



# THE STATE OF LATINAS

IN CALIFORNIA



2004 Year in Review  
*Celebrating 15 Years of Leadership,  
Advocacy, and Education*



## VISION

Latinas inspiring, empowering, and engaging leadership to strengthen all communities.

## MISSION

HOPE is a nonprofit, nonpartisan organization committed to ensuring political and economic parity for Latinas through leadership, advocacy, and education to benefit all communities and the status of women.

## CONTENTS

01	CHAIR AND EXECUTIVE DIRECTOR'S MESSAGE
02	LEADERSHIP: LATINAS IN THE CENTRAL VALLEY
04	HEALTH
06	HOPE THROUGH HISTORY
08	EDUCATION
10	ECONOMIC EMPOWERMENT
12	LEADERSHIP OF HOPE AND 2004 ASSOCIATES

### ON THE COVER:

Left (top to bottom): Cristina Olivas-Nix, HLI Class of 2004, Doctoral Student; Maria Calleros, HLI Class of 2004, Cal Optima; Lucy Armendariz, HLI Class of 2004, Office of Senator Gloria Romero; Anna Lasso, HLI Class of 2004, S&Y Capital Group.

Right (top to bottom): Gloria Gonzales, YLTLP Class of 2004, Sweetwater Union High School; Olga Gastelum, YLTLP Class of 2004, Roosevelt High School.

## HOPE HAS COMMITTED OVER 15 YEARS TO THE ADVANCEMENT OF LATINAS IMPACTING THE LIVES OF OVER 20,000.

As Latinas 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:

### ADVOCACY

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 Bermejo  
CHAIR OF THE BOARD

Helen Iris Torres  
EXECUTIVE DIRECTOR / CEO

LATINA POPULATION		LATINA POPULATION IN CALIFORNIA	% OF TOTAL POPULATION IN CALIFORNIA	MEDIAN AGE
1990	3.7 million <sup>1</sup>	12%	24.9 <sup>2</sup>	
1995	4.5 million <sup>3</sup>	14%		
2000	5.4 million <sup>4</sup>	16%	25 <sup>5</sup>	
2010	7.4 million <sup>6</sup>	19%		

<sup>1</sup> State of California, Department of Finance, *Race/Ethnic Population with Age and Sex Detail, 1990-1999*. Sacramento, CA, May 2004.

<sup>2</sup> U.S. Department of Commerce, Bureau of the Census, 1990 Census of Population, California, *Table 19. Age and Sex by Race and Hispanic Origin*.

<sup>3</sup> State of California, Department of Finance, *Race/Ethnic Population with Age and Sex Detail, 1990-1999*. Sacramento, CA, May 2004.

<sup>4</sup> State of California Department of Finance, Demographic Research Unit, *Population Projections by Race/Ethnicity, Gender and Age Report 03 P-3*, May 2004

<sup>5</sup> State of California Department of Finance, Demographic Research Unit, *Current Population Survey Report*, March 2001 Data

<sup>6</sup> State of California Department of Finance, Demographic Research Unit, *Population Projections by Race/Ethnicity, Gender and Age Report 03 P-3*, May 2004

## LATINA LEADERSHIP IN CALIFORNIA'S CENTRAL VALLEY

I am proud to share with you a glimpse of the tremendous momentum around Latina leadership that is occurring in California's Central Valley. Although only a snapshot, the following information is meant to inspire other Latina communities to mobilize for the betterment of our State.

As a HOPE Leadership Institute Alumna, I can personally attest to HOPE's ability to act as a catalyst for communities to develop their own region-specific initiatives on behalf of Latinas. I can also attest to the invaluable pipeline of Latina leaders that HOPE has trained who bring with them not only political savvy but a sense of responsibility and commitment to their communities. In these political times of term limits, the continued sustainability and success of this Latina pipeline will be vital to ensuring Latina representation in the future, especially in California's great Central Valley.

The Honorable Nicole Parra  
CALIFORNIA STATE ASSEMBLY



### WHY THE CENTRAL VALLEY?

In 1999 when HOPE launched the HOPE Leadership Institute, the organization found it imperative to have representation in the class from California's Central Valley due to the rapidly changing demographics in the region. From 1990 – 1999, the population of California's Central Valley<sup>7</sup> increased faster than in any other California region. The population grew more than 17% while the state's population grew 12%. The region is predicted to grow by another 24% between 2000 – 2010<sup>8</sup>. In Fresno County alone, the Latina population comprised 21% of the total population in 2000 (the high was in Tulare County, at 25%) and is predicted to be 26% in 2010<sup>9</sup>.

With an emphasis on fostering Latina Leadership in the Central Valley, HOPE has engaged in an aggressive regional outreach campaign for participation in the HOPE Leadership Institute and the HOPE Youth Leadership Through Literacy Program (YLTLTP). The first HLI Class had 10 representatives from the region. Today, HLI has seen 35 Latina leaders from the Valley go through the program and emerge including Assemblymember Nicole Parra and former Tulare County Supervisor Lali Moheno. The YLTLTP graduated four outstanding young Latinas from Arvin High School in 2004 and has accepted another 10 participants for this year's class.

Furthermore, the HLI session that is focused on creating a personal legacy is strategically conducted in Bakersfield and includes a visit to La Paz, the birthplace of the farmworker movement. "We would have been remiss had we not included an HLI session in the Valley dedicated to understanding the region's economy, political landscape, growth, and rich history of grassroots mobilizing. The fact that we've brought over 200 Latina leaders to Bakersfield, many for the first time, hopefully demonstrates the seriousness of our investment in the region" said Elmy Bermejo, HOPE Board Chair.

*Latina Leaders of Kern County* has been an unparalleled partner in bringing Latina leaders from the county together to participate in HOPE programming from encouraging participation in the leadership programs to funding large contingencies to attend the advocacy conferences. HOPE Boardmember Wendy Avila, who also sits on the Board of Latina Leaders of Kern County, has served as an advocate for the Valley, working hard to ensure HOPE's policies and programs benefit Latinas in the region. Latina Leaders of Kern County was founded in 1999 and serves over 100 Latinas in Kern County annually. Their mission is to, "Identify, position and influence key issues affecting Latinas in the area of government, business, and education. Develop and support Latina leadership." To learn more about Latina Leaders of Kern County, you can mail PO Box 2843, Bakersfield, CA 93302.

<sup>7</sup> HOPE is utilizing The Great Valley Center's definition of the Central Valley which encompasses 19 counties: Butte, Colusa, Glenn, Shasta, Tehama, El Dorado, Placer, Sacramento, Sutter, Yolo, Yuba, Merced, San Joaquin, Stanislaus, Fresno, Kern, Kings, Madera, Tulare).

## CENTRAL VALLEY LATINAS ORGANIZE

In October of 2003, HOPE hosted a Latina Leadership Roundtable in Fresno and posed the question to participants, many of which were HLI 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 Latino community?"

That simple question along with a few brainstorming sessions, led four women to take a chance and ask the community what they felt was the answer. The resounding 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 [yamigut@fresno.edu](mailto:yamigut@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 Colon  
Excerpts from *The Fresno Bee*, September 26, 2004

A few Central Valley women skipped the rah-rah 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. . .

The local women hope to put the Central Valley in the nation's spotlight as members of Hispanas Organized for Political Equality, a Los Angeles based nonprofit and nonpartisan organization.

They say their efforts are making inroads with some members of Congress, including Boxer, who drafted a bill last year aimed at reducing teen pregnancy. . .

Teen birth rates are particularly high in areas with large Hispanic populations such as Los Angeles County, the Central Valley and the San Francisco Bay Area.

"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 Gomez-Vidal, project coordinator of adolescent health at the Darin 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. . .

The Central Valley HOPE members decided to tackle teen pregnancy among other issues when they participated in HOPE's nine-month program.

"They [members of Congress] were not aware of us locally. Some of them did not realize we were educated and

had a voice," said Suzanne 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 year. The local advocacy organization, formed to empower and improve the status of Latinas, is seeking nonprofit status.

Said Lourdes Oliva-Medina [a Radio Bilingue producer and HLI Alumna]: "The Central Valley needs a voice."



<sup>8</sup> Great Valley Center, *The State of the Great Central Valley of California: Assessing the Region Via Indicators, The Economy, 1999-2004*

<sup>9</sup> California Department of Finance, Demographics Research Unit, *Population Projections by Race / Ethnicity, Gender and Age for California and Its Counties 2000-2050*



# HEALTH

## 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 the HFP for 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

**Assemblymember Gloria Negrete-McLeod**, MEMBER ASSEMBLY HEALTH COMMITTEE

**Rep. Lucille Roybal-Allard**, Member, APPROPRIATIONS COMMITTEE

**Rep. Grace Napolitano**, Chair, CONGRESSIONAL MENTAL HEALTH CAUCUS

2004 Speakers:

**Rita Cruz Gallegos**, HEALTHNET

**Patricia Diaz**, LATINO COALITION FOR A HEALTHY CALIFORNIA

**Nicole Vasquez**, SENATE HEALTH & HUMAN SERVICES COMMITTEE CONSULTANT

**Sabrina De Santiago**, OFC. OF CONGRESSWOMAN LUCILLE ROYBAL-ALLARD

**Maria Calleros**, CALOPTIMA

**Cristina Gomez-Vidal**, CAMARENA HEALTH CENTERS

## EDUCATION

HOPE engaged in various programming tools in 2004 to educate and mobilize Latinas around a health agenda. HOPE was able to reach over 3000 Latinas in California via the following avenues:

Program Type	Latinas Mobilized
Understanding the Changing Face of California: the Latina Profile	150
Latina Action Day, Sacramento	150
Latina Action Day, Washington DC	50
HOPE Leadership Institute	35
e-Newsletters	3000
<b>TOTAL</b>	<b>3385</b>



### 1990<sup>10</sup>

	LATINAS IN THE UNITED STATES	% OF LATINAS
Private Health Insurance (Employment Based & Direct Purchase)	5.1 million	48%
Government Health Insurance	2.9 million	27%
Uninsured	3.2 million	30%

### 1995<sup>11</sup>

	LATINAS IN THE UNITED STATES	% OF LATINAS
Private Health Insurance (Employment Based & Direct Purchase)	5.9 million	42%
Government Health Insurance	4.6 million	33%
Uninsured	4.2 million	30%

### 2000<sup>12</sup>

	LATINAS IN THE UNITED STATES	% OF LATINAS
Private Health Insurance (Employment Based & Direct Purchase)	8.5 million	48%
Government Health Insurance	4.7 million	27%
Uninsured	5.3 million	30%

### 2003<sup>13</sup>

	LATINAS IN CALIFORNIA	% OF LATINAS UNDER 65 IN CA
Private Health Insurance (Employment Based & Direct Purchase)	1.8 million	42%
Government Health Insurance	1.3 million	30%
Uninsured	1.2 million	28%

### TEEN PREGNANCY<sup>14</sup>

	BIRTHS TO LATINA TEENS AGED 15-19 IN CA	% OF ALL TEEN BIRTHS IN CA
1990	37,891	55%
1995	40,992	62%
2000	36,919	68%



<sup>10</sup> U.S. Census Bureau, Current Population Survey, 1988 to 2004 Annual Social and Economic Supplements, Table HI-1, *Health Insurance Coverage Status and Type of Coverage by Sex, Race and Hispanic Origin: 1987 to 2003*

<sup>11</sup> Ibid  
<sup>12</sup> Ibid

<sup>13</sup> 2001 California Health Interview Survey, *Type of current health coverage source – under 65 years old*

<sup>14</sup> National Center for Health Statistics, 2003: Hamilton BE, Sutton PD, Ventura SJ. Revised birth and fertility rates for the 1990s and new rates for Hispanic populations, 2000 and 2001: United States. National vital statistics reports; vol 51 no 12. Hyattsville, Maryland)



# Through History

## 1989

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

### 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 become the citizen leaders upon which the framers of our Constitution styled our representative government.

### WOMEN OF HOPE BOOK

Five biographies describe legendary Latina women who were Leaders in government, education, literature and community mobilization. Hundreds of copies were distributed to local schools in Los Angeles.

### LATINA ACTION DAY, WASHINGTON D.C.

(Open to the current HLI class and alumna) – Established to mobilize professional, civic, and community. Latina leaders 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 Endowment, 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.

### 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, healthcare and economic development.

### THE CALIFORNIA POLICY INITIATIVE

HOPE clearly articulates policy recommendations at the state 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 Latinas ability to achieve her full potential.

### BALLOT INITIATIVES

HOPE joins a Latino Coalition of nonprofits 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 foyer into advocacy work around ballot initiatives.

### 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.

## 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

## 1999

Over 218 Latina Leaders have graduated from the HOPE Leadership Institute – over 30% of HLI have been appointed to serve on boards and commissions across the state. An additional 10% have run for elected office.

## 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 to the California State Assembly representing the 30th Assembly District. Assemblywoman Parra is the first HOPE Leadership Institute graduate to be elected to California's State Legislature.

## 2003

### LATINA LEADERSHIP ROUNDTABLES

Cementing HOPE's status as a statewide organization, HOPE convenes regional Latina Leadership Roundtables focused on cultivating Latina political power 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 Latinas ability to achieve her full potential.

## 2004

### HOPE LEADERSHIP INSTITUTE ROSTER

HLI Alumnae 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.

## 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 in office and reversing the trend. For example, the California Senate will see a loss of 4 out of it's 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 <sup>15</sup>	NUMBER OF LATINAS IN ELECTED OFFICE
County Supervisors	1
in CA State Assembly	1
in CA State Senate	0
in Congress from CA	0
Registered to Vote (National)	2.4 million

2000 <sup>17</sup>	NUMBER OF LATINAS IN ELECTED OFFICE
County Supervisors	4
in CA State Assembly	5
in CA State Senate	5
in Congress from CA	3
Registered to Vote (National)	4.2 million

1995 <sup>16</sup>	NUMBER OF LATINAS IN ELECTED OFFICE
County Supervisors	2
in CA State Assembly	5
in CA State Senate	1
in Congress from CA	1
Registered to Vote (National)	2.8 million

2004 <sup>18</sup>	NUMBER OF LATINAS IN ELECTED OFFICE
County Supervisors	4
in CA State Assembly	6
in CA State Senate	5
in Congress from CA	5

### 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: Fresno, Inland Empire, Los Angeles, San Diego and San Jose.

### UPDATE

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

<sup>16</sup> NALEO Educational Fund, compiled from NALEO's *National Roster and Directories of Latino Elected Officials*, and U.S. Bureau of the Census, *Voting and Registration in the November Elections: 1990, 1994 and 2000*

<sup>16</sup> Ibid

<sup>17</sup> Ibid

<sup>18</sup> Ibid



# EDUCATION

## ADVOCACY

### California Community Colleges

HOPE is committed to ensuring that Latinas have accessible and affordable options for higher education. Because 70% of all Latinas 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 fee 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 fee 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 Latinas 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 Latinas 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. Lilian Tafoya**, SCHOOL BOARDMEMBER, BAKERSFIELD SCHOOL DISTRICT

**Celina Torres**, TOMAS RIVERA POLICY INSTITUTE

**Diana Fuentes-Michel**, EXECUTIVE DIRECTOR, CA STUDENT AID COMMISSION

**Frances Ortiz-Chavez**, NAPA COUNTY HISPANIC NETWORK

**Suzanne Moreno**, ENCOURAGE TOMORROW

**Hon. Consuelo Rey Castro**, PASADENA CITY COLLEGE TRUSTEE

**Dr. Adriana Barrera**, President, LA MISSION COLLEGE

**Margaret Quinones**, CA COMMUNITY COLLEGES BOARD OF GOVERNORS

**Vivian Franco**, ADMISSIONS DIRECTOR, CALIFORNIA STATE UNIVERSITY FRESNO

**Natalie Alquinzon**, ASB PRESIDENT, REEDLEY COLLEGE

**Alma Marquez**, OWNER, MAMI & ME

**Vanessa Armijo**, PRESIDENT PUENTE 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 Serrano**, CHANCELLOR, KERN COMMUNITY COLLEGE DISTRICT

**Linda Cabral**, NATIONAL EDUCATORS ASSOCIATION

**Christina Olivas-Nix**, DOCTORAL STUDENT

## EDUCATION

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

Program Type	Latinas Mobilized
Understanding the Changing Face of California: the Latina Profile	150
Leadership and Advocacy: Using the PITCH Model to Analyze the CA Community Colleges	150
Latina Action Day, Sacramento Public Hearing on Community Colleges	400
Latina Action Day, Washington DC	50
HOPE Leadership Institute	35
e-Newsletters	3000
Profiles in Leadership	3000
<b>TOTAL</b>	<b>6785</b>



1990	LATINAS ENROLLED	% OF TOTAL ENROLLMENT
Community College <sup>19</sup>	93,597	7.9%
CSU Undergraduates <sup>20</sup>	19,502	6.6%
CSU Graduate Students <sup>21</sup>	3,511	4.7%
UC Undergraduates <sup>22</sup>	7,795	6.3%
UC Graduate Students <sup>23</sup>	1,105	2.9%
Private Four Year Undergraduates <sup>24</sup>	4,148	4.9%
Private Four Year Graduate Students <sup>25</sup>	1,601	2.5%

<sup>19</sup> California Student Aid Commission, *Latina Enrollment at California Colleges and Universities, 1990, 1995, 2000, and 2003*

<sup>20-25</sup> Ibid <sup>26</sup> California Department of Education, *Educational Demographics Unit, California Public Schools – Statewide Report, Enrollment by Gender, Grade and Ethnic Designation, 1995-96*

1995	LATINAS ENROLLED	% OF TOTAL ENROLLMENT
K-12 Enrollment <sup>26</sup>	1,033,721	38.8%
Community College <sup>27</sup>	127,329	12.1%
CSU Undergraduates <sup>28</sup>	27,962	10.6%
CSU Graduate Students <sup>29</sup>	4,867	7.9%
UC Undergraduates <sup>30</sup>	9,559	7.7%
UC Graduate Students <sup>31</sup>	1,333	3.8%
Private Four Year Undergraduates <sup>32</sup>	7,458	7.4%
Private Four Year Graduate Students <sup>33</sup>	2,907	3.2%

<sup>27</sup> California Student Aid Commission, *Latina Enrollment at California Colleges and Universities, 1990, 1995, 2000, and 2003*

<sup>28-33</sup> Ibid

<sup>34</sup> California Department of Education, *Educational Demographics Unit, California Public Schools – Statewide Report, Enrollment by Gender, Grade and Ethnic Designation, 2000-2001*

2000	LATINAS ENROLLED	% OF TOTAL ENROLLMENT
K-12 Enrollment <sup>34</sup>	1,274,971	43.3%
Community College <sup>35</sup>	169,279	7.9%
CSU Undergraduates <sup>36</sup>	36,231	12.4%
CSU Graduate Students <sup>37</sup>	8,556	11.3%
UC Undergraduates <sup>38</sup>	10,262	7.3%
UC Graduate Students <sup>39</sup>	1,320	3.5%
Private Four Year Undergraduates <sup>40</sup>	9,431	8.0%
Private Four Year Graduate Students <sup>41</sup>	5,268	5.4%

<sup>43</sup> California Postsecondary Education Commission, *Enrollment Projections, California Public Colleges and Universities, Fall 1998 to Fall 2010*

<sup>44-45</sup> Ibid

<sup>46</sup> California Postsecondary Education Commission, *Student Data, Public A-G Completions, 1990*

<sup>47</sup> California Postsecondary Education Commission, *Student Data, Public A-G Completions, 1995*

<sup>48</sup> California Postsecondary Education Commission, *Student Data, Public A-G Completions, 2000*

2010	LATINOS ENROLLED	% OF TOTAL ENROLLMENT
K-12 Enrollment <sup>42</sup>	3.4 million	52%
Community College <sup>43</sup>	601,175	30%
CSU Undergraduates <sup>44</sup>	129,460	27%
UC Undergraduates <sup>45</sup>	41,350	18%

CSU/UC ELIGIBILITY	NUMBER OF LATINA H.S. GRADUATES GSU/UC ELIGIBLE	% OF ALL LATINA H.S. GRADUATES CSU/UC ELIGIBLE
1990 <sup>46</sup>	5,780	20%
1995 <sup>47</sup>	10,030	24.2%
2000 <sup>48</sup>	14,056	25.4%



# ECONOMIC EMPOWERMENT

## ADVOCACY

### 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

Catherina J.K. Sandoval, BUSINESS, TRANSPORTATION, AND HOUSING AGENCY

Charlene Zettel, DEPARTMENT OF CONSUMER AFFAIRS

Janis Bowdler, NATIONAL COUNCIL OF LA RAZA

Brenda Muniz, NATIONAL COUNCIL OF LA RAZA

Lupe Salazar, FARMERS INSURANCE COMPANY

Julie Stav, JULIE STAV, INC.

Yesceni Ramirez, WESCOM CREDIT UNION

Luisa Acosta-Franco, FARMERS INSURANCE COMPANY

Irma Rodriguez Vargas, TIERRA PROPERTIES



## EDUCATION

### Financial Literacy

HOPE’s mission is inclusive of working toward economic parity for Latinas 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 Latinas, had a core focus on financial literacy during Latina History Day. 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 Casa Loma Housing Tour	
e-Newsletters	1000
<b>TOTAL</b>	<b>1585</b>

## LATINA MEDIAN INCOME

MEDIAN INCOME OF LATINAS IN CALIFORNIA<sup>49</sup>

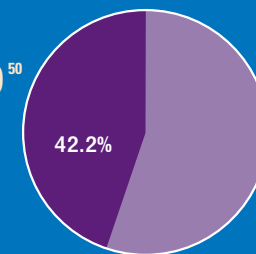
1990	(Current Dollars)	\$7,965.00
1995	(Current Dollars)	\$9,430.00
2000	(Current Dollars)	\$12,171.00

<sup>49</sup> U.S. Census Bureau, Historical Income Tables – People, Regions – People of Hispanic Origin by Median Income and Sex: 1974 to 2001 WEST

## U.S. LATINO HOMEOWNERSHIP

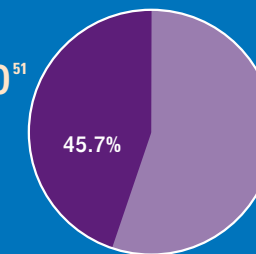
AS A PERCENT OF HEAD OF HOUSEHOLDS

1990<sup>50</sup>



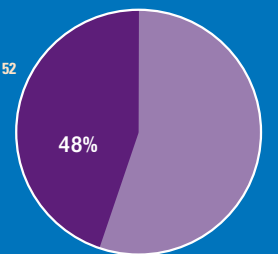
42.2% of Latinos own their homes

2000<sup>51</sup>



45.7% of Latinos own their homes

2010<sup>52</sup>



48% of Latinos own their homes

<sup>50</sup> The Tomas Rivera Policy Institute, *El Sueño de su Casa: The Homeownership Potential of Mexican-Heritage Families, Exhibit 3: Homeownership Rates by Race and Ethnicity, 1980-2002, Percent of Head of Households*

<sup>51</sup> Ibid

<sup>52</sup> The Tomas Rivera Policy Institute, *El Sueño de su Casa: The Homeownership Potential of Mexican-Heritage Families, Exhibit 4: Hispanic Homeownership Rates are Expected to Rise Through 2010 and Beyond*

## LEADERSHIP OF HOPE

### CHAIR OF THE BOARD

Elmy Bermejo  
CA Commission on the  
Status of Women

### BOARD OFFICERS

Executive Director and CEO  
Helen Iris Torres

Immediate Past Chair  
Susan Sifuentes-Trigueros  
The Gas Co./A Sempra  
Energy Utility

1st Vice Chair  
Elaine Treviño  
Consultant

2nd Vice Chair  
Mary Rosas  
Eli Lilly & Company

Secretary  
Carrie Lopez  
Coro Southern California

Treasurer  
Sandra Magaña  
Charter Communications

### BOARD OF DIRECTORS

Wendy L. Avila  
Kern County District Attorney's  
Office

Christina Sanchez Camino  
KMEX-TV, Channel 34

Nadine Chaves  
Parking Company of America

Yasmin Davidds  
Empowering Latinas, Inc.

Lupita C. Garza  
TELACU

Louisa Ollague  
Office of L.A. County Supervisor  
Gloria Molina

Diana Rodriguez  
Legislative Advocacy Group, Inc.

Nora E. Vargas  
Mayor's Office of Immigrant Affairs,  
City of Los Angeles

Marisa Valdez Yeager  
Los Angeles County MTA

### FOUNDING PRESIDENT

Maria Contreras-Sweet  
Fortius, LLC  
Former Secretary of Business,  
Transportation and Housing, State of  
California

### FOUNDING MEMBERS

Gilda Bojorquez-Gjurich  
Critical Connections

Carmela Lacayo  
National Association for the  
Hispanic Elderly

Minnie Lopez-Baffo

Olga E. Moreno  
Bona Fide International

Maria Salinas  
The Walt Disney Company

### CHAMPIONS OF HOPE (Advisory Board)

Gisselle Acevedo-Franco  
Hoy – Los Angeles

Celeste Alleyne  
Nike

Luis Avalos  
CineStar

Karime Sanchez Bradvica  
SBC

Olivia Campos-Bergeron  
Olivia Campos-Bergeron Consultancy

Maria E. Gallo  
Union Bank of California

David C. Lizarraga  
TELACU

Diane Medina  
KABC-TV

Hilary Norton Orozco  
Fleishman Hillard

Paula Petrotta  
Los Angeles City Commission  
on the Status of Women

Frank Quevedo  
Southern California Edison

Guillermo Rodriguez  
Pacific Gas & Electric Company

Alonso Silva  
Cal Best Mortgage

Arturo Vargas  
NALEO

Raul Vargas  
USC Mexican American Alumni  
Association

Peter R. Villegas  
Washington Mutual

### TEAM HOPE (Staff)

Angela Acosta  
HLI Director

Fanny Arroyo  
Project Assistant

Audrey Diaz  
Policy Director

Eileen V. Miranda  
Conference & Events Director



## 2004 HOPE YEAR ROUND SPONSORS

HOPE TOP SPONSOR  
Contribution of \$75,000



HOPE LEADERSHIP  
STRATEGIC PARTNERS  
Contribution of \$50,000



BENEFACTORS  
Contribution of  
\$30,000



YEAR ROUND  
SPONSORS  
Contribution  
of \$20,000



HOPE CONFERENCE  
AND EVENT SPONSORS  
Contributions of  
\$15,000 - \$10,000



## HOPE 2004 ASSOCIATES

### GUARDIAN OF HOPE – \$ 250+

Ena Alcaraz  
Lucia Alvelais  
Wendy Avila  
Kathy Barr  
Elmy Bermejo  
Gilda Bojorquez-Gjurich  
Nadine and Alex Chaves  
Yasmin Davidds  
Mary Jean Duran  
Maria Gallo  
Linda Griego  
Miquitzli Herrera  
Carrie Lopez  
Alma V. Marquez  
OlgaMartinez  
Sonia Melara  
Berenice Onofre-Mendez  
Frank and Inez Quevedo  
Mary and Louis Rosas  
Susan Sifuentes-Trigueros  
Helen Iris Torres  
Elaine Trevino

Nora E. Vargas  
Celina Vasquez  
Antionette Velasquez  
Familia Unida Living with MS  
John M. Jimenez &  
Eileen V. Miranda

### PATRON OF HOPE – \$ 100

The Honorable Richard Alarcon  
Myriam Y. Aragon  
Catrina M. Archuleta  
Gabriela Ayala  
Isabel Birrueta  
Monica Blanco-Etheridge  
Silvia Arias Diaz  
Blanca M. Figueroa  
Manuel D. Hernandez  
Luz Herrera  
Adriana Lopez  
Rosana Madrigal  
Sandra Magana  
Suzanne Moreno

Irma Navarro  
Terry Olivas-De La O  
Lisa Quiqley  
Diana Rodriguez  
Carmen Sigler  
Marissa Solis  
Julia Sylva, Esq.  
Linda Trevino  
Ofelia Valdez-Yeager  
Araceli Villapudua  
Teresa Villegas de Galaviz

### ADVOCATE OF HOPE – \$ 50

Fanny Arroyo  
Ericka Gutierrez  
Rosemary Kamei  
Roxanne Lizcano  
Adriana Martinez  
Angie Medina  
The Honorable Cindy Montanez  
Elba Romo  
Catherine JK Sandoval

Brissa Sotelo  
Elizabeth Zamora  
Sylvia Reyes

### LEGACY OF HOPE – \$ 25

Maria T Solis-Martinez

### HOPE FOR TOMORROW – \$ 20

Mariella E. Cardenas  
Yvonne Cienfuegos-Mercado  
Breahna Lopez  
Maria Christina Reyes  
Estee Rodriguez  
Lenina Sanchez  
Anna Maria Margarita Segura  
Olga E. Terrazas  
Helena Maria Viramontes  
Christine Zubia

## ACKNOWLEDGEMENTS

**Hon. Nicole Parra**  
2004 STATE OF LATINAS HONORARY CHAIR

**Audrey E. Diaz**  
WRITER AND EDITOR

**ALMA Group Inc.**  
GRAPHIC DESIGN

Thank you to the following individuals who provided research and data expertise in order to complete the 2004 State of Latinas in California report.

**Nathalia Carrillo**, Office of Assemblymember Nicole Parra  
**Diana Fuentes-Michel**, CA Student Aid Commission

**Rosalind Gold**, NALEO

**Yammilette Gutierrez Rodriguez**, Central California Latina Network

**Andrea Kane**, National Campaign to Prevent Teen Pregnancy

**Kathryn Lomely**, Latina Leaders of Kern County

**Kristen Tertzakian**, National Campaign to Prevent Teen Pregnancy

**Arturo Vargas**, NALEO





634 S. Spring Street, Suite 920  
Los Angeles, CA 90014  
213-622-0606 Phone  
213-622-0007 Fax  
[www.latinas.org](http://www.latinas.org) website  
[latinas@latinas.org](mailto:latinas@latinas.org) email address

HOPE is a 501(c)(3) nonprofit, nonpartisan organization, tax ID# 95-4718409.

HOPE, the "H" logo, design, Hope Leadership Institute, and Latina Action Day, are registered in the U.S. Patent and Trademark Office.