¡Adelante! América

The ¡Adelante! America program provides career development programming for underserved minority youth. This inspirational program encourages student participants to create relationships with recognized role models and allows students to think about their futures through a variety of noteworthy career exploration workshops.

¡Adelante! America works with Latino youth from ages 13 to 18 to cultivate optimism, build resilience, and improve academic skills with the goal of successful high school completion. Since 2008, the program served over 12,000 low-income, first-generation students. ¡Adelante! America is structured to accommodate the diversity prevalent at all levels of the Latino community. The action kicks off during the fall of each year, with programming that lasts through the spring graduation season.

In addition to emphasizing technology and STEM careers, the ¡Adelante! America program engages participants with prominent leaders in their communities, providing them with meaningful mentorship opportunities. Interacting with these community leaders from diverse cultural and professional backgrounds allows youth to learn about several career opportunities and serves as a motivator for higher educational attainment. Mentorship is an invaluable opportunity for our students to strengthen key competencies while developing relationships with positive role models.
Adelante Program Impact

"Being a part of adelante has helped me realize my many opportunities and has helped me develop crucial skills."

2019-2020
Adelante Participant

"Being a part of adelante has helped me have confidence and be wiser about career paths"

2019-2020
Adelante Participant

Emerging states where programs are located:
California, Texas, Washington and Puerto Rico

12,000
Latino students served since its inception in 2008

%100
100% of students who participated in the program obtained on-time grade promotion

For more information, visit https://lulac.org/programs/education/adelante america youth leadership program/index.html
Ford Driving Dreams Grants - Case Study

The National Center for Education Statistics reports that while Hispanic high school dropout rates are decreasing and college enrollments are increasing, Hispanic youth are falling behind other students in both measures. In an effort to turn around these statistics, LULAC and the Ford Motor Company Fund Grants joined forces in launching the Ford Driving Dreams program which is part of the Ford Driving Dreams initiative.

LULAC’s signature Ford Driving Dreams Grants program gives LULAC Councils the flexibility to design programs/curriculum that take into account the respective education issues, resources, and support systems in their communities in order to reduce the high school dropout rate among Latino youth. These targeted efforts help students improve the quality of their education while encouraging them to pursue higher education. Students are exposed to tutoring, mentorship, college, and career exploration; and cultivate skills that will help them gain employment in their post-academic career.

To date, this program has served more than 2,700 students in more than 82 communities throughout the United States and Puerto Rico. Currently, the program is operating in California, Illinois, Indiana, Iowa, Pennsylvania, Puerto Rico, Texas, Washington, Washington, D.C., and Wisconsin.
2019 Ford Driving Dreams Grants Impact

- 84.3% of students in this program plan to attend college after high school.
- 90.7% of participants now believe it’s extremely important to graduate from high school and pursue a higher education.
- 55.9% of students in this program will be the first in their families to attend college.
- 96.4% of students are now on track to graduate from high school on-time after participating in the program.
- More than 2,000 hours were logged by volunteers, parents, tutors, and mentors.
- 32.4% to 8.2% Hispanic dropout rate as of 2017.

For more information, please visit www.lulac.org/ford.
LULAC Youth Educational Enrichment Series (YE²S)

LULAC is working to empower the next generation of leaders and elevate the representation of the Latinx community in Science, Technology, Engineering, Arts, and Mathematics (STEAM) careers. The online series enrichment program is designed to stimulate and create "out of the box" thinking for youth on the path to STEAM careers through a robust curriculum. The YE²S curriculum features STEAM-focused workshops, mentorship, academic and career guidance, social innovation, team building and leadership development to increase students’ exposure to STEAM fields and careers while supporting them in their future academic and professional endeavors.

YE²S offers one-on-one mentorship opportunities to enhance at-home learning and education. The program targets youth from ages 13 to 18 to engage in online webinars that connect to STEAM day-to-day experiences while paired with mentors who can explain projects, activities, homework or education material to students who are struggling with at-home learning.
LULAC Youth Latinx Innovators Program (YLIP)

LULAC’s Youth Latinx Innovators Program (YLIP) is a one-semester after-school enrichment program for high school students. The program will help participants fortify their attitudes towards learning, team building, STEM careers, social innovation and leadership which will continue to support them in their future academic and professional endeavors. This 21-week program will be separated into four phases that focus on social innovation based on social responsibility initiatives in the community. All four phases will allow students to work as a team to prepare, define, create, and implement a social innovation project with the guidance and support of a mentor.

Through YLIP projects, students will be exposed to a variety of real world experiences in undertaking a social innovation project that they can implement in their school or community at large. Students enrolled in the program are separated into teams in which they will be competing with others throughout the semester to see which The projects are to improve an aspect of their community and function. The winning team would be flown to the LULAC National Convention to present their projects.
Empower Hispanic America with Technology

LULAC’s technology centers provide computer training and Internet access to 150,000 underserved Latinos each year.

LULAC’s Empower Hispanic America with Technology project creates positive exchange in Hispanic communities by providing access to state-of-the-art computer technology to narrow the digital divide. The project empowers Latinos with access to high-speed Internet with the training and tools in order to do school work, college and financial aid searches, job training, job inquiries, money management, English language courses, and citizenship preparation courses.

Since 2004, LULAC has launched more than 67 technology centers across the U.S. and Puerto Rico.
Empower Hispanic America with Technology Findings:

67+ Community Technology Centers

150,000+ underserved Latinos every year

1.9 Million Latinos served since 2004

For more information please visit www.lulac.org/technology.
Latina LEADS

LULAC works closely with its partners to create programs that focus on motivating girls in middle school to become our future tech titans. This program creates a safe environment for girls to learn about computer science, robotics and build their confidence in learning and much more as they kick start their careers in the fast growing technology sector. During the sessions, girls take part in hands-on activities that allow them to participate in the movement to execute and learn various coding languages. In addition, the students are exposed to women in tech via guest speaker sessions or local events. This robust program provides girls with the equal opportunity to computer science classes, given that most schools do not offer these courses in underserved communities and inclusively engages parents, educators and students to promote STEM education.
2019 Latina LEADS Impact:

100% of students now feel it is extremely or very important to graduate from high school, as compared to 80.9% before participating in the program.

90.5% of students now plan to attend college after high school, as compared to 70.2% before participating in the program.

61.9% of students would now consider a career in science, as compared to 44.7% before participating in the program.

66.7% of students would now consider a career in technology, as compared to 57.4% before participating in the program.

66.7% of students now rate their ability to use technology as above average, as compared to 42.6% before participating in the program.

95.2% of students now believe it is important for women to be in the STEM fields, as compared to 66% before participating in the program.

52.4% of students would now consider a career in engineering, as compared to 29.8% before participating in the program.
Latina Entrepreneur Academy

The Latina Entrepreneur Academy, a program of the LULAC Women’s Empowerment (WE) initiative, is designed to train, motivate, and inspire women, especially those of Hispanic descent, to build their own businesses or enhance their existing ones in 9 cities across 8 states. Our 2020 sites include: Albuquerque, NM, Austin, TX, Columbus, OH, Germantown, MD, Hendersonville, NC, Odessa, TX, Philadelphia, PA, Stockton, CA, and Toa Alta, PR. The academy equips participants with important skills that are critical to launching their careers as entrepreneurs or expanding their existing businesses. At the academy, women have access to training that prepares them to enter the entrepreneurial world by focusing on the importance of building a business plan, pitching their business to investors, and more. The academy features experienced speakers and trainers that guide participants through multiple sessions that ensure their future success in the business world. For the upcoming cycle, we have partnered with the online platform Ureeka to bring online classrooms to our sites. This has made it easier to have web-based training due to COVID-19 restrictions.
2019 Latina Entrepreneur Academy Impact

550 women
To date, we have had over 550 women participate in over seven states and Puerto Rico.

24 cities
Participating academies in over 24 cities across the country since its inception in 2018.

50%
More than 50% of attendees were on track to establish their new business within 18 months of receiving training.

"This academy by far exceeded all of my expectations and was an eye opening and life changing experience. Thank you for helping me in the right direction towards a business of my own." - 2019-2020 LEA Participant

More than 400 hours have been donated to building curriculums and training for aspiring Latina entrepreneurs.

Sessions have been held in both English and Spanish.

For more information, visit www.lulac.org/academy.
Grow with Google

The Grow with Google program has operated since 2017 servicing many Americans across the United States in learning digital and computer literacy skills to prepare them for the next possible job/career opportunity, to helping users become more proficient in computer skills, and helping small business owners increase their online presence. As a partner, LULAC has been able to help bring the Grow with Google program to Latino communities across the country and in Puerto Rico. We have been able to work with our educational tech centers, workforce development organizations, community based organizations, and many of our LULAC Councils to directly bring workshops to aspiring entrepreneurs, the general public and students. LULAC offers interactive workshops in both English and Spanish. We currently have 28 active sites leading the Grow with Google program and servicing Latino small business owners and community members that are interested in learning more new technical skills through hands on learning. To date we have served nearly 2,000 people in the U.S. and Puerto Rico with close to 40 workshops that have been hosted.
It's clear that Grow with Google offers both the immediate benefits and as importantly, offers academic portability through skills development they will now carry with them into their new higher learning settings.

Dr. Maria Elena Cruz
Latinos Living Healthy Initiative

Increasing awareness of health issues impacting the Latino community.

One of the most pressing issues affecting Latinos is health. Disparities in access, quality of service, and the burden of preventable chronic illnesses are rampant. Obesity, heart disease, cancer, diabetes, HIV/AIDS and strokes continue to be prevalent health issues within the Latino community. LULAC’s health programs focus on improving health outcomes through engaging our local councils, national partners, and corporate sponsors in campaigns dedicated to raising awareness and inspiring healthy lifestyle changes in our communities.

Latinos are disproportionately impacted by COVID-19 as five out of six Latinos have to leave their home every day to work and get paid. LULAC will continue to increase awareness and education about COVID-19, access to testiness and options to taking the vaccines.

Health outcomes will improve as long as we continue to make concerted efforts at all levels for sustained change. Through the following endeavors, LULAC encourages healthy lifestyle choices, ultimately putting more Latino families in control of their well-being.

For more information, please visit https://lulac.org/programs/health/
All of Us Research Program

In May, LULAC celebrated its second anniversary with the All of Us Research program. As a community partner with a rich history of grassroots work in the Latino community, LULAC is proud to work together towards improving health for future generations by creating awareness and inviting our community to participate. LULAC has culturally relevant messaging to raise awareness and educate Latinos on the importance of participating in health research studies. Currently, Latinos make up 3% of research participants and it is so critical for Latinos to be well represented in medical research to ensure our community benefits from future medical advances in treatments and prevention strategies to enjoy healthier and longer lives. Since 2018, LULAC has helped the program engage more than 5,000 Latinos across the United States through several community events in many states, as well as at the national level through our social media platforms and through in person engagements such as cafecitos and MEA bus tours and educational workshops.

5,000 Latinos

Since 2018, LULAC has helped the program engage more than 5,000 Latinos across the United States through several community events in many states.
Partnering and Communicating Together (PACT)

In partnership with the Centers for Disease Control and Prevention (CDC) through the Partnering and Communicating together partnership for the Let’s Stop HIV Together campaign, LULAC has continued to make a difference in the life of Latinos all over the United States and PR. With this campaign, LULAC focuses on increasing awareness of HIV/AIDS within the Latino community in addition to providing information on resources available for prevention, treatment and care. The Let’s Stop HIV Together Program is a joint effort to create free and accessible resources for the community that include prevention, treatment, care, and support resources in both English and Spanish for our community members. This information program also emphasizes the importance of de-stigmatizing HIV and AIDS by providing education on the viral effects on the human body, providing facts on reducing the myths that have overpowered our community, and how to bring about the conversation on HIV/AIDS and getting tested.

4,200 HIV tests

In the five years as a partner, LULAC has aided in administering over 4,200 HIV tests, with 40 new & continued partners to execute grassroots activations all over the United States and PR.