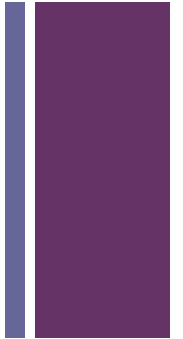


# Latinitas + Hispanic Quality of Life Initiative

Laura Donnelly  
August 16, 2017



# About Latinitas

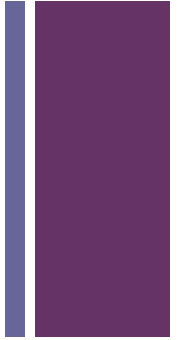


- Mission: Latinitas empowers young Latinas through media and technology.
- Founded in 2002 by two University of Texas journalism students – Laura Donnelly and Alicia Rascon – fed up with the lack of positive images of Latinas in media.
- What started as an online magazine for and by young Latinas has evolved into after-school programs, camps, conferences, and workshops in Title 1 schools, public housing, libraries, etc.
- All our programs our bicultural and bilingual and the mentors we use reflect the girls in our programs.





# The Urgent Need to Empower Latina Youth

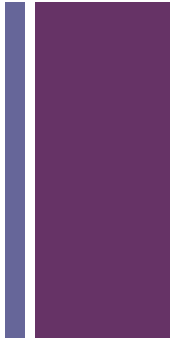


- 1 out of 7 Latina teens attempts suicide
- 41 percent of Latinas in the U.S. do not graduate from high school on time with a diploma
- 52 percent of Latina teens become pregnant; that's TWICE the national average
- Hispanic youth 17 and younger experience the highest poverty rates in the country making them the U.S.'s most impoverished community with the least access to technology, higher ed, and wellness methods





# Why Focus on Digital Media & Tech?



- Hispanics are 37 percent of Austin's population; however, of the 9,000 digital media and technology jobs that came to Austin last year:
  - Women make up 17 percent of those jobs
  - Latinas make up less than 1 percent of those jobs
- Hispanic families in Austin make an average salary of \$32,000/year compared to \$77,000/year for Whites, meaning:
  - The majority of Hispanics are living at or below the poverty level
  - Technology becomes a luxury for these families, creating a digital divide
- A city with a thriving tech industry and a growing diverse population with barriers to tech means a future workforce that may be ill-prepared





# Latinitas Austin Report Card



- Served over 25,000 girls and teens ages 9-18 since then in Central and West Texas with low- or no-cost enrichment programming:
  - 20 annual **after-school clubs** at Title 1 schools and public housing sites
  - 20 **one-day Chica Conferences** focused on college attainment, media literacy, self-esteem, STEAM, UX Design, virtual reality, and being an entrepreneur
  - 510+ **media, technology and cultural literacy workshops** at 7 Austin libraries and multiple cultural centers
  - 13 **summers of 3-4 weeks of all-day camp** focused on themes such as Cinema, Fashion, Media, Health and Wellness, and Technology at the MACC, public housing, libraries and on site at Latinitas headquarters





# The Outcomes Say A Lot

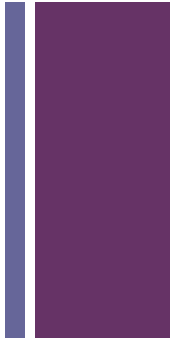


- In 2014, 93% of Latinitas' program alumni graduated high school. With 41% of Latina youth NOT graduating, Latinitas participants are graduating 34% more than the rates of their peers
- 81% reported being in college in light of having the highest school dropout rates
- We're reaching girls others aren't: 63% percent of girls had never had a coding lesson before coming to Latinitas in a city teeming with tech companies
- 69% of girls report that they would consider a STEM career
- 88% of girls felt more confident in their computer skills





# HQOL - Update for 2017-2018



- Proposal supports a 55% increase in program reach (830 girls and teens to 1495)
- Breakdown
  - Grew Club Latinitas to 20 schools
  - Grew monthly family workshops at Latinitas, public housing to 2 libraries too.
  - Run two all-day conferences a year focused on college attainment, health and wellness, coding, starting a business - all using media and tech
  - Grew 4 weeks of low or no cost camp to 7
- Request to increase HQOL award from \$35,000 to \$85,000 to reflect increase in staffing, supplies and general costs.





Any Questions?

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