Every Child in Focus
Leadership Series:
Understanding the Many Perspectives of Hispanic/Latino Families
GoToWebinar
Tools to Help You Participate
You Will Learn:

- Ethnic & cultural differences among Hispanic/Latino populations
- Ways to conduct outreach out and make meaningful connections to this population
- Cultural cues and their impact on building relationships
**Self Identification**

**Hispanic** – Coined by the US Census Bureau in 1970s to describe people of Spanish-speaking origin. It is not a term that originated from within the culture. People use this term who are socialized and/or educated in the US. Latin American nationals, or recent immigrants to this country, will not self-identify as Hispanic.
A Word of Caution

A **STEREOTYPE** is an *ending* point. No attempt is made to learn whether the individual in question fits the statement. Stereotyping anyone can have negative results.

A **GENERALIZATION** is a *beginning* point. It indicates common trends, but further information is needed to ascertain whether the statement is appropriate to a particular individual. Generalizations may be inaccurate when applied to specific individuals, but when applied broadly, can indicate common behaviors and shared beliefs.

If I met Rosa, a Mexican woman, and say to myself, “Rosa is Mexican; she must have a large family.” I am stereotyping her. But if I think Mexicans often have large families and then ask Rosa how many people are in her family, I am making a generalization.

Hispanic/Latino Families

- Recent immigrants or families who have emigrated or descended from Latin American countries
- Significant ethnic & cultural differences among Hispanic/Latino cultures
- Level of bilingualism varies
- Majority Hispanic/Latino population in US is of Mexican descent
Social Economics

Hispanic/Latino families vary
in terms of:

- Years of residence in US
- Education
- Employment
The dropout rate has decreased and more Latino youth are graduating high school.

A record number are attending college.

Still work to be done.

Dream Act.
More than 35 million Latinos speak Spanish at home.
Religion

- Majority (55%) of Hispanic/Latino adults say they are Catholic
  - Declined from 67% in 2010
  - Mexicans and Dominicans more likely than other Hispanic/Latino groups to say they are Catholic
- 16% Hispanic/Latino adults say they are evangelical Protestants while 5% are mainline Protestants
  - Salvadorans are more likely to say they are evangelical Protestants
Young Population

- Median age of Hispanic/Latinos is 27, a full decade lower than that of the US overall (37 years)

- From 1993 to 2013, the number of Hispanic/Latinos younger than 18 in the US more than doubled (107% increase)

Pew Research Center, Hispanic Trends
U.S. Hispanic Population

55 million Latinos living in the U.S. in 2014

Pew Research Center, Hispanic Trends
Hispanic/Latino Diversity

Country of Origin

- Mexican: 63%
- Puertorican: 9.20%
- Salvadorian: 3.30%
- Honduran: 1.30%
- Other: 21.10%

PTA.org/EveryChild
Top States for Residency

Other States 25%

California 30%
Texas 21%
New York 7%
New Jersey 3%
Arizona 4%
Illinois 4%
Colorado 2%
New Mexico 2%
Georgia 2%

Source: Pew Research Center 2013
A record 25.2 million Hispanics/Latinos were eligible to vote in 2014!
Building Relationships for Effective Outreach & Inclusion
Building Relationships for Effective Outreach & Inclusion

1. Research your community’s demographics
2. Work with school staff to understand the varying demographics and perspectives of families at your school
3. Collaborate with community agencies for services and relationship-building support
Differentiate Your Steps to Outreach & Inclusion

Three Levels of US Acculturation

1. Recent immigrant family with children in the school system less than 3 years in US
2. Immigrant family with children in the school system and 5 plus years in the US
3. Second and third generation Latino/Hispanic families
Recent Immigrant Families
(Less than 3 years in US)

- Families are still fairly new to the community
  - May not be familiar with school system and concept of “family engagement” in schools
  - May be learning American culture, expectations and English

- Oral communication is the key connector
  - Written info may not generate response even if in Spanish
  - Greet in Spanish, “Hola, Como Está, Me Llamo…”
  - Recruit bilingual volunteers/family to help interpret
  - Become a familiar face to begin building the relationship
Immigrant Families
(More than 3-5 years in US)

- Families feel established in community
  - Familiar with school system and open to volunteering
  - Understand American culture, expectations and English

- Be welcoming and inclusive in actions
  - Provide info at and attend Hispanic community events
  - Include Spanish and English materials
  - See the potential in every parent to volunteer and lead
  - Engage Spanish-speaking families in welcoming others in Spanish
Seek and engage as leaders

- Born US Citizens; often bilingual
- Professionals, civic leaders, educators, school administrators
- Represent every level of economic status
- Knowledgeable about school system and how it works
- Many are leaders in community ready to take on leadership roles or become mentors to Spanish-speaking families
Resources
National and Local
## Hispanic/Latino Organizations

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<thead>
<tr>
<th>Organization</th>
<th>Web Sites</th>
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<tbody>
<tr>
<td>Hispanic Heritage Foundation</td>
<td>HispanicHeritage.org</td>
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<tr>
<td>Annie Casey Foundation’s KidsCount Data Center</td>
<td>DataCenter.KidsCount.org</td>
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<td>League of United Latin American Citizens (LULAC)</td>
<td>LULAC.org</td>
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<tr>
<td>Mexican American Legal Defense &amp; Education</td>
<td>MALDEF.org</td>
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<td>National Association of Bilingual Education</td>
<td>NABE.org</td>
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<td>National Council of La Raza</td>
<td>NCLR.org</td>
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<td>Pew Hispanic Center</td>
<td>PewHispanic.org</td>
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<td>The Latin American Association</td>
<td>TheLAA.org</td>
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<tr>
<td>Univision</td>
<td>Exito.Univision.net</td>
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Other Trusted Supports & Services for Hispanics/Latinos

- Community- and faith-based organizations
- Consulates
- Family engagement liaisons and school staff
- Youth-serving clubs
  - Boys and Girls
  - Girl Scouts & Boy Scouts
  - Junior Achievement
- University & College Student Organizations
“We need to help students and parents cherish and preserve the ethnic and cultural diversity that nourishes and strengthens this community - and this nation.”

Cesar Chavez
Every Child in Focus
Leadership Events & Discussion Guides
PTA.org/EveryChild

Hispanic Family Engagement

- **Available now** – Learn about Clave Al Éxito with National PTA & Univision
- **November** – Families of Hispanic Students: What is PTA and Why Should You Get Involved?
- **January** – Engaging Hispanic Families in Schools, PTA and Community to Support Student Success

Families Living in Poverty – Topics coming soon!

LGBT Families – Topics coming soon!
Questions?