“Why didn’t I have this in high school?!?”
– Founder, United We Dream
Hispanic Engagement * Neyda Martinez
For the launch, myriad events, large and small took place in partnership with PBS’ LATINO AMERICANS.

Over 200 programs across the nation connected thousands, adults, Latino professionals, communities, young students, high school and college students and united them in a national awareness campaign regarding the rich and varied history of LATINO AMERICANS the people and the documentary in the United States. Audiences viewed clips, segments and episodes and discussed the importance of U.S. Latino history as part of U.S. American history.

Latino Americans partners embraced the opportunity to be a part of what they often referred to as a "validating series" and see the value of the documentary series to make impact over the long-term with its focus on education for years to come.
A sample of programs that worked for the launch:

With Latino Public Broadcasting’s grant from the New York Community Trust, we organized a major partnership with El Museo del Barrio. A capstone event featuring Jeff Bieber, Adriana Bosch, Ray Suarez and Juan Gonzalez delighted an audience of nearly 200 persons followed by a book signing for both Suarez and Gonzalez.

Two subsequent talks were curated by local and highly respected thought leaders -- journalist and educator, Ed Morales and the late Professor Juan Flores together reaching an additional 200 persons.
Abraham Baldwin Agricultural College in Tifton Georgia screened episode 5: Pride and Prejudice (1965-1980). The college faculty has committed to use both the content and the book in coursework for years to come.

Chicago’s WTTW Dan Soles partnered with National Museum of Mexican Art; Institute Cervantes & the Chicago Latino International Film Festival; WTTW also organized additional events at local colleges such as Wilbur Wright College and DePaul University.

In New Jersey, the Newark Museum hosted three community programs each with an average of 60 persons. Community advisor committee selected the film and theme to be discussed in community.

And, we partnered with a professional association, the Association of Hispanics in Finance and Accounting’s Hispanic Heritage Month celebration at the NJ headquarters of PNC bank.
*What worked and why?

INVESTMENT
- Time, Effort
- Communicate shared vision.
- Know that it’s going to take man-hours, willingness & drive as well as some basic resources

COMMITMENT
Be interested and supportive of the goals of the various organizations you are trying to reach. When possible, join committees, advisory boards.
- Attend their events.
- Attend their meetings to learn what their needs are

Source: Donna Walker-Kuhne, former supervisor at The Public Theater, Author, *Invitation to the Party*, Theater Communications Group
What worked and why? (con’t)

EDUCATION
- Inform that about your vision and purpose; help them see your larger goal
- Help partners understand the mutual benefit you both can enjoy by connecting their lives and families and communities to your organization

RESEARCH
- Meet, Talk, Share, Listen and Learn
- Seek to find out: Why didn’t they come before? Did they not feel invited?
- Did they not see themselves reflected?

CASE STUDY
At NY’s Public Theater this exercise led us to create “FREE AT 3.” A Sunday series of curated talks, readings, and more with food. Not finger food…Hearty Food. They became familiar with us and over time not only attended (paid for tickets) but became members and the effort even yielded some surprise new donors!
What worked and why? (con’t)

REVIEW & ANALYSIS
- What have you learned?
- Who do you need to connect with to get your engagement started?
- What are the barriers?

- FOLLOW UP
  - Communicate consistently and regularly
  - Be sure that you are working with authority, accountability, and with the internal approvals for resources (i.e. staff, time, budget)
  - Be truthful about what you can do and can bring to the table
What worked and why? (con’t)

PARTNERSHIPS
Think about the partnerships you have created or wish to create:
• Who is your partner?
• Why did you choose this partner?
• How did you identify/establish contact with this partner?
• What are the goals/objectives of the partnership?
• What has been accomplished? What are the results of the partnership?
• What are the positive aspects of this partnership
• What are the challenges of this partnership?
• How/what would you change in the future?

Source: ALA
PARTNERSHIP Case Study * The Public Theater

Using this framework, I helped to create awareness and attendance of an early play of Nilo Cruz, before he won the Pulitzer. It was “Two Sisters and a Piano”

For this, I established a small but effective advisory team and was able to deliver:

- A Public Program with 5 Latino Theater Companies in a conversation and panel on the state of Latino Theater, on site
- An off-site reading by Nilo at a Hispanic Community Bookstore
- A curated exhibition of a visual artist who was from the same generation as Nilo, Arturo Cuenca
- A moderated talk at the Americas Society * with Nilo Cruz and Arturo Cuenca
BUILD BRIDGES

These efforts, when implemented intentionally and sincerely, help people and new audiences, especially Latinos feel safe, comfortable and welcome.

CREATE VALUE

These trust building efforts help make your organization and its services accessible and wanted; over time you’ll even begin to dismantle the barriers that kept this audience away.

APPRECIATION

Say Thank You again and again. Show gratitude especially when a director takes the time to say something you don’t expect or want to hear, like “I’m tired of large public institutions coming here asking me for my networks and resources.”
Tips for Sustaining Partnerships:

- Keep the commitment and activities simple at first.
- Communicate with partners regularly.
- Encourage partners to be “up front” about their needs. Set up win/win situations for partners.
- Encourage communication and discussion of conflicts and differences. Deal with problems as quickly as possible.
- Get to know your partners personally and informally.
- Plan activities that are fun.
- Acknowledge/celebrate small successes along the way.

Source: ALA
KEY TAKEAWAYS

Build Loyalty

- Hispanics are on a quest for new opportunities and belonging
- Embrace and embody your organization’s cultural promise and mission and align it authentically to the Hispanic person’s desire to hold on to their cultural roots to preserve the legacy of their community and families
- Be thoughtful, creative and generous in your offerings to promote a reciprocal spirit of giving
- Offer a unique value proposition, engagement model, and adequate time investment.
- Keep an immigrant’s perspective; see/seize opportunities in everything
- Define clear goals and objectives of your engagement with Hispanics
KEY TAKEAWAYS (con’t)

• Create a safe space for new voices, new community leadership to emerge
• Hyper-local intelligence is critical to success
• Deploy your best people to liaise with the Hispanic community and leaders; Involve organizational leadership to demonstrate commitment
  • Cultural background
  • Language
  • Staff who demonstrate genuine interest in the population

• Make Hispanic engagement a top-down and all-around imperative and commit fully
  • Ensure strategic focus, resources, staffing and consistency over time
  • Research, evaluate, plan, measure
  • Think about the future.
  • Sustain and grow these precious community connections!