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**UNIDOS US**

**2019**

**CHANGE**

**MAKERS**

**SUMMIT**

**MARCH 25-27, 2019**  
**WASHINGTON, DC**

**PARTICIPANT GUIDE**



STRONGER COMMUNITIES. STRONGER AMERICA.

UnidosUS, previously known as NCLR (National Council of La Raza), is the nation's largest Hispanic civil rights and advocacy organization. Through its unique combination of expert research, advocacy, programs, and an Affiliate Network of nearly 300 community-based organizations across the United States and Puerto Rico, UnidosUS simultaneously challenges the social, economic, and political barriers that affect Latinos at the national and local levels.

For more than 50 years, UnidosUS has united communities and different groups seeking common ground through collaboration, and that share a desire to make our country stronger.

For more information on UnidosUS, visit [www.unidosus.org](http://www.unidosus.org) or follow us on [Facebook](#) and [Twitter](#).

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# UNIDOSUS

STRONGER COMMUNITIES. STRONGER AMERICA.

# TRANSFORM. INFLUENCE. LEAD.

## 2019 ANNUAL CONFERENCE

AUGUST 3-6  
SAN DIEGO, CA

SAN DIEGO CONVENTION CENTER

**REGISTER TODAY!**

[conference.unidosus.org](https://conference.unidosus.org)

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CEO @JMurguia\_Unidos

Secure your spot at the conference that's tailored for future leaders and aspiring advocates like you who want to learn about the latest issues affecting Latinos and how to create change.

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## WE ARE UNIDOS US

UnidosUS, formerly the National Council of La Raza (NCLR), is the nation's largest Latino civil rights and advocacy organization. Through our unique combination of research, advocacy, programs, and a national network of nearly 300 community-based Affiliate organizations across the country, we simultaneously challenge the social, economic, and political barriers that affect Latinos in the United States.

Since our founding in 1968, we have contributed to a stronger America by elevating the voice of Latinos, and defending and advancing our community's concerns. Today, we remain steadfast in our mission to realize a day where all Latinos thrive and their contributions are fully recognized.

### **Our Purpose**

We exist to create a world where there are no barriers for Latinos to reach their fullest potential.

### **Our Promise**

We empower Latinos to define and achieve their own American Dream.

### **Our Mission**

We build a stronger America by creating opportunities for Latinos.

### **Our Vision**

We want to see a strong America where economic, political, and social advancement is a reality for all Latinos, where all Hispanics thrive and our community's contributions are recognized.



## CHAMPIONING OUR COMMUNITY

### **Affiliate Engagement**

We integrate the expertise, actions, and voices of our community-based partners to improve opportunities for Latinos.

- Best Practices in Nonprofit Management
- Leadership Development
- Issue-Specific Networking



## Civil Rights and Immigration

We fight for fair and nondiscriminatory policies that work for everyone.

- Immigration Reform
- Voter Registration
- Civic Engagement



## Education

We promote equal access to quality education for Latinos and English Learners.

- Education Advocacy
- Youth Leadership
- STEM Education



## Health

We aim to improve Latinos' well-being and access to equitable health care.

- Healthy Communities
- Social Determinants of Health
- Cultivating Leaders in Health



## Housing and Financial Empowerment

We strengthen families' financial security and help communities solve their housing issues.

- Homeownership
- Consumer Protection
- Social Security and Retirement



## Workforce Development

We develop the Latino workforce to be competitive in a global market.

- Job Training
- Career Advancement
- Adult Education





## OUR IMPACT

In our more than 50 years of service, we have championed the Latino community to achieve positive changes that strengthen America.



For example, we have the largest Latino-focused, Latino-led charter network composed of 115 community and charter schools.



Invested \$2 billion to develop communities via our Raza Development Fund, the largest Hispanic Community Development Financial Institution in the country.



Fought to extend federal minimum wage and overtime protection to nearly two million home care workers.



Assisted more than 30,000 people buy their own home. And saved 90,000 families from foreclosure.



Helped 1.4 million eligible immigrants become citizens.



Campaigned to add folic acid to corn masa flour, which will save thousands of infants from birth defects for generations to come.



Registered more than 600,00 new Latino voters since 2008.



**This is how we advance our mission.**



## OUR UNIQUE ADVANTAGE

UnidosUS works to ensure Latinos have the ability and opportunity to improve their lives. To promote the economic, political, and social advancement of Latinos, UnidosUS leverages the unique combination of three assets: leadership in policy and advocacy, innovative programming, and a national network of nearly 300 Affiliate community organizations.

**Our differentiator lies in our ability to effectively:**

- Convene issue experts.
- Define and disseminate best practices.
- Strengthen organizational, leadership, and advocacy capacity.
- Develop policy and research.



## WELCOME

It's more important than ever to stand up for what's right, but many of us are speaking out for the first time. Together, we can learn how to turn our voices into action.

The UnidosUS Changemakers Summit brings together aspiring advocates and community leaders who are committed to advocating for Latinos. After two days of learning and practicing advocacy skills in Washington, DC, the Summit ends with a visit to Capitol Hill to meet with members of Congress.

In an encouraging and collaborative setting, policy experts will give updates on the latest issues affecting Latinos, and you'll leave with a better understanding of how to advocate for the issues that are most important to you.

A portrait of Mayor Alexis Hermosillo, a woman with long dark hair, wearing a light blue sleeveless top and gold earrings, standing outdoors with her arms crossed. The background is a warm-toned wall and some foliage.

## PLENARY LUNCHEON

*Keynote Speaker*

**MAYOR  
ALEXIS  
HERMOSILLO**

*City of El Mirage, AZ*

Photo: Alonso Parra/Lamp Left Media

## WHAT TO EXPECT

The UnidosUS Changemakers Summit is a comprehensive two-day advocacy training focused on preparing aspiring advocates to take their engagement to the next level by learning and experiencing how they can drive policy change.

Attendees will have the opportunity to learn how to leverage their personal stories as advocating tools; how to network in every situation for long-term success; and hear firsthand how Mayor Alexis Hermosillo turned her passion for advocating for her community into a bid for the mayor's office in El Mirage, AZ. In addition, participants will get a sneak peek of UnidosUS's policy agenda for the year; learn from experts how to make the connection between policy and political empowerment; receive briefings on various issues affecting the Latino community; and share best practices for effective congressional advocacy.

The training culminates with a visit to Capitol Hill where participants will have the opportunity to put what they learn during their advocacy training into practice as they engage with members of Congress on issues important to the Latino community.

## AGENDA

- **Our Stories, Our Power**

A youth-led storytelling session will give participating youth the resources needed to leverage their personal stories for policy change. Participating youth will craft their personal story as it relates to one of the policy issue areas—education, economic justice, immigration, and health—and have the opportunity to leverage their personal advocating story during the meetings with their elected officials in Congress. This session is being led by UnidosUS Affiliate El Pueblo Youth Council.

- **Affiliate Leadership Session The Census and Redistricting—Keys to Latino Political Empowerment**

Join us for this exclusive conversation for Affiliate leaders to connect as we continue to work towards building our voice and strategies for the 2020 Census and presidential election. Angela M. Manso, Director of Policy and Legislative Affairs, the NALEO Educational Fund, UnidosUS Affiliates, and other experts in the field will discuss important 2020 Census milestones and what community leaders can do to ensure our community is counted.

- **Networking the Samurai Way**

This interactive workshop will touch upon the elements that will help you build confidence for in-person networking that will allow you to build relationships and find long-term champions for you and your organization, including mentors. This workshop will be led by Minué Yoshida, a public speaker and personal coaching expert with the mission of empowering others to learn the skills needed to network the Samurai Way.

- **Changemakers Summit Luncheon**

Join us for an educational luncheon that will further prepare and inspire you to advocate for the issues that matter to you most.

UnidosUS will unveil its Policy Agenda and priorities for the year. This will be followed by panel discussion to help attendees make the connection between policy and political empowerment.

This year's featured speaker is Mayor Alexis Hermosillo, the youngest ever Latina Mayor of El Mirage, AZ. Mayor Hermosillo will share her journey from youth advocate to elected official. Learn how her experience with UnidosUS taught her to be an active leader in creating change.

- **Policy Sessions**

An in-depth panel discussion with UnidosUS policy experts will guide attendees through the intricacies of education, economic equity, and health policies that impact the Latino community in a big way. The panel will be followed with issue-specific briefings.

**Policy Briefings will focus on the following areas:**

- Education
- Economic Justice
- Health
- Immigration

- **Advocacy Training**

The UnidosUS Legislative team will provide resources and share best practices on how to engage with members of Congress to effectively advocate for issues affecting Latino and immigrant communities.

- **Legislative Visits**

Participants will put their advocacy training into action by visiting Capitol Hill to meet with their members of Congress and push for concrete changes that benefit Latino families.

## SPONSOR RECOGNITION

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### Changemakers Summit Sponsor

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### Summit Luncheon Sponsors

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### Welcome Reception Sponsors

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## SCHEDULE

(As of March 13, 2019 • Information and Schedule Subject to Change)

**Kellogg Conference Hotel at Gallaudet University**

### MONDAY, MARCH 25

**8:30 a.m.–4:00 p.m.** AFFILIATE COUNCIL MEETING  
(In-conjunction-with closed meeting)

**3:00–7:00 p.m.** REGISTRATION  
Lobby

**6:00–8:00 p.m.** WELCOME NETWORKING RECEPTION  
Atrium

### TUESDAY, MARCH 26

**7:00 a.m.–2:00 p.m.** REGISTRATION  
Lobby

**8:00–11:30 a.m.** **TRACK I: AFFILIATE LEADERSHIP SESSION**  
The Census and Redistricting – Keys to Latino Political Empowerment led by NALEO  
Ballroom AB

**9:30–11:30 a.m.** **TRACK II: CHANGEMAKERS WORKSHOP**  
Our Stories, Our Power  
Youth Empowerment through Story Telling led by El Pueblo, Inc.  
Auditorium

**TRACK III: GENERAL ATTENDEE NETWORKING WORKSHOP**  
Networking the Samurai Way led by Minué Yoshida  
Room 6ABC

**Noon–1:00 p.m.** **PLENARY LUNCHEON**  
Voice + Action  
Ballroom | Overflow Room 4ABC

**1:20–2:20 p.m.** **WELCOME AND POLICY SESSION OPENING PANEL:**  
Resetting the Button: A Conversation about Opportunities for Latinos ahead of the 2020 Election  
Ballroom

## SCHEDULE (CONTINUED)

2:30–3:15 p.m.

Policy Briefings

- Education Briefing | **Auditorium**
- Health Briefing | **Room 4ABC**
- Immigration Briefing | **Ballroom**
- Economic Justice Briefing | **Room 6ABC**

3:30–4:20 p.m.

Best Practices for Effective Meetings with  
Your Members of Congress  
**Ballroom**

4:30–5:30 p.m.

State Breakouts: Preparing for Your Congressional Meetings  
**Ballroom, Auditorium, Rooms 4, 5, 6, and Tiered Classroom**

**CAPITAL AWARDS GALA**  
**National Building Museum**

5:30–6:30 p.m.

CHAIR'S RECEPTION  
**East Court**

7:00–9:00 p.m.

CEREMONY AND DINNER  
**Center Court**

9:00–10:00 p.m.

PRESIDENT'S DESSERT RECEPTION  
**East Court**

## WEDNESDAY, MARCH 27

8:00–9:00 a.m.

COFFEE STARTER  
Capitol Hill Presbyterian Church  
**201 4th Street SE, Washington DC 20003**

9:00 a.m.–3:00 p.m.

LEGISLATIVE VISITS  
**U.S. Congress**

# TRACK I: AFFILIATE LEADERSHIP SESSION

## UNIDOS US AFFILIATE LEADERSHIP SESSION

(Information and Schedule Subject to Change)

### TUESDAY, MARCH 26

#### Kellogg Conference Center, Gallaudet University

8:30 a.m.

#### BREAKFAST

8:45–9:00 a.m.

#### WELCOME REMARKS

*Fernando Godínez*, President & CEO, MAUC, UnidosUS Affiliate Council Chair and Board Member

*Viviana López Green*, Senior Director, Affiliate Engagement Team, UnidosUS

9:00–10:30 a.m.

#### The Census and Redistricting – Keys to Latino Political Empowerment

*Angela M. Manso*, Director of Policy and Legislative Affairs, NALEO Educational Fund

#### *UnidosUS Affiliate Perspective:*

*Josie Bacallao*, President & CEO, Hispanic Unity of Florida, Hollywood, FL  
*Laura Ponce*, Executive Director, Project BRAVO, Inc., El Paso, TX

Angela M. Manso, UnidosUS Affiliates, and other experts in the field will discuss important 2020 Census milestones and what community leaders can do to ensure a fair and accurate count. This will be a unique space for Affiliate leaders to connect as we continue to work towards building our voice and strategies for the 2020 Census and presidential election.

10:30–10:45 a.m.

#### NETWORKING BREAK

10:45–11:15 a.m.

#### The Census and Redistricting Session Continued and Q&A

11:15–11:30 a.m.

#### Closing Remarks and Review of Summit Activities

*Brenda Gonzalez Ricards*, Regional Director, Affiliate Engagement Team UnidosUS

# TRACK II: CHANGEMAKERS WORKSHOP

TUESDAY, MARCH 26 | 9:30-11:30 A.M. | AUDITORIUM

## OUR STORIES, OUR POWER

STORYTELLING FOR ADVOCACY HANDOUT\*

### WHY TELL STORIES?

**To remember.** Our brains are wired to remember stories. For most of human history, stories were the main way to pass along knowledge. As a result, our brains are set up to not just hear or listen to stories but to experience them along with the storyteller.

**To share our culture.** Stories are a great way to tell others about traditions and customs that have been passed on. You can share a lot about your heritage with others through storytelling.

**To help elected officials do their jobs.** Elected officials want to hear from their constituents so that they know how their decisions impact real people in real places. They pay attention to which programs work in their communities and which ones don't. Sharing stories will help your elected official understand how policies are affecting your life which can in turn sway their opinion to support those policies or not.

**To build resources.** Storytelling is a great way to get people to support you. It may inspire people to give money, time, or other resources necessary to continue the work that you are doing.

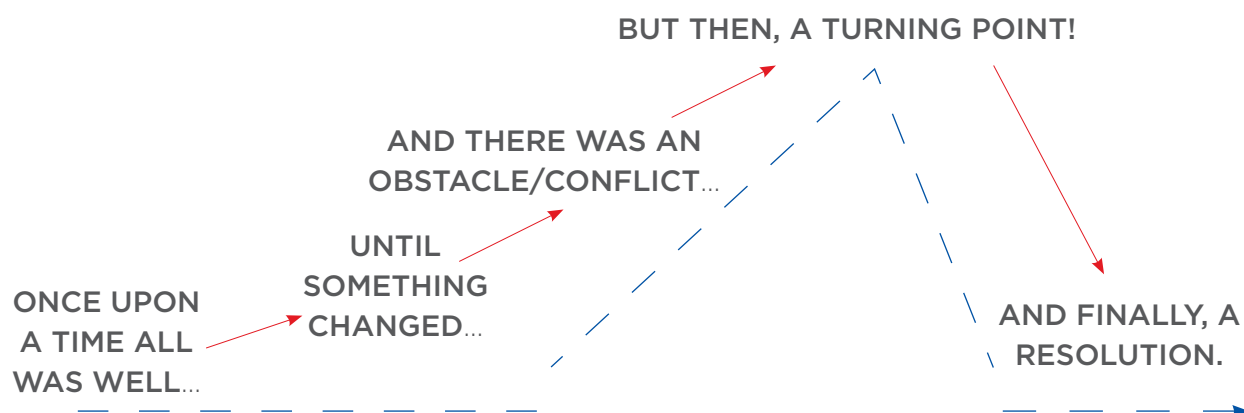


\* Adapted from a worksheet by the National Community Land Trust Network: <http://cltnetwork.org/wpcontent/uploads/2015/05/storytelling-for-advocacy-2015.pdf>

## THE STORY ARC

There is a difference between telling a story and telling a memorable story. Great storytellers often follow the classic story arc below. The story arc (think about fairytales) will help you to keep your story familiar, concise, and clearly leading to the point you want to share.

1. **Introduce the main character (which might be you).** *What makes that person relevant and relatable?*
2. **Inciting incident** — *What creates the conflict in the life of the good people? What calls them to action?*
3. **Rising Action** — *What are the complications and barriers that result from this conflict?*
4. **Climax/Turning Point** — *What changes the direction of the complications and barriers?*
5. **Falling Action** — *What happens when that direction is changed?*
6. **Resolution** — *What have the good people gained or learned? What can others learn from this story?*



1. Who is the main character? (Hint: it is not an organization or community.)  


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2. Where and when is the main character at the beginning of the story?  


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One fact to connect to the bigger story:

3. What creates the conflict?

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4. What are the complications and barriers that result from the conflict?

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5. Climax/Turning Point: What changes the direction for the main character?

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6. Falling action: How does the turning point begin to change the main character's life?

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7. Resolution: What has the main character gained or learned at the end of the story?

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8. The Ask: What do you want your legislator to do or how can they produce a good ending?

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**One relatable detail** to help the listener connect with your characters or situation:

**One value or moral** I want to include in my story:

**One positive aspect** of Latinx culture to include in my story:



# TRACK III: GENERAL ATTENDEE NETWORKING WORKSHOP

TUESDAY, MARCH 26 | 9:30-11:30 A.M. | ROOM 6ABC

## NETWORKING THE SAMURAI WAY

LED BY MINUÉ YOSHIDA



 @minueyoshida

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minueyoshida &  
theconfidentpublicspeaker

**Facebook:**  
Yoshida Consulting &  
The Confident Public Speaker

### MINUÉ YOSHIDA

Founder and CEO of Yoshida Consulting LLC  
International Speaker, Public Speaking Coach, Author,  
Multicultural Gurú, and Wonder Woman!  
Co-author of “Today’s Inspired Latina” Volume III

Minué Yoshida was born and raised in Mexico City by a Mexican mother and a Japanese father. Yoshida is fluent in English, Spanish, and Portuguese, and also speaks some French and Japanese. She holds degrees in business education pedagogy from the Universidad Panamericana, and in professional talent development from the Universidad Iberoamericana. Additionally, she earned several certifications ranging from Training and Public Speaking to Financial and Leadership Mastery from The American College.

Yoshida has more than 27 years of experience in training, sales, marketing, and communications. She has worked with Fortune 100 companies in United States, Mexico, Brazil, Argentina, and Puerto Rico growing their profitability, increasing their social impact and enchanting their customers, through talent development and multicultural and multi-generational inclusion. Through her coaching and consulting services she helps individuals and groups be creative, disruptive, proud, and very brave.

Yoshida has been a featured speaker on the Media and National Programs for Diversity and Inclusion. She has been active in professional Latino Advancement, Asian Network, African American and LGTB groups as well as women’s empowerment initiatives, diverse cultural initiatives, and nonprofit organizations.

Registrations for “The Confident Public Speaker” Basic Program starting on May 2019 in New York - [https://theconfidentpublicspeaker\\_nyc.eventbrite.com](https://theconfidentpublicspeaker_nyc.eventbrite.com)

# PLENARY LUNCHEON

TUESDAY, MARCH 26 | NOON-1:00 P.M.

Ballroom | Overflow Room 4ABC

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🐦 @AlexisArianaH

## KEYNOTE SPEAKER

**MAYOR ALEXIS HERMOSILLO**

City of El Mirage, AZ

Alexis Hermosillo is the youngest ever Latina mayor of the City of El Mirage, AZ. As a proud fourth-generation resident, Mayor Hermosillo puts her knowledge and skills to work supporting opportunity youth in El Mirage. She has previously worked for the public transportation company in the Maricopa County area, as manager of a radio network under the Cesar Chavez Foundation, and for the U.S. House of Representatives as a district representative for Congressman Raúl Grijalva.

Mayor Hermosillo is a firm believer that knowledge is power. She holds an M.A. in journalism and a B.A. in interdisciplinary arts from Arizona State University, and is currently pursuing her doctoral degree in Organizational Leadership from Grand Canyon University.

Alexis is committed to the empowerment of women. She serves on the Board of the YWCA of Metropolitan Phoenix, and has worked with the Hispanic Women's Corporation, supporting their national youth initiatives. Alexis believes that investing in today's youth is an investment in our future, and has dedicated herself to engaging and motivating Latino youth through leadership development programs, including with the UnidosUS.

# CAPITAL AWARDS GALA

TUESDAY, MARCH 26 | 5:30-10:00 P.M.

National Building Museum

**CHAIR**

Wells Fargo

**VOICE+ACTION**



🐦 @JMurguia\_Unidos

## WELCOME AND PRESIDENT'S MESSAGE

**JANET MURGUÍA**

President and CEO  
UnidosUS

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🐦 @SpeakerPelosi

## FEATURED SPEAKER

**REPRESENTATIVE NANCY PELOSI**

(D-CA 12th District)  
Speaker of the U.S. House of Representatives

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🐦 @RepRoybalAllard

## CAPITAL AWARD HONOREE

**REPRESENTATIVE LUCILLE ROYBAL-ALLARD**

(D-CA 40th District)

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## CAPITAL AWARD HONOREE

**AL R. CARDENAS**

Senior Partner, Squire Patton Boggs  
(Former Chairman of the American Conservative Union)

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🐦 @MonicaRamirezDC

## PUBLIC SERVICE AWARD HONOREE

**MÓNICA RAMÍREZ**

Founder and President  
Justice for Migrant Women and  
Co-Founder of Alianza Nacional de Campesinas



# Policy Issues





## KEEPING FEDERAL HEALTH PROGRAMS STRONG FOR AMERICA'S CHILDREN AND FAMILIES

All children and families should have the tools necessary to lead healthy lives. Federal programs like the Affordable Care Act (ACA), Medicaid and the Supplemental Nutrition Assistance Program (SNAP) are critical to advancing this vision for millions of Americans, including Latinos. However, these and other critical programs remain in jeopardy as the Trump administration continues to engage in a variety of efforts that would undermine people's ability to meet basic needs like accessing health coverage and care and putting food on the table. However, Congress can exercise its oversight authority to hold the Trump administration accountable and ensure these programs remain strong in order to improve the health and well-being of all Americans.

### Protect the ACA from sabotage.

Since implementation of major coverage provisions of the ACA, more than 20 million Americans, including at least four million Latino adults and 600,000 Latino children, have gained coverage.\* **In addition, millions more Americans have benefited from important consumer protections under the law, including protections for those with pre-existing conditions from being denied coverage by insurers.** An estimated 8-20 million Latinos currently live with a pre-existing condition.†

### We urge Congress to:

- Conduct congressional oversight on the Trump administration's policy threats to the ACA, ensure that critical gains are protected, and the law is strengthened to work for even more Americans.

\* Bowen Garrett and Anuj Gangopadhyaya, Who Gained Health Insurance Coverage Under the ACA, and Where Do They Live? (Washington, DC: Urban Institute, 2016).

† Department of Health and Human Services, Office of the Assistant Secretary for Planning and Evaluation, Health Insurance Coverage for Americans with Pre-Existing Conditions: The Impact of the Affordable Care Act, January 7, 2017, <https://aspe.hhs.gov/system/files/pdf/255396/Pre-ExistingConditions.pdf> (Accessed February 27, 2019).

## Protect Medicaid from harmful cuts and other changes.

Medicaid is an essential part of our nation's health care safety net, providing quality, affordable health coverage and care for nearly 75 million Americans.\* It is an especially important program for our community, as more than 18 million Latinos, including 10.7 million Latino children, count on Medicaid.† Efforts to fundamentally change Medicaid from an entitlement program to a block grant or per-capita cap, or to enact burdensome administrative requirements, would jeopardize the health coverage and financial security of many Americans, including millions of Latino children and families.

### We urge Congress to:

- Conduct congressional oversight on the Centers for Medicare and Medicaid Services (CMS) approval of restrictive Section 1115 Medicaid waivers, including work requirements/community engagement, elimination of retroactive coverage, premiums on lowest/no-income enrollees, and other measures.

## Protect SNAP, our nation's most important anti-hunger program and poverty alleviator.

SNAP is a vital program for more than 40 million Americans, including 10 million low-income Latinos struggling to put food on the table.‡§ Not only does SNAP fill a critical gap when it comes to hunger, the program is an important tool to alleviate poverty. In fact, SNAP lifted at least 1.2 million Latinos out of poverty in 2015.¶ SNAP also promotes work by supporting Latino working families struggling with low wages.\*\* Proposals that cut funding to SNAP or create barriers to participation would undermine the most effective poverty alleviator in our country.

### We urge Congress to:

- Conduct congressional oversight on the USDA's rulemaking that would restrict access to and participation in SNAP.

\* Kaiser Family Foundation, Distribution of the Nonelderly with Medicaid by Race/Ethnicity (Washington, DC: KFF, 2015), <http://kff.org/medicaid/state-indicator/distribution-by-raceethnicity-4/?currentTimeframe=0> (accessed February 2017).

† Annie E. Casey Foundation, Children who have health insurance by health insurance type and by race and ethnicity (Baltimore, MD: Annie E. Casey, 2016), <http://datacenter.kidscount.org/data/tables/9237-children-whohave-health-insurance-by-health-insurance-type-and-by-race-and-ethnicity?loc=1&loc2=1-detailed/1/any/false/573,869,133,38/4038,4040,4039,2638,2597,4758,1353/18292,1829> (accessed August 2017).

‡ SNAP Monthly Data – 2017 (Washington, DC: Food Research and Action Center, 2017), <http://frac.org/research/resource-library/snap-monthly-data-2017>.

§ SNAP Helps Millions of Latinos (Washington, DC: Center on Budget and Policy Priorities, 2017), <https://www.cbpp.org/research/food-assistance/snap-helps-millions-of-latinos-edn3>.

¶ UnidosUS, Fiscal Year 2018 Federal Budget: A Preliminary Assessment of the President's Request (Washington, DC: UnidosUS, 2017), [http://publications.unidosus.org/bitstream/handle/123456789/1724/nclr\\_budgetassessment.pdf?sequence=4&isAllowed=y](http://publications.unidosus.org/bitstream/handle/123456789/1724/nclr_budgetassessment.pdf?sequence=4&isAllowed=y).

\*\* Dottie Rosenbaum, The Facts on SNAP, Part 2: SNAP Supports Work (Washington, DC: Center on Budget and Policy Priorities, 2013), <https://www.cbpp.org/blog/the-facts-on-snap-part-2-snap-supports-work>.



## PAVING A PATH FOR THE NEXT GENERATION: JOB QUALITY AND AFFORDABLE HOUSING

Latinos across the country consistently identify economic security as their key concern. As the nation's six million Latinos between the ages of 18 and 24 begin their wealth-building journey, it is important that economic policy allows them to earn a decent living and secure affordable housing. But outdated workplace policies, lower incomes, and higher housing costs have left many Latinos feeling squeezed and with few pathways to build wealth.

### **Raising Wages for American Workers**

Many American workers—including Latinos—are earning an unfair minimum wage. Congress has not raised the federal minimum wage, currently \$7.25 per hour, since 2009. A higher minimum wage would benefit more than 35 million workers, including over 8.5 million Latinos. To address this issue, ask lawmakers to:

- Raise the federal minimum wage to ensure that more people can afford the basics and help the economy grow.

### **Expand Benefits for Low-Wage Workers**

About 27.5 million Latinos are forced to choose between caring for their newborn children, parents, or loved ones, or putting food on their tables. Less than half of Latino workers can take a paid vacation, further limiting their options to use any paid leave to care for family members. As a result, millions of Latinos face economic insecurity when trying to balance work, health, and family needs. To address this issue, ask lawmakers to:

- Expand paid family and sick leave for all workers.

### **Close the Wage Gap**

Latinas in the U.S. are typically paid just 53 cents for every dollar paid to White, non-Hispanic men. The nature of low-wage work and a persistent gender wage gap hurts Hispanic women and their families. These lost wages mean that Latinas have less money to support themselves and their families. To address this issue, ask lawmakers to:

- Break harmful patterns of pay discrimination by eliminating loopholes in the Equal Pay Act.

### **Keep Housing Affordable**

In 2017, 55% of Latino renters spent more than 30% of their income on rent. Affordable housing is key to economic stability and the accumulation of assets. Affordable housing frees up dollars that many individuals need to purchase health insurance, accumulate savings for education or a down payment for a home, or take the pressure off day-to-day finances. To address this issue, ask lawmakers to:

- Dedicate funding to build more affordable rental housing.
- Increase federal investment in affordable housing, like the Federal Housing Trust Fund.

## ADVANCING LATINO AND ENGLISH LEARNER STUDENT SUCCESS

UnidosUS's efforts in education are built on the belief that every child should graduate high school ready for college and career, and that the elimination of achievement gaps and educational disparities by race and ethnicity is essential to reach this goal. Public schools in the United States are now majority-minority, with 13 million Latino students and nearly five million English learners (ELs) in our K-12 public schools.\* This trend is expected to continue, as the U.S. Department of Education predicts that by 2027 Latino students will comprise nearly 30% of the student population.† Today's students of color will constitute a large and growing share of the next generation of American workers, taxpayers, teachers, lawyers, and scientists.

Significant gains have occurred in Latino education over the past 10 years: Latino graduation is at an all-time high (78%)‡, the high-school dropout rate is at a record low (9%)§, and average National Assessment of Educational Progress (NAEP) scores in both math and reading for Hispanic high school seniors have increased.¶ Still, the gap between White students and Latino students persists, and a shocking percentage of 12th grade Hispanic students remains below proficient—88% in math and 75% in reading—on the same assessment.\*\*

In addition, far too many Latino high school graduates find themselves in remediation courses upon entering college. More than half of Latino students in four-year schools start in remediation, while three out of four Latino students in two-year schools are required to take remediation courses in college.\*\*

Investing in the success of Latino and EL students is necessary for the success of our country. Select one of these **asks** to highlight in meetings with congressional offices:

\* As cited on kidsdata.org, Child population, by race/ethnicity. (2016). California Department of Finance. Retrieved from: <http://www.dof.ca.gov/Forecasting/Demographics/Projections>

† Data from NCES, Digest of Education Statistics 2017, Table 203.50, [https://nces.ed.gov/programs/digest/d17/tables/dt17\\_203.50.asp?current=yes](https://nces.ed.gov/programs/digest/d17/tables/dt17_203.50.asp?current=yes) (accessed October 2018).

‡ National Center for Education Statistics. The Condition of Education 2017: Public High School Graduation Rates. [https://nces.ed.gov/programs/coe/pdf/coe\\_coi.pdf](https://nces.ed.gov/programs/coe/pdf/coe_coi.pdf). Accessed September 21, 2017.

§ National Center for Education Statistics. Fast Facts: Dropout rates. <https://nces.ed.gov/fastfacts/display.asp?id=16>. Accessed September 21, 2017.

¶ Santiago, Deborah, Emily Calderon Galdeano, and Morgan Taylor. The Condition of Latinos in Education: 2015 FACTBOOK. Excelencia in Education. January 2015. [https://www.nccpsafety.org/assets/files/library/The\\_Condition\\_of\\_Latinos\\_in\\_Education.pdf](https://www.nccpsafety.org/assets/files/library/The_Condition_of_Latinos_in_Education.pdf)

\*\* National Center for Education Statistics. The Nation's Report Card. 2015: Mathematics & Reading at Grade 12. [https://www.nationsreportcard.gov/reading\\_math\\_g12\\_2015/](https://www.nationsreportcard.gov/reading_math_g12_2015/). Accessed September 21, 2017.

†† Jimenez, Laura and Scott Sargard, Jessica Morales and Maggie Thompson. Remedial Education: The Cost of Catching Up. Center for American Progress. September 2016. <https://cdn.americanprogress.org/wp-content/uploads/2016/09/12082503/CostOfCatchingUp-report.pdf>

- **Strengthen oversight, provide adequate resources, and improve key accountability measures during the continued implementation of the Every Student Succeeds Act (ESSA).** ESSA's passage in 2015 was a continuation of a national commitment to provide every student, no matter where they come from, with the opportunity to succeed in school. The plans provide insight into how states are approaching many of the core priority areas of civil rights including standards, accountability, assessments, equity for ELs, school improvement, transparency, and meaningful stakeholder engagement. As all state plans have been approved by the U.S. Department of Education and we move towards implementation at the state level, UnidosUS seeks to strengthen the role of federal oversight to ensure compliance with the basic requirements of the law, increase financial resources and supports for schools, and improve critical elements of accountability plans at the state level.
- **Increase resources, develop and strengthen data systems, and promote an assets-based approach to bilingualism to better serve ELs.** ELs continue to be one of the most underserved groups in our public schools, despite being one of the fastest growing subgroups of students. Recent data shows that nearly every state has at least one school district where the EL population has increased by more than 50% since the 2010 school year.\* Spanish continues to be the home language for the majority of ELs. In order to adequately address the needs of ELs, UnidosUS supports increasing federal and state funds targeted for ELs; implementing policies and practices to address the nationwide shortage of teachers who are prepared to serve ELs well; improving data systems to better reflect the diversity of the EL population and to better identify supports needed for ELs; and introducing policies and practices that take an assets-based approach to bilingualism by recognizing the value that ELs bring to the classroom.
- **Preserve and expand access, improve affordability and loan repayment, increase completion and protect students in the reauthorization of the Higher Education Act (HEA).** The importance of the HEA to the Latino community cannot be overstated. Maintaining equitable access to post-secondary opportunity is essential, as is ensuring students move through to completion with minimal debt burdens. UnidosUS supports administrative and legislative action that increases investments to provide access to more selective, four-year institutions, improves student loan servicing practices, and preserves repayment plans that help students stay current on their loans. We also believe in policies that invest in Hispanic-serving institutions and other schools that aim to improve completion rates. And policymakers must hold institutions of higher education accountable by enforcing strong regulations intended to ensure students are not on a path to a low-quality degree and burdensome debt.

\* U.S Department of Education. Percentage change in the number of ELs enrolled in an English language instruction educational program, 2009-10 to 2014-15. <https://www2.ed.gov/datastory/el-characteristics/index.html#two>. Accessed February 14, 2018.



## PROTECTING VULNERABLE POPULATIONS AND REINING IN THE MASS DEPORTATION AGENDA

When it comes to the immigration policies of the past two years, our nation is at a critical moment of self-reckoning. Many of us watched in abhorrence last spring as reports started to emerge about our government's de facto family separation policies which resulted in nearly 3,000 children being forcibly separated from parents. Like the overwhelming majority of Americans, we were appalled by the barbarity of this policy which in many ways has come to symbolize the Trump administration's broader approach to immigration.

Outside of our community, few people in the mainstream realize, however, that the border family separation crisis is only the tip of an immense iceberg of family separation policies. Indeed, nearly six million U.S. citizen children (mostly Latino) are at risk of being separated from their parents every day because of a number of aggressive, overlapping, and mutually reinforcing policies put in place by the current administration. The administration's immigration enforcement policies are having vast and expansive ramifications for impacted individuals and their families, including the more than one million DACA and TPS recipients that today find themselves in legal limbo.

We submit that the brunt of these policies will be borne disproportionately by millions of American youth. Many are the same Latino youth that are critical to the long-term vitality of our nation. As UnidosUS has consistently argued, Latino youth are the nation's future workers, voters, parents, and taxpayers. In 2017, Latino

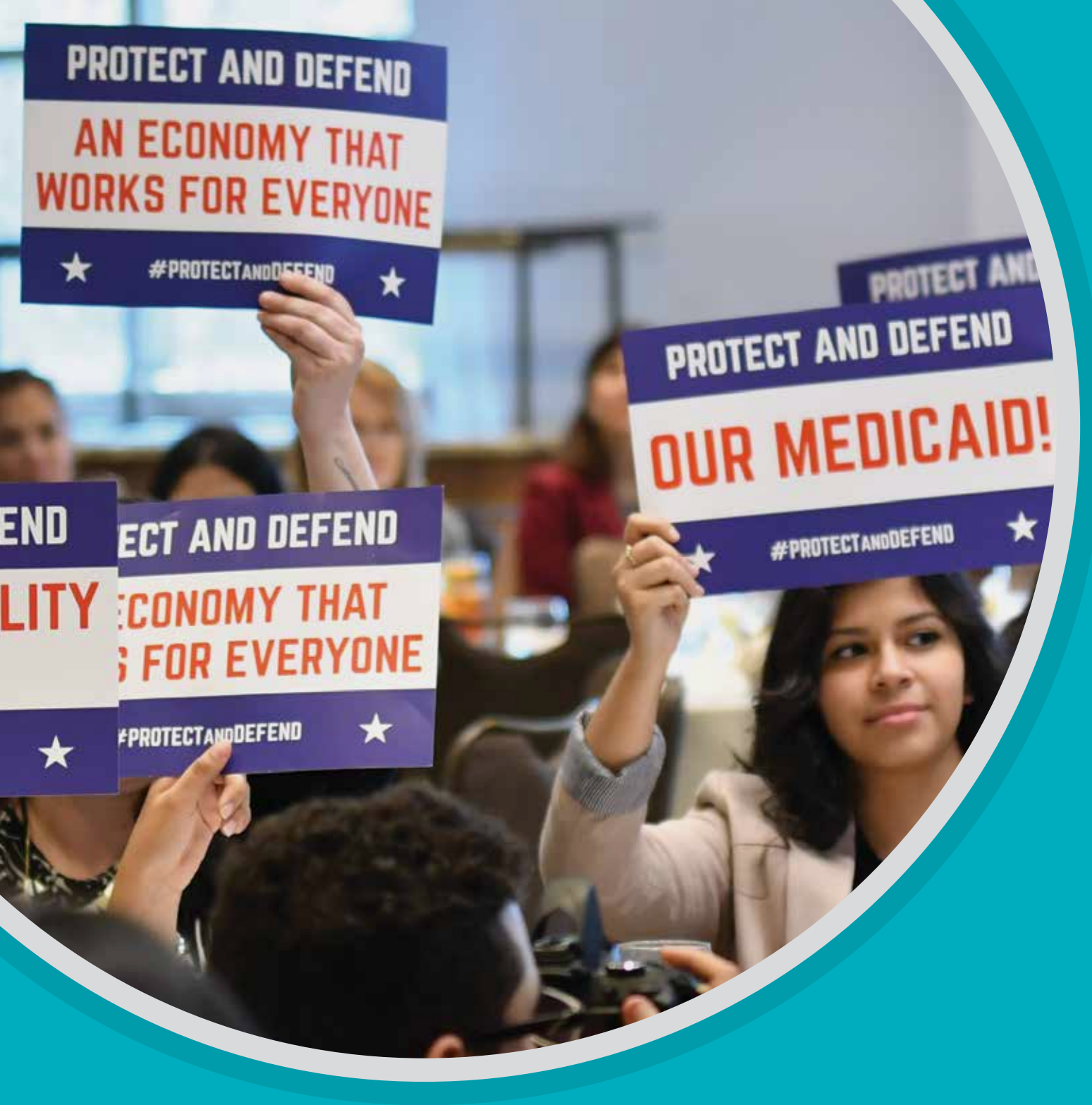
children accounted for one-fourth of U.S. citizen children under the age of 18, and by 2050, they are projected to make up nearly one-third of the child population. It is wholly unacceptable to them, their families, and our nation that the administration's policies are imperiling their educational attainment, health and well-being, economic prospects, and general safety through policies that threaten to destabilize their homes and can separate them from parent or other loved one in a moment's notice.

We must continue to reject the administration's scorched-earth approach to immigration enforcement, which has done away with the prioritization of national security and community safety. Moreover, while we remain very disappointed that Congress has failed to act to protect more than one million DACA and TPS recipients, we must urge our leaders in the new Congress to find a way forward for these vulnerable populations. And, we must not forget the nearly six million U.S. citizen children living with an undocumented family member who deserve the chance to live in stable and nurturing homes that provide them the chance to be their best selves.

We call on Congress to act on the clear mandate to protect vulnerable population like DREAMers and TPS holders, and to reject complicity in a destructive mass deportation agenda that threaten millions of mixed-immigration status households. We ask Congress to:

- Reject any request to fund the massive expansion of an already aggressive enforcement and detention system, including unnecessary funds for detention beds and thousands of new personnel.
- Heed the moral imperative of delivering relief for DREAMers and TPS holders, by supporting bipartisan proposals to meaningfully achieve that objective.





# Advocacy Tools



## TIPS FOR DEVELOPING YOUR PERSONAL STORIES

Personal stories can be a powerful persuasion and motivation tool in advocacy. By bringing life stories into our meetings with legislators and their staff, we help them connect to an issue emotionally and relate their legislative decisions to deeper personal values. For legislators and staffers who meet with hundreds of constituents on a monthly basis, a heartfelt story has the potential to stand out from the “noise” and leave a lasting impact. Stories also motivate and reenergize our own base to continue our advocacy.

The effective use of personal stories requires careful thought and preparation. Here are some tips for developing powerful stories for the 2019 UnidosUS Changemakers Summit:

1. Keep it short—in the range of two to three minutes. A story does not have to be long to be effective. Distill your story down to the essential details.
2. Write out your story in advance and practice. Seek feedback from a family member or friend. This is the best way to ensure that your story is concise and memorable.
3. Avoid using general language or trying to say too much when telling your story. Find one experience or anecdote that is powerful and brings your listener into that moment. For example, if you are advocating for foreclosure issues, instead of saying:

When we lost our house, we faced great difficulties and hardships, and had to move several times.

Say:

When we lost our house, we moved to a small apartment and my daughter had to share a bed with her mother. One night she started crying uncontrollably, saying, “Why did we leave the house? I want to go back. I want my room again. Why do I have to sleep with mommy?” I am here today so that no father and no little girl will have to feel like we did.

4. Sharing personal stories of clients, family members, or friends can also be effective.
5. Know your legislator. Do a power analysis of your legislator in advance to understand where he or she stands on the issues for which you are advocating. Tailor your story strategically toward your legislator’s self-interests. For example, if you know that your legislator is religious, reference your own faith and religious values in your story.
6. If you don’t feel comfortable sharing your story, keep your story anonymous. Be strategic about how and when you employ stories in your advocacy efforts.

## STORY PREPARATION WORKSHEET

1. What dreams do you have for yourself or your family? What hopes and aspirations do you have for your children?

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2. How have current difficulties with the economy, immigration, housing, health care, education, or another issue affected you or your family? Describe one hardship or challenge as an example.

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3. Why do you want Congress to act on your priority issue? How will meaningful reform on this issue impact you personally and help you and your family achieve your dreams?

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4. How will the changes that we are seeking benefit the country?

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## RESEARCHING YOUR MEMBER OF CONGRESS

Researching members of Congress is a critical step in our legislative advocacy. We research members of Congress to find out where they stand on our issues, to identify what constituencies and players influence them, and to determine what type of power we need to be effective in our advocacy efforts.

**The following are some of the key questions we seek to answer through our research:**

- What is the member's position/voting record on our priority issues?
- What legislative committees does the member serve on? Are they on any key committees pertinent to our issues? Are they in a leadership role on those committees?
- Who does the member listen to? Who contributes to the member's campaign? Who has endorsed the member? What key constituencies voted for the member in the last election?
- What are the member's self-interests? Legislative priorities? How can we use this information to win the member's support?
- What kind of power in numbers do we need to project to get the member's attention on our issues?

**Here are some tips on how you can find answers to the questions outlined above:**

- Read basic biographical information about a member of Congress and research their voting record. **Start by doing a simple Google search to see what you find.**
- Visit a member's official website ([house.gov](http://house.gov) or [senate.gov](http://senate.gov)) as well as [votesmart.org](http://votesmart.org).
- Ask friends and colleagues what they know about a member of Congress and learn about who else may know them.
- Visit your state's Secretary of State's website in your state to find previous year's election results for the member.
- Find out who donates to a member's campaign by reading campaign finance reports ([fec.gov](http://fec.gov)). Look to see if one of your allies is a donor. Specifically, pay attention to individuals who donated \$500 or more or are from specific industries that are large donors.
- You can find information about Latino voters in your state at the Pew Research Center: <http://www.pewhispanic.org/interactives/mapping-the-latino-electorate/>.

## LEGISLATIVE VISIT AGENDA AND ROLES

### 1. Introduction and purpose

- a. Explain that we are here as part of the UnidosUS Changemakers Summit with X advocates from X states who are meeting their congressional representatives today.
- b. Mention which part of the state you are from and how many individuals you represent collectively.

### 2. Discussion of primary and secondary issues impacting our community

- a. Identify powerful stories to tell during your meetings
- b. Discuss UnidosUS issue priorities and “asks”
- c. Discuss possible commitments for your representatives

### 3. Follow-up steps

- a. Should UnidosUS follow up with a staffer?
- b. Will the member of Congress follow up with Affiliates on any asks?

### 4. Thank you and wrap-up

## *Roles*

1. Group leader—opens meeting, introduces group and issues to be discussed, manages agenda and discussion
2. Person to present your priority issue(s) and explain why it is important to our community
3. Storyteller(s)—people to tell stories that relate to your issues
4. Pinner—asks for specific actions in support of your priority policy issue
5. Timekeeper
6. Note-taker
7. Point of contact for follow-up efforts with congressional offices

## HOW TO MEET WITH YOUR LEGISLATOR



### Arrive early and as a group.

- Remember that you are not the only people meeting with the legislator and staff that day. Arriving early may give you extra time and always makes you look more professional. Late group members should politely wait outside the office rather than interrupt a meeting in progress.



### Introduce yourselves.

- Have your group leader explain that you are a part of the UnidosUS Changemakers Summit and while you are from different organizations, together you represent an important voice in your legislator's district.
- Briefly introduce yourselves individually and be sure to include your organization's name and where you are from.



### Keep your presentation simple.

- **Create your talking points in advance.** Know your facts and have your information easily at hand. Stay away from using acronyms.
- **Tell powerful stories.** Stories are one of the most effective ways to leave a lasting impact on legislators and congressional staff. A powerful story creates an emotional connection to an issue and links it to deeper values and personal experience.
- **Seek concrete commitments.** Come prepared to ask your legislator to take specific action steps in support of your issues (e.g., introduce or cosponsor legislation, vote in favor of or against a specific bill, etc.). Seek clear yes or no responses to your asks and be prepared to follow up.
- **Stay positive.** If a legislator or their staff ask questions you cannot answer that day, feel free to let them know that you could send them that information when you return home.
- **Stay polite.** You might disagree with a legislator or their staff; if so, make your point and move on. You want to inform them of your position and make them feel comfortable going to you as a source of information in their district.
- **Listen well.** Let them ask questions. You may find new opportunities to interact with the legislator.



### Sample Introduction to Legislator or Staff Member

Hello Mr./Ms. \_\_\_\_\_. I'd like to first thank you for taking the time to meet with us today. My name is \_\_\_\_\_. Our group has come from **[STATE]** for the 2019 UnidosUS Changemakers Summit. We come from different organizations, but together we represent an important voice in your district.

The UnidosUS Changemakers Summit offers an opportunity for hundreds of Latino nonprofit organizations and advocates to come to Washington to discuss issues impacting the Latino community with elected officials from our states. Nearly 300 advocates from 30 states the District of Columbia, and Puerto Rico are attending this event. During our time with you today, we'd like to discuss our concerns about and proposals for addressing \_\_\_\_\_ **[state your group's priority issues]**.

## AFTER YOUR VISIT: FOLLOWING UP ON YOUR “ASKS” AND MAINTAINING A RELATIONSHIP WITH YOUR CONGRESSIONAL OFFICES

The most valuable thing you can return home with after the Changemakers Summit is a new relationship with a member of Congress or a congressional staffer. Developing these relationships can raise the profile of your organization and increase the amount of impact you have on local and national policy debates. Once you have returned home, send a follow-up letter thanking the member of Congress and his or her staff for spending time with you. Make sure to include materials describing your organization and your current projects. If your congressperson agreed to take specific actions in support of your priority issues, be sure to thank them in your letter. If the congressperson was noncommittal about the proposals and “asks” that you brought forward during your legislative visit, follow up with the member or their staff until you have clear commitments or responses.

### **You and your organization should consider some of these follow-up steps:**

1. During the congressional recess, schedule an in-district visit when your members are back in your home state. This is an excellent way to follow up on the policy issues you discussed during your meetings on Capitol Hill and to continue pressing for concrete commitments of support from your legislator.
2. Contact your member of Congress when an important bill that affects your community needs his or her attention. You can stay updated on issues affecting the Latino community by signing up for UnidosUS action alerts at [www.unidosus.org](http://www.unidosus.org).
3. Invite your member of Congress to attend or speak at an event you hold in their district. This could be an opportunity to demonstrate that what you do directly impacts the member’s constituents. If you are a direct-service organization, you may want to invite the member to your facilities to witness your impact firsthand.
4. Speak to the member’s district staff to find out if there are opportunities for your organization to partner with the congressperson on setting up a town hall meeting that focuses on the issues most important to your organization.
5. If your organization is profiled in a local or national newspaper, send a clipping of the story to your congressperson’s office, letting them know that you are interested in his or her opinion on the issue covered in the article. This is another way to engage congressional offices and remind your member of Congress that you are an important newsmaker in their district.



## LEGISLATIVE VISIT REPORT

This form will help us keep track of the progress made on the issues addressed during the 2019 UnidosUS Changemakers Summit. Please fill it out immediately after your meeting and give it to your UnidosUS staff contact or your state lead.

**State:** \_\_\_\_\_

**Organizations:** \_\_\_\_\_

**Member Visited/Congressional Staff Present:** \_\_\_\_\_

**Issues Discussed** (*Check all that apply*)

- ☐ Immigration
- ☐ Education
- ☐ Health
- ☐ Economic Justice
- ☐ Other: \_\_\_\_\_

**Did the member of Congress or staffer make any specific commitments to act on the issue(s)?**

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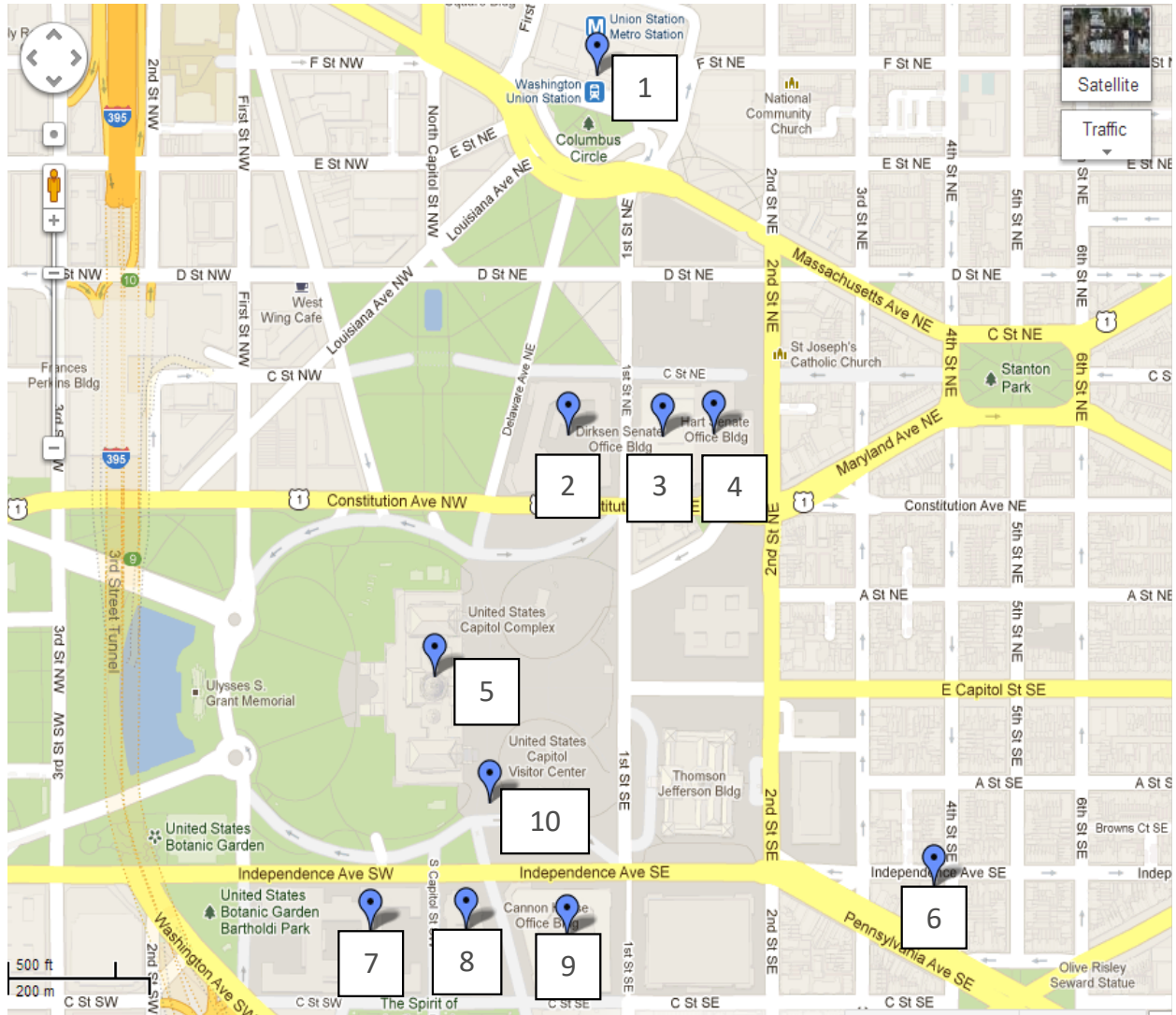
**What follow-up actions does your organization need to take? What follow-up actions should UnidosUS take?**

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## CAPITOL HILL MAP

- |   |  |
|---|--|
|  Union Station/Metro Station (1) |  Capitol Hill Presbyterian Church (6) |
|  Russell Senate Building (2)     |  Rayburn House Building (7)           |
|  Dirksen Senate Building (3)     |  Longworth House Building (8)         |
|  Hart Senate Building (4)        |  Cannon House Building (9)            |
|  United States Capitol (5)       |  U.S. Capitol Visitor Center (10)     |

## NOTES



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