



***“Building a Nation of Latino Leaders”***

[www.Lideramos.org](http://www.Lideramos.org)



“My vision is that Latinos can be America’s greatest asset to compete in a global context.”

Honorable Julian Castro



“Our numbers alone don’t equate strength or power unless we leverage them. Those numbers will just be numbers unless we take actions to empower our communities.”

Janet Murgía President UnidosUS

## ***LIDERAMOS’ Vision: To Build a Nation of Latino Leaders***



“I think it's important to move people beyond just dreaming into doing. They have to be able to see that you are just like them, and you made it.”

Supreme Court Justice Sonia Sotomayor



“We are not going to have this one charismatic leader who brings everyone together. It’s thousands and thousands of leaders in communities across the country.”

Arturo Vargas, CEO  
The National Association of Latino Elected & Appointed Officials Educational Fund

## Presentation Overview:

- About **LIDERAMOS™**
- U.S. Hispanic Stats/Demographics
- Our Success
- Leadership/Contact & Donate Information



# **LIDERAMOS™**

## ***Our History:***

- The *LIDERAMOS* story began in **December 2015** when the **MillerCoors** Company funded an initial networking seminar to convene experts in the field of Latino leadership and ten directors who operate exceptional leadership program. This was the first meeting of its kind.

## ***Our Purpose:***

- To share effective models, best practices, and unique features with the intent of elevating the quality, content, and reliability of nonprofit Latino leadership programs.

## ***Why LIDERAMOS™:***

- The founding organizations quickly realized the benefits of bringing programs together and learning from one another.
- Furthermore, there was no organization whose core mission was to improve and ignite leadership in the Latino community, thus, LIDERAMOS was launched.

***"Increasing the number and quality of leadership programs is vital to prepare a critical mass of Latino leaders." - Dr. Juana Bordas***

- As the country's largest and youngest minority, 59M strong, Latinos have the capacity and potential to take a leadership role in shaping the 21st Century.
- Latinos come from a hard-working, collaborative, generous, and people-centered culture and have a great contribution to make to America.
- To actualize this potential, however, they must be prepared for leadership and be able to work together to address the myriad issues in their community.
- It is generally acknowledged both in the Latino and mainstream community that people's engagement and abilities are strengthened by leadership training.

## We have identified *five dynamics* that underscored the need for Latino Leadership Programs:

1. Latino Leadership programs are young with their emergence over a 30 year period, beginning in the 1980's, but most were initiated in the 2000's.
2. Sheer demographic projections underscore the need for massive leadership programs to prepare Latinos to lead their growing numbers and to address the critical issues facing their communities.
3. By expanding leadership programs, our nation benefits from the potential contributions of Latinos and the infusion of their energy, talent and youthful promise.
4. Additional organizations need to be positioned to offer programs that prepare Latinos to lead their communities in a variety of fields, while better understanding and tapping the assets of their cultural background.
5. A national partnership of Latino Leadership programs offers numerous benefits for existing programs, enhances their scope and impact, and provides a knowledge base for initiating additional programs.


# ***Stats & Demographics***

## ***U.S. Latinos:***


- \$2.3 Trillion GDP. \$1.7 Trillion buying power. 8<sup>th</sup> largest economy in the world
- The second largest Latino population. Only Mexico has more Latinos (128M)
- At 18%, Latinos are the largest minority group in the U.S.
- 27.3 Million: number of eligible Latino voters
- 30: percentage of Latino public school students
- 11.5: percentage of Latinos serving in today's Arm Forces
- 29: More than half of the U.S. Latino population is under this age
- \$6 Billion: amount U.S. companies/brands spent marketing to Latinos on TV alone in 2018



**Latino Leadership at the Heights**  
Connecting communities, culture, and civic change



**The National Latino Leadership Symposium**



**LIDERAMOS**

Lideramos has been formed to expand, connect, and enhance the quality and impact of Latino Leadership programs across our country.

Building a Nation of Latino Leaders.



# *Our Success to Date*





# ***Our Success to Date:***

**LEADERSHIP  
DIRECTORY**

**2 ANNUAL  
SYMPOSIUMS**

**25  
LEADERSHIP  
FELLOWS**

**DEVELOPED  
A NATIONAL  
CONSTITUENCY**



**LAUNCHING  
10 PROGRAMS**

**RAISED: \$300K  
CCL IN-KIND:  
\$150K**

**PRODUCED  
9 WEBINARS**

**CREATING A  
VIRTUAL  
INSTITUTE**

# ***Our Success to Date:***

## **Success #1 – Leadership Directory**

- LIDERAMOS was formed to enhance existing programs and initiate programs in areas where none exist.
- Our first task was to conduct a national survey to identify current programs and to determine their scope, geographic area, and focus.
- The result is the [\*Latino Leadership Program Directory\*](#) – the first publication to document existing programs on the Latino community. A total of 90 programs were identified. ***New Edition published in 2020!***
- Successful leadership programs generally offer intensive services and training aimed at the personal development of the leader.
- LIDERAMOS estimates that approximately only 3,500 Latinos participate in programs every year in a community of 59 Million.

# ***Our Success to Date:***

## **Success #2 – LIDERAMOS Fellows**

- Through a partnership with the prestigious ***Center for Creative Leadership (CCL)***, LIDERAMOS offers 10 Fellowships to Latino Leadership program staff and nonprofit directors each year.
- Fellows attend the Leadership Development Program at CCL, afterwards they report on lessons learned and how mainstream and corporate leadership can enhance community programs.
- Fellows come together virtually to share experiences and integrate information, and present a workshop on the benefits and practical application for leadership programs at the LIDERAMOS™ Annual Symposium.

# ***Our Success to Date:***

## **Success #3 – Programs Across the Country**

- LIDERAMOS offers information, mentoring, technical assistance and resources to help launch new programs.
- A “tool kit” assists communities explore, assess, and plan a leadership program including models, assessments, coaching, and unique aspects of Latino and mainstream leadership.
- A “Train the Trainer” program consists of 3 sessions: a 4 day residential intensive with a cohort of 12-15 based on the Lideramos curriculum and leadership model.
- The second session builds a virtual community that focuses on applying tools learned and integrating these into their programs.
- The third is a special track at The National Latino Leadership Symposium where participants learn additional skills, share best practices, and become part of a Latino Leadership programs network.
- In 2019 Lideramos launched its first program in Kalamazoo, MI and is working with 10 new communities to initiate programs in 2020.

# LIDERAMOS™

## Leadership:

### Officers:

- **Chair:** Carlos Sanchez, Director, Ferris State University, Latino Business and Economic Development Center, Grand Rapids, MI
- **Vice Chair:** Carlos F. Orta, Managing Partner, Atlantic-Pacific Consulting, Washington, D.C.
- **Secretary:** Dr. Lissette Garcia, SVP & COO, Hispanic Association on Corporate Responsibility, Washington, D.C.
- **Treasurer:** Hon. Anna Escobedo Cabral, Former U.S. Treasurer, California

### Board Members:

- **Phyllis Barajas**, Chief Executive Officer, Conexion – Advancing Latino Leadership, Massachusetts
- **Dr. Juana Bordas**, President & CEO, Mestiza Leadership International, Colorado
- **Erica Carsen**, Director, Coro Fellows Program in Public Affairs, California
- **Selena Christian**, PSO Program Manager, Google, California
- **Neusa Gaytan**, Senior VP of Programs, Mujeres en Acción, Illinois
- **Sylvia Puente**, Executive Director, Latino Policy Forum, Illinois
- **Loretta Martinez**, Chief Legal Officer, University of New Mexico, New Mexico
- **Richard Martinez**, RJ & Associates, Texas
- **Carol Rodriguez**, Member, Resources and Training Director, National Association for Latino Community Asset Builders, Texas

## Funders: Major Funding for Lideramos:

- **American Express Foundation**
- **WK Kellogg Foundation**
- **Center for Creative Leadership**

### Contact Us:

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[www.lidermos.org](http://www.lidermos.org)



### Donate Info:



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