

Irma L. Martinez
07/28/99 08:50:31 AM

Record Type: Record

To: Sharon K. Gill/WHO/EOP@EOP
cc: See the distribution list at the bottom of this message
Subject: Cabinet Affairs List for Hispanic Convening

I have listed our top 14 followed by an unranked list of all other agency officials. I will rank those and forward to you in case you need extra names (yeah right!). It was extremely difficult to rank these top 14. If you must cut some of these names we will be leaving some key people out. **PLEASE try to invite all 14. THANKS!**

✓ Secretary Richardson
Department of Energy
586-6210

✓ Administrator Aida Alvarez
205-6605

✓ George Munoz
President, OPIC
336-8492

✓ Mr. Miley Gonzalez
Under-Secretary for Research and Education
Department of Agriculture
720-3631

✓ Mario Moreno, Assistant Secretary for Intergovernmental and Interagency
Affairs, 401-0404
Department of Education

✓ Norma Cantu, Assistant Secretary for Civil Rights, 205-5557
Department of Education

Dr. Donald Vereen, MD, MPH,
Deputy Director
Psychiatrist, Research on youth violence and special population public health
ONDCP
395-6645

9  Robin Staffin
Senior Policy Advisor for Science and Technology
Office of the Secretary, Energy
202-586-7700

✓ Patricia Montoya

Administrator
Administration for Children Youth and Families, ACF
HHS
(202) 205-8347

Mr. Wilfredo Ferrer, Deputy COS
514-4995
Department of Justice

Gwen Zuares
Director of Public Affairs for
Employment and Training Administration
Department of Labor
219-6871, x 150

Jill Long Thompson
Under-Secretary for Rural Development
Department of Agriculture
720-4581

Sam Rodriguez
Assistant Director for Communications and Science Education
Office of Science, Energy
202-586-7141

Refugio Rochin
Director, Smithsonian Center for Latino Initiatives
Smithsonian Institution
1000 Jefferson Drive, SW, Room 320
Washington, DC 20560-0020
Phone: 202-357-4546

Eva Plaza
Assistant Secretary, Fair Housing and Equal Opportunity
U.S. Department of Housing and Urban Development
451 7th Street, SW, Room 5094
Washington, DC 20202
Phone: 202-205-5463

Shirley Watkins
Under-Secretary for Food and Nutrition
Department of Agriculture
720-3631

Eileen Fitzgerald
Acting Administrator
Rural Housing Service
Department of Agriculture
690-1533

Julie Paradis
Deputy Under-Secretary for Food and Nutrition
Department of Agriculture
720-3631

Michelle Peluso
White House Fellow
Office of the Secretary
693-6000

✓ Mike Cohen, Education Reform Advisor to the Sec. (and nominated to be Asst.
Sec for Elementary and Secondary Education), 401-1311
Department of Education

Judith Heumann, Asst. Secretary for Special Education and Rehabilitative
Services, 205-5465
Department of Education

Patricia McNeil, Asst. Secretary for Vocational and Adult Education,
205-5451
Department of Education

✗ Carol Rasco, Senior Advisor to the Sec. and Director, America Reads
Challenge, 401-8888
Department of Education

Terry Dozier, Special Advisor on Teaching, 401-7690
Department of Education

Darlinda Davis
Branch Chief - Prevention
ONDCP
395-6645

Alan Levit
Media Campaign Director and Education Branch Chief.
ONDCP
395-6645

Alejandra Y. Castillo
Policy Analyst, **ONDCP**
395-7286

Gilbert Weigand
DAS for Research and Development
Office of Defense Programs
202-586-0568, **Energy**

Sue Ellen Walbridge
Program Analyst
Office of Science
202-586-7231, **Energy**

Esther Aguilera
Office of Secretary
Special Assistant for Minority Affairs
202-586-9500, **Energy**

David Ferrera
Special Assistant
Office of Environmental Management
202-586-1427, Energy

Mr. Shay Bilchik
Administrator
Office of Juvenile Justice and Delinquency Prevention
Department of Justice
307-5911

Mr. Chris Tenorio
Counsel to the Deputy Attorney General
307-2800
Department of Justice

Ms. Emily Martin
Office of Juvenile Justice and Delinquency Prevention
Department of Justice
307-5911

Ms. Meg Morros
Office of Justice Programs
Department of Justice
307-5911

Sarah Ingersoll
Special Assistant to the Administrator
Office of Juvenile Justice and Delinquency Prevention
Department of Justice
202-307-5911

Nelba Chavez
Administrator
Substance Abuse and Mental Health Services Administration
(301) 443-4795

 Duane Alexander
Director
National Institute of Child Health and Human Development
(301) 496-3454

Olivia Golden
Administrator
Administration on Children and Families
(202) 401-2337

Guadalupe Pacheco
Special Assistant to the Director
Office of Minority Health
(301) 443-5084

Deputy Administrator Hochberg

SBA
205-6605

Bettie Baca
Senior Advisor for Entrepreneurial Development & Welfare to Work
SBA
205-6605

Liz Montoya
Associate Deputy Administrator for Management & Administration
SBA
205-6605

Michele Kreiss
Deputy Chief of Staff/White House Liaison
SBA
205-6605

Kris Swedin
Chief of Staff
SBA
205-6605

Saul Ramirez, Jr.
Deputy Secretary
Department of Housing and Urban Development

Gloria Tristani
Commissioner
Federal Communications Commission

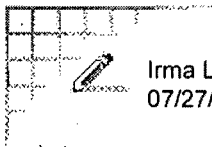
Ida Castro
Chair
Equal Employment Opportunity Commission

Irasema T. Garza
Secretary, U.S. National Administrative Office
U.S. Department of Labor
200 Constitution Avenue, NW
Washington, DC 20210
Phone: 202-501-6653

Louis Caldera
Secretary of the Army
Department of Defense

John Sepulveda
Deputy Director
Office of Personnel Management

Awilda Marquez
Assistant Secretary and Director General
U.S. Foreign and Commercial Service
Department of Commerce



Irma L. Martinez
07/27/99 01:21:57 PM

Record Type: Record

To: Nicole R. Rabner/WHO/EOP@EOP
cc: Ruby Shamir/OPD/EOP@EOP
Subject: RE: DOE MOU

----- Forwarded by Irma L. Martinez/WHO/EOP on 07/27/99 01:21 PM -----



"Aguilera, Esther" <Esther.Aguilera@hq.doe.gov>
07/27/99 10:36:35 AM

Record Type: Record

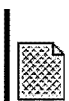
To: Irma L. Martinez/WHO/EOP
cc: "Seiden, Maya" <Maya.Seiden@hq.doe.gov>
Subject: RE: DOE MOU

The attached document includes a description of the DOE memorandum of agreement with the Latino Science and Engineering Consortium (LSEC). We hope the First Lady can announce this MOA at the August 2nd event.

The Consortium includes:

- * the Society of Hispanic Professional Engineers (SHPE),
- * the Society for the Advancement of Chicanos and Native Americans in Science (SACNAS),
- * Center for the Advancement of Hispanics in Science & Engineering Education (CAHSEE), and
- * Mexican American Engineering Society (MAES).

These four organizations represent the largest national science and engineering national organizations that are working with Latino youth to encourage them to pursue and complete science and engineering degree.



- Whitehousesam.doc

As we prepare for the new millennium, the challenges we face as a Nation in the areas of science, mathematics, engineering and technology are significant. The Department of Energy is one of the principal governmental agencies that will lead the charge into the 21st century and beyond to ensure the Nation's leadership in the global economy.

The Department of Energy will be forming a strategic partnership with the 'Latino Science and Engineering Consortium' through a Memorandum of Understanding. The Department of Energy and the Latino Science and Engineering Consortium will work together to help prepare Hispanic American students in science and technology in order to produce a world class, diverse pool of talent throughout government and industry. The partnership provides the framework whereby the Department of Energy and its National Laboratories will identify, develop and nurture the next generation of scientists, engineers, technicians and educators in math and science. This consist of supporting mentoring programs, technical internships for community college students, research fellowships for undergraduate and graduate students and professional development opportunities in science, math and technology for K – 12 teachers serving latino children.

In the Department of Energy's – Energy Research Undergraduate Laboratory Fellowship program, it has supported over 1,500 students during the past two years, 45% of these students are under-represented in Science and Engineering (women, African-American, Hispanic, Native American). Hispanic students in particular represent 12% participation. These fellowships are research appointments at a DOE National Laboratory with a scientific mentor working on critical research problems from ten to sixteen weeks.

In addition, the Office of Science Institute of Biotechnology, Environmental Science and Computing for Community Colleges has partnered with the American Association of Community Colleges for a two year pilot and has identified 125 students and faculty from 75 community colleges to help train and develop a cadre of highly skilled laboratory technicians. Sixty percent of the participating Community Colleges are serving majority populations of under-represented groups – African Americans, Hispanic and Native American.

DoL

- Youth employment opportunities, grants to assist young ppl
- tried to get private sector + edns w/ \$, in-kind contributions + partnerships.
- we recently announced some of these PSAs too

DoJ

* example

no obvious deliverable. old news: public charge immigrant eligibility for everyone that enrolling children for health insurance will not be held against you

OJJDP: has series of new youth in action fact sheets they are by + for kids. There is substantial Hispanic youth involvement. Kids could join.

DoEd

corporation participation: tried to make a determination of goal + interest in participation

Asks if a # of corps are very interested in participation

Idea → on this

Ilene Fitzgerald - USDA - NR21

community facilities program

we may/may not have a grant.

NR21 model = Biomarkers

health issue - extension food + nutrition

delev → food stamps outreach

ONDC

BoA campaign
outreach
account

media campaign

Hispanic ed'n, largely youth + minority

could w/ HHS substance abuse prevention

W/isp. version of girl power

Counts

- HEAP, passed in last cong, \$520 mil to programs positioned to have pos effect on Hispanic ed'l attainment

m Cohen will have summary of implementation strategy + where Ed will be focused on outreach

delv. —

tool but description of tool but + plan will be in design/done
publications of things parents can do. DoEd trying to
get translations on directive, so everyone could ~~with~~ ^{with} ~~translation~~
get a desk - materials of things that can be made
available

Leo was talking @ businesses that have already signed on.

VP's gate [DoL + DoEd cont call on int sector mits]

- promising practices guide

HHS

Lizg Sunny

- full power: nothing new until October - there is always a hispanic component, but nothing new
- Wky to make outreach material more relevant to hispanic community by HHS is committed to doing this
- HHS sees this as a need + wants to do something to have material

- CDC calendar of immunization
- public charges - translated in spanish on line
- crisis response teams: package of tech assistance for AIDS miami, Detroit, Phil

FL

Pat Montoya

- we have been w/ OMB - we have made special efforts to outreach. how A/xve we have been

SBA

- how businesses - best practice meets microent?

Energy

Sci, ed + tech.

partnership b/w DOE + Sci Educ Consortium

to promote + develop doe + consortium to

to preparing young white w/ sci + tech

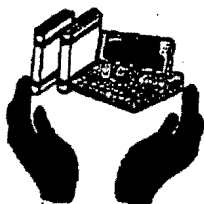
① differentials
- pvt sector
- gov

② indicators : input, teen prg etc.
or fact sheet

③ material on staff

④ invite list

⑤ satellite



New York State Education
Department Licensed Business
Institute

OPPORTUNITIES FOR A BETTER TOMORROW

EMPLOYMENT TRAINING PROGRAM Since 1983

783 Fourth Avenue • Brooklyn, NY 11232 • (718) 369-0303 Fax (718) 369-1518

Date: _____

Board of Directors

Gregory DeJohn,
Chairman

Eugene Moore,
Vice Chairman

Jill Wachtel,
Secretary

Dick Ferrera,
Treasurer

Anthony Caracciolo,
Legal Advisor

D. John Antonello

Jennifer DeRosa

Beatrice DeSapio

Jose Marrero

Lorraine Ortiz

Sister Mary
Franciscus, RSM
Executive Director

FAX COVER

TO: Gwen Juarez

DEPARTMENT: DOE

FROM: Susan Johnson

RECEIVER'S FAX #: 1-202-273-4993

NUMBER OF PAGES INCLUDING THIS ONE: _____

REMARKS:

Dear Ms Juarez

We are sending this
information as per your request.
Please feel free to call if
you have any other questions

Thank You
Susan Johnson

Opportunities For a Better Tomorrow Service Components

Youth Program

As our oldest established service, geared toward young adults between the ages of 17 and 21, this disciplined program targets those who had either left school prior to graduation, or, upon graduating, found themselves without the needed skills for an entry-level position.

In an environment that closely simulates a corporate office setting, trainees learn, adjust to, and ultimately embrace the rigors of the modern business world. Those who had previously met with rejection and disappointment now discover heretofore untapped abilities, thereby increasing their self-esteem and consequently their productivity.

With the same conviction with which we provide fertile ground for the development of young minds, they have responded. In an atmosphere dedicated to learning, and given the skills and the opportunity, they are fueled by a sense of hope and the prospect of imminent change. In the process, they grow, mature, and flourish, making evident to themselves and the world their value as productive team players. Transplanted to the business world their success takes root, breaking a chain that may have been linked for generations.

OPPORTUNITIES FOR A BETTER TOMORROW

ENTRY  TRAINING  EMPLOYMENT  FOLLOW - UP
SUPPORT



JOB READINESS
SKILLS
PROFESSIONALISM



	YOUTH
TOTAL ENROLLMENT	1798
HISPANICS	90%
DROPOUTS	70%
PROGRAM COMPLETION RATE	84%
JOB PLACEMENT RATE	67%
JOB RETENTION RATE	78%

PLACEMENTS

OBT OPENS THE DOORS TO THE CORPORATE WORLD



*FOCUS ON WHAT NEW YORK EMPLOYERS EXPECT FROM
EMPLOYEES*



*WORK ON UP-TO-DATE EQUIPMENT, USING THE MOST IN-
DEMAND SOFTWARE*



TRAINEES RECEIVE PERSONAL ATTENTION IN SMALL CLASSES



*INDIVIDUAL AND GROUP COUNSELING PREPARES TRAINEES
FOR THE DEMANDS OF THE CORPORATE WORLD*



*THE OBT PROGRAM BUILDS PERSONAL AND PROFESSIONAL
CONFIDENCE, AS WELL AS SKILLS*



*OBT'S JOB DEVELOPERS RESEARCH, SCHEDULE AND GUIDE
EACH APPLICANT FROM RESUME TO JOB OFFER*

U.S. DEPARTMENT OF LABOR

200 Constitution Avenue, N.W.

Washington, DC 20210

EMPLOYMENT AND TRAINING ADMINISTRATION
OFFICE OF PUBLIC AFFAIRS

FACSIMILE COVER SHEET

Attention: Ruby ShamirTelephone Number: _____ Fax Number: 456-6687From: Gwen Zuars / Kathy Noll

Telephone Number: (202) 219-6871 Fax Number: (202) 273-4793

TOTAL NUMBER OF PAGES (EXCLUDING COVER SHEET): 6Comments: Per the phone conversation - Suggested materials
to consider for your packetIF YOU DO NOT RECEIVE ALL PAGES, PLEASE CALL:
(202) 219-6871

The Youth Opportunity Movement: Investing in Our Future

The economy is booming, and unemployment is low. However, though millions of Americans are enjoying economic success, not everyone is sharing in the prosperity. President Clinton launched his New Markets Initiative to expand our thriving economy into pockets of poverty and unemployment that remain. Among those at risk of being left out are 15 million youths between 16 and 24 who are not in school. Seventy percent of them have a high school diploma or less, and five million live in distressed communities.

These 15 million youths form a major source of human capital for the next century. We cannot afford to leave this source untapped. That is why Secretary of Labor Alexis Herman wants to build a national partnership with the private sector — a Youth Opportunity Movement — to invest in young people. Unlocking the talents of youth is good public policy. It is good business. And it is vital to tapping into new markets throughout the United States. Human capital is as critical to our success as investment capital. Businesses having trouble finding skilled workers can testify to that -- and so can disadvantaged communities. Secretary Herman wants to team with the business community to close the skills gap so new workers can help new markets succeed.

The Youth Opportunity Movement began with a federal investment of over \$1 billion dollars. Secretary Herman will use these funds to leverage a much larger private investment in community programs to train young people. Employers will benefit from a prepared, skilled workforce to tackle the jobs of today and a larger base of consumers for their products tomorrow. That's the virtuous cycle of economic development distressed areas need.

Youth Opportunity Can Bridge the Gaps

The Youth Opportunity Movement offers a way to bridge gaps and break cycles that lead to poverty and despair. In conjunction with the recently enacted Workforce Investment Act, the U.S. Department of Labor awards Youth Opportunity grants to qualifying communities. This funding enables communities to establish "one-stop" service centers where youth can access a wide range of services and resources, and to form community-wide partnerships.

Effective strategies to help out-of-school youth find employment must address personal, societal, academic and professional challenges. Job training alone is not enough: while young people need "hard" career-oriented skills, such as computer training, they also need "soft" skills, such as learning how to interview for a job. While various programs have succeeded in treating parts of the problem, the Youth Opportunity Movement will apply a "360° approach" by focusing on the whole person and engaging the whole community.

**Secretary Alexis M. Herman
U.S. Department of Labor**

A Call to Action

The Youth Opportunity Movement is a call to action. It provides the chance for the private sector to invest in solutions along with new partners in the not-for-profit world and young people themselves. It is because of this investment at the local level that Youth Opportunity is a movement rather than a program or initiative. Every American who is prepared to invest in out-of-school youth in his or her community can become a part of the movement.

By investing together, we can make a difference. The Department of Labor is currently welcoming partners in this effort, including representatives from the business, foundation, entertainment and sports communities. By becoming a member, your name and support will galvanize others to make an investment.

The Private Sector

Private-sector investment in the Youth Opportunity Movement is absolutely critical. In order for youth to make a successful transition to work, there must be businesses committed to employ them and mentor them. Businesses can become involved in the movement in several ways:

- Commit to providing jobs, internships, or apprenticeships for out-of-school youth.
- Underwrite the cost of supportive services (e.g., child care) to youth participants in federal or private sector youth programs.
- Provide in-kind donations (e.g., computer equipment, building space, transportation assistance) to federal or private sector program centers.
- Provide mentoring or job shadowing for out-of-school youth.
- Assist with curriculum design to ensure that employment training is current.

Foundations

Private, not-for-profit or non-profit foundations can energize the Youth Opportunity Movement through their dedication and networking. There are many ways foundations can help:

- Underwrite the cost of supportive services (e.g., child care) to youth participants in federal or private sector youth programs.
- Make a human investment by committing to mentoring youths.

Representatives of the Entertainment/Sports Communities

Becoming active takes some time, but it provides an opportunity to demonstrate your commitment. Representatives can participate in various ways:

- Participate in filming a television public service announcement.
- Authorize use of your likeness in a newspaper advertisement about the movement.
- Serve as the keynote speaker at a U.S. Department of Labor-sponsored conference.

For more information on how to become involved in the Youth Opportunity Movement, please access the Youth Opportunity web site: www.yomovement.org, or call (202) 208-0965.

Youth Activities of the Department of Labor

Currently, there are 15 million youth aged 16-24 who are out of school. Out of those 15 million, 70 percent have a high school diploma or less. It is estimated that America loses \$88 billion for each year's class of high school dropouts. These 15 million young people form a major source of human capital for the next century.

As the demands and, most importantly, the needs for strong and better education and job training for youth become ever more critical, the Department of Labor is funding numerous efforts to ensure that all youth, particularly those out of school, have the skills and training they need to successfully transition into adulthood and careers.

The recently enacted Workforce Investment Act brings groundbreaking reform to the way youth are served under America's workforce training system. The legislation focuses on a systemic approach that offers youth a broad array of coordinated services.

Youth Opportunity Grants

The underlying principle in the Youth Opportunity Grants is to reduce poverty and unemployment among youth aged 14 to 21 in specific communities by concentrating resources in those areas with the greatest need.

These grants are the successor to the Opportunity Areas for Out of School Youth Pilot Projects, which were smaller awards to communities over the past three years that served as testing grounds for the Youth Opportunity Grants. These pilot sites currently enroll over 3,000 youth in six sites—Houston, Los Angeles, Chicago, Boston, New York City and Russell Springs, KY. Five more sites were awarded pilots this past spring - Baltimore, Detroit, Denver, San Diego, and Oakland, CA.

The objective of the successor Youth Opportunity Grants is "to increase long-term employment of youth who live in empowerment zones, enterprise communities and high-poverty areas." This initiative is a five-year, \$1.25 billion investment commitment and individual grants will vary by population of target community. This year we will launch our first \$250 million grant competition to select scores of new sites, in an effort to assist more young people.

Secretary Alexis M. Herman
U.S. Department of Labor

Through the grants, the following lessons have been learned:

- to place an emphasis on high quality services and long-term commitment to youth;
- to concentrate resources in high poverty areas;
- to form strong partnerships with the private sector;
- to teach youth to take responsibility for their own lives; and
- to sustain the program through community ownership and partnership, including ties to the workforce investment system and local youth council.

Youth Offender Grants

Congress has provided \$12.5 million for the Department of Labor to test creative ways to combine job training and juvenile justice programs. Nationally, 14 grants have been awarded to develop pilot projects incorporating job training and education into programs to help young people aged 14 to 21 who have broken the law or are in at-risk situations.

These grants will provide services for youth who are or have been under criminal justice supervision, have been involved in gangs or are out of school in communities with high poverty and unemployment. These first pilots will be models for other programs designed to help troubled young people finish school and find jobs.

There are three kinds of grants:

- Grants to Neighborhood Projects will incorporate job training into neighborhood projects for youth who have been involved in crime or are in at-risk situations. The projects may be for gang prevention, alternative sentencing for first offenders, or case management of youth returning to their neighborhoods from detention facilities. The job training component may include life skills training. Philadelphia, Richmond (CA), Seattle, Houston and Denver have received grants in this category.
- Grants to Juvenile Detention Facilities will be used to develop school-to-work programs in juvenile detention facilities and will include helping the young offenders get re-established in their communities when they are released. These grants were awarded to projects in Cleveland, Logansport and Indianapolis, IN; and west and central Florida.
- Grants for Community-Wide Coordination will be used to get young people from at-risk situations into various job training and job readiness programs in high poverty, high crime neighborhoods. Grants were awarded in Minneapolis, MN; Rockford, IL;

Knoxville, TN; Pensacola, FL; Bakersfield, CA; and Patterson, N.J.
Funding is authorized under the Job Training Partnership Act.

Job Corps

Established in 1964 by the Economic Opportunity Act, Job Corps targets the most severely disadvantaged, annually serving 65,000 youth aged 16 to 24. Job Corps is a national residential training and employment program. Its mission is to attract eligible young adults and teach them the skills they need to become employable and independent through intensive and fully supervised programs in educational and vocational training, work experience, physical rehabilitation and development, and counseling. Residential living, support services (including health care), nutritious meals, sports and recreation are provided.

To fulfill its mission, Job Corps works with labor unions, trade associations and local providers to conduct vocational training. Upon program completion, placement contractors help to place these students in jobs, enroll in higher education or enter the Armed Forces. Support contractors utilize a national network to help former students find housing, transportation and other short term support.

Job Corps now has 119 centers nationwide and plans to open three additional centers. Job Corps is currently authorized under Title IVB of the Job Training Partnership Act which will change to Title IC of the Workforce Investment Act.

School-to-Work

The School-to-Work Opportunities Act was passed by an overwhelming, bipartisan majority of Congress and signed into law in 1994. This Act provides seed money to state and local partnerships to bring together educational reform, workforce development and economic development efforts to raise academic standards and help youth successfully prepare for careers and higher education.

There are now 470,000 youth receiving work-based learning experiences tied to an integrated curriculum, and 136,000 employers providing work-based learning slots. Services provided through School-to-Work include: integrated curriculum, applied learning and project-based learning; comprehensive career counseling; a continuum of work-based learning (job shadowing, structured work experience, paid work experience); placement and support of students in the workplace; and transportation and other support services.

Year-Round and Summer Youth Employment Training Program

Prior to the enactment of the Workforce Investment Act, two separate funding streams were provided to states for summer employment and year-round activities for youth. Consistent with the idea of a coordinated approach for providing youth services, the Act merges these two separate streams into one in an effort to facilitate the offering of a broad array of services to youth in local areas.

The Summer Youth jobs program, funded through the Department of Labor, provides jobs to young people from low-income families in urban and rural areas. Nearly 495,000 young people, mainly 14 and 15-year olds, found public sector jobs last summer. Summer jobs are especially important for minority youth living in high poverty neighborhoods. More than 48 percent of the youth participating in the program in 1998 were also enrolled in academic enrichment activities.

The Department of Labor is urging private businesses to become involved with the Summer Youth program and offers a technical assistance guide to help communities get businesses involved in creating summer jobs.

In addition, approximately 130,000 young people participated in year-round programs, offering training, education, work experience, and leadership development.

Boys and Girls Clubs of America

In a joint effort with the U.S. Department of Justice, the Department of Labor provides funding for the start-up and operation of "Career Prep" programs at 40 Boys and Girls Clubs throughout the country. With additional funding provided by The Taco Bell Foundation, the clubs establish and operate "Teen Supreme Centers," which provide job readiness training and career guidance to youth who reside in the target communities.

THE
NATIONAL
CAMPAIGN TO
PREVENT TEEN PREGNANCY

2100 M STREET NW SUITE 300
WASHINGTON DC 20037

PHONE: 202.361.5655

FAX: 202.331.7735

E-MAIL: CAMPAIGN@TEENPREGNANCY.ORG

WEB: WWW.TEENPREGNANCY.ORG

FAX TRANSMISSION

TO: Ruby Shamir
FAX NUMBER: 456-9412/2878
FROM: Beth Davidson
SENDER'S PHONE: 202-5745
SENDER'S FAX: 202-331-7735

DATE: 7/13/97

NUMBER OF PAGES INCLUDING COVER:

MESSAGE:

Hi Ruby --

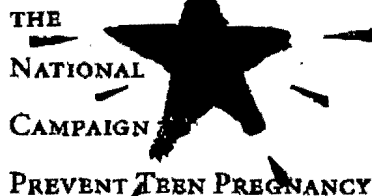
We are still waiting for ^{exact} wording from ABC
and Lisa Quiroz, but as you'll see, we've got
some great commitments lined up!

I'm also awaiting approval from Hispanic
Radio Network--which I should have tomorrow or
Thursday.

I'll call to follow up + confirm
you received this!

Best,

Beth



2100 M STREET NW SUITE 300
WASHINGTON DC 20037

PHONE: 202.261-5655

FAX: 202.331.7735

E-MAIL: CAMPAIGN@TEENPREGNANCY.ORG

WEB: WWW.TEENPREGNANCY.ORG

**White House Convening on Hispanic Youth
July, 1999**

MEDIA PARTNERSHIPS

The National Campaign to Prevent Teen Pregnancy has asked the following media leaders to help focus the nation's attention on issues facing Latino youth and families. Each of them was selected because of their proven leadership and commitment to use the power of the media to alleviate social problems. Together, we will draw attention to teen pregnancy, school dropout, educational disparities and other challenges that Latino youth and families face -- and will point out how these issues are inter-connected. Our media partners will also highlight promising approaches and offer practical tips for community groups, schools and others to better support Latino youth and families. We will support them with facts, information, and experts -- and we urge others in media to follow their lead:

People en Espanol

- **LISA: PLEASE FILL IN HERE (OR ATTACH) WHATEVER YOU DEEM APPROPRIATE. WE HAVE DISCUSSED CAMPAIGN PSA PLACEMENTS, ROUNDTABLE MEETINGS TO GET OTHER MEDIA LEADERS INVOLVED, JOINT POLLS/ SURVEYS, AS WELL AS ONGOING EDITORIAL COVERAGE AND HIGHLIGHTING LOCAL PROGRAMS/HEROES. WE WOULD LOVE TO DEVELOP OTHER CREATIVE IDEAS WITH YOU (E.G. CONTESTS, EDITORIAL FEATURES, ETC).**

Liaison: Lisa Quiroz, Publisher

La Opinion

La Opinion will continue to devote editorial coverage to challenges facing Latino youth, such as educational disparities, teen pregnancy, school dropout, and other related issues. In addition, *La Opinion* will devote special newspaper insert sections to these issues, which can be reprinted and disseminated nationwide. Past special inserts have covered educational issues, and have been distributed in local newspapers throughout California. *La Opinion* will also consider PSAs for placement in relevant sections of the newspaper.

Liaison: Monica Lozano, Associate Publisher

**Cristina Saralegui : *The Cristina Show*, *Cristina La Revista* and *Cristina Opina*
(Cristina Saralegui Enterprises)**

Cristina Saralegui has agreed to use her high public profile to address teen pregnancy prevention and related issues. Specifically, she will host a series of Teen Talk Shows on such youth issues as school dropout, violence, and teen pregnancy. She will also feature these topics on *The Cristina Show*, and offer insights for parents and families. Cristina will appear in print, radio and TV PSAs, both in English and Spanish, with messages about preventing teen pregnancy. Her magazine, *Cristina la Revista*, her radio show, *Cristina Opina*, and her web site will all devote space to these topics. Cristina has also joined the Media Task Force of the National Campaign to Prevent Teen Pregnancy.

Liaison: Cristina Saralegui

Radio Unica

Radio Unica will address the relationship between teen pregnancy, school dropout, and other issues in its talk shows and other programming. Radio Unica will invite experts in these areas to relevant shows, and will air public service announcements in partnership with the National Campaign to Prevent Teen Pregnancy. Radio Unica has agreed to supply its listeners and callers with tips, information, and resources, which will be provided by the Campaign and other organizations.

Liaison: Joaquin Blaya, Chairman and CEO

ABC Television

(LANGUAGE COMING FROM ABC)

(We discussed: collaborating with their current initiative to promote education, "Classroom Connections" magazine; sending "One Life to Live" educational tape to Hispanic youth groups; PSAs on education/stay in school/teen-pregnancy through their Children First initiative, web site collaboration, etc.)

Liaison: Pat Fili-Krushel, President

The Hispanic Radio Network

The Hispanic Radio Network, as part of its National Latino Reproductive Health Awareness Campaign, will devote a series of 3 minute on-air programs and print editorials to the issues of teen pregnancy prevention, parent-teen communication, and other health-related topics. HRN's toll-free hotline will offer referrals to appropriate programs and community centers. HRN's toll-free hotline can also be promoted by other media partners who cover these topics and need to offer audiences a free resource. The HRN will run PSAs, and will distribute the Campaign's "Tips" publications as part of its Community Outreach at health festivals nationwide. These local festivals will also offer local organizations a way to conduct outreach and promote their services. Through its nationwide affiliates, HRN will also highlight issues such as education, school dropout, and family communication.

Liaison: Consuelo Luz, President

The National Campaign to Prevent Teen Pregnancy

The National Campaign has committed to a major undertaking on reaching out to Latino youth and families on the issue of teen pregnancy prevention. This commitment includes conducting focus groups and other qualitative research to better understand Hispanic audiences; creating outreach / educational materials and tips in English and Spanish; creating fact sheets describing the problem of teen pregnancy in the Hispanic community; and supporting media leaders with their efforts by supplying facts, messages, referrals to community groups, and access to experts and local leaders.

Liaison: Sarah Brown, Director

DETAILS STILL TO COME FROM:

- **America On-Line**
- **Nickelodeon**
- **The Bravo Group (Daisy Exposito)**
- **Miami Herald (Publisher)**

PHILADELPHIA INQUIRER

PHILADELPHIA, PA
WEDNESDAY 457,932
JUN 16 1999

PHOTOGRAPH BY JAMES M. HARRIS FOR THE PHILADELPHIA INQUIRER

BURRILLE'S

475
J2244

E4



At Julia deBurgos Middle School, at Eighth and Lehigh in North Philadelphia, Miriam Arroyo, 17, and other members of Latina Girl Power! discuss everything, from boys to their future.

Latina to Latina, they teach the way it is.

In a word, 'amigas'

5092

By Monica Rhor
INQUIRER STAFF WRITER

No one knew what to expect back in January. It was the initial meeting between the high school girls who had created Latina Girl Power!, a program designed to prevent teen pregnancy, and the middle school girls they would mentor.

The first surprise was a language barrier.

Both groups were Latinas. But save for one, the older girls, born and reared in the United States, could speak little Spanish. The younger girls, students at Julia deBurgos Middle School in North Philadelphia and recent arrivals from Puerto Rico, still had trouble navigating English.

Maria Figueroa, 17, a junior at Olney High

School whose grandmother allowed only Spanish in her home, was appointed translator.

The second surprise was not so easy to resolve.

Asking the girls to describe the perfect woman, Miriam Arroyo, 17, a senior at Edison High School, expected to hear qualities such as a nice smile and long hair. This is what she got: Blond hair. Blue eyes. A big bust. Tiny waist.

The high school students were stunned. The younger girls were dark-haired, dark-eyed and olive-skinned. Some were curvy adolescents, others thin and childlike.

None fit the Pamela Anderson ideal they had just described.

In just one session, the Latina Girl Power! leaders had hit on what experts cite as one of the root causes of teen pregnancy: low self-esteem.

"They go through great pains to change themselves," said Josie Osorio-Noble, 16, a Frankford High School junior who is happy with her own dark, curly hair, athletic build, and mocha skin. "We wanted them to know they don't have to look like that. Their self-image should be based more on personality, strength, aspirations, and the good things they want to do."

Over six months, as the two groups met monthly for one-hour sessions, that was the challenge facing the fledgling program and the high school students who designed it.



Maria Figueroa, 17, an Olney High junior, translates for the group. Her grandmother allowed only Spanish in her home.

At 12, Arroyo already knew
See MENTORING on B8

Reaching out in two languages, Latinas teach younger Latinas

MENTORING from B1
that she did not want to end up like one of her best friends — a mother at 13.

"She had to stop being young to have the baby," said Arroyo. "She didn't really have a life after that."

Arroyo's story is different.

Graduating this week from Edison High School, she has a resume that includes: captain of the varsity cheerleading squad, varsity softball team member, vice president of the school chapter of *Aspira*, a Latino education-advocacy organization, and recipient of a national Hispanic leadership award and a full scholarship to Haverford College.

"I saw that something happened with these programs, that youth can make change," she said.

As bubbly as Arroyo is calm, Josie

Osorio-Noble spills over with a vitality that belies an early loss. When Osorio-Noble was 9, her mother died and she went to live with an older brother and his wife.

Osorio-Noble saw how much her brother accomplished even though he could not finish college. "I thought, if I go to college and graduate, I can do even better," said Osorio-Noble, an honor student who plans to become a physical therapist. "I want to be the child who succeeds."

So do Maria Figueroa and Tess Senderowicz, 17, a junior at Masterman.

Figueroa, a regular on her school's honor roll, plans to go into medicine, probably pediatrics. Senderowicz, who is of Argentine descent, says she grew up in a family in which "education was paramount and the quest for knowledge was nurtured."

For these girls, teen pregnancy was not an option.

"I've seen a lot of pregnant moms at school," Osorio-Noble said. "And I thought, I'm never doing that."

According to the National Campaign to Prevent Teen Pregnancy, Latina teens have the highest teen birth rate in the United States. In 1997, 97 out of every 1,000 Latinas ages 15 to 17 became pregnant, nearly double the national rate of 52 per 1,000.

And Arroyo, mindful of her many classmates who became mothers, wanted to help other girls choose

not to become pregnant. Last year, she began researching teen pregnancy and prevention programs, which led to *Latina Girl Power!*

The program, based on the *Girl Power!* campaign run by the federal Health and Human Services Department and sponsored by the Consortium for Latino Health in Philadelphia, received \$4,500 in grants for the pilot run, which included about 10 middle school girls. The money went for supplies and gifts for the girls, and the consortium hopes for more funding to expand the program.

Arroyo and the other girls adapted the basic program and made it their own.

Arroyo, for instance, says her health class never broached subjects such as sexually transmitted diseases; Osorio-Noble's never discussed the dead-end future of low-paying jobs and thwarted education that often awaits teen mothers.

They wanted the program to address those issues from a teenager's perspective. They also wanted to be role models for younger girls who might not otherwise see alternatives to teenage motherhood.

"I want to show other girls that they can be so much more," Osorio-Noble said.

Meetings focused on peer pressure, self-esteem, dating violence, HIV and AIDS.

At the last session, held on a stifling June day, the two groups talked about relationships — and how sex, domestic violence, money, drugs, disease and pregnancy can affect them.

The younger girls listened as the older girls talked. With the help of peer educators from the Gay and Lesbian Latino AIDS Education Initiative, the group leaders kept the discussion from becoming a lecture.

"This stuff happens every day," initiative educator Evette Pena said as they described boys who flash money, gifts and attention to charm girls, who then end up alone and pregnant.

The message seemed to get through.

"I've learned so much. I've learned to stay away from negative people, that sex should wait until I'm older," said Rosemary Rodriguez, 13.

HILLARY'S FOES TEEN DELICIOUS DINOSAUR EGGS

Newsweek

Latin How Young Hispanics Are Changing America U.S.A.

Author Juan P. Diaz, singer Shakira, boxer Oscar De La Hoya

68X8CND6## CAR-RT SORT ## C-013
#0009275053100120NY00 NI-R 000835X
JONATHAN MILLER F06021
NE 1012 E CAPITOL ST
WASHINGTON DC 20003-3906

SOCIETY

Hispanics are hip, hot and making history. By 2005, Latinos will be the largest U.S. minority; they're already shaping pop culture and presidential politics. The Latin wave will change how the country looks—and how it looks at itself. BY BROOK LARMER

STROLLING ALONG NORTHWEST EIGHTH Street in Miami—a.k.a. Calle Ocho—is like taking a trip through another country. But last week the sights and sounds of Calle Ocho were both intensely foreign and undeniably American. A crowd of angry Cuban exiles marched down the street denouncing the U.S. Coast Guard's use of force to round up six Cuban refugees near a local beach the day before. From the sidelines, other Latinos looked on: prim Honduran clerks at an evangelical bookstore, spiffed-up businessmen at an Argentine steakhouse, sweaty construction workers eating Salvadoran *pupusas*. Merengue music blasted indifferently from the Do-Re-Mi music shop. But the elderly Cubans playing dominoes in Maximo Gomez Park stood and joined in with the protesters: "Libertad! Libertad!"

Could this be the face of America's future? Better believe it. No place in the United States is quite so international as Miami; even the Latinos who run the city joke that they like it because it's so close to America." But Miami, like New York and Los Angeles, is ground zero for a demographic upheaval that is unfolding across America. Like the arrival of European immigrants at the turn of the century, the tide of Hispanic immigrants—and the fast growth of Latino families—has injected a new energy into the nation's cities.

Latinos are changing the way the country looks, feels and thinks, eats, dances and votes. From teeming immigrant meccas to small-town America, they are filling churches, building businesses and celebrating their Latin heritage. In a special NEWSWEEK Poll of Latinos, 83 percent said being Hispanic was important to their identity. They are overwhelmingly Roman Catholic; 42 percent go to church once a week. They've become a potent, increasingly unpredictable political force: 37 percent of 18- to 34-year-old Latinos say they are independent, about twice as many as their Hispanic elders. In America, a country that constantly redefines itself, the rise of Latinos also raises questions about race, identity and culture—and whether the United States will ever truly be one nation.

The numbers couldn't be clearer. Fueled by massive (and mostly legal) immigration and high birthrates, the Latino population has grown 38 percent since 1990—to 31 mil-



JIM WATSON

SOCIETY

lion—while the overall population has grown just 9 percent. And with more than a third of the Latino population still under 18, the boom is just beginning. By the year 2005, Latinos are projected to be the largest minority in the country, passing non-Hispanic blacks for the first time. By 2050, nearly one quarter of the population will be Latino. "The [African-American] civil-rights slogan was 'We shall overcome,'" says Christy Haubegger, the 30-year-old founding editor of the bilingual magazine *Latina*. "Ours is going to be 'We shall overwhelm!'"

They may just have the muscle to back that up—particularly in politics. Though they accounted for only 6 percent of those who voted in the 1998 midterm elections, Hispanics are clustered in 11 key states, with a total of 217 out of the 270 Electoral College votes needed for the presidency. And neither party has a lock on this new force. "Latinos are the soccer moms of the year 2000," says Gregory Rodriguez of the New America Foundation. Is it any wonder that Al Gore and George W. Bush were both on campaign stops in Florida and California last week, eagerly greeting voters in Spanish?

The driving force behind the Latino wave are members of a cohort that is sometimes called Generation X (following story). These young Hispanics—the Latin Gen X—are influential not simply because of their huge numbers. They are making their mark—and making all things Latin suddenly seem cool. Jose Canseco, a 35-year-old Cuban-American, and Dominican-born Sammy Sosa, 30, lead the great American home-run derby. Ricky Martin, 27, and Jennifer Lopez, 28, top the pop-music charts. Actors Benjamin Bratt, 35, and Salma Hayek, 30, are quickening the national pulse.

Is the rest of America ready? Hip Anglos on both coasts are dancing salsa, learning Spanish and dabbling in Nuevo Latino cuisine. And every fifth grader seems to know the lyrics of "Livin' La Vida Loca." But many Latinos doubt whether America can easily move past the stereotypes that depict them as illegals, gangbangers or entertainers. "Don't try to understand Latinos through [Ricky Martin]," says Manuel Magaña, 21, a University of Michigan senior. "It's like trying to figure out Americans by listening to the Backstreet Boys."

Latinos can't be neatly pigeonholed. They come from 22 different countries of origin, including every hybrid possible. Many are white, some are black, but most are somewhere in between. Some Latino families have been in the United States for centuries, since the days when much of the Southwest was still a part of Mexico. Others, like the six Cuban refugees, swam ashore last week. (The Coast Guard freed

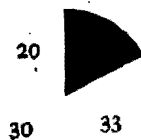


Latino Americans: The Face of the Future

Their numbers are growing—and fast. Today there are 31 million Hispanics in the U.S. By 2050 the population is projected to hit 96 million—an increase of more than 200 percent. And Hispanics are younger than the rest of the nation: a third are under 18. A look at Latinos in America:

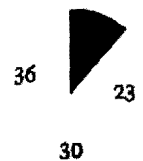
HOUSEHOLD INCOME, 1998

■ Less than \$10,000
■ \$10,000–\$24,999



Hispanic

■ \$25,000–\$49,999
■ \$50,000 or more



Non-Hispanic

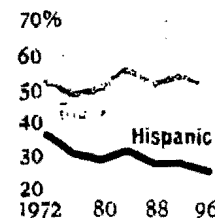
BY THE NUMBERS

15% of Hispanics work as managers;
31% of non-Hispanics do.

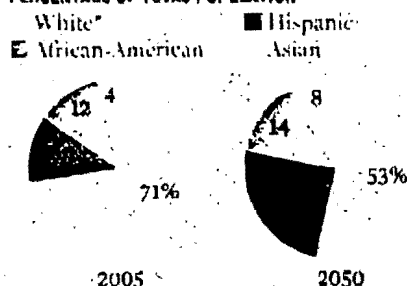
This year, 22% of Hispanics have Internet access at work or at home;
43% of whites have Internet access.

VOTING HABITS

Percentage reported voting in the U.S.:



PERCENTAGE OF TOTAL POPULATION



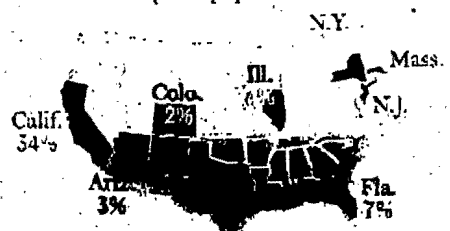
BY THE NUMBERS

About 37% of U.S. Hispanics live in Los Angeles, New York City and Miami—the three top cities.

Add San Francisco, San Jose and Chicago, and that accounts for about 45% of Hispanics.

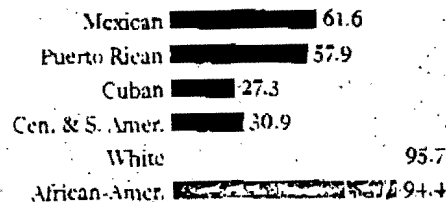
LARGEST HISPANIC POPULATIONS

The top 10 states account for about 87 percent of the total Hispanic population:



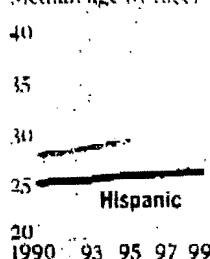
BORN IN THE UNITED STATES

Percentage, by ethnicity and race, of all U.S. residents who were born in this country:



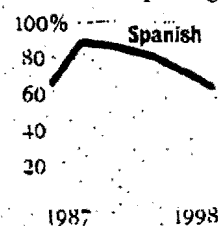
YOUTH GROUP

Median age by race:

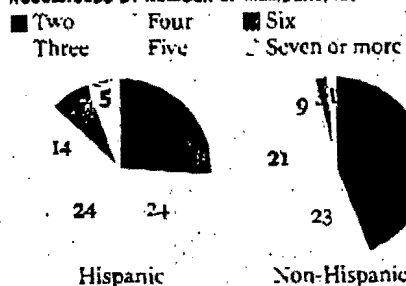


LANGUAGE

Hispanics are most comfortable speaking:

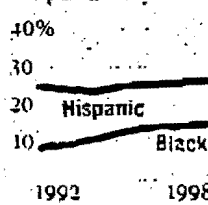


HOUSEHOLDS BY NUMBER OF MEMBERS, 1997



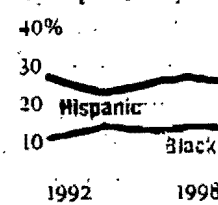
CIGARETTE USE

12th graders who say they've used in the past 30 days:



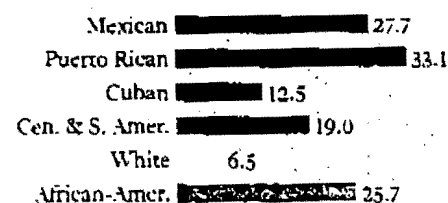
ALCOHOL USE

12th graders who say they've been drunk in the past 30 days:



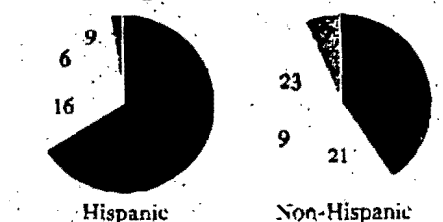
FAMILIES IN POVERTY, 1996

Percentage, by ethnicity and race, of all U.S. residents who fall below the poverty line:



EDUCATION, 25- TO 34-YEAR-OLDS, 1987

Percentage, by ethnicity and race, of all U.S. residents who fall below the poverty line:



them a day later.) Many Latinos are assimilating into cycles of urban blight: 40 percent of Latino children now live in poverty, the highest rate ever. But millions of Hispanics are also moving into the middle class, speaking English, inter-marrying and spending cash—lots of it. U.S. Latinos pump \$300 billion a year into the economy.

Not everybody has been eager to give Latinos a big *abrazo*. When California voters passed propositions limiting immigrant rights and Washington tightened federal immigration policy in the mid-1990s, Latinos took it as a call to arms. The best weapons of defense were citizenship and the vote. Between 1994 and 1998, Latino voting in nationwide midterm elections jumped 27 percent even as overall voter turnout dropped 13 percent. The 2000 presidential election may show even more dramatic increases: Latino leaders aim to register an additional 3 million voters by then.

Latinos have long leaned Democratic (Clinton got 72 percent), but their vote is alluring these days precisely because it is up for grabs—and Generation N seems intent on keeping it that way. Gore edged out Bush among all Latinos polled, 29 percent to 28 percent, but Generation N voters favored Bush by a margin of 9 percent. Nobody understands how Latinos can swing an election more than Nevada Sen. Harry Reid, a Democrat. During his tight 1998 race, Reid's friend, boxing promoter Bob Arum, persuaded Oscar De La Hoya to join the campaign. The charismatic boxer did two fund-raisers, a public rally and several Spanish media spots. "He's the reason I'm in the Senate now," says Reid. Don't believe him? The senator won by just 428 votes.

Latinos are flattered to be considered hot commodities, whether as voters, consumers, employees or entertainers. But their aspirations, and their importance to American society, run much deeper than mere social acceptance. They are not "crossing over" into mainstream America; they are already here, getting more influential by the day, so the rest of America must learn to adapt as well. "Something tremendous is happening," says 30-year-old novelist Ixta Maya Murray. "This generation of Latinos is going to change the way America looks at itself. On the last Independence Day of the millennium, a new nation is being born."

With VERONICA CHAMBERS, ANA FIGUEROA, PAT WINGERT and JULIE WEINGARTEN

TO WEIGH IN ON THE HISPANIC BOOM—AND THE ROLE OF GENERATION N—LOG ON TO WWW.NEWSWEEK.COM AT NOON EDT ON JULY 19

NUMBERS IN SOME PIE CHARTS DO NOT ADD TO 100 DUE TO ROUNDING. INCLUDES AMER. INDIAN, ESKIMO AND ALUT. SOURCES: U.S. CENSUS BUREAU, STRATICA RESEARCH CORP., MONITORING THE FUTURE STUDY, U.S. MICH. TR. ADMIN. CO.

JUL. 14. 1999 6:19AM NCPTP

RAP
— AND
— YOUR

Raised on rock and Ricky Martin, the Latin Gen X is cruising the American mainstream, rediscovering their roots and inventing a new, bicultural identity —without losing anything in the translation

BY JOHN LELAND AND VERONICA CHAMBERS

EL CONQUISTADOR, IN THE TRENDY SILVERLAKE section of Los Angeles, is a hard place to find, set off from the street by a doorway of hanging straw. But once you're inside, the Mexican food is authentic and excellent. Over shrimp tacos and *albóndigas*, a traditional meatball soup, Olivia Armas and her husband, Rod Hernandez, begin an affectionate round of teasing. Olivia, 29, is the daughter of Mexican immigrants; Rod's family came to Los Angeles from Mexico two generations ago. From the time they met as undergraduates at UCLA, she has ribbed him about his shaky command of Spanish. "I didn't know what to make of him," she says. "I thought, 'Oh my God, he's a wanna-be Chicano who can't speak Spanish.'" Now, as Rod, 31, gropes for the Spanish word for haircut, Olivia rolls her eyes. He returns the dig. Olivia's family's idea of cuisine, he says with a laugh, includes cow innards, organs—"parts of the animal that I had never seen before. I have to beg her to not make me eat that stuff. I say, 'Honey, can we please have pasta tonight!'"

In their gentle jousting,

rock and Ricky Martin, the Brady Bunch a "Que Pasa U.S.A?," they navigate an extraordinarily complex web of relationships: with their elders, with Anglos and with each other, inventing identity in the interstices. "For our parents, being Latino was a negative in the country," says Nely Galán, 35, president of entertainment at the Spanish-language TV network Telemundo. "For us it's a plus. We get to be 100 percent American when we want to be, but we can switch and say, 'I'm not even American today; I'm totally Latin. I'm going to a Latin club, I'm listening to Latin music I'm speaking in Spanish!'"

Unlike their Anglo peers, they do not live in the shadow of a more populous baby boom. The Latino population is young and getting younger. "This generation is going to permanently change things," says Rudy Acuña, founding chair of Chicano Studies at Cal State Northridge. "Past generations have always assimilated. This time around, there are

enough of them to say, 'We aren't going to make it your society. We want to make it on our own terms.'"

Bill Teck, 31, set out to name this new power generation. Growing up in Miami, the son of Cuban and American parents, he felt left out of the Generation X rubric, especially the slacker part. "If you're the first generation born and educated in the U.S., you really can't have a slacker mentality." Nothing if not entrepreneurial, he coined the term Generation N—it's pronounced EN-yay, the extra flavor unit in the Spanish alphabet—and copyrighted it in 1995

as a full-service brand. The following year, in the first issue of Generation N magazine, he published a letter that was part come-on, part manifesto. "If you know all the words to [the merengue hit] 'Abusadora' and 'Stairway to Heaven,'" it ran, "If you grew up on café, black beans and 'Three's Company' ... If you're thinking of borrowing one of your father's guayaberas ... You're Generation N." As peers in California toyed with their own rubric, Generation Mex, a cohort—or at least a marketing target—was born.

Olivia and Rod are performing a cultural balancing act that has become daily life for millions of young Latinos: the fine art of living in two worlds at once without losing anything in the translation. Largely bilingual—often more fluent in English than Spanish—they belong to a growing generation of truly bicultural Latinos, coming into their 20s and 30s with demographic clout, educational skills and cultural juice their parents never imagined. Where previous Hispanic generations crossed geographic borders, they cross cultural ones, sometimes three or four times in one sentence. Raised on

PHOTO: JIMMY

SOCIETY



'SI, ACEPTO'

Better versed in American pop culture than their parents, N's can also be more assertively Latin. In a special **NEWSWEEK** Poll, Latinos over 35 were most likely to identify themselves as American; those under 35 were more likely to identify as Hispanic or Latino. Often generations removed from the immigrant experience, many N's are now rediscovering—and flaunting—their roots. The son of migrant farm workers, Jaime Cortez, 33, has an Ivy League education—and a San Francisco apartment full of traditional guayabera shirts. “We get them pressed when we go out,” he says. “More and more, you see literary, educated guys doing things that immigrants wanted to get away from.” By his lights, such reclaiming is vintage Latin. “America has this weird optimism that dictates that we have to leave the past behind. My generation of Latinos doesn’t feel that way at all. We know we come from a rich history and culture, and we want to celebrate that. I think that’s our defining trait.”

The cultural mix, though, is not all salutary. Like other immigrant groups, Latinos

in the second and third generations begin to absorb the worst of America: poorer health and diet, higher delinquency and dropout rates, more divorce and domestic abuse. Latino girls recently passed blacks with the highest rates of teen pregnancy, more than double that for whites. “The longer [families] have been in the United States, the better the kids speak English and the higher their self-esteem,” says Michigan State sociologist Rubén Rumbaut. “But they also do less homework, have lower GPAs and lower aspirations.” The reasons for this pattern are complicated and little-studied, says Rumbaut. Children’s superior English skills may upset the family order. Also, second- and third-generation Latinos, who grow up with higher expectations than their immigrant parents, may be less resilient when they encounter discrimination.

In a monastical Spanish mansion above

Los Angeles, though, life is large. The salsa star Marc Anthony is talking to Jennifer Lopez about boats. “I’m getting an 83-foot yacht,” he says, his slender arms carving the air to suggest nautical heft. “With four bedrooms.” Both raised in New York City, the children of Puerto Rican parents, Lopez and Anthony have come to this hilltop manse to shoot the video to “No Me Ames,” a Spanish-language duet from her hit album, “On the 6.” The video calls for Anthony to die from an unnamed illness, then for his spirit to watch over the grieving Lopez. “It works in Spanish,” says an assistant, sheepishly. “In English it’s too corny.” Lopez, for her part, sees it more “like a foreign movie, like ‘Life Is Beautiful.’” But for now, during a break, she is worried about that boat. “That’s expensive upkeep,” she says. Anthony shrugs. “You only live once.”

At its best, the new wave of Latin-based

49%



At clubs like New York's Copacabana, the new beat generation crosses regional lines and dances to sounds that are as eclectic as their lives, from Shakira's rock to Elvis Crespo's merengue

music now riding the charts reflects the generation's bicultural lives. Though Latin audiences are in large part regionally divided—tropical grooves in the East, Mexican sounds in the South and West—young stars like Ricky Martín and the Colombian rocker Shakira break down the divisions by mixing a variety of pop styles, Latin and Anglo. “We are made of fusion,” says Shakira, 22. “It’s what determines our identity: the way in one mouthful we take rice, plátanos, meat.” Her own music combines Alanis Morissette, reggae and Mexican mariachi sounds. As Bill Teck says, she’s what you put on your CD changer between Sarah McLachlan and El Grán Combo. The musicians’ breakthrough, for many Latinos, has become a measure of collective success in North America. “When I was growing up, it really wasn’t cool to be Hispanic,” says Adán Quiñones, 22, a real-estate broker in La Puente, a suburb of L.A. “There was pressure to act white. Now, everyone wants to be Latino. If Ricky Martín has helped bring that about, then I certainly admire him.”

The attention from Anglo audiences is

not always gratifying. Anthony, 30, bristles over a recent magazine article that featured jalapeño peppers beside his picture. “Jalapeños are Mexican. I’ve never eaten one in my life.” The singer, who starred in Paul Simon’s ill-fated musical “The Cape-man,” can work up a head of steam. “This whole ‘crossover wave’ thing really displaces me,” he says. “Like I’m coming in and invading America with my music. I was born and raised in New York, man.”

At the Third Spanish Baptist Church in the Bronx last month, Elizabeth Malavé, 30, and Adalberto Santiago, 31, said “I do” in front of 100 of their closest friends and family. Except they didn’t say “I do,” they said, “*Sí, acepto*.” Elizabeth is a community health counselor, one of the growing numbers of Latina professionals; Adalberto delivers produce for a local distributor. In their menu of fried sweet plantains and

roast pork, the couple bowed to the traditions of their Puerto Rican elders. But they also began a break. “My parents have a very good relationship,” says Elizabeth. “yet we all know who the head of the household is. My dad makes the decisions, and that’s how it works.” In her own marriage, she says, “Berto and I are partners.”

Many young Latinas are rejecting the traditional roles that their mothers embraced. “The main difference between our generations is that women are less tolerant,” says Ana Escribano, 30, a student at Florida International University who works part-time at Generation N. “Less tolerant of the machismo. Less tolerant of the cheating and doing everything for men.” The result is often a culture clash between mother and daughter. The poet and writer Michele Serros, 33, a fourth-generation Mexican-American, calls herself a “Chi-

45%
40%

SOCIETY

caña Falsa" because she felt she didn't live up to ethnic expectations. The women in her family, she says, lived at home until they were married, and wouldn't dream of being on their own. "I grew up on TV, idolized Mary Tyler Moore and 'That Girl.'" Her mother and aunts especially "would have never considered dating outside the race." Though her family accepts her Anglo husband, they don't understand why she kept

her maiden name. "They think it is disrespectful [toward] my husband."

Such trailblazing can sometimes call for a new wardrobe. "A lot of Latin women like to dress in a feminine way: cinched waists, clothes that celebrate our bodies," says Yvonne Neira-Perez, 25, program coordinator for the nonprofit Hispanic Heritage Awards. On a June afternoon in Washington, D.C., she is dressed in a preppy blue

shirt and khaki pants. "In school here, and now in work, I realized that people don't take you seriously when you look that way. I've had to change my look."

Many N's are also wrestling with an even more deeply entrenched tradition: religion. Like their parents, young Hispanics are overwhelmingly Roman Catholic. But their faith is more fluid. In their home in San Francisco, Rod Hernandez and Olivia Ar-

Critical Más: 20 for 2000

There's more to Generation N̄ than crossover pop stars. Here are some other young Latinos to watch:

ENVIRONMENTAL ACTIVIST

PHOENIX, ARIZ., AGE 20 She started Children for a Safe Environment at the age of 9 and has been fighting to keep hazardous waste and pollution out of minority neighborhoods ever since. "Poor people shouldn't always be the ones dumped on," says Arvizu-Johnson, who is of Mexican-American and Native American heritage.

SALSA SINGER

NEW YORK, AGE 30 His CD, "Contra la Corriente," won a Grammy this year. Of Puerto Rican descent, he is recording his first English-language pop album.

INTERNET ENTREPRENEUR

MIAMI BEACH, AGE 23 Cardona got the idea for yupi.com, an Internet portal site, while introducing his father to the Web in 1996. Now it's the most-visited Spanish-language site, drawing 6 million visitors a month.

POLITICAL ORGANIZER

WASHINGTON, D.C., AGE 27 As the executive director of the Republican National Hispanic Assembly, the Peruvian-born Crespo aims to bring more Latinos into the Republican fold. "Our Hispanic ideals are very conservative," he says.

LAWYER

WASHINGTON, D.C., AGE 20 The first Latino to clerk for the chief justice of the United States, in 1996-97. His father emigrated from Cuba in 1957 and, Cruz says, "Education opened the American dream to him. We're failing to provide that education now, especially to poor minorities."

OSCAR DE LA HOYA BOXER

LOS ANGELES, AGE 26 The undefeated welterweight champ and Olympic gold medalist grew up in East L.A., the son of Mexican immigrants. After he moved to upscale Bel-Air, De La Hoya says, "people in the barrio thought I abandoned them. But that's not the case anymore. They know I'm opening doors for my people."

AUTHOR

NEW YORK, AGE 30 His critically acclaimed "Drown" (1996), a collection of stories about his childhood in the Dominican Republic and New Jersey, established him as one of the strongest voices of Generation N̄. A Guggenheim Fellow, he's working on his first novel.

LYSA FLORES

MUSICIAN, ACTRESS
LOS ANGELES, AGE 25 She recorded her punk-inspired 1998 CD, "Tree of Hope," on her own label, and is a stalwart in L.A.'s "Chicano alternative" music scene. Flores appears in the *Seis mundo* series "Reyes y Rey," and is a fund-



mas have a traditional big red felt Virgin of Guadalupe over the bed, and they were married in the church. Their future children, they say, will be baptized. Yet they call themselves "cultural" Catholics. "We respect and honor Catholic traditions, but don't practice it," says Olivia. Enrique Aguilar, 25, says most of his friends feel the same ambivalence. Born in El Salvador, Aguilar came to the United States in 1981, during the revolu-

tion, and now manages and co-owns a wireless-accessories company in San Antonio. Although he is a practicing Catholic, he feels less devout than his parents. "In El Salvador there is so much hardship that you have to lean on religion or you will go crazy," he says. "But here we have so much opportunity. We believe in the religion, but we also question it much more."

As some take advantage of these oppor-

tunities, though, many are left behind. "I get to her classes at Michigan State University," Rosa Salas, 21, drives first past the Mexican-American community in North Lansing, where children walk to a school that is falling apart. A few minutes later she passes the brand-new high school in neighboring Okemos, where white Anglo kids surf the Internet. "I've got my sociology books in the car so I can discuss race and



raiser for environmental and Latino causes.

OSCAR ACTOR

NEW YORK, AGE 35 In his off-Broadway shows "Mambo Mouth," "Spic-O-Rama" and the Tony-nominated "Freak," the Colombian-born actor turned Latino stereotypes into real characters with heart. He plays an Italian in Spike Lee's "Summer of Sam."

REBECCA LOBO

BASKETBALL PLAYER
NEW YORK, AGE 25 The WNBA star, whose great-grandfather was Cuban, is injured and out

for the season. But the kids wearing pint-size number 50 New York Liberty jerseys won't forget their 6-foot-4 hero.

PHYSICIST

CAMBRIDGE, MASS., AGE 30 A MacArthur Foundation "genius" grant winner, this Argentine physicist's specialty is "string theory."

FAUSTO MEZA

MEDICAL STUDENT
GALVESTON, TEXAS, AGE 29 As coordinator of the National Network of Latin American Medical Students, the Ecuadorian-born Mesa works to get more Latinos into medicine.



NOVELIST.
LAW PROFESSOR
LOS ANGELES, AGE 30 Her lyric novels explore society's rough edges. "Locas" was about female gangs in East L.A. Her latest, "What It Takes to Get to Vegas," is set in the Mexican-American boxing scene.



BRIDGING the gap between two worlds 1. Kory Arvizu-Johnson 2. Alex Rodriguez 3. Oscar De La Hoya 4. Yxta Maya Murray 5. Carlos Cardona 6. Rebecca Lobo 7. John D. Olivas 8. John Leguizamo 9. Soledad O'Brien

TELEVISION JOURNALIST

NEW YORK, AGE 32 The NBC news correspondent-anchor is a one-woman melting pot. Her Cuban-born mother is black, her father is Irish-Australian.

ASTRONAUT

HOUSTON, AGE 33 A fourth-generation Mexican-American, he will finish the year-long NASA Astronaut Candidate program in the fall, making him the ninth Latino astronaut.

CITY COUNCILOR

LOS ANGELES, AGE 28 On June 9, Padilla became the youngest Latino (he's Mexican-American) to win a seat on the L.A. City Council.

BASEBALL PLAYER

SEATTLE, AGE 23 A-Rod, as Mariner fans call the Dominican-American shortstop, is the first 40-40 infielder—40 home runs and 40 stolen bases in one season—in major league history.

ROBERT RODRIGUEZ

FILM DIRECTOR
AUSTIN, TEXAS, AGE 30 His debut film, "El Mariachi," was made for only \$7,000 and won him a Sundance Audience Award. A Mexican-American, his most recent film was the teen thriller "The Faculty."

SINGER

MIAMI, AGE 22 Her gutsy 1998 rock album "Donde Estan Los Ladrones" won her a zealous following among young Latinos. She's currently working on an English version with Gloria Estefan. A native of Colombia, she wants to show the world that Latinos "don't just do ranchero and salsa. We can do good rock."

MAGAZINE EDITOR

MIAMI, AGE 31 The second-generation Cuban-American founded Generation X magazine, and coined the term. "It's about saying, 'Wait a minute. We're not all Generation X.'"

THOMAS HAYDEN with JUDY GANFLES and RUTH TENENBAUM

SOCIETY



REAL DEAL

We're trendy,' says Milton Rodriguez, 25, director of Chicago's Latino Youth Movement. She says...

ethnicity with all the other white kids in my class who never had to deal with race," she says. The trip is a daily reminder that Latinos still trail the rest of the country economically and still have to deal with Anglo prejudice. "I'm tired of people thinking that I just came over the border," says Salas. "I'm tired of people asking me if I got my green card or if I eat tacos every night."

Many face prejudice from other Hispanics as well. With their jumble of races and national origins, Latinos can be as color-conscious as anyone else, says the Dominican-born author Junot Diaz. "Dominicans are anti-Haitian because of anti-African feelings; Puerto Ricans treat Dominicans like Americans treat Puerto Ricans." At the very hip Miami nightclub La Covacha recently, the crowd is energetic, well dressed and universally fair-skinned. Though Miami has a growing Central American com-

munity, it is not represented here, either in the clientele or staff. This is no accident, admits promoter Aurelio Rodriguez, a former Armani model. "I'm catering to an upscale South American crowd," he says. "There's big discrimination against Nicaraguans. [They're] considered lower-class."

In Generation N this tension is showing signs of easing. Among other reasons, the threat of recent movements to end affirmative action and restrict immigrants' access to some social benefits has fostered a broader solidarity. At a June press conference by the boxers Oscar De La Hoya and Felix Trinidad to promote their Sept. 18 title fight, most fans hold the national line. Puerto Ricans scream for Trinidad, Mexicans for De La Hoya. But a number switch camps. Amid the cheering, Omar Ortiz, 36, explains, "I'm Puerto Rican, but I'm for De

La Hoya. He's proud of his culture, and that gives all Latinos pride."

These are the borders that Generation N is crossing. Their elders may not always understand the new territory, but they are welcome there. In a quiet moment, Rod Hernandez's mother, Maria, takes stock of her son's generation. Maria Hernandez, 53, is a supervisor at the U.S. Bankruptcy Court in Riverside, Calif. Rod, she says, is better educated than she or her husband, and has also taught them things about Mexican history and art. For all Olivia's teasing, his Spanish is better than his parents'. And if his life is more chaotically American than theirs, it is in some ways even more respectful of its Latin roots. "My husband and I have always been comfortable with our heritage," Maria says. "But we were never as demonstrative about it as Rod and Olivia. They've taken it to a higher plane." In these and other ways, Generation N is creating a new Latino America.

With ANA FIGUEROA, LYNETTE CLEMETSON, PAT WINGERT, JULIE WEINGARDEN, THOMAS HAYDEN and MARTHA BRANT

54%
important in the lives of...

The Legacy of Generation Ñ

Recognition, respect and guys who know how to dance. The founder of Latina magazine says that's the future—so bring it on! BY CHRISTY HAUBEGGER

ABOUT 20 YEARS AGO, SOME MAINSTREAM OBSERVERS declared the 1980s the "decade of the Hispanic." The Latino population was nearing 15 million! (It's since doubled.) However, our decade was postponed—a managerial oversight, no doubt—and eventually rescheduled for the '90s. What happens to a decade deferred? It earns compounded interest and becomes the next hundred years. The United States of the 21st century will be undeniably ours. Again.

It's *Manifest Destino*. After all, Latinos are true Americans, some

of the original residents of the *Américas*. Spanish was the first European language spoken on this continent. Which is why we live in places like *Los Angeles, Colorado* and *Florida* rather than *The Angels, Colored* and *Flowerd*. Now my generation is about to put a Latin stamp on the rest of the culture—and that will ultimately be the Ñ legacy.

We are not only numerous, we are also growing at a rate seven times that of the general population. Conservative political ads notwithstanding, this growth is driven by natural increase (births over deaths) rather than immigration. At 30, I may be the oldest childless Latina in the United States. More important, however, while our preceding generation felt pressure to assimilate, America has now generously agreed to meet us in the middle. Just as we become more American, America is simultaneously becoming more Latino.

This quiet *revolución* can perhaps be traced back to the bloodless coup of 1992, when salsa outsold ketchup for the first time. Having toppled the leadership in the condiment category, we set our sights even higher. Fairly soon, there was a congresswoman named Sanchez representing Orange County; a taco-shilling Chihuahua became a national icon and now everyone is *loca* for Ricky Martin.

We are just getting started. Our geographic concentration and reputation for family values are making us every politician's dream constituency. How long can New Hampshire, with just four Electoral College votes—and probably an equal number of Hispanic residents—continue to get so much attention from presidential candidates? Advertisers will also soon be begging for our attention. With a median age of 26 (eight years younger than the general market), Latinos hardly exist outside their coveted 18-34 demo-

graphic. Remember, we may only be 11 percent of the country, but we buy 16 percent of the lip liner.

The media will change as well, especially television, where we now appear to be rapidly approaching extinction. Of the 26 new comedies and dramas appearing this fall on the four major networks, not one has a Latino in a leading role. The Screen Actors Guild released employment statistics for 1998 showing that the percentage of roles going to Hispanic actors actually declined from the previous year. But, pretty soon, the cast of "Friends" will need to find some *amigos*. Seeing as they live in New York City, and there's almost 2 million of us in the metropolitan area, this shouldn't prove too difficult.

Face it: this is going to be a bilingual country. Back in 1849, the California Constitution was written in both Spanish and English, and we're headed that way again. If our children speak two languages instead of just one, how can that not be a benefit to us all? The re-Latinization of this country will pay off in other ways as well. I, for one, look forward to that pivotal moment in our history when all American men finally know how to dance. Latin music will no longer be found in record stores under FOREIGN and romance will bloom again. Our children will ask us what it was like to dance without a partner.

"American food" will mean low-fat enchiladas and hamburgers served with rice and beans. As a result, the American standard of beauty will necessarily expand to include a female size 12, and anorexia will

be found only in medical-history books. Finally, just in time for the baby boomers' senescence, living with extended family will become hip again. "Simpsons" fans of the next decade will see Grandpa moving back home. We'll all go back to church together.

At the dawn of a new millennium, America knows Latinos as entertainers and athletes. But, someday very soon, all American children can dream of growing up to be writers like Sandra Cisneros, astronauts like Ellen Ochoa, or judges like José Cabranes of the Second Circuit Court of Appeals. To put a Latin spin on a famous Anglo phrase: It is truly *mañana* in America. For those of you who don't know it (yet), that word doesn't just mean tomorrow; *mañana* also means morning.

HAUBEGGER is the president and publisher of Latina magazine.



'In the 21st century,' says Latina's Haubegger, 'the U.S. will be ours. Again.'



"Santiago, Deborah" <Deborah_Santiago@ed.gov>
07/13/99 06:54:02 PM

Record Type: Record

To: Ruby Shamir/OPD/EOP
cc: "Brown, Sarita" <Sarita_Brown@ed.gov>
Subject: RE: Hispanic Convening

I focussed on making calls and speaking with the promising practices, so, I have not called corps./foundations myself, but I think Sarita and the staff from the Partnership for Family Involvement in Education (PFIE) have been making the calls to the businesses and foundations and could answer this question.

However, I have only had conversations with people from Univision, who are interested in following up and doing segments on some of the promising practices we highlight during their morning tv show "Despierta America" (a Spanish version similar to NBC's "Today" show).

> -----Original Message-----

> From: Ruby_Shamir@opd.eop.gov [SMTP:Ruby_Shamir@opd.eop.gov]

> Sent: Tuesday, July 13, 1999 1:09 PM

> To: Santiago, Deborah

> Subject: RE: Hispanic Convening

>

> Deb: Thanks for the info, I hope your travels are going well. Also for

> tomorrow's meeting, we need to get a sense of your conversations with the

> various corps/foundations that you spoke with so that we can approach them

> knowing what you all have already spoken about [committments etc].

> Thanks.

>

>

>

>

>

>

> (Embedded

> image moved "Santiago, Deborah" <Deborah_Santiago@ed.gov>

> to file: 07/13/99 01:05:57 PM

> PIC01235.PCX)

>

>

>

>

>

> Record Type: Record

>

>



Beth Davidson <bdavidso@ui.urban.org>
07/13/99 07:05:24 PM

Commitments
media

Please respond to bdavidso@ui.urban.org

Record Type: Record

To: Ruby Shamir/OPD/EOP

cc:

Subject: Commitments

Again -- I had a wonderful message from Daisy Exposito, so we will hopefully be adding her to the list of commitments!

White House Convening on Hispanic Youth
July, 1999

MEDIA PARTNERSHIPS

The National Campaign to Prevent Teen Pregnancy has asked the following media leaders to help focus the nation's attention on issues facing Latino youth and families. Each of them was selected because of their proven leadership and commitment to use the power of the media to alleviate social problems. Together, we will draw attention to teen pregnancy, school dropout, educational disparities and other challenges that Latino youth and families face -- and will point out how these issues are inter-connected. Our media partners will also highlight promising approaches and offer practical tips for community groups, schools and others to better support Latino youth and families. We will support them with facts, information, and experts -- and we urge others in media to follow their lead:

People en Espanol

LISA: PLEASE FILL IN HERE (OR ATTACH) WHATEVER YOU DEEM APPROPRIATE. WE HAVE DISCUSSED CAMPAIGN PSA PLACEMENTS, ROUNDTABLE MEETINGS TO GET OTHER MEDIA LEADERS INVOLVED, JOINT POLLS/ SURVEYS, AS WELL AS ONGOING EDITORIAL COVERAGE AND HIGHLIGHTING LOCAL PROGRAMS/HEROES. WE WOULD LOVE TO DEVELOP OTHER CREATIVE IDEAS WITH YOU (E.G. CONTESTS, EDITORIAL FEATURES, ETC).

Liaison: Lisa Quiroz, Publisher

La Opinion

La Opinion will continue to devote editorial coverage to challenges facing Latino youth, such as educational disparities, teen pregnancy, school dropout, and other related issues. In addition, La Opinion will devote special newspaper insert sections to these issues, which can be reprinted and disseminated nationwide. Past special inserts have covered educational issues, and have been distributed in local newspapers throughout California. La Opinion will also consider PSAs for placement in relevant sections of the newspaper. Liaison: Monica Lozano, Associate Publisher

Cristina Saralegui : The Cristina Show, Cristina La Revista and Cristina Opina (Cristina Saralegui Enterprises)

Cristina Saralegui has agreed to use her high public profile to address teen pregnancy prevention and related issues. Specifically, she will host a series of Teen Talk Shows on such youth issues as school dropout, violence, and teen pregnancy. She will also feature these topics on The Cristina Show, and offer insights for parents and families. Cristina will appear in print, radio and TV PSAs, both in English and Spanish, with messages about preventing teen pregnancy. Her magazine, Cristina la Revista, her radio show, Cristina Opina, and her web site will all devote space to these topics. Cristina has also joined the Media Task Force of the National Campaign to Prevent Teen Pregnancy. Liaison: Cristina Saralegui

Radio Unica

Radio Unica will address the relationship between teen pregnancy, school dropout, and other issues in its talk shows and other programming. Radio Unica will invite experts in these areas to relevant shows, and will air public service announcements in partnership with the National Campaign to Prevent Teen Pregnancy. Radio Unica has agreed to supply its listeners and callers with tips, information, and resources, which will be provided by the Campaign and other organizations. Liaison: Joaquin Blaya, Chairman and CEO

ABC Television

(LANGUAGE COMING FROM ABC)

(We discussed: collaborating with their current initiative to promote education, "Classroom Connections" magazine; sending "One Life to Live" educational tape to Hispanic youth groups; PSAs on education/stay in school/teen pregnancy through their Children First initiative, web site collaboration, etc.)

Liaison: Pat Fili-Krushel, President

The Hispanic Radio Network

The Hispanic Radio Network, as part of its National Latino Reproductive Health Awareness Campaign, will devote a series of 3 minute on-air programs and print editorials to the issues of teen pregnancy prevention, parent-teen communication, and other health-related topics. HRN's toll-free hotline will offer referrals to appropriate programs and community centers. HRN's toll-free hotline can also be promoted by other media partners who cover these topics and need to offer audiences a free resource. The HRN will run PSAs, and will distribute the Campaign's "Tips" publications as part of its Community Outreach at health festivals nationwide. These local festivals will also offer local organizations a way to conduct outreach and promote their services. Through its nationwide affiliates, HRN will also highlight issues such as education, school dropout, and family communication. Liaison: Consuelo Luz, President

The National Campaign to Prevent Teen Pregnancy

The National Campaign has committed to a major undertaking on reaching out to Latino youth and families on the issue of teen pregnancy prevention. This commitment includes conducting focus groups and other qualitative research to better understand Hispanic audiences; creating outreach / educational materials and tips in English and Spanish; creating fact sheets describing the problem of teen pregnancy in the Hispanic community; and supporting media leaders with their efforts by supplying facts, messages, referrals to community groups, and access to experts and local leaders. Liaison: Sarah Brown, Director

DETAILS STILL TO COME FROM:

America On-Line
Nickelodeon
The Bravo Group (Daisy Exposito)
Miami Herald (Publisher)

"Wisdom begins in wonder." --Socrates

Beth Davidson
Media Program Associate
(202) 261-5705
The National Campaign to Prevent Teen Pregnancy
2100 M St., NW, Suite 300
www.teenpregnancy.org

**FIRST LADY HILLARY RODHAM CLINTON
HOSTS WHITE HOUSE CONVENING ON HISPANIC CHILDREN AND YOUTH**

August 2, 1999

Today at the White House, First Lady Hillary Rodham Clinton is hosting a convening to examine the many challenges and opportunities facing Hispanic young people, particularly in the areas of early childhood development, educational attainment, and adolescence. Mrs. Clinton will spotlight progress that has been made in these areas, announce new public and private efforts, and issue a call to action to all sectors of society to meet the challenges that still remain.

Facing the Challenges Before Us. The Hispanic population is among the fastest growing segments of American society and it is also one of the youngest – with one out of every three Hispanics 15 years old or younger. By the year 2000, the number of Hispanics aged 24 or younger is expected to reach 15 million (or 15 percent) of a total youth population of 98 million. This Administration has worked hard to ensure that all of our young people have access to the tools they need to reach their potential, and has developed and promoted programs that specifically reach out to Hispanic students. However, significant challenges still exist -- too many Hispanic children are still being left behind. While progress has been made, dropout rates are too high, health insurance rates are too low, and poverty rates far exceed the national average.

Fighting for Essential Investments in Education. Raising the educational achievement of Hispanic Americans is a top priority of this Administration. Responding to the findings from the President's Advisory Commission on Educational Excellence for Hispanic Americans, the Administration proposed and won nearly \$500 million in funding increases for programs in the Hispanic Education Agenda in the FY 1999 budget. For the second year in a row, the President has proposed increased funds – over \$650 million for FY 2000 – for Department of Education programs that are part of the Administration's Hispanic Education Agenda, including:

- \$320 million to strengthen basic educational skills and raise academic standards;
- \$35 million to train more bilingual/ESL teachers and improve instruction to help students learn English and master their basic academic subjects;
- \$30 million to prepare disadvantaged youth for success in college;
- \$44 million to improve education programs for migrant youth and adults;
- \$190 million in new investments to help adults learn English and become literate.

According to Administration estimates of the long-term impact of the Republican tax and budget plans, funding for programs in the President's Hispanic Education Agenda could be cut by over \$6 billion in the tenth year alone of the Republican tax plan. This estimate assumes defense funding at the President's requested level and pay down of the debt by as much as Republicans promise.

Increasing Federal Efforts to Address the Needs of Hispanic Children. Mrs. Clinton is unveiling new Administration efforts to address the challenges of Hispanic children and youth:

- ***Serving Hispanic Children and Families Better Through Head Start.*** Hispanic enrollment has increased by 70,000 during the Clinton Administration, with the program now reaching approximately 220,000 Hispanic children. Despite these increases, Hispanic children remain under-represented, comprising 23.3 percent of Head Start enrollment (excluding Puerto Rico) compared to 29.8 percent of all low income, pre-school children in the nation. The Head Start program is furthering its longstanding commitment to meeting the needs of Hispanics and other under-served populations through a variety of steps to ensure access and culturally appropriate services, including:
 - increasing by 50% the number of points awarded to expansion grant applicants who emphasize outreach to under-served populations, such as seasonal farm workers, recent immigrant families and non-English speaking groups;

- boosting the number of grant application reviewers that have expertise in serving language minority children;
 - working with and monitoring programs to ensure full utilization of community assessments to better target outreach, recruitment and enrollment of under-served populations; and
 - providing specialized technical assistance to ten communities where changing local demographics have resulted in significant under-served populations.
- ***Implementing the Hispanic Education Action Plan.*** The Department of Education is aggressively implementing the Hispanic Education Action Plan, designed to increase academic performance and participation of Hispanic students in critical programs. Specifically, the Education Department is taking a series of new steps to ensure that schools participating in Title 1--the largest K-12 education program which enrolls over 3 million Hispanic students -- are held accountable for helping Hispanic students meet challenging standards in academic subjects and become proficient in English. These steps include vigilant enforcement of requirements that Hispanic students be included in state assessment programs and that states intervene to turn around low performing schools. The Education Department will also issue new guidance to states and school districts on how to effectively include Hispanic students and meet applicable civil rights requirements in state testing programs, as well as guidance and assistance to schools on effective practices for helping limited English proficient students meet challenging academic standards.

In addition, the Education Department will expand outreach, provide technical assistance, and take additional steps to increase participation of Hispanic students and communities in key programs, such as the 21st Century Learning Centers after-school program and the GEAR-UP program. GEAR-UP enables colleges to form partnerships with high poverty middle schools to help students better prepare for college by providing them with mentors, academic support, and financial aid information.

- ***Building on the Progress of the White House Initiative on Educational Excellence for Hispanic Americans.*** Today, the White House Initiative on Educational Excellence for Hispanic American is releasing "What Works for Latino Youth" a directory of programs throughout the country that have helped improve the lives of young Hispanics. The White House Initiative will continue to solicit recommendations and produce an updated directory by the end of the year. Additionally, the White House Initiative will organize a national meeting on Latino Educational Excellence in 2000 to follow-up on today's convening and develop new strategies to bolster education from early childhood to graduate school.
- ***Promoting Science and Technology Training for Hispanic Students.*** In order to develop a strong and diverse science and technology workforce, the Department of Energy (DOE) today is forming a strategic partnership with the 'Latino Science and Engineering Consortium' that will work to identify, develop, and nurture the next generation of scientists, engineers, technicians and educators in math and science by supporting mentoring programs, technical internships for community college students, research fellowships for undergraduate and graduate students and professional development opportunities in science, math and technology for K – 12 teachers serving Hispanic children.
- ***Ensuring Diversity of Americorps.*** Sixteen percent of all Americorps members are Hispanic. To ensure that the program continues to reflect accurately the face of America, Americorps is committing to increase its efforts to recruit Hispanic youth by featuring Latinos in ads, translating recruitment materials into Spanish, and forming partnerships with Hispanic-serving universities and organizations.
- ***Helping to Prepare Hispanic Youth for College.*** The Department of Education today is releasing "Como Ayudar A Su Hijo A Aprender Matematicas," a Spanish version of "Helping Your Child Learn Math." This

tool for parents is a key part of America Counts, the Department of Education's mathematics initiative dedicated to making the improvement of student achievement in mathematics a national priority. This Spanish guide, which is available free through the Department's toll-free number, 1-800-USA-LEARN, includes sample word problems, math games, and other activities designed to help children in the elementary grades learn math, and to help Hispanic parents become actively involved in their children's learning. In addition, the Department of Education is expanding its "Think College Early" campaign to target the Hispanic community by holding a special session in 2000 to help parents and students learn about what they need to prepare for college.

Encouraging Private Sector Investment in Hispanic Children. A number of private sector organizations, including corporations, foundations, and media organizations have committed resources to addressing the needs of Hispanic children and youth.

- ***AT&T: Closing the Technology Gap.*** Building on its long history of enhancing educational opportunities for Hispanics, AT&T today is committing to work with leading Hispanic-serving organizations over the next 3 to 6 months to build on existing efforts and introduce new programs to fill the technology gap for Latino youth throughout the nation. Some activities will include the development of neighborhood-based technology centers, programs targeted at early awareness and parental involvement to increase Latino representation in the technology field, and support of programs that inform teachers serving Latino students in urban and rural locations on how to use technology in the classroom.
- ***Supporting Hispanic Access to After-school Programs.*** The Charles Stewart Mott Foundation, as part of its ongoing partnership with the Department of Education, today is making a commitment of more than a \$300,000 commitment to improve Latino participation in after-school programs. This new effort builds on the Foundation's \$83 million commitment in 1997 to support after-school activities in coordination with the 21st Century Community Learning Centers program.
- ***Media Organizations.*** Today's meeting -- coupled with the efforts of the National Campaign to Prevent Teen Pregnancy -- has stimulated commitments from an impressive array of media leaders concerned about Hispanic youth, their families and their communities. These leaders understand that the media can be a powerful force for raising awareness and showcasing solutions. They have committed to a variety of activities including PSAs, radio programs, talk shows, newspaper supplements and magazine features -- all directed to improving the lives of Hispanic youth. The leaders spearheading these activities are: Cristina Saralegui, CEO, Cristina Saralegui Enterprises and Host, "The Cristina Show"; Lisa Quiroz, Publisher, People En Español; Monica Lozano, Associate Publisher, La Opinión; Joaquin Blaya, Chairman and CEO, Radio Unica; Patricia Fili-Krushel, President, ABC Television Network; Daisy Exposito, President, The Bravo Group; Consuelo Luz, President, Hispanic RadioNetwork; James McNamara, President and CEO, Telemundo Network.
- ***Univision Community Affairs Campaign Aimed at Hispanic Youth.*** Univision, the network and its affiliated stations, is committing to a multi-year campaign to support high academic achievement in the Hispanic community, from pre-school through college. Univision plans to kick-off this campaign later this month in conjunction with various back-to-school events. The campaign will include: a national public service announcement (PSA) campaign with Univision national on-air talent; local affiliate PSAs and events with Univision local affiliate on-air talent; integration of education information into entertainment and news programming; and a series of national conferences and panels at established conferences.

**FIRST LADY HILLARY RODHAM CLINTON
HOSTS WHITE HOUSE CONVENING ON HISPANIC CHILDREN AND YOUTH**

August 2, 1999

Today at the White House, First Lady Hillary Rodham Clinton is hosting a convening to examine the many challenges and opportunities facing Hispanic young people, particularly in the areas of early childhood development, educational attainment, and adolescence. Mrs. Clinton will spotlight progress that has been made in these areas, announce new public and private efforts, and issue a call to action to all sectors of society to meet the challenges that still remain.

Facing the Challenges Before Us. The Hispanic population is among the fastest growing segments of American society and it is also one of the youngest – with one out of every three Hispanics 15 years old or younger. By the year 2000, the number of Hispanics aged 24 or younger is expected to reach 15 million (or 15 percent) of a total youth population of 98 million. This Administration has worked hard to ensure that all of our young people have access to the tools they need to reach their potential, and has developed and promoted programs that specifically reach out to Hispanic students. However, significant challenges still exist -- too many Hispanic children are still being left behind. While progress has been made, dropout rates are too high, health insurance rates are too low, and poverty rates far exceed the national average.

Fighting for Essential Investments in Education. Raising the educational achievement of Hispanic Americans is a top priority of this Administration. Responding to the findings from the President's Advisory Commission on Educational Excellence for Hispanic Americans, the Administration proposed and won nearly \$500 million in funding increases for programs in the Hispanic Education Agenda in the FY 1999 budget. For the second year in a row, the President has proposed increased funds – over \$650 million for FY 2000 – for Department of Education programs that are part of the Administration's Hispanic Education Agenda, including:

- \$320 million to strengthen basic educational skills and raise academic standards;
- \$35 million to train more bilingual/ESL teachers and improve instruction to help students learn English and master their basic academic subjects;
- \$30 million to prepare disadvantaged youth for success in college;
- \$44 million to improve education programs for migrant youth and adults;
- \$190 million in new investments to help adults learn English and become literate.

According to Administration estimates of the long-term impact of the Republican tax and budget plans, funding for programs in the President's Hispanic Education Agenda could be cut by over \$6 billion in the tenth year alone of the Republican tax plan. This estimate assumes defense funding at the President's requested level and pay down of the debt by as much as Republicans promise.

Increasing Federal Efforts to Address the Needs of Hispanic Children. Mrs. Clinton is unveiling new Administration efforts to address the challenges of Hispanic children and youth:

- ***Serving Hispanic Children and Families Better Through Head Start.*** Hispanic enrollment has increased by 70,000 during the Clinton Administration, with the program now reaching approximately 220,000 Hispanic children. Despite these increases, Hispanic children remain under-represented, comprising 23.3 percent of Head Start enrollment (excluding Puerto Rico) compared to 29.8 percent of all low income, pre-school children in the nation. The Head Start program is furthering its longstanding commitment to meeting the needs of Hispanics and other under-served populations through a variety of steps to ensure access and culturally appropriate services, including:
 - increasing by 50% the number of points awarded to expansion grant applicants who emphasize outreach to under-served populations, such as seasonal farm workers, recent immigrant families and non-English speaking groups;

- boosting the number of grant application reviewers that have expertise in serving language minority children;
 - working with and monitoring programs to ensure full utilization of community assessments to better target outreach, recruitment and enrollment of under-served populations; and
 - providing specialized technical assistance to ten communities where changing local demographics have resulted in significant under-served populations.
- ***Implementing the Hispanic Education Action Plan.*** The Department of Education is aggressively implementing the Hispanic Education Action Plan, designed to increase academic performance and participation of Hispanic students in critical programs. Specifically, the Education Department is taking a series of new steps to ensure that schools participating in Title 1--the largest K-12 education program which enrolls over 3 million Hispanic students -- are held accountable for helping Hispanic students meet challenging standards in academic subjects and become proficient in English. These steps include vigilant enforcement of requirements that Hispanic students be included in state assessment programs and that states intervene to turn around low performing schools. The Education Department will also issue new guidance to states and school districts on how to effectively include Hispanic students and meet applicable civil rights requirements in state testing programs, as well as guidance and assistance to schools on effective practices for helping limited English proficient students meet challenging academic standards.

In addition, the Education Department will expand outreach, provide technical assistance, and take additional steps to increase participation of Hispanic students and communities in key programs, such as the 21st Century Learning Centers after-school program and the GEAR-UP program. GEAR-UP enables colleges to form partnerships with high poverty middle schools to help students better prepare for college by providing them with mentors, academic support, and financial aid information.

- ***Building on the Progress of the White House Initiative on Educational Excellence for Hispanic Americans.*** Today, the White House Initiative on Educational Excellence for Hispanic American is releasing "What Works for Latino Youth" a directory of programs throughout the country that have helped improve the lives of young Hispanics. The White House Initiative will continue to solicit recommendations and produce an updated directory by the end of the year. Additionally, the White House Initiative will organize a national meeting on Latino Educational Excellence in 2000 to follow-up on today's convening and develop new strategies to bolster education from early childhood to graduate school.
- ***Promoting Science and Technology Training for Hispanic Students.*** In order to develop a strong and diverse science and technology workforce, the Department of Energy (DOE) today is forming a strategic partnership with the 'Latino Science and Engineering Consortium' that will work to identify, develop, and nurture the next generation of scientists, engineers, technicians and educators in math and science by supporting mentoring programs, technical internships for community college students, research fellowships for undergraduate and graduate students and professional development opportunities in science, math and technology for K - 12 teachers serving Hispanic children.
- ***Ensuring Diversity of Americorps.*** Sixteen percent of all Americorps members are Hispanic. To ensure that the program continues to reflect accurately the face of America, Americorps is committing to increase its efforts to recruit Hispanic youth by featuring Latinos in ads, translating recruitment materials into Spanish, and forming partnerships with Hispanic-serving universities and organizations.
- ***Helping to Prepare Hispanic Youth for College.*** The Department of Education today is releasing "Como Ayudar A Su Hijo A Aprender Matematicas," a Spanish version of "Helping Your Child Learn Math." This

tool for parents is a key part of America Counts, the Department of Education's mathematics initiative dedicated to making the improvement of student achievement in mathematics a national priority. This Spanish guide, which is available free through the Department's toll-free number, 1-800-USA-LEARN, includes sample word problems, math games, and other activities designed to help children in the elementary grades learn math, and to help Hispanic parents become actively involved in their children's learning. In addition, the Department of Education is expanding its "Think College Early" campaign to target the Hispanic community by holding a special session in 2000 to help parents and students learn about what they need to prepare for college.

Encouraging Private Sector Investment in Hispanic Children. A number of private sector organizations, including corporations, foundations, and media organizations have committed resources to addressing the needs of Hispanic children and youth.

- ***AT&T: Closing the Technology Gap.*** Building on its long history of enhancing educational opportunities for Hispanics, AT&T today is committing to work with leading Hispanic-serving organizations over the next 3 to 6 months to build on existing efforts and introduce new programs to fill the technology gap for Latino youth throughout the nation. Some activities will include the development of neighborhood-based technology centers, programs targeted at early awareness and parental involvement to increase Latino representation in the technology field, and support of programs that inform teachers serving Latino students in urban and rural locations on how to use technology in the classroom.
- ***Supporting Hispanic Access to After-school Programs.*** The Charles Stewart Mott Foundation, as part of its ongoing partnership with the Department of Education, today is making a commitment of more than a \$300,000 commitment to improve Latino participation in after-school programs. This new effort builds on the Foundation's \$83 million commitment in 1997 to support after-school activities in coordination with the 21st Century Community Learning Centers program.
- ***Media Organizations.*** Today's meeting -- coupled with the efforts of the National Campaign to Prevent Teen Pregnancy -- has stimulated commitments from an impressive array of media leaders concerned about Hispanic youth, their families and their communities. These leaders understand that the media can be a powerful force for raising awareness and showcasing solutions. They have committed to a variety of activities including PSAs, radio programs, talk shows, newspaper supplements and magazine features -- all directed to improving the lives of Hispanic youth. The leaders spearheading these activities are: Cristina Saralegui, CEO, Cristina Saralegui Enterprises and Host, "The Cristina Show"; Lisa Quiroz, Publisher, People En Español; Monica Lozano, Associate Publisher, La Opinión; Joaquin Blaya, Chairman and CEO, Radio Unica; Patricia Fili-Krushel, President, ABC Television Network; Daisy Exposito, President, The Bravo Group; Consuelo Luz, President, Hispanic RadioNetwork; James McNamara, President and CEO, Telemundo Network.
- ***Univision Community Affairs Campaign Aimed at Hispanic Youth.*** Univision, the network and its affiliated stations, is committing to a multi-year campaign to support high academic achievement in the Hispanic community, from pre-school through college. Univision plans to kick-off this campaign later this month in conjunction with various back-to-school events. The campaign will include: a national public service announcement (PSA) campaign with Univision national on-air talent; local affiliate PSAs and events with Univision local affiliate on-air talent; integration of education information into entertainment and news programming; and a series of national conferences and panels at established conferences.

July 31, 1999 (6:50PM)

Ms. Ruby Shamir
The White House
1600 Pennsylvania Avenue
West Wing, 2nd Floor
Washington, D.C. 20502

Dear Ms. Shamir:

Enclosed you will find a version revised after a Saturday afternoon discussion with Shirley and Nicole. Please send this to all interested parties. I look forward to seeing you on Sunday at 2:00 p.m.

Take care,

Hector

Dr. Hector R. Cordero-Guzman
E-mail: hcordero@aol.com

THE
NATIONAL
CAMPAIGN TO
PREVENT TEEN PREGNANCY

2100 M STREET NW SUITE 300
WASHINGTON DC 20037

PHONE: 202.261-5655

FAX: 202.331.7735

E-MAIL: CAMPAIGN@TEENPREGNANCY.ORG

WEB: WWW.TEENPREGNANCY.ORG

White House Convening on Hispanic Youth

August 2, 1999

MEDIA PARTNERSHIPS

The National Campaign to Prevent Teen Pregnancy has asked a variety of key media leaders to help focus the nation's attention on issues facing Latino youth and families. They were approached because of their proven leadership and commitment to using the power of the media to alleviate social problems. They have committed their organizations to highlighting such issues as teen pregnancy, school dropout, educational disparities, and other challenges that Latino youth and families face; to pointing out how these issues relate to each other; to highlighting promising approaches; and to offering practical suggestions for community groups, schools, and others who work actively with Latino youth and families. The National Campaign will support these media leaders with facts, information, and experts. We urge others in the media industry to follow their lead.

People en Español

People en Español has made a commitment to providing its readers with information on the social issues that affect Latinos profoundly — teen pregnancy, inadequate health care, and school dropout. In their regular editorial coverage, they will continue to raise these issues and offer tips on prevention or assistance. They will continue to offer advertising space to important Latino non-profit organizations that deal with these issues. They also will support volunteerism and mentoring through direct projects and contributions.

Media Leader: Lisa Quiroz, Publisher

La Opinion

La Opinion has made a commitment to devote editorial coverage to challenges facing Latino youth, such as educational disparities, teen pregnancy, school dropout, and other related issues. In addition, *La Opinion* will create special, issue-specific newspaper insert sections that can be reprinted and disseminated nationwide. Past special inserts have covered educational issues and have been distributed in local newspapers throughout California. *La Opinion* will also consider placing public service announcements in relevant sections of the newspaper.

Media Leader: Monica Lozano, Associate Publisher

**Cristina Saralegui: *The Cristina Show*, *Cristina La Revista*, and *Cristina Opina*
(Cristina Saralegui Enterprises)**

Cristina Saralegui has made a commitment to use her high public profile to address teen pregnancy prevention and related issues. Specifically, she will host a series of Teen Talk Shows on such youth issues as school dropout, violence, and teen pregnancy. She will also feature these topics on *The Cristina Show*, offering insights for parents and families.

Cristina has committed to appearing in print, radio, and TV PSAs, in both English and Spanish, with messages about preventing teen pregnancy. Her magazine, *Cristina la Revista*, her radio show, *Cristina Opina*, and her web site will all devote space to these topics.

Cristina also recently joined the Media Task Force of the National Campaign to Prevent Teen Pregnancy.

Media Leader: Cristina Saralegui

Radio Unica

Radio Unica has made a commitment to addressing the relationship among teen pregnancy, school dropout, and other issues in its talk shows and other programming. Radio Unica will feature experts in these areas on future shows and will air PSAs in partnership with the National Campaign to Prevent Teen Pregnancy. Radio Unica has agreed to supply its listeners and callers with tips, information, and resources, which will be provided by the Campaign and other organizations.

Media Leader: Joaquin Blaya, Chairman and CEO

ABC Television Network

ABC Television Network has made a commitment to target Hispanic youth as part of the network's ongoing efforts to address issues affecting young adults. ABC's activities include broadcasting the National Council of La Raza's American Latino Media Arts Awards during prime time in 1998 and 1999; featuring a prominent teen pregnancy storyline on the daytime drama *One Life to Live*; promoting the *Children First* PSA campaign featuring stay-in-school, teen pregnancy prevention, and literacy messages on ABC Television Network, in ABC's *Classroom Connections* Magazine, and on ABC-linked websites; and promoting the Writers Guild of America/ABC Latino Freelance Access Project, which is designed to increase the number of Latino writers on prime time network television shows.

Media Leader: Patricia Fili-Krushel, President

Telemundo Network

Telemundo Network has made a commitment to focus on teen pregnancy and other critical issues, to offer facts, resources, and helpful information, and to highlight solutions. This fall, the "Padre Alberto Show," a new talk show hosted by a young priest, Padre Alberto, will cover a range of important topics that affect the Hispanic community and will encourage honest debate and discussion about key issues. Telemundo will also continue to address a variety of important social issues through a broad range of programming.

Media Leader: Jim McNamara, CEO

The Bravo Group

The Bravo Group, a leading Hispanic advertising agency in the U.S., has made a commitment to offer the agency's creative talent, services, and resources to develop radio and television advertising for the Hispanic market on issues ranging from teen pregnancy prevention to school dropout. The Bravo Group will also use its contacts in the media industry to help secure donated TV and radio advertising time for PSAs aimed at Latino youth and families on education, health care, and teen pregnancy prevention.

Media Leader: Daisy Exposito, President

The Hispanic Radio Network

The Hispanic Radio Network (HRN), as part of its National Latino Reproductive Health Awareness Campaign, has made a commitment to devoting a series of 3-minute, on-air programs and editorials to the issues of teen pregnancy prevention, parent-teen communication, and other health-related topics. HRN's toll-free hotline will offer referrals to appropriate programs and community centers. This toll-free hotline can also be promoted by other media partners who cover these topics and need to offer audiences a free resource. HRN will run PSAs and will distribute the Campaign's consumer brochures for parents and teens as part of its community outreach at health festivals nationwide; these local festivals offer local service organizations a way to conduct outreach and promote their services. Through its nationwide affiliates, HRN will also highlight other important issues such as education, school dropout, and family communication in its programming.

Media Leader: Consuelo Luz, President

The National Campaign to Prevent Teen Pregnancy

The National Campaign has made a commitment to undertake a major outreach effort to Latino youth and families on the issue of preventing teen pregnancy. This commitment includes conducting focus groups and other qualitative research to better understand Hispanic audiences, creating educational materials in English and Spanish, developing fact sheets describing the problem of teen pregnancy in the Hispanic community, and supporting media leaders in their efforts by supplying facts, messages, referrals to community groups, and access to experts and local leaders.

The National Campaign to Prevent Teen Pregnancy is a nonprofit, nonpartisan initiative supported almost entirely by private donations. The Campaign's fact sheets and educational brochures for parents and other adults, teens, and faith communities are available in English and Spanish on the Campaign's website: www.teenpregnancy.org.

Media Partnership Leader: Marisa Nightingale, Director, Media Programs

**First Lady's Convening on Latino Youth
Commitments as of 7/21/99**

Ford Foundation

Latino Outreach Strategy in their K-16 Work
Emphasis on involving Latino CBOs in the launch of
GEAR UP and their on-going technical assistance

Agreed to Host a Post Event Meeting for Foundations
(He has also agreed to identify other foundations "ready"
to move the agenda)

Contact: Stephen Zwerling

Kellogg Foundation

Youth Leadership Initiative as part of ENLACE

*↳ prepared to have
something new youth focused*

Contact: Betty Overton and Rosana Rodriguez

Hazen Foundation

Outreach strategy to Latino parents on school reform

Contact: Barbara Taveras, Executive Director

Lily Endowment

\$50 million award to the Hispanic Scholarship Fund

Contact: Sarah Cobb

USA Today (paper)

Latino outreach strategy through HOST → *made commitment to
mentor + have agreed
to partner w/ HOST*

Contact: Ricardo Valencia

State Farm and AT&T

Announce plans to propose a
Latino Youth Taskforce within the Business Roundtable

Ed Rust, State Farm CEO and Chair of the Business
Roundtable will be prepared to announce at the
Aug. 2 event his commitment to bring to the next meeting
of the Business Roundtable this proposal.

Between now and the Convening the following
professionals will be working on the proposal.

Contact: Dalia Diaz Olivarez State Farm
John Guerra AT&T

UNIVISION

Commits to a recurring segment on Despierta America on
Success in school

Contact: Co-Host, Giselle Blondet

American Council on Education

Launching its College is Possible Campaign in Spanish

Contact: Hector Garza

big materials
They discuss through
colleges + univs, the
proposal is to discuss
from HQ

need support to have
17 go forward
might get involved by friends of the
wh



At A Glance

ENLACE is derived from the Spanish word enlazar, meaning to link or weave together, to connect in such a way that the new entity is stronger than its parts.

What Is *ENLACE* ?

ENLACE is a multiyear Initiative to strengthen the educational pipeline and increase opportunities for Latinos to enter and complete college. *ENLACE* aims to serve as a catalyst to strengthen partnerships and create coalitions among Hispanic-Serving Institutions and other qualifying higher education institutions, K-12 school districts, communities, businesses, and other funders that are working to increase opportunities for Latinos to enter and complete college.

What Are *ENLACE* 's Objectives?

- Strengthen select Hispanic-Serving Institutions (HSIs) and other qualifying institutions to serve as catalysts and models for educational and community change.
- Support higher education/community coalitions and partnerships that increase educational success for Latino and other students.
- Support the creation or adoption of educational models based on best practices that improve enrollment, academic performance, and graduation rates of Hispanic high school and college students.
- Facilitate sustainable implementation or scale-up of successful programs through strategic planning, networking, leadership development, and policy efforts.
- Infuse into key stakeholder groups information and models that stimulate changes in policies and practices related to the education of Latinos.

Where Will *ENLACE* Activities Take Place?

Activities supported through *ENLACE* will be concentrated in areas where they can have the greatest potential to inform, impact, and leverage sustainable change for the greatest number of Latino youth. Over time, the Foundation anticipates focusing *ENLACE* activities on partnerships and

coalitions in **California**, the **Southwest** (Colorado, New Mexico, Arizona), **Texas**, **Florida**, **New York**, and the **Midwest** (Michigan and Illinois).

Who Is Eligible to Participate?

Eligible grantees for this program include two- and four-year public and private institutions of higher education within the target regions who fit the federal definition of an HSI; institutions that are associate members of the Hispanic Association of Colleges and Universities (HACU); or institutions with at least 2,500 Latino students that have demonstrated a commitment to Latino education and outreach to Latino communities. Non-HSIs applying for funding must include in their proposals explicit plans for partnering with HSIs.

How Will *ENLACE* Work?

ENLACE aims to draw together potential and existing partnerships into new patterns of collaboration, so they in turn can support Latino students from the first day of school through college graduation. Developing collaborative partnerships and coalitions will enable *ENLACE* to:

- support HSI/K-12/community coalitions and partners that increase educational success for Hispanics and community involvement, and
- inform key stakeholders of best practices and models that improve the education of Latino students.

Even with a host of partners, a shared vision, and effective collaboration, *ENLACE*'s success will depend largely on its ability to strengthen the capacity of institutions and systems serving Hispanic students. Because these institutions often develop distinct ways to serve their students and strive to preserve cultural traditions, they constitute both entry and leverage points for improving education.

The first challenge in crafting a better future for Hispanic youth is to identify creative plans for work in multiple, diverse settings. To this end, *ENLACE* will select partners, initiate work, and share approaches in three phases carried out over six years. *ENLACE*'s work will include elements essential for success – accountability, networking, and innovative problem solving.

Phase I – Identifying and Developing Partnerships: The first phase of the work includes identifying and developing partnerships. The Foundation expects to invite qualifying higher education institutions to apply for one-year planning grants. From this group, the Foundation anticipates funding 10 to 15 partnerships (up to \$100,000 each). *Phase I planning grant proposals are due to the Foundation by October 25, 1999. Grant award announcements are tentatively planned for December 15, 1999.*

Phase II – Implementation: Phase II of *ENLACE* will fund 8 to 10 implementation grants (up to \$2 million each over four years). As part of this work, the Foundation will be looking for evidence of a coalition's ability to leverage change in higher education for Hispanics. **The bottom line of *ENLACE* is increasing opportunities for Latinos to successfully**

navigate the educational system and enter and complete college. Requests for Phase II Implementation Grants are envisioned for October 2000, with award announcements expected in December 2000.

During this phase of *ENLACE*, higher education institutions may continue to be the grantees or fiduciary agents in some cases. In others, K-12 schools, community-serving institutions, or other entities may serve as the lead organizations and fiscal agents as agreed upon through the planning process. In either case, grantee coalitions must include a college(s), K-12 school(s), community organizations, and the business community.

Partnerships selected for Phase II funding will be based on strong designs to create systemic change for improving the access and success of Latino youth in higher education. Continued leadership development and networking – where all participants can share ideas, lessons, and practices that work – are essential to ensuring positive development and success. Therefore, grantees will participate in a series of networking meetings and leadership symposia sponsored by the Foundation.

Phase III – Institutionalization and Sustainability: One of *ENLACE*'s greatest impacts will come in the last phase – where the actual outcomes, impact, lessons learned, and best practices may be widely disseminated to inform institutional and public policy, and where the models can be institutionalized and sustained through innovative strategies and activities.

Throughout the Initiative, *ENLACE* activities and evaluation/dissemination will link with other national education agendas and will rely on leaders and changemakers who are at the forefront of policy issues. *ENLACE* will continue to be informed by a national advisory committee comprised of students and community, business, and national leaders.

What Are the Expected Outcomes of *ENLACE* ?

- Higher education institutions will collaborate with Latino communities and K-12 to strengthen the educational pipeline, decrease dropout rates, and increase college completion rates for Latinos. HSIs also will link with Historically Black Colleges and Universities and with Tribal Colleges to share lessons learned.
- Latino organizations, communities, and students will be represented substantively in decisionmaking, in the formation of plans, in the implementation of creative educational models, and in the governance process.
- Latino faculty and student leadership roles and capacity will be expanded in the process of developing and implementing plans and in sustaining partnerships.
- Models and information about university/K-12/community/business partnerships will reach a variety of local, state, and national audiences, including decisionmakers, colleges, universities, school districts, and policymakers.

How Can I Learn More?

To learn more, write to:*ENLACE* – Hispanic Higher Education Initiative

Ms. Oanh Maroney, Executive Assistant

Intercultural Development Research Association

5835 Callaghan Road, Suite 350, San Antonio, Texas 78228-1190

Phone: (210) 444-1710 / Fax: (210) 444-1714 /

E-Mail: omaroney@idra.org[Return to Top of Page](#)[HOME](#)[WhoWe Are](#) | [Programming Interests](#) | [Grants](#) | [How to Apply](#) | [Resources](#)[Journal](#) | [Site Map](#) | [Search](#) | [Publications](#) | [Multimedia](#)