



**FULFILLING  
AMERICA'S  
FUTURE:  
LATINAS  
IN THE U.S.**

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**WATCH PARTY  
TOOLKIT**

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**10.21.16**

**9am - 3pm ET**

**WH.gov/Live**

**#YoSoyLatina**



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## About the Summit

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### **White House Initiative on Educational Excellence for Hispanics Fulfilling America’s Future: Latinas in the U.S. Summit**

As the largest and youngest minority group in the nation – Latinas are 1 in 5 females in the U.S. and will comprise nearly one-third of the country’s female population by 2060, elevating the importance of this event. The summit will continue the conversation started at the White House 2016 [United State of Women](#) event, specifically focusing on Latinas and the contributions they have made in education, the workforce, and their crucial role in the economy. The panel sessions, paralleling the White House Initiative on Educational Excellence for Hispanics’ (Initiative) [Fulfilling America’s Future: Latinas in the U.S.](#) report, will highlight the condition of Hispanic girls and women in the country and their participation in areas such as: education, health, labor, housing and politics.

The summit will convene student leaders, entrepreneurs, policymakers, business, and philanthropy to further the asset-based narrative on Latinas and raise awareness on the investments needed in support of advancing the educational, workforce and leadership opportunities for Latinas.

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## How to Use This Toolkit

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The Summit will be broadcast live at [WH.gov/Live](#). This toolkit will support you in hosting a Watch Party for your community, organization, or business. It contains everything you need, including an invitation, discussion questions, activity suggestions. The toolkit also includes digital media tools and resources that will allow you to join in during the conversation.

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## Summit Agenda

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- 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 **Panel: Latinas in Education: Reaching Our Full Potential**
- 10:20 AM **Panel: Latinas in the Workforce: Leading in Non-Traditional Careers**
- 11:10 AM Transition 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 Transition Break
- 12:25 PM **Accents**, Denice Frohman, Award-Winning Poet and Educator
- 12:30 PM **Panel: Latinas in the Economy: The Spirit of Entrepreneurship in America**
- 1:25 PM **A Letter to My Younger Self**, Dulce Ramirez, Student, California State University, Dominguez Hills
- 1:30 PM **Armchair Conversations with Trailblazers**
- 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**

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## Watch Party Invitation Template

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**Tailor the content below to create an invitation for your Watch Party:**

YOU ARE INVITED

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

October 21, 2016

9:00 AM EST – 3:00 PM EST

[LOCATION]

[ADDRESS]

Join [Organization] as we participate digitally in the White House Initiative on Educational Excellence for Hispanics' *Fulfilling America's Future: Latinas in the U.S.* Summit.

As the largest and youngest minority group in the nation – Latinas are 1 in 5 females in the U.S. and will comprise nearly one-third of the country's female population by 2060. The *Fulfilling America's Future: Latinas in the U.S.* Summit will focus on Latinas and the contributions they have made in education, the workforce, and their crucial role in the economy.

On Friday, October 21st, we will be convening our community and joining this critical conversation. Please join us from [time] to [time].

Come enjoy some light refreshments and help us contribute to the national conversation!

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## Sample Media Advisory

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### MEDIA ADVISORY

Event Date: Friday, Oct. 21, 2016

Contact: [insert Press contact information]

#### **Fulfilling America's Future: Latinas in the U.S. Summit Watch Party**

The [INSERT NAME OF YOUR ORGANIZATION] will be hosting a "Watch Party" to engage our community in the White House Initiative on Educational Excellence for Hispanics' (Initiative) *Fulfilling America's Future: Latinas in the U.S.* summit. The summit will be livestreamed from the White House ([WH.gov/Live](http://WH.gov/Live)) in Washington, D.C. on Friday, October 21, 2016.

The summit watch party event will provide an opportunity for us to be a part of the national conversation that will highlight the condition of Hispanic girls and women in the country and their participation in areas such as: education, health, non-traditional careers, and the economy. The summit will include panel discussions that parallel the findings of the Initiative's [Fulfilling America's Future: Latinas in the U.S.](#) report released in 2015.

[INSERT QUOTE FROM ORGANIZATION]

A complete agenda can be found at [www.ed.gov/HispanicInitiative](http://www.ed.gov/HispanicInitiative).

**WHAT:** White House Initiative on Educational Excellence for Hispanics' *Fulfilling America's Future: Latinas in the U.S.* Summit Watch Party

**WHO:** [LIST ALL WHO WILL BE AT EVENT FOR PHOTOS, INTERVIEWS]

- Director of [ORGANIZATION]
- Local partners
- Local celebrities
- Government or community leaders and representatives

**WHEN:** [DATE]  
[TIME]

**WHERE:** [COMMUNITY SITE]  
[ADDRESS]  
[PHONE]

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## Panel #1

### Latinas in Education: Reaching Our Full Potential

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**Mission:** Although Latinas are going to college in record numbers, they have the lowest percentage of graduate degrees compared to women of other non-Hispanic racial groups combined. 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. Yolanda Flores Niemann, Professor of Psychology, University of North Texas
- Dr. Sobeyda Gomez-Chou, Ph.D., Cancer Biology, High School Math Teacher
- Gabriela Gomez, Deputy Director of Postsecondary Policy and Advocacy, Bill and Melinda Gates Foundation
- Dr. Cinthia B. Satornino, Assistant Professor of Marketing, Northeastern University

**Questions for Discussion:**

- What did you learn about why Latinas have the lowest number of graduate degrees compared to women in other groups?
- What are some of the struggles in your own community that create barriers for Latinas attaining a graduate degree?
- What promising practices described by the panelists inspired you most and why?
- Are these practices replicable in your own community? Why or why not?

**Suggested Activities:**

- If you are watching the Summit in real time, tweet questions during the panel using the hashtag #YoSoyLatina, so panelists can answer some of the questions live.
- Work with your group to brainstorm how some of these promising practices and pathways could be adapted in your community.
- Tweet something you learned from this panel. Be sure to use the social media resource page in this toolkit.
- Post a photo of those participating in the Summit.

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## Panel #2

### Latinas in the Workforce: Leading in Non-Traditional Careers

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**Mission:** Latinas are making some strides in the workforce, but remain seriously underrepresented in all professions. In 2014, only 4.3 percent of all female CEOs were Latina. Similarly, in 2013 Latinas held less than 1 percent of boardroom seats at Fortune 500 companies, and this has not improved since 2007. The panelists will highlight the role of Latinas in non-traditional careers, specifically the arts and STEM related jobs, and the impact they can have to redefining workforce opportunities.

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

**Panelists:**

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

**Questions for discussion:**

- What did you learn about why Latinas remain underrepresented in certain professions?
- Why do you think there are so few Latina CEOs?
- What are non-traditional careers and how can Latinas make an impact?
- What types of non-traditional careers exist in your community? Are there barriers for Latinas who want these jobs? Why or why not?
- What can we do to promote the hiring of more Latinas both nationally and in your own community?

**Suggested activities:**

- If you are watching the Summit in real time, tweet questions during the panel using the hashtag #YoSoyLatina so panelists can answer some of the questions live.
- Work with your group to brainstorm how some of these promising practices and pathways could be adapted in your community.
- Tweet something you learned from this panel. Be sure to use the social media resource page in this toolkit.
- Highlight a Latina in a non-traditional career from your community. Post her story on social media (with permission).

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## Lunch Transition

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Use this brief period for storytelling sessions, allowing participants in your watch party to become empowered by each other's stories related to their experiences and Latina identity. Group leaders who identify powerful stories should be encouraged to upload short, 30-second to 1-minute videos on social media (with the approval of those being filmed). Remember to use #YoSoyLatina.

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## Panel #3

### Latinas in the Economy: The Spirit of Entrepreneurship in America

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**Mission:** 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. The panelists will share insights on the impact Latina entrepreneurs are having in the U.S. economy and share best practices from their personal journey as entrepreneurs and business women.

**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:**

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

**Questions for discussion:**

- What impact are Latina entrepreneurs having on the U.S. Economy and how are they doing it?
- What propelled the panelists into the business world?
- Why have the panelists been successful? How can their paths to success be replicated in your own community?
- Are there Latina-owned businesses in your own community? Why or why not?

**Suggested activities:**

- If you are watching the Summit in real time, tweet questions during the panel using the hashtag #YoSoyLatina so panelists can answer some of the questions live.
- Highlight a Latina entrepreneur from your community. Post her story on social media (with permission).
- Work with your group to brainstorm how some of these promising practices and pathways could be adapted in your community.
- Tweet something you learned from this panel.

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## Conversation with Latina Trailblazers

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**Mission:** A conversation will be held to end the day's summit highlighting Latina trailblazers who are redefining what it means to be Latina in this country and how we can work collectively to help develop and support the next generation of Latina leaders.

**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

**Questions for discussion:**

- Who is a Latina trailblazer in the U.S.?
- What do the next generation of Latina trailblazers need nationally and locally in your community for success?
- Who are the Latina trailblazers in your own community? How can you support them?
- What supports and challenges did the panelists face on their way to success?

**Suggested activities:**

- If you are watching the Summit in real time, tweet questions during the panel using the hashtag #YoSoyLatina so panelists can answer some of the questions live.
- Highlight a Latina trailblazer from your community. Post her story on social media (with permission).
- Brainstorm ways your community can support Latina trailblazers, both empowering new ones and supporting those already doing great work.
- Tweet something you learned from this panel.

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## Ending Remarks

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Conclude the watch party by asking each participant to share what they have gained and how what they've learned can be used both in their own lives and to support Latinas in their community. Be sure to plan next steps by consulting the additional resources in this toolkit.

Feel free to share your thoughts by emailing [WHIEEH@ed.gov](mailto:WHIEEH@ed.gov).

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## Digital Media Tools and Sample Posts

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### Join the conversation using #YoSoyLatina.

**Social Media Graphic:** Please post on social media platforms to promote the summit, using #YoSoyLatina.



### Encourage the conversation by using our Twibbon (English or Spanish).

Decorate your profile picture (see below) on Twitter and Facebook with a Twibbon in support of the Latinas in the U.S. Summit. Click on the link below for further instruction or go directly to the [White House Initiative on Educational Excellence for Hispanics Facebook](#) page and access it in English or the Spanish.

<https://twibbon.com/Support/yosoylatina-3>



### **Sample Tweets:**

- You are invited to see Fulfilling America's Future: Latinas in the U.S. Summit live at WH.Gov/live 10/21 at 9am ET #YoSoyLatina
- Latinas make up 1 in 5 women in the U.S. See how they are making a difference in our country. See live on 10/21 at WH.Gov/Live
- Join us 10/21 for Fulfilling America's Future: Latinas in the U.S. Summit emcee'd by Cristela Alonzo: WH.Gov/live #YoSoyLatina
- Be part of a gathering of Latinas from across the country at the Latinas in the US Summit this Fri at WH.gov/Live #YoSoyLatina
- Be part of the conversation on advancing Latinas in the US on 10/21. See it LIVE at WH.Gov/Live starting at 9am ET #YoSoyLatina

**For posting on Twitter, use #YoSoyLatina**

### **Sample Facebook Post:**

Join us Friday, October 21 from 9am-3pm ET at WH.Gov/Live

"Latinas are making progress, and in some cases, extraordinary progress...but much is left to be done if Latinas are to be able to make the important contributions they are capable of making to help the nation move forward."

On Friday, October 21<sup>st</sup>, the Initiative will be convening a gathering of Latinas from across the country in support of advancing opportunities for Latinas in education, the workforce, and the economy. You are invited to join us via livestream at WH.Gov/Live and on social media to participate in the conversation. You can participate using #YoSoyLatina.

**For posting on Facebook, post on our page:**

<https://www.facebook.com/W.H.I.onEducationExcellenceforHispanics>

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## Additional Resources

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### Websites

- [The White House Initiative on Educational Excellence for Hispanics](#)
- [The U.S Department of Education](#)
- [Federal Student Aid](#)
- [The College Scorecard](#)
- [The College Navigator](#)
- Explore careers and career statistics at the U.S. Department of Labor's [My Next Move/Mi Proximo Paso Website](#)
- [Monthly Webinar Resources](#)
- [Internship program](#)
- [Latinos Teach](#)

### Reports

- [Latinas in the U.S. Report](#)

### Toolkits and Guides

- [¡Gradúate! A College Planning Guide to Success \(English\)](#)
- [¡Gradúate! A College Planning Guide to Success \(Spanish\)](#)
- [Newcomer Toolkit](#)
- [English Learner Toolkit](#)
- [DACA Youth Resource Guide](#)
- [College Completion Tool Kit](#)

### Factsheets

- [Initiative Fact Sheet](#)
- [Timeline – 1990 to 2015](#): A timeline including Initiative milestones and the nation's educational progress since 1990.
- [Hispanics and Adult Education and Workforce Training](#)
- [Hispanics and Early Learning](#)
- [Hispanics and STEM Education](#)
- [Hispanic Teacher Recruitment](#)
- [Hispanics and Arts Education](#)
- [Hispanic Boys and Young Men: Unlocking Their Full Potential to Benefit All Americans](#)

### Newsletter

- White House Initiative on Educational Excellence for Hispanics - [Nuestra Iniciativa Newsletter](#)