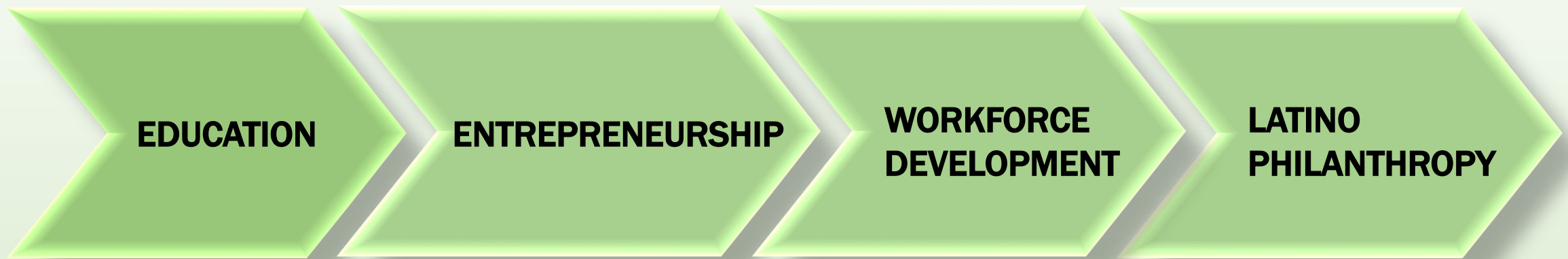


Roadmap to Latino Prosperity



“Imagining and Creating a Prosperous Future for the Nation”

Mara Perez, Ph.D. - LATINO FUTURES

HACU 33rd Annual Conference – October 6, 2019

Presenters:



Dr. Judy Castro

John F. Kennedy University



Mara Perez, Ph.D.

Latino Futures
Consulting & Think Tank Project



Marcey Vasumpaur

John F. Kennedy University



The time has come to take action

❖ Current challenges & opportunities

- Demographic changes
- Education disparities
- Income inequalities
- Leadership opportunities



It's imperative to take action now

❖ Promoting Latino prosperity in:

- Education
- Income
- Health & Wellness
- Community Life
- Leadership



A Collaboration:



**UNDERGRADUATE
SUCCESS CENTER**

SANFORD
**INSTITUTE of
PHILANTHROPY™**
AT
JOHN F. KENNEDY UNIVERSITY



LATINO FUTURES

A THINK TANK PROJECT

Leading the Latino Prosperity Movement



BAROWSKY
SCHOOL of BUSINESS

**Institute for
Leadership Studies**



Roadmap to Latino Prosperity

❖ 3 forums:

- March 2017
- April 2018
- October 2018

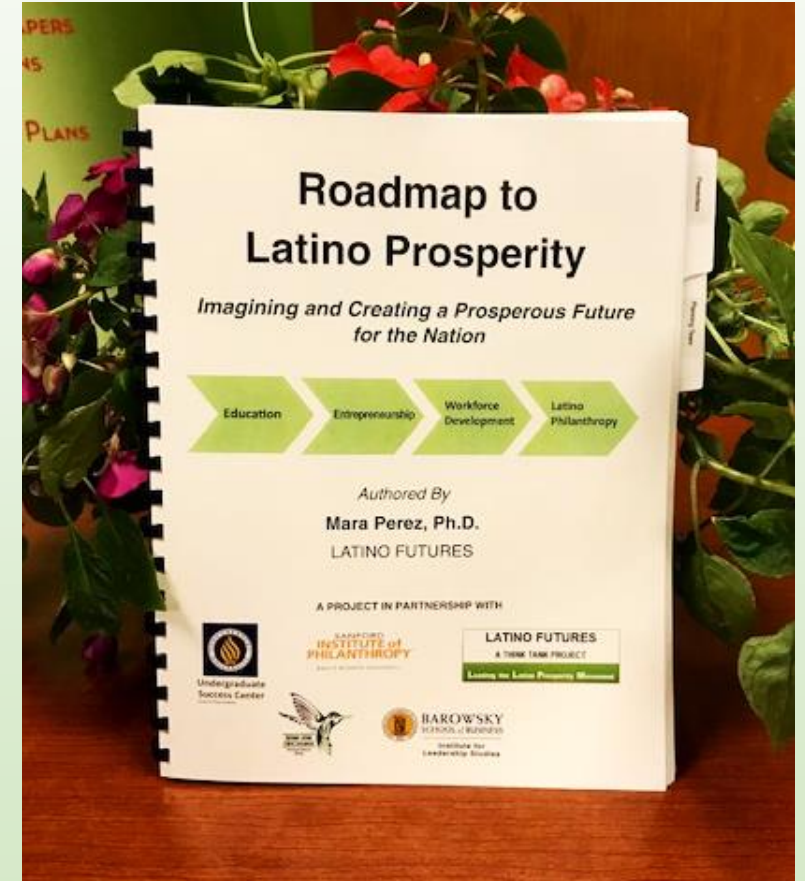
❖ Over 60 participants



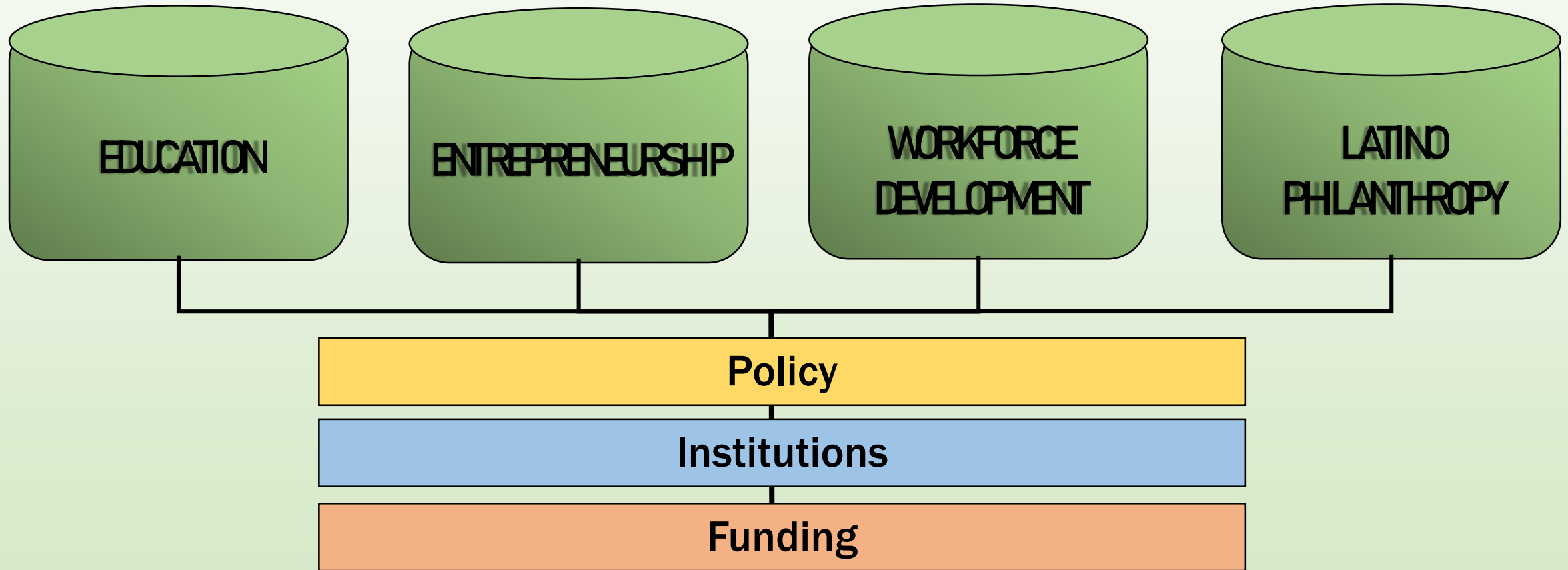
Roadmap to Latino Prosperity

- ❖ **1** Roadmap
- ❖ **4** Pillars
- ❖ **3** Vectors

1 Outcome: **Latino Prosperity**



The framework: 4 PILLARS – 3 VECTORS

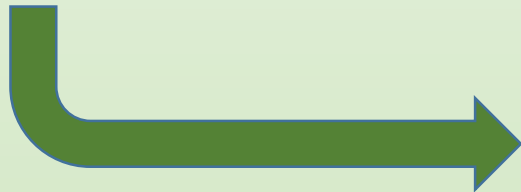


Why is it important?

Latino Prosperity



National Priority



Four Key Demographic Facts

1. By **2020** racial and ethnic minorities will outnumber Whites among those 18 years of age and younger.
2. By **2030** all baby boomers will be older than 65 years of age.



Four Key Demographic Facts

3. By **2045**, Whites cease being the majority.
4. Between **2050-2060**, 30% of the population will be Latino, and 32% of those under 18 will be Latino.



EDUCATION PILLAR

❖ College Enrollment 2010 to 2017

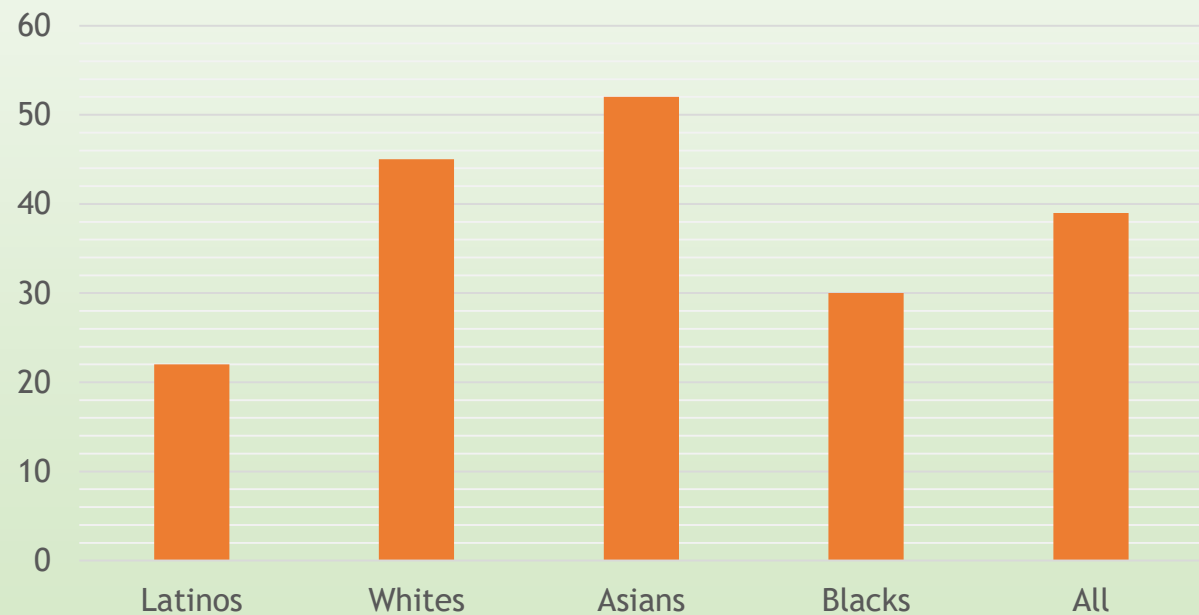
- Latinos 22% to 36%
- Whites 39% to 41%
- Asians 56% to 65%



EDUCATION PILLAR

❖ College Degrees in 2017 (ages 25 and older)

- Latinos 22%
- Whites 45%
- Asians 52%
- Blacks 30%
- All 39%



EDUCATION PILLAR

❖ College and Income

- A college degree generates at least **\$1M more** in a lifetime of earnings over a High School Diploma.



ENTREPRENEURSHIP PILLAR

- ❖ Latinos start businesses **3X faster** than other racial and ethnic groups, including Whites.
- ❖ Latino businesses = **42%** of all minority firms, & **12%** of all U.S. businesses.



WORKFORCE DEVELOPMENT PILLAR

- ❖ In 2017 there were **6.2M job openings** — employers **could not find** hires.
- ❖ **CNN Money:** “Job seekers tend to lack the skills in demand”
- ❖ “**Workforce development** coordinates public and private-sector policies and programs that provide individuals with opportunities for a sustainable livelihood, and helps organizations achieve exemplary goals.”
Emergence of Workforce Development. Jacobs and Hawley



LATINO PHILANTHROPY PILLAR

❖ Growing numbers of Latinos participating in **Latino Giving Circles**, and other related activities of the Latino Community Foundation, signaling growth in formal Latino philanthropy.



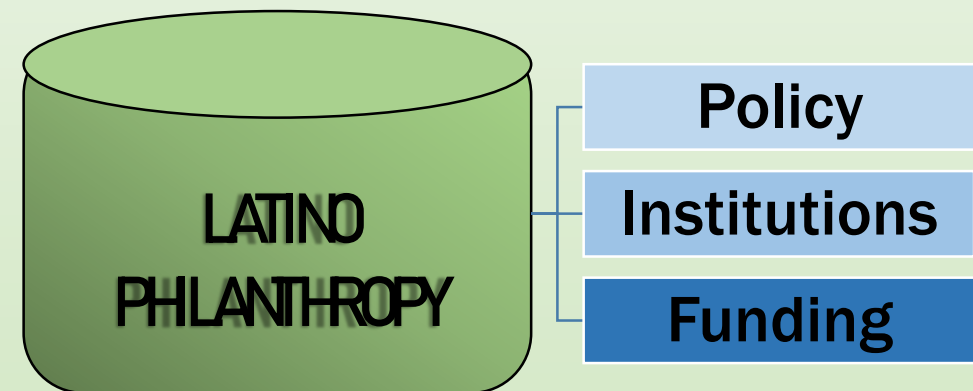
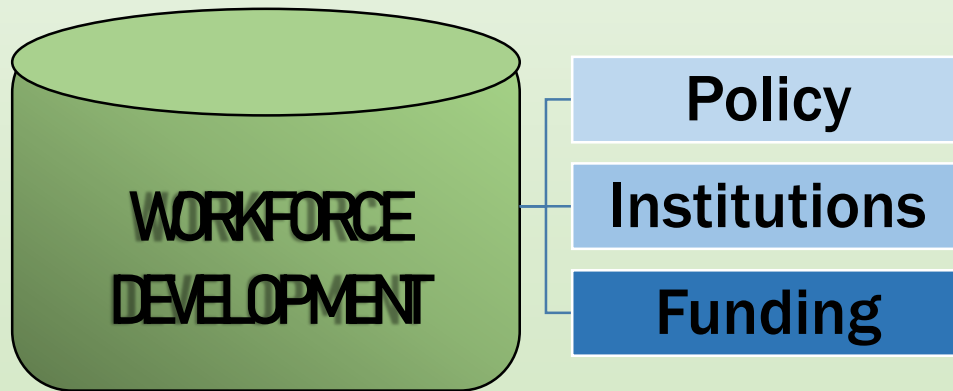
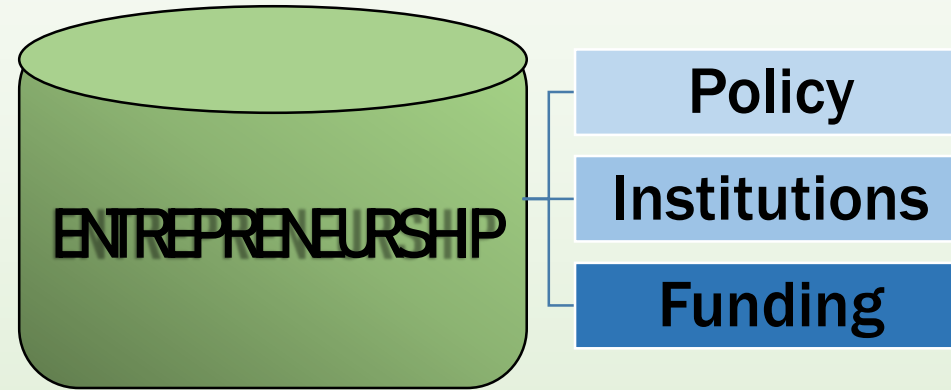
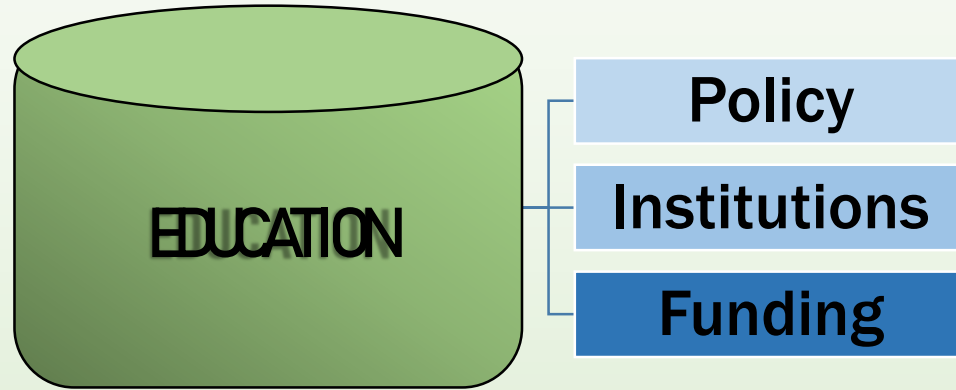
Importance of Coalitions

❖ Keep the **three Cs** in mind:

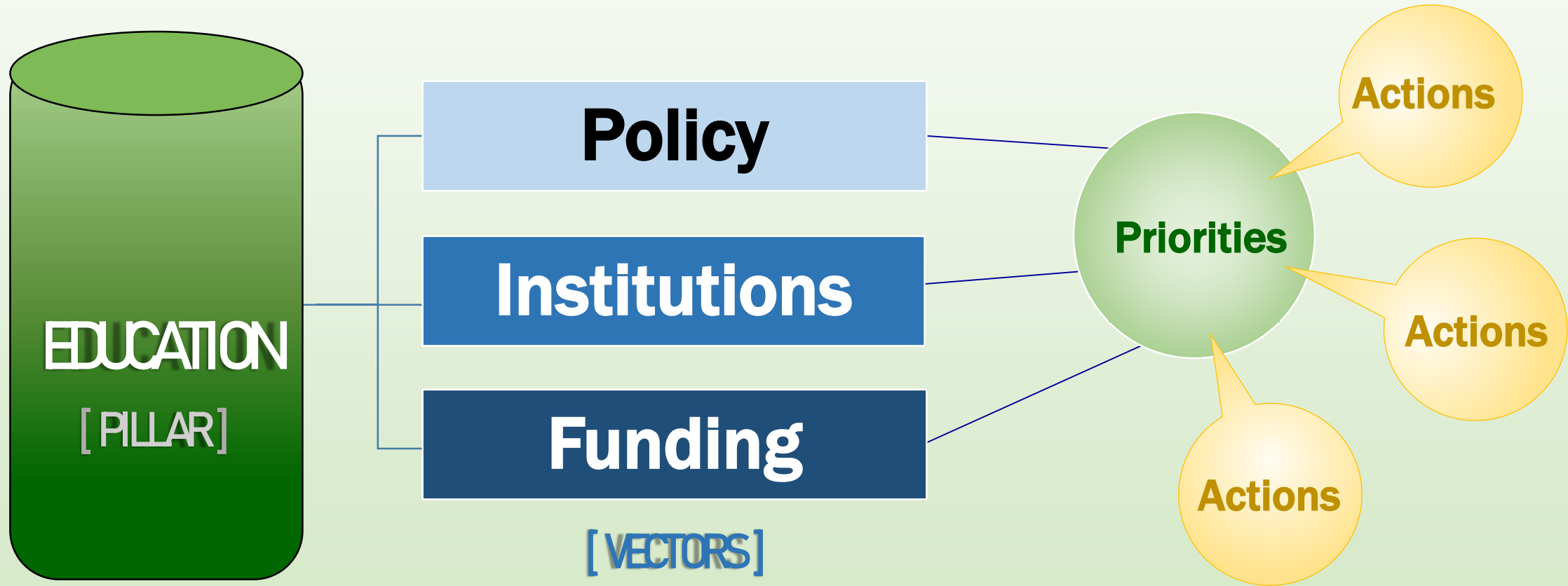
- Coalitions
- Collaborations
- Collective Impact



A REVIEW – PILLARS & VECTORS



A model for Institutional renewal



HIGHLY CUSTOMIZABLE



Example: Goal for EDUCATION PILLAR

❖ **Goal: Education policies to ensure equity for Latinos.**

❖ **Vector:** Policy

❖ **Priorities:**

- Early childhood education
- Completion of A-G high school requirements
- Strong college retention & graduation policies and plans

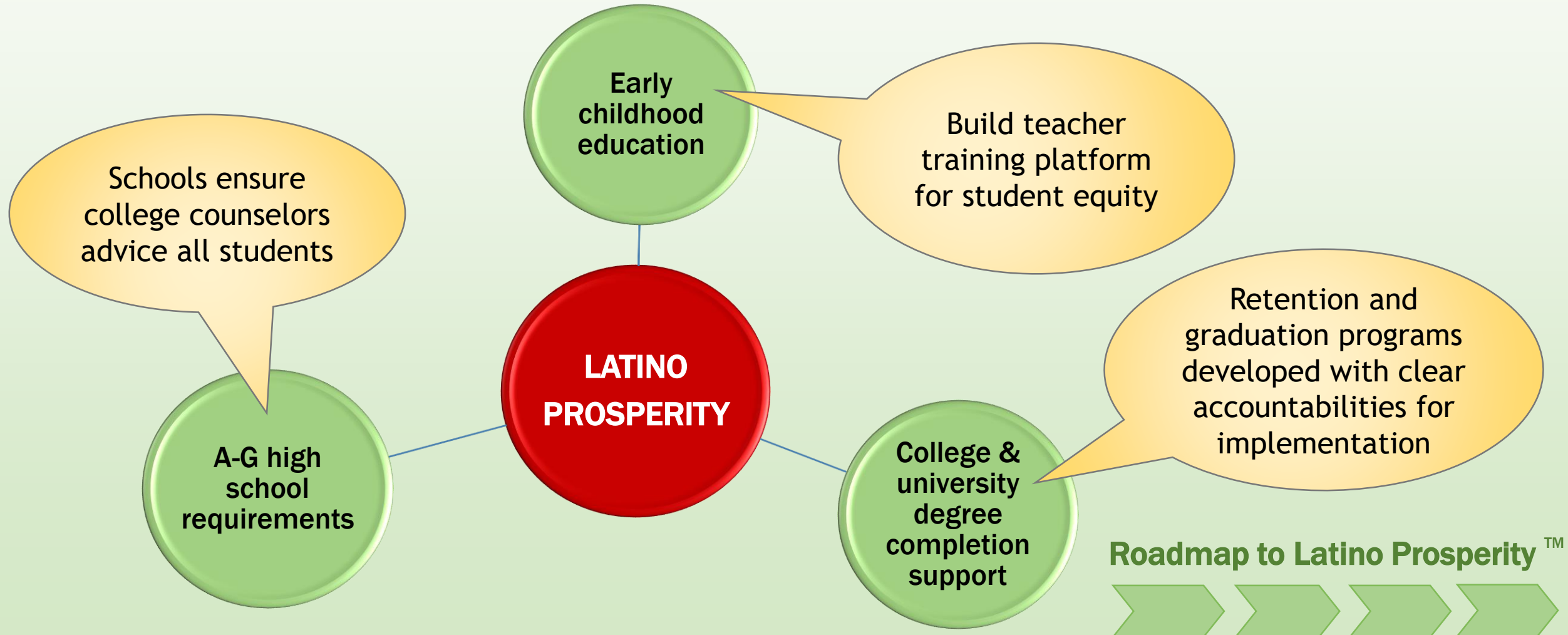


Example

PILLAR: EDUCATION

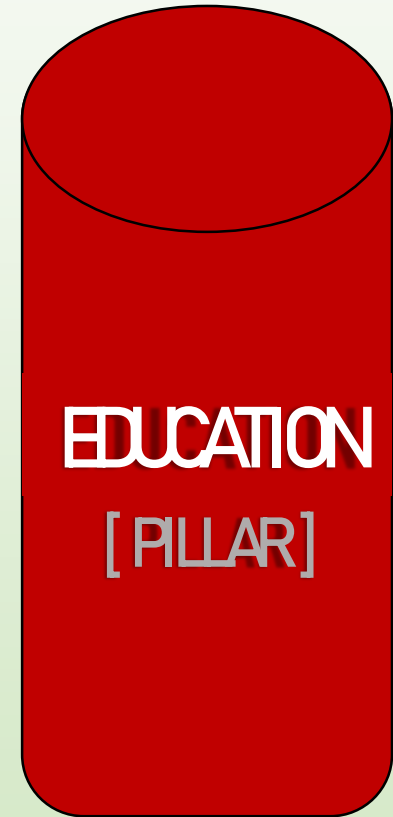
VECTOR: POLICY

Goal: Education policies to ensure equity for Latinos.



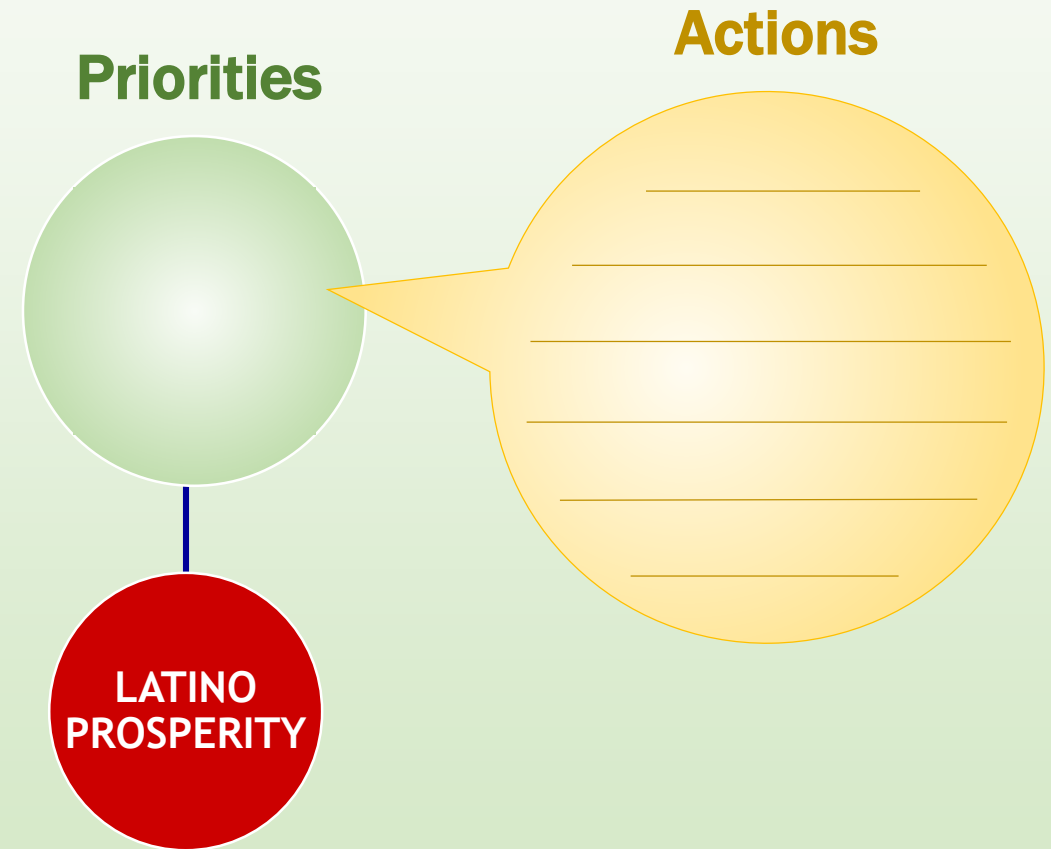
It's your turn – EXERCISE [15 min.]

- ❖ Retain the center circle with the overarching goal of Latino Prosperity.
- ❖ Work on the **EDUCATION PILLAR**.
- ❖ **GOAL:** To provide Latino students with academic support from enrollment through graduation.



Exercise Instructions (continued)

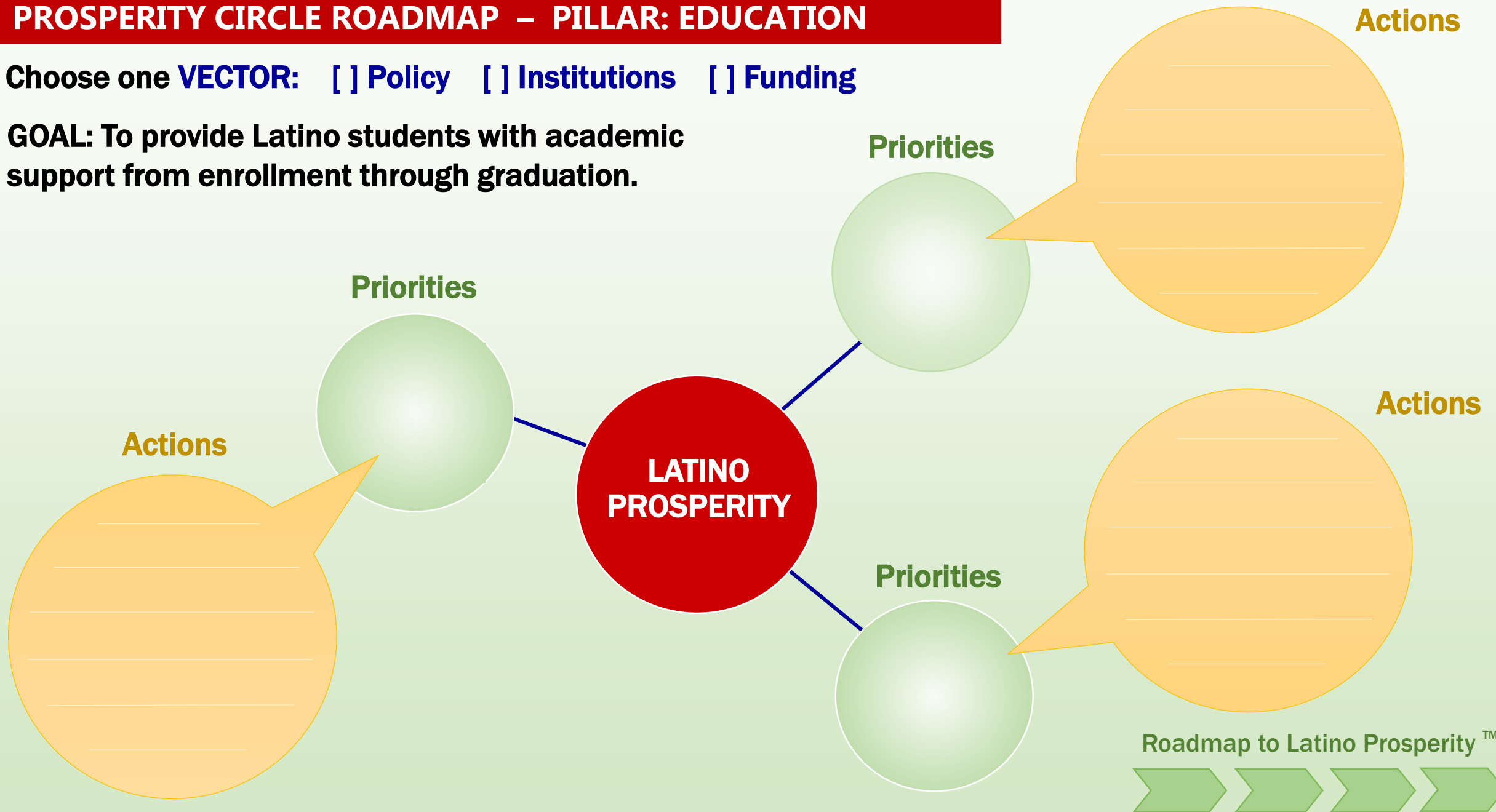
- ❖ **Select** the **VECTOR** you will work on: **Policy, Institutions, or Funding.**
- ❖ **Mark it** on your Prosperity Circle Roadmap.
- ❖ **Identify** three **PRIORITY AREAS** related to the education pillar and your vector and write each one in an empty green circle.
- ❖ **Discuss and write down** one fundamental **ACTION** for each of the priority areas and write each action in its respective yellow bubble.



PROSPERITY CIRCLE ROADMAP – PILLAR: EDUCATION

Choose one VECTOR: ☐ Policy ☐ Institutions ☐ Funding

GOAL: To provide Latino students with academic support from enrollment through graduation.



Conclusion

- ❖ “The **2030s** are projected to be a **transformative decade**. The population will become more racially and ethnically diverse.” U.S. Census Bureau – Newsroom – September 6, 2018
- ❖ **Latinos** are a **major catalyst** for national growth and prosperity.



The Roadmap to Latino Prosperity...

- ❖ **Reflects** our collective vision that **Latino prosperity is national prosperity.**
- ❖ **Challenges** everyone to **remove barriers** to inclusion and equity.
- ❖ **Highlights** the imperative to **increase funding to Latino-led/Latino-serving organizations**, including coalitions/collective impact efforts.
- ❖ **Promotes coalitions/collective impact** efforts to **leverage resources**, augment advocacy power, and amplify outcomes.



To achieve National prosperity...

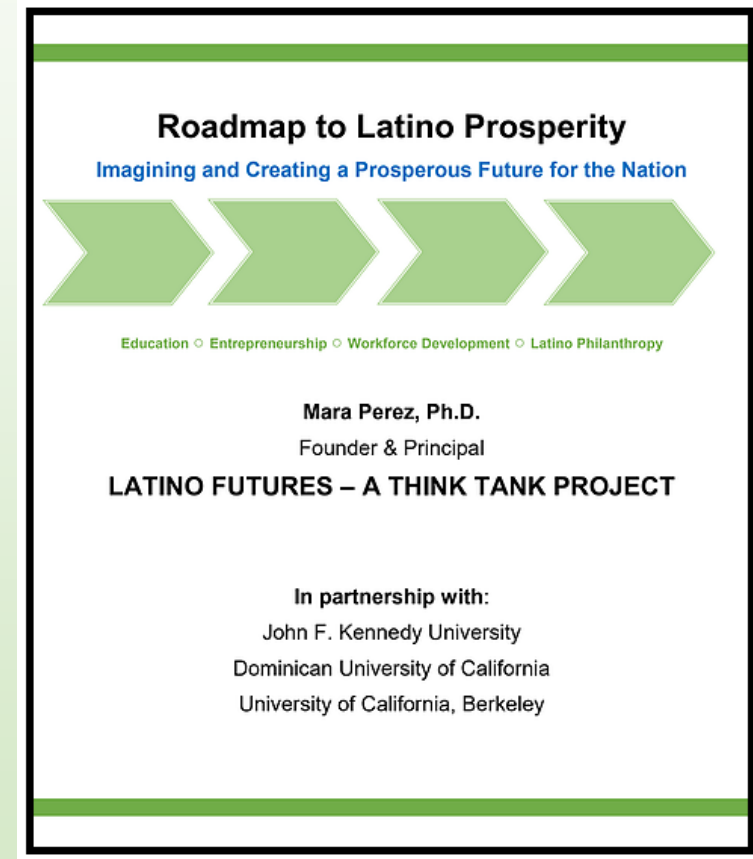
❖ **Latino Prosperity**
should be a **National**
Economic Priority.



Want to learn more?

**Download the Roadmap to
Latino Prosperity at:**

LatinoFutures.com/roadmap



Have additional questions? Contact us!

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