



“For more than 85 years, the League of United Latin American Citizens (LULAC) has championed civil rights for the Latinos in the U.S. Our passion to create a brighter future for all Hispanic Americans by advancing their economic condition, educational attainment, and political influence remains our focus today and for future generations to come.”

**Brent Wilkes**, LULAC National Executive Director



# LULAC

## PLAN FOR THE FUTURE 2015



*Championing Progress • Passion for Change*



### Our Vision

To champion civil rights for Latinos in the United States.

### Our Mission

Deliver programs designed to advance the economic condition, educational attainment, political influence, housing, health and civil rights of the Latino population in the United States.

### What We Do

#### Programming

Our programs focus on civic participation, civil rights, economic development, education, health, housing, immigration, leadership, public service, technology, women, youth, young adults, and the 50+ demographic.

#### Advocacy

As the Latino community’s government liaison in Washington, we monitor legislation and provide policy makers with the Latino perspective on immigration, civil rights, business, education, and other issues impacting our community.

#### Membership

Our extensive membership base engages our network of more than 135,000 community volunteers, 1,000 local councils, 60 community technology centers, and 14 LULAC National Educational Service Centers in 38 states.

### Our Values

#### Quality

We strive for excellence in programs and services to enhance opportunities for all Latinos.

#### Integrity

We are responsible, trustworthy partners respected by all stakeholders.

#### Respect

We build positive relationships with our colleagues, partners and the communities in which we conduct programs and outreach.

#### Entrepreneurial Spirit

Our dedicated staff leverages innovative thinking and best practices to make a difference for our constituents.

#### Citizenship

We act with purpose in everything we do.



LEAGUE of UNITED LATIN AMERICAN CITIZENS



# LULAC STRATEGIC PRIORITIES 2015



## Civic Participation

### Objective:

Ensure Latinos are protected and active in local, state, and national political processes and agendas.

### Key Initiatives:

- Training for LULAC Volunteer Councils
- LULAC Democracy Initiative: Issue Based Campaigns, Voter Registration & Marches
- Hispanic Immigrant Integration Project
- LULAC LGBT Equality Project
- **LULAC National Legislative Conference & Awards Gala**
- **Fall "ACTober" Advocacy Conference**



## Economic Empowerment

### Objective:

Provide learning opportunities and resources to enhance economic security and empowerment for Hispanic families.

### Key Initiatives:

- Pocket Smart Financial Literacy
- Job Fairs
- HireLatinos.org Job Portal



## Education

### Objective:

Advocate for national educational policies that advance educational attainment and leadership development opportunities for Hispanic Americans.

### Key Initiatives:

- Empower Hispanic America with Technology
- ¡Adelante! America Youth Leadership Program
- Ford Driving Dreams through Education
- LULAC Youth Councils
- Collegiate LULAC
- Federal Training Institute
- LULAC National Scholarship Fund
- **LULAC National Women's Conference**
- **LULAC Emerge Latino Collegiate Conference**
- **LULAC National Convention & Expo**
- **LULAC National Youth Convention**



## Health

### Objective:

Educate and increase awareness of health issues impacting the Latino community.

### Key Initiatives:

- Healthy Communities Innovation Grants
- LULAC Health Ambassadors Network
- **Latinos Living Healthy Festivals**

*Bolded items = National Event Sponsorship*

