



## Fulfilling America's Future: Latinas in the U.S.

9:00 AM ***Abuelita***  
Carlos Andrés Gómez, Award-Winning Poet, Actor, Speaker, and Writer

9:05 AM **Welcome Remarks**  
Cristela Alonzo, Stand-Up Comedian, Actress, Writer and Producer

9:10 AM **Opening Remarks**  
Alejandra Ceja, Executive Director, White House Initiative on Educational Excellence for Hispanics

9:15 AM **Keynote Address**  
Rosie Rios, 43<sup>rd</sup> Treasurer of the United States

9:35 AM **Latinas in Education: Reaching Our Full Potential**

Although Latinas are going to college in record numbers and outperform Latino males educationally, they still have the lowest high school graduation rates, completion of degrees, and the lowest percentage of graduate degrees compared to all women of other non-Hispanic racial groups combined. How Latinas fare in the education system is closely related to how they will fare in the economy and society. Much of the gap in educational achievement between Latinas in contrast with other ethnic groups is embedded in the traces of poverty and social disadvantages. Because education is the foundation upon which all aspects of personal and economic wellbeing are built, the panelists will highlight promising practices and pathways to increase the number of Latinas obtaining a post-graduate degree.

**Moderator:** Dr. Lisette Nieves, Partner, Lingo Ventures, Commissioner for the President's Advisory Commission on Educational Excellence for Hispanics

**Panelists:**

- Dr. Cinthia B. Saturnino, Assistant Professor of Marketing, Northeastern University
- Gabriella Gomez, Deputy Director of Postsecondary Policy and Advocacy, Bill and Melinda Gates Foundation
- Dr. Sobeyda Gomez-Chou, Ph.D., Cancer Biology, High School Math Teacher
- Dr. Yolanda Flores Niemann, Professor of Psychology, University of North Texas

10:20 AM **Latinas in the Workforce: Leading in Non-Traditional Careers**

The visibility of Latinas in non-traditional fields such as the arts, STEM and career and

technical education is redefining the role of women in the 21st century workforce. Given the workforce trends projected for the future, it is critical that Latinas are provided with a well-rounded education, complete with high-quality arts programs and access to the full range of STEM courses, to prepare them to meet the global demands of the 21st century workforce. By the year 2022, our nation will need approximately 1 million additional graduates in STEM fields to fill jobs in software development, biomedical engineering, computer systems analysis, and other technical fields. The panelists will highlight how they are helping create a new narrative for women and girls to access and participate in non-traditional careers.

**Moderator:** Veronica Melvin, President & CEO LA's Promise, Commissioner for the President's Advisory Commission on Educational Excellence for Hispanics

**Panelists:**

- Aimee Carrero, Actress, Voice of Princess Elena, Disney's Elena of Avalor
- Diana Trujillo, NASA Mission Lead for Mars Curiosity Rover
- Silvia Cardenas Olivas, Head Writer and Co-Producer, Disney's Elena of Avalor
- Vanessa Casillas, Journeyman Bricklayer, Board Member, Chicago Women in Trade

11:10 AM Lunch Transition and Break

11:30 AM **State of Women and Girls**

Tina Tchen, Assistant to the President, Chief of Staff to First Lady Michelle Obama, Executive Director for the Council on Women and Girls

11:45 AM **Remarks**

Dr. John B. King, Jr., U.S. Secretary of Education

12:00 PM **Remarks**

Cecilia Muñoz, Assistant to the President and Director of the Domestic Policy Council

12:10 PM Lunch Transition and Break

12:25 PM **Accents**

Denice Frohman, Award-Winning Poet and Educator

12:30 PM **Latinas in the Economy: The Spirit of Entrepreneurship in America**

Latinas own more than one million businesses in the U.S., and one in 10 of all women-owned firms in the United States are owned by a Latina. In 2014 alone, Latina businesses employed over 400,000 individuals and contributed over \$71 billion to the economy. Latinas without a doubt have continued to reinvest in our economy and stabilize the financial system. More work remains in order to ensure that all Latinas can continue to boost the economy and create living standards by promoting higher wages and supporting innovation. The panelists will share insights on the impact Latina entrepreneurs are having in the U.S. economy and highlight best practices from their personal journey as entrepreneurs and businesswomen.

**Moderator:** Dr. Nancy E. Brune, Executive Director, Kenny Guinn Center for Policy Priorities, Commissioner for the President's Advisory Commission on Educational Excellence for Hispanics

**Panelists:**

- Andrea Pedraza, Founder and Owner, CocoAndré Chocolatier
- Beatriz Acevedo, Founder and President, mitú
- Luisa Santos, Founder, Lulu's Ice Cream
- Dr. Marie T. Mora, Associate Vice Provost for Faculty Diversity and Professor of Economics, The University of Texas Rio Grande Valley

1:25 PM ***A Letter to My Younger Self***  
Dulce Ramirez, Student, California State University, Dominguez Hills

1:30 PM **Armchair Conversation with Trailblazers**

Latinas play a key role in securing the future of the U.S. The summit will end with a conversation highlighting Latina trailblazers who are redefining what it means to be Latina in this country and positively influencing and enriching our nation and society. These Latina trailblazers will further the conversation on how we can work collectively to help develop and support the next generation of Latina trailblazers.

**Moderator:** Pamela Silva Conde, Emmy Award Winning Journalist, Anchor at Primer Impacto, Correspondent, Univision Network News

**Participants:**

- Catherine Pino, CEO & Founder, D&P Creative Strategies, LLC - Founder & Executive Producer, Freemind Beauty
- Ingrid Duran, CEO & Founder, D&P Creative Strategies, LLC - Founder & Executive Producer, Freemind Beauty
- Vanessa Vasquez, Emmy Nominated Actress, IGNITE National Spokesperson

2:35 PM **Closing Remarks**  
Jaqueline Cortez-Wang, Deputy Director, White House Initiative on Educational Excellence for Hispanics

2:40 PM ***Mapmakers***  
Carlos Andrés Gómez, Award-winning poet, Actor, Speaker, and Writer

2:45 PM Break

3:00 PM Conclusion