

1 Million Strong

Latinos in Pennsylvania: A
Turning Point for the
Building of a Statewide
Equity Agenda

PA LATINO 2018
CONVENTION

A report published by:
The Pennsylvania Latino Convention
March 2019

Convention Report Recommendations

This report was written based on the full experience by those who attended the Pennsylvania Latino Convention in the City of Lancaster from September 20-22, 2018. Its publication is to serve as a briefing for policy development and as the foundation for the discussions to take place during the 2019 Pennsylvania Latino Convention. It calls for a statewide equity agenda which includes the voices of almost 1 million Latinos in the state.



State of Latinos in PA

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GREETINGS FELLOW PENNSYLVANIANS!

On behalf of the Pennsylvania Latino Convention Executive Committee, Planning Committee and Ambassadors, we would like to express our deepest gratitude to our sponsors, speakers, presenters, panelists, supporters, collaborators and participants for making the Pennsylvania Latino Convention a place for learning, growth, collaboration, network, pride, impact and opportunities. This convention was the birth of one community with many voices united in purpose and driven by a cry of **SI SE PUEDE** – the national phrase for Latino unity.

National caliber presentations on immigration, health, economic development, education and poverty captured the audience’s interest sparking some light to influence local decision making. The voices of young Latinx panel served as a catalyst for change and as a reminder of how vital it is to include the voices of young Latinos and Latinas in everything we do in the public and private sectors. The workshop presenters covered a substantial part of the challenges and opportunities faced by Pennsylvania’s Latino community: chronic illnesses, preventive behaviors, migration, law and personal injury, best practices, media literacy, financial literacy, politics and civic engagement, Census 2020, mental health, the opioid epidemic, culturally competent care, parental engagement, leadership roundtable, resources for small businesses, increasing access, securing services for seniors, recruiting and retaining Latino professionals, and strengthening collaborations for a statewide inclusive-progressive Latino agenda.

More than 50 vendors joined the health and wellness pavilion, business and community expo, and the PA Hispanic College Fair. The attendance of high school students participating in the college fair is paramount to the mission of the Pennsylvania Latino Convention. The convention was attended by more than one-thousand individuals representing communities, demographics and industries from across the state of Pennsylvania.

This briefing has been shared with all public officials with authority to enhance quality of life issues impacting the state’s almost 1 million Latino residents. In the spirit of collaboration and to strengthen relationships with public and private sector entities, we hope this information can assist in sound and bold decision making and policy development. This briefing will also help all those working with Latino communities to assess status and to join us at the 2019 convention to propose best practices or possible solutions; to learn about what’s happening statewide; and, to develop regional collaborative efforts in areas of mutual interest and concern.

WE ARE SHAPING THE FUTURE IN PA! JOIN US AT THE 2019 PENNSYLVANIA LATINO CONVENTION – THE MOST COMPREHENSIVE EVENT COVERING ALL ASPECTS OF LATINO LIFE!

Norman Bristol Colón
Founder & Chairman

2018
PENNSYLVANIA
Latino Convention

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“The Latino community of Pennsylvania is at the edge of reaching one million – a historic milestone in our state. This convention was created to serve as a bridge for educational, health, housing, employment, and economic advancements in Latino communities throughout Pennsylvania using data, research and policy for measurable outcomes and community progress.”

– Chairman Norman Bristol Colón

OUR MISSION:

Our mission is to promote Latino/Hispanic achievements and preparation for local, state, national and global competitiveness by fostering excellence and ensuring equal access to all aspects of Pennsylvania’s shared prosperity and responsibility.

A CALL TO ACTION:

Pennsylvania’s Latino community is the fastest growing segment of the population, accounting for more than fifty-percent of the state’s population growth in the last two decades. We serve the Latino/Hispanic community through research, policy analysis, and local and state advocacy efforts.

As the community continues to grow in population, it is reflected in the growing needs for capacity building to enhance opportunities intentionally designed to mitigate challenges impacting the potential for growth in all areas of healthy communities.

OUR HISTORY:

In the 1990s, Lillian Escobar-Haskins created the first-ever Pennsylvania Latino conference, which served as a platform for a statewide Latino agenda. This effort continued for many years with the contributions of numerous individuals, businesses and organizations. This conference ceased to exist, however, its impact resulted in positive change for Latino communities across the state. To honor and respect their legacy, we founded the Pennsylvania Latino Convention.

For the past two decades, Pennsylvania’s Latino population has more than doubled – at the edge of reaching 1 million. This growth has provided challenges and opportunities for public sector entities and private sector progress.

To proactively and intentionally address these changes in demographics, we took some concerted measures translating it into positive impact for the commonwealth and aligning this growth with Pennsylvania’s roadmap for the future.

- 2005 – First PA Summit on Educational Excellence for Latino
- 2005 – First PA Summit on Latino Health
- 2005 – First PA Summit on Small Business Development

The following years, we continue hosting these events – and others, such as the PA Latina Women Symposium, Lancaster Adelante Education Forum, PA Summit on Latino Mental Health – to provide a platform for data, research and policy agendas to emerge. However, the community continues lagging in all aspects of progress in our society. As the fastest growing ethnic group, the consolidation of matters impacting quality of life is paramount for the Latino community of Pennsylvania.



Pennsylvania is home to almost 1 million Latinos and is home to the second largest migration of Puerto Ricans after Hurricane Maria, this convention discussed challenges and opportunities for new Pennsylvanians.

PALC is committed to the establishment of a roadmap to improve the social, educational, political and economic conditions of Latinos in recognizing that our emerging communities are reaching a historic 1 million! We are members of Pennsylvania's cultural fabric and our devotion to the sciences, the arts, education, business and entrepreneurship, faith, medicine, technology, engineering, law, government, politics, labor and industry, research, the environment is an important element to Pennsylvania's promising future.

"The most comprehensive event covering all aspects of Latino life in Pennsylvania."

HISTORIC CHANGES IN DEMOGRAPHICS

896,000 Latinos in Pennsylvania (Census, July 2017); Latinos are reaching 1 million in Pennsylvania – making it the fastest growing ethnic group. PALC is created to be a turning point organization for the building of a statewide equity agenda making institutions accountable and responsive to the needs of the Latino community.

222 LATINO CORRIDOR: EL CORAZÓN DE LA COMUNIDAD – THE HEART OF THE COMMUNITY

The 222 Corridor gets its name from route 222. For the Latino community, it is more than just a route. The regions of Easton, Bethlehem, Allentown, Lancaster, Lebanon, York, Harrisburg and Gettysburg and its surroundings are home to more than fifty-percent of the state's total Latino population. Confidently we can say, as of today, the 222 Corridor is the heart of the Latino community – *el corazón de la comunidad*.

6 out of the top 8 cities in Pennsylvania with largest Latino population are located in the 222 Latino Corridor. The school districts of Reading, Allentown, Lancaster, Lebanon have majority Latino student population – Reading surpassing 80%, Allentown and Lancaster more than 60%.



Hosting the first annual Pennsylvania Latino Convention (September 20-22, 2018 – Lancaster, PA) in the 222 Latino Corridor was a reaffirmation of this unprecedented growth and the opportunities to establish a statewide Latino agenda impacting Latinos in all of Pennsylvania's 67 counties. The (heart) *corazón Latino* is pounding hard in our commonwealth.

1 MILLION STRONG



OVERVIEW: LATINOS IN PENNSYLVANIA

Latinos are the the youngest and the fastest growing population group in Pennsylvania, accounting for more than 50% of the state's population growth in the last two decades.

July 2017 reports of the US Census placed the Latino population count in 896,000 – Latinos are reaching 1 million in the state. However, many local Latino communities dispute these figures claiming an undercount.

While Philadelphia has the largest Latino community in real numbers, there are other Latino communities across the state of a much higher density.

TOP 8 CITIES WITH LARGEST LATINO POPULATION BY DENSITY:

- Reading
- Hazleton
- Allentown
- Kennett Square
- Lebanon
- Lancaster
- York
- Bethlehem

TOP 10 MUNICIPALITIES WITH LARGEST LATINO POPULATION BY PERCENTAGE:

1. Toughkenamon – 72.1%
2. Avondale – 65.6%
3. Reading – 65%
4. Westland – 56.8%
5. Kennet Square – 49.7%
6. York Springs – 49.3%
7. West Hazleton – 46.9%
8. Hazleton – 46.3%
9. Allentown – 46%
10. Lancaster – 43%

According to population demographics reports, Philadelphia's Latino population accounts for 12% of the total city population or 187,611.

The growth rate of the Latino population in Pennsylvania, with the accompanying language and cultural barriers, has created the type of backlash that has been common to new groups of arrivals to the United States. Often resentment and discrimination have led to lack of opportunities and denial of services and resources needed to community's social, educational, political and economic advancement.

There are Latinos living in all of Pennsylvania's 67 counties.

“The path to a stronger Pennsylvania lies in our collective efforts building a stronger Latino community.”

STATE OUTLOOK

- ✓ 896,000 is the Hispanic/Latino population.
- ✓ Latinos/Hispanics account for half of Pennsylvania's population growth.
- ✓ More than 50% of the state's total Latino population is Puerto Rican.
- ✓ Pennsylvania's population continues to grow older, with a median age of 41. In comparison, the Pennsylvania Latino population is the youngest in the commonwealth with a median age of 26.
- ✓ 53% of Latinos/Hispanics in Pennsylvania are eligible to vote – about 440,000 voters.
- ✓ 7% of the state's total population is Hispanic/Latino.
- ✓ 37% in poverty of Hispanics/Latinos 17 and younger.
- ✓ 19% of Hispanics/Latinos are uninsured.
- ✓ 195,000 enrolled in K-12 or 10% of the total school enrollement.
- ✓ Annual median income for Hispanics/Latinos 16 and older is \$23,000 – the lowest income earnings in the state.
- ✓ 39% homeownership rate for Latinos/Hispanics in Pennsylvania.



Latinos are relocating to western PA at double the national rate – about 24,000 Latinos call Allegheny County home.

Other municipalities experiencing rising Latino populations are: Norristown, Coatesville, Chambersburg, Wilkes-Barre, Steelton, Scranton, East Stroudsburg, Hanover, Bristol, Chester, State College and Gettysburg.

“The Pennsylvania Latino Convention was created to serve as the annual gathering to ignite positive change in local communities across the state while ensuring that key stakeholders are accessible, accountable, and responsive to the needs of the Latino community.”

TOP ISSUES FOR LATINOS IN PENNSLVANIA

- Poverty
- Education
- Postsecondary Education
- Housing
- Responsible Economic Development in Latino Communities
- Workforce Development
- Health & Mental Health
- Immigration
- Civil Rights
- Leadership
- The Media



POVERTY

POVERTY ISSUES:

1. In many urban areas of Pennsylvania, Latinos are concentrated in highly-poverty, disadvantaged areas with inadequate resources for public transportation, access to health clinics and lack of quality education programs.
2. Gentrification is becoming the most highly producer of poverty and displacement of Latino families in urban areas of Pennsylvania.
3. Households led by single mothers are the poorest of the poor.

1 in 6 Latino households have at least one person going hungry at some point during the year.

(USDA Economic Research Service)

RECOMMENDATIONS:

- As a moral imperative, Pennsylvania must **increase its minimum wage**.
- If a community housing development project is clearly aiming to gentrify the poor and people of color, no public funding should be allocated for such projects.
- Improve schools in low-income neighborhoods and investing in quality affordable housing are proven tools lifting people out of poverty.
- Make **income equality a top priority: pay equity for women and Latinx** – they continue to make less while the cost of living continues rising.
- Public transportation redesign should be considered and include the voices of Latino consumers and workers.
- The people directly affected by issues of poverty have to be actively and authentically participating in the efforts to fight poverty.



The present educational status of Pennsylvania’s Latino children is unanimously considered to be the most critical and basic concern. Many communities across the state have doubled and tripled their Latino population in the past three decades. The absence of programs and strategies to address their educational needs and a lack of cultural understanding and acceptance has denied Latinos access to quality education.

EDUCATION ISSUES:

- The disproportionate number of Latino youth tracked into lower academic courses.
- School funding tends to be lower in schools where the majority of the students are Latinos or African Americans.
- Access to quality pre-school programs.
- The lack of bilingual and bicultural mental health and counseling services.
- The lack of community and parental involvement in the schools.
- The lack of an intentional agenda for Latino educators capacity building – Latino professional staff and role models in schools and public agencies is absent and of great concern. There is only one (1) Latinx superintendent in Pennsylvania out of 500 school districts.

RECOMMENDATIONS:

- AP/Honors/STEM courses should become an option for Latino students in middle school and an expectation in high school. School districts’ investment on a more rigorous curriculum in predominantly Latino-serving school districts should be considered by administrators and school boards.
- Education funding formula suggests for a greater investment in poor districts – in rural and urban PA – these investments

must take center stage and be accompanied by a matrix to produce tangible results for a targeted impact on educational attainment.

- Diversity training should be in the professional development annual agenda of all school districts in Pennsylvania addressing human relations from the janitor to the principal.
- **Integrating Latino history into the curriculum** is an educational imperative in the state – especially in school districts where the majority of the students are of Latino descent.
- Integrate social services to address the disproportionate suspensions, dropouts and absenteeism **looking at the family structure from a culturally and linguistic research-based perspective.**

“The future of the Latino community is in Pennsylvania’s schools. Education is our foundation for progress and the passport to our hopes, dreams and aspirations.”

- **Increase Latino representation on boards and committees** within education.
- The development of a bilingual parental education awareness campaign utilizing all available Spanish language media. Reach out to parents in culturally appropriate ways.
- The development of an action plan for the recruitment and retention of bilingual / bicultural instructional staff in school districts with Latino students.
- Establish a pilot **222 Corridor Regional School-Community Latino Partnership.**





Pennsylvania has world-class higher education campuses – the state is home to nearly 250 postsecondary and higher education institutions.

- 14 community colleges
- 14 state-owned universities
- 4 state-related universities and 2 affiliates
- 8 private state-aided institutions
- 92 private colleges and universities
- 13 theological seminaries
- 3 private two-year colleges
- 1 state school of technology
- 56 specialized associate degree granting institutions
- 24 "other" institutions - PA extension campuses of out-of-state providers

HIGHER EDUCATION ISSUES:

- With nearly 100,000 degree-seeking students at Pennsylvania's State System of Higher Education public universities, the underrepresentation of Latino students is a huge challenge for community progress.
- Parents lack understanding of college life and financial aid.
- Very little or non-existent culturally relevant support systems to retain and graduate students of color.

RECOMMENDATIONS:

- The development of an action plan which outlines a new intentional policy for the recruitment and retention of Latino students in higher education.
- Community colleges, universities and institutions of higher learning should include in the diversity and inclusion plan a consolidated effort to **recruit, retain and promote Latino faculty and staff.**
- **Pass the Dream Act** – making college more accessible and affordable.
- Campuses need to integrate culturally relevant support systems.



The Pennsylvania Hispanic College Fair (PAHCF) is an initiative by the executive committee of the Pennsylvania Latino Convention (PALC) to bring Latino/Hispanic high school students to the halls of the convention by participating in a college fair aiming to increase college awareness and for institutions to recruit potential Latino college students.

Colleges and universities share college admission, financial aid, housing and student life information with students and families.

For PALC this is an opportunity to partner with school districts in combating drop-out rates and increase college enrollment rates from ethnic minority students. Pennsylvania's high school students and their parents are invited to attend this free college fair throughout the convention. PAHCF provides a convenient and informative opportunity for students and their parents to explore post-secondary education options and for institutions to connect with the fastest growing and youngest population in the Commonwealth.

The strongest predictor of Latino student persistence is the support of family and friends. This initiative includes extended-family in the college experience.

PALC is looking to expand this community-service initiative and host PA Hispanic College Fairs throughout the year. For more information, email us at: info@palatinoconvention.com.



HOUSING

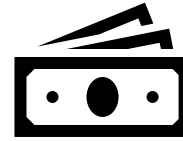
According to the United Nations Declaration of Human Rights, housing is a basic human right – and a part of the American Dream for many Latino and immigrant families. The number of challenges confronted by Latino families is unacceptable – discrimination, rising costs, limited access to housing education and counseling, and inadequate supply and access to affordable housing and programs.

HOUSING ISSUES:

- Gentrification is becoming the most highly producer of displacement of Latino families in urban areas of Pennsylvania.
- In places like Allentown, Lancaster and Philadelphia where the Latino and African American communities remained during the urban economic and housing crisis of the 70s, 80s and 90s, now economic development is pushing families out.
- Many working-class and low-income Latinos face severe problems in obtaining safe, sanitary and decent housing.

RECOMMENDATIONS:

- Counties and cities should bring Latino community-based organizations into the development of its overall regional housing strategy.
- Educate consumers and service providers on Fair Housing through events and workshops, particularly in communities with high concentrations of Latino households.
- Develop curricula to provide practical education to help people become homeowners.
- Develop a statewide Latino homeownership campaign as a mechanism to achieve transparent equity:
HOGAR: Hispanic Opportunity for Growth Alliance of Realtors.



RESPONSIBLE ECONOMIC DEVELOPMENT IN LATINO COMMUNITIES

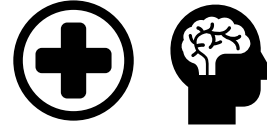
In communities across the country, high poverty rates, stagnant wages, and the rising cost of living are dragging down local economies. Responsible economic development in PA Latino communities must choose investments that reduce poverty, create economic opportunity, and build stronger cities.

ECONOMIC DEVELOPMENT ISSUES:

- Lack of Latino representation on community and economic development organizations and authorities.
- Development has been concentrated in urban areas outside of communities of color.
- Systemic failure to recognize and support historic Latino communities across the state with a strategy for growth and sustainability.

RECOMMENDATIONS:

- In every city or municipality with a strong Latino presence, local officials should appoint Latinos to boards and commissions addressing community and economic development, neighborhood revitalization and workforce development.
- The state and local partners should identify **10 Latino Urban Community Agenda (LUCAs)** sites for a 5-year initiative intended to be a small business incubator, create jobs, reduce poverty, reduce crime, increase workforce development opportunities, and increase homeownership.
- The development of the **Latino Empowerment Community Academy (LECA)** to teach these components: financial literacy, homeownership, and micro-level policies to support healthy child development, academic success, and skills development.



HEALTH AND MENTAL HEALTH

Workforce development, education and training opportunities in the state focusing strategically and intentionally to enhance the Latino community's prospects to a life out of poverty and an entrance to the middle class is a challenge we must address at city, county and state levels. By 2024, 1 in 5 workers will be Latino – there are more than 28 million Latinos in the US workforce. In fact, Latinos will represent more than 75% of labor force growth in the next 8 years. However, Latinos lag behind in the job market. Latinos' wages are much lower than other racial/ethnic groups - \$657 Latino, \$666 African American, \$891 White, and \$1061 Asian.

WORKFORCE DEVELOPMENT ISSUES:

- Lack of policies and programs to boost Latino employment.
- Pennsylvania workplaces are becoming less safe and fair for Latino employees.
- Poverty and the lack of safety net to protect families from the long-term harm of poverty, are factors impacting workforce development in the Latino community.

RECOMMENDATIONS:

- Strategic investments on adult education programs in Latino barrios.
- Increase vocational training opportunities based on social and economic disadvantage indicators.
- Engage Latino youth in “early intervention” workforce development programs – the **Empowerment Corps**.
- Build partnerships concentrated on addressing workforce development with **LOPEZs** or “**Latino Opportunity Programs for Employment Zones**” which include churches, community organizations, higher education, local governments, private sector, and state government.
- **Increase the state's minimum wage.**

Pennsylvania's Latino community continues to experience health disparities, lowest insurance enrollment rates, and difficulty to access to care. The community is the youngest population in Pennsylvania making mental health the top health concern, however, diabetes, cancer, strokes, heart disease and obesity are leading causes of health risk and/or death.

HEALTH ISSUES:

- Access to care / culturally competent care.
- Limited awareness, education, prevention and outreach programs geared to the Latino community.
- Low numbers of Latino health care professionals in Pennsylvania – the need for the building of capacity and infrastructure.
- Lack of health insurance.
- Privacy concerns and language barriers.
- Latinos are not properly integrated in health data collection.

RECOMMENDATIONS:

- Culturally and linguistically competent health care training for health care professionals serving high density Latino areas.
- The establishment of **5 SALUD Health Clinics (SALUD = State Association of Latino Uplifting Dignity)** in areas where the community is below the national poverty level – health disparity is closely linked to social and economic disadvantages.
- Improve data collection, advocacy and accountability in health systems across the state serving Latinos/Hispanics.
- Diversify health care professional boards.
- Adopt, promote and enforce the implementation of the federal standards for culturally and linguistically appropriate health care services (**CLAS standards**).

IMMIGRATION



#RIGHTS FOR ALL

CIVIL RIGHTS

According to the Pew Research Center, Pennsylvania is one of the states that did not experience statistically significant change in its unauthorized immigrant population from 2007 to 2016. However, the anti-immigrant sentiment is spread around the state creating tension and disrupting communities.

- 49,435 immigrants in Pennsylvania are self-employed.
- Immigrant-owned businesses generated \$1.2 billion in business income in 2014.
- 143,211 people in Pennsylvania are employed at firms owned by immigrants.
- 12,425 undocumented entrepreneurs in Pennsylvania (estimated).
- In 2014, undocumented immigrants in Pennsylvania earned \$2.5 billion.

IMMIGRATION ISSUES:

- Immigrant children in Pennsylvania schools who are excelling academically and are models for moral compass have been neglected from pursuing higher education as in-state students. They pay much higher rates – rates many times higher than out-of-state students and more like international student tuition rates.
- Detention Centers in Pennsylvania are against Pennsylvania's founding principles.
- Racial profiling.

RECOMMENDATIONS:

- **Pass Pennsylvania Dream Act** – provide in-state tuition for all students graduating from high school in Pennsylvania.
- **Close Detention Centers** in Pennsylvania.
- Improve community-police relations.
- Fundraise locally to assist immigrants and organizations in need.
- State ID card / driver's license.

Hate incidents targeting Latinos are on the rise nationally - Pennsylvania has not been an exception. The constant complaints of employment discrimination and abuse, lack of promotion and unjustifiable firings are becoming distressful scenarios in many Latino households.

One factor contributing to the marginalization of the Latino community as a whole relates to the images held about its members by dominant society.

CIVIL RIGHTS ISSUES:

- Not reporting of accurate numbers of students of color by school districts creates challenges for service delivery.
- Voting access and intimidation.
- Bias and hate crimes.
- Rampant numbers of housing, commercial property and employment discrimination.

RECOMMENDATIONS:

- Enforcement of anti-discrimination laws.
- Political strategies and political mobilization for social change. Political, as opposed to strictly legal, strategies are the most likely to bear fruit for the Latino community.
- **Reinvigorate and reconstruct a civil rights coalition** - not necessarily different from previous coalitions – that crosses minority lines and brings together diverse interest groups.

The US Latino civil rights movement began in 1902. Puerto Rican Isabel González is detained by immigration authorities in the Port of New York. They denied her entry to the United States on the grounds that she is an alien and is "likely to become a public charge." She decides to fight, and her case goes all the way to the United States Supreme Court.



Latino leadership is growing in Pennsylvania! Latinos and Latinas are now running for elected position at all levels of government. State government has a historic two Latino cabinet members – Secretary of Education and Secretary of Aging. However, judging by the numbers below, there is a crisis of Latino leadership in Pennsylvania with social, political, economic and educational implications.

Here are current Latino numbers:

- Cabinet Secretaries – 2
- State Senate – 0
- Members of the PA House – 2
- County Commissioners - 0
- Latino Mayors – 0
- City Council Members - 10
- School District Superintendents – 1
- Chiefs of Police - 1

These numbers are appalling. For a community that is at the edge of accounting for 1 million residents in the state, both political parties are equally responsible for the lack of engagement, support and development of Latino leadership enhancement to better serve the fast-growing community. Private sector numbers are alarming.

Historic observations:

- The first Latino elected Judge was Nelson Diaz of Philadelphia.
- The first Latino elected to the General Assembly was State Representative Ralph Acosta of Philadelphia.
- The first Latino elected to City Council was Angel Ortiz of Philadelphia.
- The first Latino Mayor of Pennsylvania was Jose Rosado in the Borough of Fountain Hill.

RECOMMENDATION:

- The Pennsylvania Latino Convention strategically, intentionally and urgently MUST address this issue in 2019 – **Town Hall on the Crisis of Latino Leadership.**



For many, the media can be a double-edged sword, especially media providing irresponsible journalism from the lens of prejudices and biases. This practice has been detrimental for generations of communities of color, especially for Latinos and African Americans.

Latino portrayals in the media has had negative effects for the Latino community. Historically, Latinos have not only been portrayed negatively through stereotypes, but they have also been largely ignored and excluded from most Pennsylvania media.

In the national media, the most common stereotypical portrays of Latinos are: the criminal, the maid, the sexually active, the single parent and the drug dealer. If you read local newspapers or watch local news in any corner of the state, the media is still guilty of perpetuating these stereotypes.

MEDIA ISSUES:

- Overrepresentation in negative ways and underrepresentation in positive ways.
- Lack of hiring and promotion.
- The political and journalism connection to hold community's progress based on character assassination, biases and misinformation.

RECOMMENDATIONS:

- Each major Latino city in the state should have their own bilingual newspaper, radio and tv to change how others view the community.
- **Diversity training for media professionals** in Pennsylvania.
- Internship opportunities for PA Latino college students in highly visible communication positions.
- The creation of a **statewide Latino communications strategy.**

SUMMARY

In summary, we are at a crossroads! Latinos are at the edge of reaching a historic 1 million residents in Pennsylvania, yet, our stories are not written, our experiences are not included, our voices are ignored. The Pennsylvania Latino Convention wishes to create a bridge for unprecedented advances in the inclusion and progress of Latinos in all aspects of Pennsylvania life, culture, traditions and future.

As the youngest community in the commonwealth, the Latino community is intertwined with the future progress of Pennsylvania. We call for the building of a statewide equity agenda – including the growing Latino community.

LATINO LEADERS FIDUCIARY RESPONSIBILITY

In many instances, appointing Latinos to positions of decision-making and leadership has not produce leadership development, recruitment and promotion results for other Latino professionals. A fiduciary is a person who acts on behalf of another person, or persons to manage assets. We strongly believe that there must be a sense of responsibility to recognize the opportunity to make changes by intentionally recruiting qualified Latinos to positions of leadership without the fear of any political repercussions. Diversity and inclusion are vital to a turning point in the building of a statewide equity agenda.

HELPING PUERTO RICO

Congress passed \$19.9 billion for Puerto Rico disaster relief in May of 2018. Additionally, federal agencies announced over \$30 billion in eligible relief funding for the island. However, the Puerto Rican government has stated it has only received \$2.3 billion more than a year after Hurricane Maria. The Pennsylvania Latino Convention will continue to be a vehicle to support Puerto Rico and its 3.5 million US citizens.

CRIMINAL JUSTICE REFORM

According to the League of United Latin American Citizens (LULAC):

- 56% of Latinos have had contact with the criminal justice system first hand or have a close family member that has.
- 44% are more likely to be convicted than whites when convicted of property crimes.
- 53% more likely to be convicted than whites for drug crimes.
- In cases of robbery, aggravated assault, and simple assault were less likely to result in an arrest when Hispanics were the victims than when white non-Hispanics were the victims.
- 31% live below the poverty line compared to 13.5% for the general population.
- Have the highest high school dropout rates compared to Whites, Asians and blacks.
- Less likely to be released on their own recognizance.
- Only 33% were able to post bail when given the option.
- Are more likely to have higher bail set.

Even when those statistics are at the national level, we urgently call for Latino statistics to be more accurate and available for advocates to challenge disparities and adopt efforts that prove to be effective.

- **Reform practices that disproportionately impact communities of color.**
- **Reduce mass incarceration.**
- **Oppose racism.**

TRANSPORTATION

We call for a study by local and municipal transportation entities to research the connections between **race, class and transportation inequality**. Local laws and poor infrastructure could potentially block low income groups from accessing safe, reliable and clean public transportation.

NATIONAL OUTLOOK

- ✓ Latinos/Hispanics account for almost half of U.S. population growth.
- ✓ Latinos/Hispanics are the largest minority ethnic group in the country today with more than 58 million residing in the US mainland.
- ✓ Latino students make up 25% of all school-age children in the United States.
- ✓ There are 3.3 Hispanic-owned businesses.
- ✓ 61% of the Latino population is 35 or younger.
- ✓ About six-in-ten Latinos use the Spanish language.
- ✓ Hispanic college enrollment grew from 8 to 19 percent of all students between 1996 and 2016, according to the U.S. Census Bureau.
- ✓ Latino/Hispanic purchasing power is \$1.5 trillion U.S. dollars.
- ✓ If the Latino/Hispanic GDP were a country, it would be the 7th largest in the world trailing only the US, China, Japan, Germany, the UK, and France.

SOURCES:

- US Census Bureau
- Pew Research Center
- League of United Latin American Citizens
- USDA Economic Research Services
- Pennsylvania Latino Convention



FALL 2019

Host City Announcement Coming Soon

📍 Pennsylvania Latino Convention
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🌐 www.palatinoconvention.com



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The **Pennsylvania Latino Convention Speakers Bureau** provides opportunities for speaking and training on anything related to Latino Life in Pennsylvania. Our community champions are ready to train, facilitate and motivate – from diversity training to inspiring stories. Submit your information and specific request to info@palatinoconvention.com.

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Health and Wellness. PA Hispanic College Fair. Business and Corporate Expo. Community Information and Resources Fair. Networking Cultural Corner. Job Fair. Meet the Authors. Arts Exhibit.
ONE LOCATION. Find us at the 2019 Convention.