HOUSTON HISPANIC FORUM

MOVING FORWARD 2017
Our History:
The Houston Hispanic Forum was founded on March 20th, 1984 to serve individuals whose nonpartisan objective was to provide leadership and unity among Hispanics. The vision was simple, to empower the community. The newly formed organization provided forums convening Hispanic leaders to work together for a common purpose and goal. Since its inception, the Houston Hispanic Forum has undertaken projects aimed at providing leadership, vitality, and unity, with the Career and Education Day program being its annual highlight.

Mission:
Empower and inspire the success of the large and fast-growing Hispanic community in the Greater Houston area, thereby strengthening the entire community.

Vision:
All Hispanics in the Greater Houston area will possess the knowledge and tools to be successful.

Values:
- Serve the community
- Organizational integrity and transparency
- Collaboration with organizations
- Education is the most important vehicle for self-improvement
- Education is an individual right
- Equality of opportunity
- Freely embrace the Hispanic heritage

Moving Forward

“The HHF’s Career & Education Day holds a special place in my heart as I attended numerous times as a youngster in Houston and I know firsthand the positive impact it had on my educational path. Thank you for keeping this event alive and well for future generations!”

— Susie R. Molina
University of Houston
“I graduated from Milby High School in 2002, here in Houston and went on to become a practicing pediatrician at the University of Texas in Houston/Children’s Memorial Hermann Hospital. I remember the impact this event had on me when I was a high school student as I attended it every year. I would like to be able to give back to the community by educating students about a career as a physician.”

—Veronica M. Gonzalez, MD, FAAP
Assistant Professor of Pediatrics
Division of Community and General Pediatrics at UT Health

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A NOTE FROM HOUSTON HISPANIC FORUM

Hola Houston Community Partners,

On behalf of the Houston Hispanic Forum (HHF) and the Board of Directors, we are pleased to present HHF’s 2017 impactful work. HHF was founded in 1984 with the mission to empower our community. It is with great pleasure that we celebrate 33 years of impact; an accomplishment that is not ours alone. Due to the strength of our partnerships, your trust in our work, and community support, we continue to deliver results to help our students gain the knowledge and tools to be successful.

Preparing our students for the workforce by providing them with career exploration opportunities has been our most rewarding work at HHF! We meet energized students eager to explore careers and expand their knowledge and skills. Even more astonishing is that we meet many of our adult volunteers who attended HHF’s Career and Education Day when they were high school students. They return to HHF as successful professionals, wanting to inspire new generations of students. As one of our cherished partners, you too have returned year after year to help HHF ignite interest for postsecondary education and career exploration opportunities among our youth. The result has been three decades of transformative work.

This year, Houston HHF’s Career & Education Day (CED) celebrated its 31st anniversary. CED is the largest career exploration event in Texas. An all-day event, CED boasts full suites offering Career Panels, Admissions & Financial Aid Plaza, Parent Academy, Newcomers Corner, Academic Counselor Track, Middle School Programs, and Mentoring Corner. Students also have access to an exhibit hall where they interact with representatives from colleges and universities.

While CED will always be our flagship event, HHF recognizes that its reach must expand into the community in other ways. In addition to highlights about our 2017 CED, this report includes information about several exciting new programs that we launched this year.

Our theme for 2017-2018 is Moving Forward, and with this new momentum, we thank you for your ongoing support of our work and invite you to join with us in our future endeavors.

Warmest regards,

Houston Hispanic Forum Team
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HHF’S 33 YEARS TIMELINE

1985
Event honoring all Houston appointed and elected Hispanic officials with over 200 attendees at the Four Seasons Hotel.

1986
Symposium in February – Hispanics in Houston/Harris County (Highlighting the contributions of the Hispanic Community) 80 speakers, at the Houston Public Library Julia Ideson Building.

1988
January 30th, CED relocates to University of Houston -Hoheinz Pavilion.

1989
The Impact of Houston Hispanics on Texas in the 21st Century Symposium.

1990
May 12th, Hispanic Education Summit at the University of St. Thomas.

1991
CED relocates to George R. Brown Convention Center.

2000
Regional Bilingual Spelling Competition for 3rd – 5th graders.

2002
October 12th, Houston Harris County Hispanic Health Summit

2004
January 26th, NFL Super Quiz Super Challenge

2006
April 19th, USA Immigration Truths and Myths

2015
White House Initiative on Educational Excellence for Hispanics.

2016
February 13th, 30th Annual CED • Parent Academy

2017
February 18th, 31st Annual CED • Newcomers Corner • #Program LIT (Leaders In Training)

2018
February, 10th, 32nd Annual CED • Hurricane Harvey - Disaster Relief & Recovery • Student Ambassadors

Honoring our past, embracing our present, and moving towards the future

Social Media Analytics

#CEDHOU TRENDING 2ND IN THE CITY ON CAREER AND EDUCATION DAY

Facebook: Reach

Twitter:
Followers: 1,539
Impressions 265,270

Instagram:
Followers: 2,454
Impressions 133,231

Hashtag
#CEDHOU TRENDING 2ND IN THE CITY ON CAREER AND EDUCATION DAY

White House Initiative on Educational Excellence for Hispanics.

Followers: 481
Total Posts 162
Houston Hispanic Forum’s (HHF) work is vital as Hispanics represent 42% of Harris County’s population, the largest and fastest growing ethnic group in the region. Half of those living in poverty in Harris County are Hispanic. HHF promotes education and career attainment to ensure success in the Hispanic community for the greater good.

Houston Demographics: Demographic Breakdown of Houston Children (Children at Risk):
- American Indian: <1%
- Asian: 5%
- Black: 22%
- Hispanic White: 43%
- Non-Hispanic White: 15%
- Other: 12%
- 2 or more: 3%

Percentage of Each Race/Ethnicity that is College-Ready (Children at Risk):
- Black: 9%
- Hispanic: 12%
- White: 46%

Percentage of students identified as “At-Risk” in 2016:
- HISD: 64%
- Region 4: 52%
- Texas: 50%

By 2020, 65% of jobs will require a post secondary education and training. The majority of our students across Harris County are Black or Hispanic, yet very few are graduating college-ready. If we do not address this disparity it will undoubtedly have an impact on our city’s future.

Texas Demographics: Undergraduate Enrollment rate in Public Universities by Race/Ethnicity:
- Texas:
  - Black: 6%
  - Hispanic: 29%
  - White: 60%
  - Other: 5%
- Houston:
  - Black: 29%
  - Hispanic: 28%
  - White: 27%
  - Other: 16%

Highest Level of Educational Attainment in Texas (25+):
- Less than 9th grade: 9%
- Some high school, no diploma: 9%
- High school diploma: 25%
- Some college, no degree: 23%
- Associate degree: 7%
- Bachelor’s degree: 18%
- Graduate or professional degree: 9%

“The Rice University’s dropout study indicates that a student’s experience in 8th grade is highly correlated with his or her likelihood to drop out in high school years” (Children at Risk).
ABOUT CAREER & EDUCATION DAY

The overall goal of Houston Hispanic Forum’s (HHF) annual Career and Education Day (CED) is to promote higher education to Houston youth from diverse backgrounds. HHF understands the importance of preparing students for life after high school; therefore, there is a high-level of focus on post-secondary education, career exploration, and workforce readiness.

CED provides career panels with professionals who are eager to encourage students for post-secondary success. The panels fall under five major career paths that include Arts and Humanities, Business and Industry, Multi-disciplinary Studies, Public Service and S.T.E.M. (Science, Technology, Engineering, and Mathematics).

CED includes an exhibit hall with presenters from universities, colleges, public service agencies, non-profit organizations, corporations, and local businesses. CED is a FREE public event that serves all middle and high school students, parents, teachers, school administrators, and guidance counselors. CED serves students and families from public schools from across 74 school districts.

NOTE: CED 2017 survey results from a sample size of 5,390.


13,000+ Attendees
ATTENDEE DISTRIBUTION

- 61% Student
- 22% Parents
- 5% Teachers
- 1% Guardian
- 9% Other
- 2% Counselor

ETHNIC DISTRIBUTION

- 65% Hispanic
- 20% African American
- 3% White
- 5% Asian/Pacific Islander
- 7% Other
- 5% Other

Top 10 School District Attendance

1. Houston ISD
2. Galena Park ISD
3. Cypress-Fairbanks ISD
4. Fort Bend ISD
5. Spring ISD
6. Alief ISD
7. La Porte ISD
8. Pasadena ISD
9. Spring Branch ISD
10. Aldine ISD
PARTICIPANT BY GENDER

1% No Response

34% Male
65% Female

GRADE LEVEL DISTRIBUTION

12th Grade 11th Grade 10th Grade 9th Grade 8th Grade 7th Grade 6th Grade Other
14% 18% 15% 10% 12% 9% 9% 13%
CED SUMMARY

“As our community continues to move forward, creating equitable experiences by reaching back to help others is fundamental. Career and Education Day volunteers are able reach forward and backward, but also across, bringing success to all who participate”

—Javier Carmona Jr., M.Ed., Scholar Relations Coordinator, Terry Foundation

CED SUMMARY

• 74 School Districts
• 373 Schools
• 58 Career Panels
• 180 Exhibitors
• 50 FAFSA applications completed onsite
• 10 mentoring organizations present at the #Program LIT (Leaders In Training) exhibit
• 100 families served at the Newcomers Corner - for newly arrived, undocumented, and refugee families
• 400 parents engaged at the Parent Academy - Clave Al Éxito

MIDDLE SCHOOL PROGRAM

• EMPOWERED by Teen Truth (motivational speaker)
• Grand Hank, Premier Science & Hip Hop “Edutainment”
“Way back in the early beginnings of HHF, I used to volunteer with Dr. Caram when I got out of high school. I am so pleased to see the growth and importance for the educational support of our youth and workforce development efforts.”

—Marie Arcos
Community Development Executive Director at YMCA Greater Houston
DID ATTENDING CED PERSUADE YOU TO GO TO COLLEGE/TRADE SCHOOL?

- Yes: 78%
- No: 23%

DO YOU RECEIVE FREE/REDUCED MEALS AT SCHOOL?

- Yes: 51%
- No: 49%

OVERALL, WERE YOU SATISFIED WITH THE CAREER PANEL SPEAKERS?

- Yes: 72%
- Neutral: 23%
- No: 5%

DID CED HELP YOU DECIDE YOUR CAREER GOALS?

- No: 58%
- Yes: 42%

WHAT KIND OF GRADES DO YOU MAKE?

- A-B: 85%
- C: 12%
- D-F: 2%
MENTORING

“Our students were thoroughly impressed and inspired. Thank you!”
— Alexis Beachum
6th Grade Teacher – Angleton ISD

DO YOU HAVE A MENTOR?

31% YES
57% NO
12% No Response

IF YOU DON’T HAVE A MENTOR, DO YOU HAVE INTEREST IN LEARNING MORE ABOUT MENTORING OPPORTUNITIES?

42% NO
58% YES
“I learned so much at this event and am truly happy we attended. My daughter is now confident she will attend college. Si se puede!”

—Melissa Hernandez, CED Mom
HoustonLEADS (Leadership Education Advancement Development Support) is a summer internship program, a collaboration with Alta Resources, Macquarie, and the City of Houston’s Hire Houston Youth initiative.

Students were provided with hands on professional career training, soft skills development, empowerment sessions, mentorship, and leadership guidance.

Techpak, sponsored by Comcast, was a STEM based event held on October 7th, 2017 at the HCC West Loop campus.

The mission of this new event is to ignite an interest in STEM learning by preparing our youth to compete globally through analytical thinking and design learning that fosters creativity and innovation.

2018 Summer STEM Camp, collaborative summer program with the University of Houston, Department of Engineering Technology and HHF to provide students with summer STEM based programs.

The programs will consist of understanding complex fluids dynamics through experimental, analytical, and computational techniques.

We will be sharing additional details about our new programs in the 2018 Impact Report.
### 2017 ADVISORY COMMITTEE

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<tr>
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<td>The Educational Excellence Resource Group</td>
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<td>Peter Beard</td>
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<td>Lisa Waddell</td>
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<td>Josie Trevino</td>
<td>Mgr, College Readiness for 2nd language learners &amp; immigrant students</td>
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<td>Jennifer Ertel</td>
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<td>Dannette Maldonado</td>
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<td>Rick Rodriguez</td>
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<td>Mirla Lopez</td>
<td>Path to College Project Coordinator</td>
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<td>Miriam O. Quinn</td>
<td>HHF Lead Volunteer</td>
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<td>Ka’rin Thornburg /Veronica Pena</td>
<td>Admissions, recruitment &amp; enrollment</td>
<td>University of Texas - Austin</td>
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<tr>
<td>Aaron Cano</td>
<td>Human Services Program Manager</td>
<td>My Brother’s Keeper</td>
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