean search committee, School of Continuing Education, 2005.
History, Graduate Affairs, 2005
History, Director of Graduate Studies, 2004
Roberto Hernandez Center Advisory Committee, 2003-2004

BA Global Studies grant evaluation committee, 2003
L&S Academic Policies and Appeals Committee, 2002-2003
Chancellor's Black and Gold Commission, 2001-02
Chancellor's Advisory Committee on Latino Issues, 2001
Ethnic Studies Coordinating committee, 2001
Milwaukee Idea Strategy Group, 2000-2001
Milwaukee Idea Evaluation Team, 1999-2001
Undergraduate Affairs Committee, History, 2001.
Faculty Search committee, Department of Spanish, 2001
MA Foreign Language and Literature Committee, 2001
Chancellor's Advisory Committee on Latino Issues, 2000
Merrill Hall Classroom Remodeling Committee, 1998-1999
Letters and Science, Affirmative Action Committee, 1998-1999
Urban Studies Programs, MS Coordinator, 1998-1999
Advisory Committee, Roberto Hernandez Center, Chair, 1998-1999
Latino Studies Certificate Program Committee, Co-chair, 1999
Formation Committee, Latino Studies Certificate Program, 1995-1996
Graduate School Advanced Opportunity Program, 1993-1997.
Ethnic Studies Certificate Program, member, 1992-1998; Chair, 1999.
Member, Department of History, Undergraduate Affairs
Member, Department of History Graduate Affairs
Urban Studies Programs, various committees, 1992-1995.
Letters and Sciences, Financial Aid, English 102 Review, 1992
Minority Student Recruitment and Retention Study committee, 1992

Community Service:

Participant in Arts at Large Program, on the History of Latino Civil Rights, 2013; class room presentation and consultation (see documentation in file)

WTMJ Radio Interview on the history of Cinco de Mayo, May 4, 2014.

Co-Leader of Tour of South Side's Latino and Polish History, with Prof. Neal Pease, For Organization of American Historians meeting, April, 2012. (see documentation in file)

Lecture, Open Doors Milwaukee, "History of Latinos in Milwaukee"
Milwaukee Public Library, September 24, 2011.

Interview, WUWM, on Latinos and the 2010 Census, segment aired during September, 2011.

Milwaukee Public Television appearance, "4th Street Forum," Nov. 17, 2011.

Lecture, History of Latinos, for Latino Leadership class, at United Migrant Opportunity Services, Milwaukee, April 14, 2011.

Radio interview on Latino history in Milwaukee, with Marty Michaelson, WUWM, May 15, 2009.

Panelist for Public Allies, student orientation, discussion on Milwaukee's racial history, Sept. 11, 2009.

Interviewed by Channel 25 on Milwaukee's Latino History, Sept 12, 2008. Appeared with Walter Sava on "I Remember" television show, MPTV, 2006

2006, various presentations related to the book *Latinos in Milwaukee*: UWM Latino History Month, Social Security Administration, Milwaukee; US Department of Forestry, Milwaukee, American Family Insurance company, Waukesha; Department of Spanish and Portuguese, UWM; Department of Sociology, UWM; Marquette University; Milwaukee County Historical Society, UWM Library; Men's Club, Shorewood; Suburban Women's Club; Wisconsin Book Festival, Madison.

Wisconsin Humanities Council Board Member--read and evaluated grant proposals (2002-2006)

Panel participant: "Americanos" Exhibit: Milwaukee County Historical Society, Sept 30, 2004.

Interviewed on WUWM "At Ten" on the *Americanos* exhibit at MCHS, aired on October 22, 2004.

Assisted grant writing for the United Community Center, 2003.

Philip Arreola Scholarship Committee, Hispanic Chamber of Commerce of Wisconsin, 1991-1999—awarded college scholarships to Milwaukee students.

E. Other activities

Co-Leader, Study Abroad trip to Vietnam and Laos, 2012; assisted with tour.

Volunteer, National History Day, UWM, 2009, 2012; judged student papers.

Conference organizer: “Border Cities/Border Cultures” (2002); received CIE funding, solicited papers, arranged panels, recruited keynote speakers.