Trainers

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Cultural Center’s Hispanic/Latino Initiatives (HLI) at
University of Louisville
Cultural Perspectives, Influences, and Resources for Engagement

July 14, 2016
2:45-3:30

Participants in this session will explore the diverse national and cultural backgrounds of Latinos in Kentucky, discuss some experiences Latinos have living in the United States impacting education, and create opportunities to develop strategies for improving services to Latino students/parents at UofL. Participants will be provided with resources.
Agenda

- Latino Demographics
- The Latino Experience
- Cultural Contrasts and Stereotypes
- Expanding Networks and Resources
- Q&A
Part 1 – Latino Demographics
United States Impact

- **Number of Hispanic/Latino**
  - 35.3 million in 2000
  - 50.5 million in 2010
  - 16.3% of total pop.

- **Composition**
  - 63% Mexican
  - 9.2% Puerto Rican
  - 3.5% Cuban
  - 36% live in the South

- Hispanic population increased by 15.2 million between 2000 and 2010, accounting for over half of the increase in the total U.S. population.

- Between 2000 and 2010, the Hispanic population grew by 43%, four times the growth in the total U.S. population.
Projected Population of the U.S. by Race

2000
- African American alone: 12.7
- Asian Alone: 3.8
- All other races: Includes American Indian and Alaska Native alone, Native Hawaiian and Other Pacific Islander alone, and Two or More Races: 12.6
- Hispanic/Latin@ (of any race): 2.5
- White alone, not Hispanic: 69.4

2010
- African American alone: 13.1
- Asian Alone: 4.6
- All other races: Includes American Indian and Alaska Native alone, Native Hawaiian and Other Pacific Islander alone, and Two or More Races: 15.5
- Hispanic/Latin@ (of any race): 3.0
- White alone, not Hispanic: 65.1

2020
- African American alone: 13.5
- Asian Alone: 5.4
- All other races: Includes American Indian and Alaska Native alone, Native Hawaiian and Other Pacific Islander alone, and Two or More Races: 17.8
- Hispanic/Latin@ (of any race): 3.5
- White alone, not Hispanic: 61.3

KEY
- African American alone
- Asian Alone
- All other races: Includes American Indian and Alaska Native alone, Native Hawaiian and Other Pacific Islander alone, and Two or More Races
- Hispanic/Latin@ (of any race)
- White alone, not Hispanic

Source: U.S. Census
Kentucky Impact

New Americans in Kentucky

- 3.2% of Kentuckans are foreign born
- 4.2% are Latino or Asian
- 35.6% of immigrants in the state are naturalized U.S. citizens
- 1.8% of registered voters are New Americans
- 83.7% of children with immigrant parents are U.S. citizens
- 80.6% of children with immigrant parents are English proficient
- 81.2% of naturalized citizens have a high school diploma or higher
- 5,787 foreign students contribute $137.1M to the state’s economy
- Make up 4.2% of the workforce. 2.6% of the workforce is unauthorized.

Latino-owned businesses had sales and receipts of $906.9 million and employed 6,705 people.

Asian-owned businesses had sales and receipts of $2.1 billion and employed 16,941 people.

The purchasing power of Latinos is $2.6 billion. Asian buying power totaled $2.5 billion.

Read more at immigrationpolicy.org
Hispanic Enrollment #

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>6076</td>
</tr>
<tr>
<td>2012</td>
<td>6625</td>
</tr>
<tr>
<td>2013</td>
<td>7522</td>
</tr>
<tr>
<td>2014</td>
<td>8197</td>
</tr>
<tr>
<td>2015</td>
<td>8895</td>
</tr>
</tbody>
</table>
% Hispanic Students
College/Career Ready

- 2012: 37.0%
- 2013: 49.8%
- 2014: 54.3%
Fast Facts about Hispanic & Latino Students, Faculty, and Staff

  - Average ACT: 24
  - Average GPA: 3.55
- 56 Faculty
- 96 Staff
- 628 Total Undergraduates
  - 3.93% of Undergraduate Student Population
  - Average ACT: 22
    - 24 for all students
  - Average Current GPA: 2.160
    - 2.295 for all students
  - Biology (71)
  - Psychology (63)
  - Communication (55)
  - Nursing (50)

Data prepared on 8/12/2015 and provided by the Office of Institutional Research and Planning and Office of Admission
MAP of Latin Hemisphere

- 21 Countries
- Mexico, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, Panama, Colombia, Venezuela, Chile, Ecuador, Argentina, Peru, Bolivia, Paraguay, Uruguay, Cuba, Puerto Rico, Dominican Republic
- Equatorial Guinea, Spain
- U.S. (5th in Spanish)
- Brazil – Latino?
Where do Latinos come from?

- What is America?
- Estado Unidenses = United Statesian
- Define Hispanic/Latino – Latin@, Latinx, hyphenated identifies (Mexican-American) etc...
- Settings (rural, urban)
- Culture (Indigenous, African roots)
  - Food, art
Who are Latinos?

- Family Structure and lineage (names)
- Multiple generations
- First generation vs. acculturated 2\textsuperscript{nd} and 3\textsuperscript{rd} generation
# Latino Names

<table>
<thead>
<tr>
<th>First Name</th>
<th>Middle Name</th>
<th>Father's Last Name</th>
<th>Mother's Last Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlos</td>
<td>Andrés</td>
<td>Gómez</td>
<td>Pérez</td>
</tr>
<tr>
<td>Rosa</td>
<td>Emilia</td>
<td>Díaz</td>
<td>Cardona</td>
</tr>
</tbody>
</table>

A child of this couple would have this name:

<table>
<thead>
<tr>
<th>First Name</th>
<th>Father's Last Name</th>
<th>Mother's Last Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oscar</td>
<td>Gómez</td>
<td>Díaz</td>
</tr>
</tbody>
</table>
Why Are Latinos Here?

- Higher Wages
- Political Freedom
- Safety
- Education
- Health Care
- Love
What has been their experience?

- Discrimination (housing, jobs, police)
- Acculturation/Assimilation/Adaptation
- Authority figures = desaparecidos
- Loss of independence
- Limited access to info depending on willingness of service provider
These are some examples of different scenarios you may find with Latino families in Kentucky.

This does not intend to represent all issues you may run across.

Please be sure to not provide legal advice about immigration to students/families. Have students contact an immigration attorney for help, questions, etc..
Martinez family

Undocumented family moved to make a decent living on farms

Came to KY a few months ago from Central America

*Drivers License
Consuela and her 2 sons

Consuela has 2 sons. They are both US Citizens and she is undocumented.

The father was recently deported at a traffic stop.

She is working to support the family all on her own.

The family is experiencing separation anxiety from their father and having a hard time financially.

*Broken Immigration System*
Sanchez family

Mixed status

Mom and Dad are undocumented

12 year old son undocumented

10 year old daughter - US Citizen

* Access to education
By 2020 Latinos will comprise 22% of college age students in the US

The United States education system varies greatly than that of Latin American counties

Lack of family support towards achieving college holds back many from pursuing a degree and ability to complete college

Immigration Status plays a part in accessing higher education and paying for college
Deferred Action for Childhood Arrivals

- Executive Order providing a temporary window to change immigration status
- Provides access to driver’s license, work permit and social security number
Part 3 - Cultural Contrasts and Stereotypes
What are common negative stereotypes of Latinos?

- All are Mexicans
- Illegal or undocumented aliens
- Job stealers
- Family-oriented
- All migrant workers
- Not intelligent/uneducated
- Speak too quickly
- Overly Religious
- Can’t hear
- Womanizers
- Hot and Sexy
- All Latinos eat spicy foods
Cultural Contrasts

- Hispanic/Latino Values
  - Spiritualism
  - Expressive movement
  - Interconnectedness
  - Affective
  - Oral & Print tradition
  - Communalism
  - Family Social Time

- Traditional American Values
  - Materialism
  - Compression of impulses
  - Separateness
  - Reason
  - Print tradition
  - Individualism
  - Business Social Time
Communication Styles

- Touch, intro/extro
- Family hierarchy (patriarch, matriarch, elders, kids translating)
- Recent arrivals/versus longer residency
- Body position/Respons
- Eye contact
- Literacy
Part 4: Expanding Networks and Resources

- Expand your comfort zone and cultural capital
- Generate new ideas for your department and students that you serve
Expanding our comfort zones
Expanding our comfort zones
Our Ideas and suggestions to expand your resource list...

- Read magazines from Latino pop culture like Latina or People in Español
- Watch Spanish Television- Univision
- Shop in stores owned and operated by people from another culture
- Spend time (walk, shop, celebrate) in diverse communities in your town
- Attend diverse cultural events (gospel choir performance, drum circle, Salsa Dancing, Old Time Music festival, Rodeo, etc.)
- Patronize restaurants operated by someone of a different ethnic origin or culture
- Visit diverse houses of worship
- Join a diversity committee at your school or in the community
- Be intentional about who you spend time with
How can we create a more welcoming environment for Latinos?

- Create a culturally diverse atmosphere
- Use the Latino Student Resource Guide as a tool for your students and personal experiences
- Empower students, give them choices
- Learn about Latino culture
- Learn Spanish
- Look for solutions outside of the box
Questions and Answer
Thank You! ¡Gracias!

Hispanic/Latino Initiative

The Cultural Center