THE STATE OF LATINAS IN CALIFORNIA

2004 Year in Review
Celebrating 15 Years of Leadership, Advocacy, and Education
Helen Iris
5.4 million

As Latinos have grown in their leadership roles across the state, HOPE has grown with them and in many cases HOPE has acted as a catalyst, a point of inspiration, and a voice and resource for their development.

As demographics change in California, and we see a rise in the Latino population, one of the pressing questions facing the Latina community today is, “What will political representation look like in the future?” HOPE takes this question very personally and asks, “What role does HOPE play in ensuring the pipeline of Latina Leaders is filled?”

The HOPE Board spent 2004 answering that very question and at the conclusion of the year, adopted key strategic priorities to guide the organization’s three areas of focus to ensure the pipeline of Latina Leaders is overflowing. HOPE will spend the next 5 years focused on the following priorities:

ADVOCA VY
Promote opportunities that advance Latinas
• Track and analyze specific legislation around HOPE’s policy areas of healthcare, economic empowerment and education
• Mobilize Latinas around specific policy initiatives

LEADERSHIP
Strengthen Latina Leadership
• Train Latinas in vital advocacy skills, enabling them to create fundamental change within their communities via civic engagement
• Develop the skills of young Latinas to promote self-sufficiency, allowing for future economic and political parity

EDUCATION
Promote and Develop Empowered Latinas
• Produce events, information and media images that support the Latina Leader

The State of Latinas in California report serves as a review of HOPE’s efforts, a way to report on our progress to the community. We hope you utilize the publication as a resource guide, providing Latina specific data coupled with listings of Latina experts and Latinas in key leadership positions. As you review this year’s report, we ask that you take pause and reflect on how much Latinas have accomplished in the last 15 years, and the possibilities that our future holds.

With HOPE toward the future,

Elmy Berman
CHAIR OF THE BOARD

Helen Iris Torres
EXECUTIVE DIRECTOR / CEO

LATINA POPULATION

LATINA POPULATION IN CALIFORNIA % OF TOTAL POPULATION IN CALIFORNIA MEDIAN AGE

1980 2.7 milliona 12% 24.8
1995 4.5 millionb 14% 25.7
2000 5.4 millionb 16% 25.7
2010 7.4 millionb 19% 26.1

6 State of California Department of Finance, Demographic Research Unit, Population Projections by Race/Ethnicity, Gender and Age Report 03 P-1, May 2002.

The State of Latinas in California Report

ON THE COVER:
Left (top to bottom): Cristina Olivas-Nix, IB Class of 2004, Doctoral Student; Maria Caleros, HS Class of 2004, Cal Options; Lucy Armenta; HHS Class of 2004, Office of Senator Gloria Romero; Ana Lassa, HS Class of 2004, L.A. Capital Group.

HOPE HAS COMMITTED OVER 15 YEARS TO THE ADVANCEMENT OF LATINAS IMPACTING THE LIVES OF OVER 20,000.
In October of 2003, HOPE hosted a Latina Leadership Roundtable in Fresno and posed the question to participants, many of which were HLJ alumnae, “What is being done here in the San Joaquin Valley to bring Latina women together to participate in civic activities and share information on vital issues affecting the Latina community?”

That simple question along with a few brainstorming sessions, lead four women to take a chance and ask the community what they felt was the answer. The resulting answer was to create a regional organization whose mission would be to empower Latinas to expand their professional, civic, and community awareness by enhancing and developing Latinas to take action and thus was born the Central California Latina Network (CCLN).

As of the end of 2004, CCLN has grown to an organization of over 100, has been designated as an incorporated organization and is looking forward to becoming a nonprofit entity. To learn more about CCLN, please email Yammilette Gutierrez Rodriguez at Fresno Pacific University at yamgest@fresno.edu.

Central Valley Latinas take to the Nation’s Capitol
Latinas talk teen pregnancy: Valley women go to Capitol Hill to discuss problem.

By Vanessa Colen
Excerpt from The Fresno Bee, September 26, 2004

A few Central Valley women skipped the rush-hour activities of Hispanic Heritage Month to visit Washington, D.C., and discuss the high rate of teen pregnancies among local Latinas.

The four women met last week with Senator Barbara Boxer, the Congressional Hispanic Caucus and other politicians to educate them about the region’s teen pregnancy problem..."Our state is only as strong as our weakest link. The Central Valley has to be on the table — our community is small and overlooked," said Cristina Teresa Vidal, project coordinator of adolescent health at the Harlin M. Camarena Health Centers Inc. in Madera, who went to Washington last week.

HOPE members cite possible reasons behind the high rate of teen pregnancies among Latinas: few options for Latinas in the Central Valley, the lack of education and poor communication about sex among parents and teens..."There are many local issues that our members are dealing with..."I think what we’re doing is a voice," said Samantha Moreno, a Fresno native and a HOPE member who made last year’s trip.

To place more attention on the issue, four local HOPE members founded the Central California Latina Network last week. The local advocacy organization, formed to empower and improve the status of Latinas, is seeking nonprofit status.

Said Leandres Oliva-Medina (a Radio Bilingue producer and HLJ Alumna) "The Central Valley needs a voice."
ADVOCACY

Access to Healthcare

HOPE is committed to a healthcare reform agenda that normalizes the cost of healthcare, protects California’s businesses, and most importantly, provides the greatest access to care for all Californians.

In 2004, HOPE continued to advocate for access to healthcare for the 1.2 million uninsured Latinas living and working in California. Specifically, HOPE’s 2004 Advocacy Agenda worked to protect access to two state programs that offer affordable healthcare options to Latinas and their children: Medi-Cal and the Healthy Families Program.

Proposed budget cuts and caps to Medi-Cal and to the Healthy Families Program (HFP) in 2004 concerned HOPE for the following reasons: 1) Increased number of uninsured; 2) A shift to more expensive Emergency Room services as a source for regular health-care; 3) Loss of federal matching funds resulting in increased participation and costs in state unmatched programs. Fortunately, California’s elected representatives were able to protect access to Medi-Cal and to legal immigrants and to hold off enrollment caps in the programs.

HOPE supported Proposition 72, the Health Insurance Act of 2003, which would have required large and medium businesses to provide medical health insurance benefits to their employees, and in some cases, to their dependents. The initiative was on the November 2, 2004 General Election ballot but did not pass.

At the federal level, HOPE advocated for policy that would allow small businesses to band together through trade associations to purchase healthcare for employees while abiding by state regulations aimed at protecting consumers.

Teen Pregnancy Prevention

High teen pregnancy and birth rates not only pose a burden to the health care system but also limit opportunities for young women and their children, especially if they do not complete high school. Although teen birth rates have been declining steadily in the last decade, Latina teen births represent 67% of teen births in California.

In 2004, HOPE worked to prevent funding cuts to state prevention programs, namely the Community Challenge Grant Program, California’s largest educational initiative to reduce teen pregnancy serving approximately 200,000 youth and 2,000 parents annually. The final state budget included funding for the Community Challenge Grant Program.

At the federal level, HOPE continued to raise awareness and gather support for the HOPE Youth Pregnancy Prevention Act. The Act allows for grants to be made to state, local governments or private nonprofit entities to carry out teenage pregnancy prevention activities that are targeted at areas with large ethnic minorities and other youth who have a risk of becoming pregnant. Activities can include youth development for teens; work-related interventions; parental involvement; teen outreach; and clinical services. The Act also calls for a multi-media public awareness campaign to combat teen pregnancy. HOPE anticipates that Senator Boxer will re-introduce the bill in early 2005 and HOPE will continue to mobilize around that effort.

LEADERSHIP

The following Latinas have played an integral role in HOPE’s 2004 programming, serving as conference or workshop speakers, around the issue of health access. The elected officials that are listed have specifically addressed HOPE delegations around their policy agenda as it relates to access to healthcare. Please note that this list is not inclusive of all Latina elected officials or experts that attend or otherwise participate in HOPE’s programming.

2004 Latina Leaders in Health

Elected Officials:
- Senator Martha Escutia, MEMBER, SENATE HEALTH & HUMAN SERVICES COMMITTEE
- Senator Deborah Ortiz, CHAIR, SENATE HEALTH & HUMAN SERVICES COMMITTEE
- Senator Liz Figueroa, CHAIR SENATE SUBCOMMITTEE ON THE FUTURE OF HEALTH CARE PROFESSION, MEMBER, SENATE HEALTH & HUMAN SERVICES COMMITTEE
- Senator Gloria Romero, MEMBER, SENATE HEALTH & HUMAN SERVICES COMMITTEE
- Assemblymember Bonnie Garcia, MEMBER ASSEMBLY HUMAN SERVICES COMMITTEE
- Assemblymember Cindy Montanez, MEMBER ASSEMBLY HEALTH COMMITTEE

EDUCATION

HOPE engaged in various programming tools in 2004 to educate and mobilize Latinas around a health agenda. HOPE was able to reach over 300 Latinas in California via the following avenues:

Program Type
- Understanding the Changing Face of California: 150
- the Latina Profile: 150
- Latina Action Day, Sacramento: 50
- HOPE Leadership Institute: 35
- E-Newsletters: 5000

TOTAL: 1385
Through History

1989
HOPE was founded by a coalition of Latina business women and community leaders.

1990
UPDATE
Over 6000 women have gained inspiration, knowledge and promotions since attending Latina History Day in 1999

1995
UPDATE
Over 4200 Latinas have gathered at the California State Capitol since the first Latina Action Day.

1997

LATINA ACTION DAY
WASHINGTN D.C.
(Open to the current HLI class and alumni) Established to mobilize professional, civic, and community Latinas to voice concerns at the national level on issues that most impact Latinas and their communities.

HOPE LEADERSHIP INSTITUTE
First statewide Latina leadership program launched by HOPE through the support of The California Environment, PG&E and Kaiser Permanente. Established to train Latina leaders in advocacy skills, enabling them to foster healthy communities statewide.

UPDATE
Maria Contreras-Sweet, HOPE Founding President, is asked to serve as Secretary of California’s Business, Transportation and Housing Agency. Contreras-Sweet’s appointment represents the first time a Latina serves on a California Governor’s cabinet.

1999

PROFILES IN LEADERSHIP
A magazine style publication is launched and designed to promote the accomplishments of Latinas, provide role models for the community, and advance the status of Latinas by sharing important information covering education, health care and economic development.

2001
UPDATE
Rosario Marin, a HOPE Leadership Institute graduate and former HOPE Boardmember, is appointed by the President to serve as the United States Treasurer.

2002
UPDATE
Nicole Parra, is elected in 2002 in the California State Assembly representing the 50th Assembly District. Assemblywoman Parra is the first HOPE Leadership Institute graduate to be elected in California’s State Legislature.

2004

NOVEMBER 4, 2004

LATINA LEADERSHIP ROUNDTABLES
Cementing HOPE’s status as a statewide organization, HOPE convenes regional Latina Leadership Roundtables to shed light on the barriers that Latinas face in the political process. These roundtables focused on cultivating Latina political leaders and forging new strategic partnerships. Regional meetings took place in: Inland Empire, San Diego, Fresno, San Jose, and Los Angeles.

THE NATIONAL POLICY INITIATIVE
HOPE clearly articulates policy recommendations at the national level in the areas of health, economic empowerment, and education to be utilized by Latinas and other advocates to shed light on the barriers that limit a Latina’s ability to achieve her full potential.

YOUTH LEADERSHIP THROUGH LITERACY PROGRAM
HOPE launches a statewide leadership development program for Latinas in the 11th grade established to promote self-sufficiency allowing for future economic and political parity.

LATINA HISTORY DAY
An annual conference established to recognize the historic and current achievements of Latinas, discuss community issues and embrace Latina culture. HOPE was instrumental in securing local, county, state, and congressional officials to declare the second Friday in March as Latina History Day.

LATINA ACTION DAY
Sacramento
Established to engage the imagination of women who share a common vision, who believe that for their families and our society to excel they must build the citizen leaders upon which the framers of our Constitution styled our representative government.

WOMEN OF HOPE BOOK
Five biographies describe legendary Latinas who were leaders in government, education, literature and community mobilization. Hundreds of copies were distributed to local schools in Los Angeles.

LATINA POLITICAL REPRESENTATION
One in every two children in California is born to a Latina mother yet Latina political representation does not reflect that demographic fact which can lead to misrepresentation of our State’s future. In this political time of term limits, now more than ever, there is a need to create a “pipeline” of Latinas who can assume leadership. While the Latina community has seen some great strides in terms of political representation, term limits have the potential of removing Latinas from office and reversing the trend. For example, the California Senate will see a loss of 4 out of its 6 Latina Senators in 2006, just one year away. It is for that reason that HOPE continues to dedicate significant resources to the HOPE Leadership Institute.

1990

NUMBER OF LATINAS IN ELECTED OFFICE

<table>
<thead>
<tr>
<th>County Supervisors</th>
<th>in CA State Assembly</th>
<th>in CA State Senate</th>
<th>in Congress from CA</th>
<th>Registered to Vote (National)</th>
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<tr>
<td>1</td>
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2000

- same table as 1990

2004

- same table as 1990

HOPE LEADERSHIP INSTITUTE ROSTER
HLI Alumni roster is produced by HOPE to be utilized as a resource for appointments, collaborations, and promotion of highly qualified Latina leaders from across the State.

STATE OF LATINAS IN CALIFORNIA
First-ever compilation of Latina specific data and policy priorities HOPE collected throughout 2003 via surveys, Latina Leadership Roundtables and research. Report highlights the status of Latinas statewide and provides snapshots of five critical regions: Inland Empire, Los Angeles, San Diego and San Jose.

UPDATE
The HOPE Youth Pregnancy Prevention Act (Bill) is introduced in 2003. The legislation represents the first federal legislation named for and sponsored by HOPE.

BALLOT INITIATIVES
HOPE joins a Latino Coalition of non-profits to successfully defeat Proposition 54, a ballot initiative aimed at banning California government and its numerous political subdivisions from collecting information about a person’s race, ethnicity, color or national origin. Proposition 54 is defeated at the polls and is representative of HOPE’s fervor into advocacy work around ballot initiatives.
ADVOCACY

California Community Colleges

HOPE is committed to ensuring that Latinos have accessible and affordable options for higher education. Because 70% of all Latinos in California who attend college begin at the community college level, HOPE chose to focus on the viability of the community college system in 2004 as its primary issue area in education.

HOPE’s 2004 California Policy Initiative outlined the following priorities in regards to California’s Community Colleges:

1) No fire increases
2) No Guaranteed Transfer Option that would potentially displace students who could only enroll at the community college
3) Maintain UC/CSU outreach dollars. Unfortunately, 2004 brought an increased number of students directed to the community college system from the CSU and UC systems, and an $8 per unit fire increase. Outreach dollars were kept in the 2004 budget.

At the federal level, HOPE advocated for the DREAM Act and the Student Adjustment Act, two pieces of legislation aimed at affording law abiding, academically successful Latinos access to higher education and resources to afford that education. Furthermore, HOPE worked to protect dropout prevention programs and parent programs funded by the Federal government that were scheduled to be cut but eventually were put back into the budget.

LEADERSHIP

The following Latinos have played an integral role in HOPE’s 2004 programming, serving as conference workshop speakers around the issue of education. The elected officials that are listed have specifically addressed HOPE delegations around their policy agenda as it relates to HOPE’s education policy initiatives. Please note that this list is not inclusive of all Latina elected officials or experts that attend or otherwise participate in HOPE’s programming.

2004 Latina Leaders in Education

Elected Officials:
Senator Denise Ducheny, BUDGET COMMITTEE; CO-FOUNDER, ASSOCIATION OF LATINO COMMUNITY COLLEGE TRUSTEES
Senator Gloria Romero, SENATE EDUCATION COMMITTEE
Assemblymember Bonnie Garcia, ASSEMBLY EDUCATION COMMITTEE
Assemblymember Sarah Reyes, ASSEMBLY EDUCATION COMMITTEE
Assemblymember Gloria Negrete-McLeod, ASSEMBLY HIGHER EDUCATION COMMITTEE
Rep. Lucille Roybal-Allard, APPROPRIATIONS COMMITTEE
Rep. Linda Sanchez, JUDICIARY COMMITTEE

2004 Speakers:
Hon. Laila Tafya, SCHOOL BOARD MEMBER, BAKERSFIELD SCHOOL DISTRICT
Celina Torres, TOMAS RIVERA POLICY INSTITUTE
Diana Fuentes-Michel, EXECUTIVE DIRECTOR, CA STUDENT AID COMMISSION
Frances-Orito-Chavez, NAPA COUNTY HISPANIC NETWORK
Suzanne Moreto, ENCOURAGE TOMORROW
Hon. Consuelo Rey Castro, PASADENA CITY COLLEGE TRUSTEE
Dr. Adriana Barrera, President, LA MISSION COLLEGE
Margaret Quintones, CA COMMUNITY COLLEGES BOARD OF GOVERNORS

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Vanessa Almejo, PRESIDENT, PEACE CLUB, RIVERSIDE CAMPUS
Karla Fuentes Rivera, FORMER TREASURER, CA STUDENT ASSOCIATION OF COMMUNITY COLLEGES
Celina Luna, FORMER SECRETARY, CA STUDENT ASSOCIATION OF COMMUNITY COLLEGES
Sandra Serano, CHANCELLOR, KERS COMMUNITY COLLEGE DISTRICT
Linda Cabral, NATIONAL EDUCATORS ASSOCIATION
Christina Olivas-Nix, DOCTORAL STUDENT

HOPE engaged in various programming tools in 2004 to educate and mobilize Latinos around an education agenda. HOPE was able to reach over 6000 Latinos in California via the following avenues:

Program Type
Latina Mobilized

Understanding the Changing Face of California
the Latina Profile
Leadership and Advocacy
Using the PITCH Model to Analyze the
CA Community Colleges
Latina Action Day, Sacramento
400
Public Hearing on Community Colleges
Latina Action Day, Washington DC
50
HOPE Leadership Institute
35
e-Newsletters
3000
Profiles in Leadership
3000
TOTAL
6785

California Student Aid Commission, College Buget Committee, California Community Colleges, 1990, 1995, 2000, and 2003
Ibid
California Department of Education, Educational Demographic Unit, California Public Schools – Enrollments, 1990-2011
Ibid
California Department of Education, Educational Research Unit, K-12 Graduation Rate, Enrollments by Gender, Grade, and Ethnicity, California, 1990-2011
Ibid
California Department of Education, Enrollment Projections, California Community Colleges and Universities, Fall 2004 and Fall 2010
Ibid
California Postsecondary Education Commission, Student Data, Public UC Completion, 1995-2010
Ibid
California Postsecondary Education Commission, Student Data, Public UC Completion, 1995-2010
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California Postsecondary Education Commission, Student Data, Public UC Completion, 1995-2010
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California Postsecondary Education
ADVOCA C Y

Homeownership

HOPE understands that homeownership is the primary means by which communities achieve stability and their residents achieve financial stability. HOPE is committed to supporting public policy that aims at increasing Latino homeownership including: Downpayment assistance; Creation of affordable housing stock that includes “family housing”; accessible and bilingual homebuyer counseling programs and information; consumer protection

LEADERSHIP

The following Latinas have played an integral role in HOPE’s 2004 programming, serving as conference or workshop speakers around the issue of economic empowerment. Please note that this list is not inclusive of all Latina elected officials or experts that attend or otherwise participate in HOPE’s programming.

Elected Officials:
Rep. Lucille Roybal-Allard, APPROPRIATIONS COMMITTEE

2004 Speakers:
Beatriz Stotzer, NEW ECONOMICS FOR WOMEN
Maggie Cervantes, NEW ECONOMICS FOR WOMEN
Catherine J.K. Sandoval, BUSINESS, TRANSPORTATION, AND HOUSING AGENCY
Charlene Zetel, DEPARTMENT OF CONSUMER AFFAIRS
Janis Bowdler, NATIONAL COUNCIL OF LA RAZA
Brenda Munitz, NATIONAL COUNCIL OF LA RAZA
Luisa Acosta-Franco, FARMERS INSURANCE COMPANY
Julie Stav, JULIE STAV, INC.
Yesenci Ramirez, WESSEX CREDIT UNION
Luisa Acosta-Franco, FARMERS INSURANCE COMPANY
Issa Rodriguez Vargas, TERRA PROPERTIES

EDUCATION

Financial Literacy

HOPE’s mission is inclusive of working toward economic parity for Latinos in California. To that end, HOPE engaged in a number of educational activities aimed at supporting wealth creation including homeownership and money management.

HOPE’s Youth Leadership Program, comprised of 200 high school Latinos, had a core focus on financial literacy during Latina History Month. This year’s programming stressed the importance of budgeting, saving, and maintaining good credit. The program culminated with a 2-hour interactive session on demystifying the stock market with Julie Stav, internationally acclaimed Financial Advisor.

HOPE engaged in various programming tools in 2004 to educate and mobilize Latinas around an economic empowerment agenda. HOPE was able to reach over 1500 Latinas in California via the following avenues:

Program Type
Latinas Mobilized

Home Sweet Home Workshop
150

Financial Literacy Workshops
350

Latina Action Day, Washington DC
50

HOPE Leadership Institute
35

Latinas in Development: Planning for the Needs of a Changing Los Angeles

TOTAL
1285

U.S. LATINO MEDIAN INCOME

LATINA MEDIAN INCOME

MEDIAN INCOME OF LATINAS IN CALIFORNIA

(1990 Current Dollars) $7,965.00
(1995 Current Dollars) $9,430.00
(2000 Current Dollars) $12,171.00

42.2% of Latinos own their homes

42.2% of Latinos own their homes

50% of Latinos own their homes

45.7% of Latinos own their homes

48% of Latinos own their homes

42.2% of Latinos own their homes

45.7% of Latinos own their homes

48% of Latinos own their homes


The Tomas Rivera Policy Institute, El Sueno de su Casa: The Homeownership Rates of Mexican-Origin Families, Exhibit 6: Aggregate Homeownership Rates are Expected to Rise Through 2010 and Beyond
LEADERSHIP OF HOPE

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Teresa Villagles de Galaviz

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Angie Medina
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Peter R. Villegas
Washington Mutual

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Angela Acosta
Hil Director
Fanny Arroyo
Project Assistant
Audrey Diaz
Public Director
Eileen V. Miranda
Conference & Event Director

HOPE CONFERENCE AND EVENT SPONSORS

Contribution of $15,000 - $10,000

Bank of America
Ford Motor Company

2004 HOPE YEAR ROUND SPONSORS

Contribution of $20,000

THE CALIFORNIA WELFARE FOUNDATION

Contribution of $30,000

BENEFACORS

Contribution of $50,000

HOPE LEADERSHIP STRATEGIC PARTNERS

Contribution of $75,000

HOPE TOP SPONSOR

Contribution of $50,000

Pacific Gas and Electric Company

Kaiser Permanente

The California Welfare Foundation

Bank of America
Ford Motor Company

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Diana Fuentes-Menchel, CA Student Aid Commission
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Yamilette Gutierrez Rodriguez, Central California Latina Network
Andrea Kane, National Campaign to Prevent Teen Pregnancy
Kathryn Lemly, Latina Leaders of Kern County
Krisen Tetzlakian, National Campaign to Prevent Teen Pregnancy
Arturo Vargas, NALEO

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