We all need role models who can inspire us to reach our full potential, but not everyone has access to them.

HISPA is committed to providing that access for Latino youth.
Our 2016-17 programming was made possible by HISPAs Annual Partners:

Additional financial support for HISPAs programming was provided by:

- Bristol-Myers Squibb
- Camera Mundi, Inc.
- Chubb
- Elizabeth Public Schools Board of Education
- FirstBank
- Grainger
- Hamilton Schools
- Investors Bank
- Merck
- Novartis
- NRG
- PNC Bank
- Princeton University and the Office of Human Resources
- Roma Bank Foundation
- Samsung
- Siemens
- New Jersey Department of State - The Center for Hispanic Policy, Research and Development
- Thomson Reuters
- UPS
- Verizon
- Verizon HSO
- Wells Fargo

We also acknowledge the groups and organizations that supported HISPAs programming, including:

- AT&T HACEMOS
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- Comcast Unidos
- The Committee for Hispanic Children and Families (CHCF)
- ESPN Goal!
- Latino Princetonians
- Merck Hispanics Organization (MHO)
- The Partnership for a Drug-Free New Jersey
- PNC Latino Employee Business Resource Group
- Prospanica
- PSEG Adelante
- Rackspace VIVA
- Society of Hispanic Professional Engineers (SHPE)
- UPS Crecer
- Verizon Hispanic Support Organization (HSO)
- Wells Fargo Latin Connection
ABOUT HISPAA

HISPANICS INSPIRING STUDENTS’ PERFORMANCE AND ACHIEVEMENT (HISPAA) is a 501(c)(3) nonprofit organization dedicated to developing the Latino educational pipeline and creating a workforce of high-skilled leaders to contribute to America’s economic future.

HISPAA mobilizes Latino professionals to serve as role models in schools and educational programs within their communities to inspire students’ academic performance and achievement by demonstrating that they, too, can attain success through education.

We aim to achieve this vision through the HISPAA Role Model Program, Youth Conferences, Corporate Visits and the HISPAA Leadership Workshop Series.

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www.hispa.org
info@hispa.org
609.436.0417

Share
Inspire
Transform
Mauricio Gutierrez
President and Chief Executive Officer
NRG

Mauricio Gutierrez served as keynote speaker at HISPA's 2017 New Jersey Youth Conference in Princeton, N.J. “Every student should be given the opportunity to engage with role models they can directly connect with and learn from,” he said. “I am honored to share my experiences and humbled by the hopes that they might inspire students to pursue a path of higher education in STEM, opening up a multitude of future career opportunities.” Gutierrez joined NRG in 2004 and helped build it to the nation's largest competitive power generator and one of the country's largest owners and operators of renewable power facilities.

Eduardo Coello
Group Executive, Latin America and Caribbean Visa

Eduardo Coello exemplified the spirit of corporate citizenship. In addition to serving as a HISPA Role Model, Coello spoke at several HISPA events to encourage Visa employees to volunteer. Coello, who has been with Visa for 16 years, is responsible for all of Visa's operations in the Latin America and Caribbean (LAC) region. Prior to serving in his current position, Coello was Senior Vice President for Visa LAC, leading the business and relationship development with clients in 42 countries.

HISPA Role Models come from a variety of points in their career ladders, from interns to CEOs. This year, some of those Role Models included:

Walt McDonald
President and Chief Executive Officer
Educational Testing Services

Walt MacDonald served as a HISPA Role Model, helping students with hands-on problem solving activities during the 2017 New Jersey Youth Conference in Princeton, N.J. MacDonald joined ETS over 30 years ago and over the course of his career has led nearly every major program, guiding each to grow and achieve the mission of ETS: advancing quality and equity in education for all people worldwide. As he often says, “our mission is why we exist as an organization. The work of all of us at ETS is focused on improving teaching and learning, expanding opportunity for all individuals, and informing education and policy.”

Tomas Regalado
Mayor of Miami
The City of Miami

Mayor Tomas Regalado and his wife, Ana Cristina, have championed HISPA’s efforts in Miami every step of the way, from hosting our inaugural Kick-Off and Recruiting event to speaking at the Year-in-Review wrap-up. Mayor Regalado was elected Mayor of Miami in 2009. During his tenure, Regalado led Miami’s economic recovery, eliminating deficit and reducing taxes and unemployment rates. Before that, he worked as a journalist for a variety of high-profile news agencies and was the first Cuban American member of the White House Press Corps.
ABOUT
THE HISPA ROLE MODEL PROGRAM

Since launching in New Jersey in 2008, the HISPA Role Model Program has expanded into New York, Texas and Florida, mobilizing more than 2,500 HISPA Role Models and impacting over 9,000 students to date. In 2016-17, HISPA’s Role Model Program reached 2,183 students through 219 visits in 22 schools: 15 in New Jersey, two in San Antonio, TX, two in New York, NY, and three in South Florida.

A critical component in establishing a college-going culture

A diverse roster of Hispanic professionals—approximately 57% with advanced degrees*—shares their cultural backgrounds and educational and professional journeys, relating the key experiences that allowed them to overcome obstacles and achieve their goals.

These visits provide:

- A valuable opportunity for students to personally identify with Latino professionals
- Practical information (e.g. pathways to AP classes and out-of-school learning opportunities) as well as non-academic life skills (e.g. developing grit and learning about career opportunities)
- Promotion of bilingualism and biculturalism as assets in the 21st century global economy

A message of educational empowerment

HISPA’s programming is strategic and research-driven. Our programs target middle school students as studies suggest that both early intervention and having a role model strongly correlate to the pursuit of higher education. Over the course of the school year, the HISPA Role Model Program makes six school visits, each with one to three HISPA Role Models per visit, who emphasize the importance of education to future success and introduce students to careers in public and private sectors. The Role Model Program also engages students in a STEM career exploration field trip: a HISPA Youth Conference and/or Corporate Visit.

A record of positive impact

- 95% of students were inspired to set college as a goal
- 92% of students learned more about possible careers
- 67% of students reported that their interest in college increased
- 70% of students reported that their belief that they could attend college increased; in fact, students’ belief that they could attend college increased after each HRMP visit
- 96% of students were inspired to do better in school
- 94% of students reported that they want to earn at least a bachelor’s degree; 40% want to earn an advanced degree
- 80% of students strongly agreed that attending college would be fun—a 7% increase

Our research—tools and metrics designed and analyzed with our partner ETS—shows that the HISPA Role Model Program has a positive impact on student attitude and awareness towards college and career. Indeed, after experiencing HISPA programming in 2014-15:
In addition to HISPA Imagine Day Corporate Visits to Visa for students, we hosted a variety of events to recruit HISPA Role Models and thank our volunteers and supporters for their efforts. Without them, this expansion would not have been possible!

In 2016, HISPA officially launched educational programs in two schools in Miami, Florida: Kinloch Park Middle School and Miami Senior High School. During our inaugural year, HISPA served over 400 students through 50 HISPA Role Model visits with employees representing 21 different companies.

HISPA's first Miami Role Model Program Kick-Off and Recruiting event was hosted by the City of Miami Office of the Mayor. Guests heard from Mayor Tomas Regalado, Wifredo Ferrer, U.S. Attorney of the Southern District of Florida, and ESPN Deportes host Sebastián Martínez Christensen.

HISPA presented “South Florida: A Year in Review Partners Event” to our supporters in the Sunshine State. Hosted by Visa, the event celebrated our first year’s programs, volunteers and accomplishments. Guests included some of HISPA South Florida's greatest champions, such as Visa Group Executive for the Latin America and Caribbean Eduardo Coello, Mayor Tomas Regalado and Ana Cristina Regalado.

Photos by VISA during HISPA Imagine Day @ VISA, Miami
ABOUT HISPA CORPORATE VISITS 2016-17

Our Corporate Visits immerse students in the corporate environment. Touring labs and facilities and working with technology alongside highly-skilled professionals introduces students to potential career opportunities, encouraging them to envision who they want to become and what they must do to get there.

5.5.2017
MERCK
Kenilworth, New Jersey
50 students from 10 different schools in Elizabeth: Abraham Lincoln #14, Benjamin Franklin #13, Charles J. Hudson #25, Christopher Columbus #15, Dr. Antonia Pantoja #27, Elmore #12, Juan Pablo Duarte - José Julián Martí #28, Jerome Dunn Academy #9, Nicholas S. LaCorte-Peterstown School #3, Woodrow Wilson #19

2.23.2017
AT&T High Technology Day
Middletown, New Jersey
50 students from Jerome Dunn Academy #9

3.24.2017
VERIZON
Bedminster, New Jersey
30 students from 10 New Jersey schools: Abraham Lincoln #14, Benjamin Franklin #13, Charles J. Hudson #25, Christopher Columbus #15, Dr. Antonia Pantoja #27, Elmore #12, Juan Pablo Duarte - José Julián Martí #28, Jerome Dunn Academy #9, Nicholas S. LaCorte-Peterstown School #3, Woodrow Wilson #19

5.19.2017
IPG
New York, New York
50 students from 10 different schools in Elizabeth: Abraham Lincoln #14, Benjamin Franklin #13, Charles J. Hudson #25, Christopher Columbus #15, Dr. Antonia Pantoja #27, Elmore #12, Juan Pablo Duarte - José Julián Martí #28, Jerome Dunn Academy #9, Nicholas S. LaCorte-Peterstown School #3, Woodrow Wilson #19

5.31.2017
VISA
Miami, Florida
48 students from Miami Senior High School

5.12.2017
VISA
Miami, Florida
51 students from Kinloch Park Middle School
HISPA AT A GLANCE

HISPA 2016-17:
Who We Are & What We Have Achieved

OUR PARTNER SCHOOLS

NEW JERSEY
Abraham Lincoln School No. 14 // Benjamin Franklin School No. 13 // Charles J. Hudson School No. 25 // Christopher Columbus School No. 15 // Dr. Antonia Pantoja No. 27 // Elmora School No. 12 // Hamilton High School West // Jerome Dunn Academy No. 9 // Juan Pablo Duarte - José Julián Martí School No. 28 // Lawton C. Johnson Summit Middle School // Mastery Schools of Camden - East Camden Middle School // Nicholas S. LaCorte - Peterstown School No. 3 // Nottingham High School // Summit High School // Woodrow Wilson School No. 19

NEW YORK
Inwood Academy For Leadership // Mott Hall Bridges Academy // Manhattan Bridges High School*

TEXAS
Anson Jones Middle School // Cable Elementary School

FLORIDA
Kinloch Park Middle School // L. C. Swain Middle School // Miami Senior High School

The HISPA Role Model Program made 18,039 unique aspirational impressions in 2016-17.

GROWTH OF HISPA PROGRAMMING

In 2008-09, HiSPA had 27 total Role Model visits.
To date, that number has grown to 762.

HISPA served 305 students in 2008-09.
Today, we have served over 9,000.
WHO ARE HISPA'S ROLE MODELS?

- **Business**
  38% hold a degree in business or a business-related field, such as accounting
- **Education**
  10% hold degrees in education
- **STEM**
  33% hold a degree in the natural or applied sciences, including biology, math and engineering
- **Social Sciences & Humanities**
  16% hold degrees in humanities or social sciences, including economics, psychology, languages and literature

10% - Doctorate/Professional Degree
47% - Master's Degree
31% - Bachelor's Degree
12% - Associate's Degree/Some College

**GENDER**
- 53% Female
- 47% Male

**EMPLOYMENT SECTOR**
- Academia (9%)
- Corporate/Private (70%)
- Government (6%)
- Nonprofit (15%)

**BY THE NUMBERS**
- 89% Hispanic and/or Latino
- 72% fluent in Spanish
- Average age: 45
- Average years as volunteer: 4
- Average total hours volunteered: 96

**OCCUPATION & INDUSTRY**
- Accounting, banking, finance
- Business, consulting, management
- Charity, nonprofit, voluntary work
- Education
- Energy or utilities
- Engineering or manufacturing
- Government
- Information technology
- Legal
- Marketing, advertising, PR
- Media or Internet
- Medicine or healthcare
- Public services or administration
- Recruitment or HR
- Science or pharmaceuticals
- Transport or logistics

Our Youth Conferences provide students a full day on a university campus to experience hands-on STEM workshops alongside positive HISPA Role Models. Being surrounded by inspirational career opportunities and motivational speakers has led students to declare it “the best field trip ever.”

New York, NY – October 7, 2016
Columbia University
Hosted by the Columbia Chapter of the Society of Hispanic Professional Engineers, co-hosted by Verizon, with lead funder ESPN
87 role models and 132 students from three New York City schools: Mott Hall Bridges Academy, Inwood Academy for Leadership, Manhattan Bridges High School

“My favorite part was when we acted like we were real scientists and experienced how they worked.”

San Antonio, TX – May 19, 2017
St. Mary’s University
Hosted by the St. Mary’s Office of Student Retention, with lead funder ETS
82 role models and 145 students from Anson Jones Middle School

“I learned the only person that can stop your knowledge, your education, is you. Give it all you got and remember the people that were beside you.”

Princeton, NJ – June 9, 2017
Princeton University
Co-sponsored by the Office of Human Resources at Princeton University, co-hosted by PSEG
86 role models and 150 students from 14 New Jersey schools: Abraham Lincoln #14, Benjamin Franklin #13, Charles J. Hudson #25, Christopher Columbus #15, Dr. Antonia Pantoja #27, Elmore #12, Hamilton High School West, Jerome Dunn Academy #9, Juan Pablo Duarte - José Julián Martí #28, Lawton C. Johnson Summit Middle School, Mastery Schools of Camden - East Camden Middle School, Nicholas S. LaCorte-Peterstown #3, Nottingham High School, Woodrow Wilson #19
STUDENTS SAY

“It had a big impact on me because it taught me that people care about and support my choices.”

“He inspired me to go to college even though my parents didn’t.”

“What I liked about the presentation is that she is showing that not only men can be a role model. She is female electronic engineer. That is very rare.”

“I liked how she told us about the hardships she went through, how she overcame them and taught us to never give up.”

“Thank you for encouraging me to take responsibility for my actions...because if I take a first step to make an opportunity happen, then it will happen.”

“The HISPA Role Model program motivated me to be more confident, [which] is key to being successful. I liked [our HISPA Role Model] because she spoke as if she was speaking to just me. She made sure she looked at every single person in the room.”
“The excitement and curiosity of the young students was, in a word, AMAZING. If you want to make a difference, break through that barrier and you’ll see their world shift...it’s a beautiful thing to experience.”

“I am a HISPA Role Model because…

I value the HISPA mission and think it is critically important to give back to our community.
I want to foster the next generation of Latino leadership.
I want to do for others what I had wished others would have done for me.
I want to inspire kids. I see myself through them. I want to help them, be a change agent, give back to the community, be a positive influence.
I want to young Latinos/Latinas know that a higher education is very important, and that...they can get a college education.
I want to inspire young Latinos/Latinas to be confident in themselves and their communities.

“Helping someone to see what they do not know and opening up their world as big as it can be is essential in developing fully expressed adults with possibility. You help create a future that could be the future they did not know was out there for them.”

“...Participating in the HISPA Role Model helped me with leadership in [my] company’s ERG and presiding for a nonprofit professional statewide organization. In addition, belonging to this community of other HISPA Role Models and mentors, the ability to tap [into] or share expertise is a valuable benefit for all professionals.”

“It was an awesome experience coming back to my hometown and speaking with middle school who are living and growing up in the same school system and neighborhoods that I grew up in. Absolutely exhilarating!”
“She was very effective. She instilled self-motivation in our scholars and encouraged them to pursue their dreams. She was very original and sensitive to the diverse audience.”

“He was able to make real life connections for the students about why college is so important and how far you can go with a college degree.”

“She is a native of Elizabeth. She went to a school that is right next to our school. Students were able to see that they can make it out and better themselves, just like the presenter was able to do.”

“She was able to communicate how even though she struggled with the language barrier, she did not let that stand in her way. It is important students realize struggles are not meant to make you quit, but persevere.”

“Very effective! A pin could be heard if it dropped. Students and teachers were moved by his incredible presentation.”

“These speakers had stories that were relatable and prevalent for this community. The students were able to identify with the speakers’ perseverance, determination and ambition.”

“They were very effective where many of our scholars identified with their stories. In addition, the fact that the presenters spoke their native language the students felt very special.”

“The students are still talking about these presentations.”
NEW WEBSITE

Visit the new-and-improved www.hispa.org to learn about HISPA's programs and events, make online donations, view our photo gallery, and more.

Thanks to UPS, UPS Crecer, and Catalyst Development, we've made some changes this year!
ABOUT THE HISPA LEADERSHIP WORKSHOP SERIES

Hispanic college students can face unique professional challenges—including less access to leadership development, career networks and role models—that impact future educational and employment opportunities. In 2011, HISPA began the Leadership Workshop Series to provide these opportunities to the students of the Governor’s Hispanic Fellows Program, sponsored by the State of New Jersey and overseen by the Center for Hispanic Policy, Research and Development.

The HISPA Leadership Workshop Series brings Fellows to a variety of host institutions for a full day of leadership development led by diverse professionals. Each workshop has a unique focus and develops skills key to success in any field. In the words of one alumnus, “The program literally changed my life.”
HISPA 2016-17
ROLE MODELS & VOLUNTEERS

HISPA's supporters come from both public and private sectors, including corporations, academia, nonprofits, the government and organizations such as employee resource groups, as well as professional and academic associations.*

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Visa
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## HISPA 2016-17
### ROLE MODELS & VOLUNTEERS

HISPA’s supporters come from both public and private sectors, including corporations, academia, nonprofits, the government and organizations such as employee resource groups, as well as professional and academic associations.*

<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Institution</th>
<th>Role/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kristopher Garcia</td>
<td>Sandvik</td>
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<tr>
<td>Lee Araujo</td>
<td>Visa</td>
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