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 mobilizing Latino professionals to inspire our youth.
HISPA (Hispanics Inspiring Students’ Performance and Achievement) is a 501(c)(3) nonprofit organization dedicated to developing the Hispanic and Latino educational pipeline and creating a workforce of high-skilled leaders to contribute to America’s economic future.

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

We aim to achieve these goals through the HISPA Role Model Program, Youth Conferences, Corporate Visits and the HISPA Leadership Workshop Series.

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Herminda Sifuentes – HISPA Role Model Program: San Antonio
Bringing the public and private sectors together, these experts and professionals inspired our students this year.

Joseph M. Acaba
Astronaut
NASA

Joseph Acaba spoke at HISPA’s 2018 San Antonio Youth Conference at St. Mary’s University. Selected by NASA in 2004, the California native has logged a total of 138 days in space over the course of two missions. He has also worked as a Flight Engineer for Expedition 31/32, Director of Operations Russia in Star City supporting crew training, and as Flight Engineer on the International Space Station for Expedition 53/54.

Raquel Tamez
Chief Executive Officer
Society of Hispanic Professional Engineers

Raquel Tamez spoke at HISPA’s 2018 San Antonio Youth Conference at St. Mary’s University. In June 2017, she was named CEO of the Society of Hispanic Professional Engineers (SHPE), a national network of more than 300 chapters and over 10,000 professional and student members. Founded in 1974, SHPE works to change lives by empowering Hispanics to realize their fullest potential and to improve the world through STEM awareness, access, support and development. Its vision is a world in which Hispanics are highly valued and influential as the leading innovators, scientists, mathematicians and engineers.

Iris Delgado
Anchor/Reporter
Telemundo 62

Iris Delgado spoke at HISPA’s 2018 New Jersey Youth Conference at Princeton University. She enjoys connecting with viewers from behind the anchor desk as well as out in the field. She is devoted to delivering the news in a way this is relevant to viewers and explaining how it can affect their daily lives. Iris loves visiting the neighborhoods in Philadelphia and surrounding areas and connecting with their residents.

Silvia Lorena Mazzula, Ph.D.
Associate Professor of Psychology
John Jay College of Criminal Justice, CUNY

Dr. Mazzula spoke at HISPA’s 2018 New York City Youth Conference at Columbia University. A Columbia University graduate herself, she is an award-winning educator, mental health researcher and author. She is the executive director of the Latina Researchers Network and associate professor of psychology at John Jay College of Criminal Justice—a notable achievement, as less than 4% of all professors in the country are Latina.

Carlos Ojeda Jr.
Founder & CEO
CoolSpeak

Carlos Ojeda Jr. spoke at HISPA’s 2018 New York City Youth Conference at Columbia University. A former university administrator, professor and small business development center director, Ojeda founded CoolSpeak: The Youth Engagement Company to provide motivational speakers to engage, educate and empower youth. CoolSpeak represents over 25 of the top youth speakers in the country and has certified and licensed over 50 facilitators and practitioners nationwide. CoolSpeak has inspired more than a million young people to date.

Gian Paul Gonzalez
Founder
Hope + Future

Gian Paul Gonzalez spoke at HISPA’s 2018 New Jersey Youth Conference at Princeton University. Widely recognized for having inspired the Giants to their 2012 Super Bowl victory with his “all in” rally cry, Gonzalez has been featured on ESPN on Super Bowl Sunday, Fox News, ABC and CNN. He has shared the stage at leadership events with Dymond John of ABC’s Shark Tank, and has traveled across the world as a motivational speaker for everyone from the NBA’s Portland Trail Blazers to the Army Cadets at West Point and Arsenal FC of Barclays Premier League.

Jackelynne Silva-Martinez
Flight Operations Directorate, Mission Planning Operations
NASA Johnson Space Center

Jackelynne Silva-Martinez spoke at HISPA’s 2018 New Jersey Youth Conference at Princeton University. Born and raised in Peru, she moved to Paterson, NJ during high school and graduated from Eastside High. Jackelynne earned two bachelor’s degrees from Rutgers, a Certificate in Lean Six Sigma, and a Certificate in Engineering Management from Drexel. She earned a master’s degree in Aeronautical Science from Embry-Riddle Aeronautical University and a second master’s degree in Aerospace Engineering at Georgia Institute of Technology. Jackelynne is an alumna of the 2016 Space Studies Program from the International Space University.
THE HISPA Role Model Program

The HISPA Role Model Program enables professionals to step into Hispanic majority classrooms of predominantly low-income, public middle school students to serve as examples for our youth. Since its 2008 launch in New Jersey, the HISPA Role Model Program has expanded to New York, Texas and Florida, mobilizing more than 2,500 Role Models and inspiring over 10,000 students to date. In 2017-18, HISPA completed 221 Role Model Program visits, reaching 1,782 students in 23 schools: 17 in New Jersey, two in San Antonio, TX, one in New York, NY, and three in South Florida.

Creating a College-Bound Culture

HISPA's programming is strategic and research-driven. Our programs target middle school students, given that studies reveal that early intervention and having a role model strongly correlate to the pursuit of higher education. Throughout the academic year, the HISPA Role Model Program arranges six school visits, each with one to three HISPA Role Models who emphasize the importance of education to future success and who introduce students to careers in the 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.

Educational Empowerment

A diverse roster of Hispanic professionals—approximately 50% with a master's degree or higher—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 identify with Latino professionals
- Practical information (e.g., pathways to AP classes and out-of-school learning opportunities) and 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 Record of Impact

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 attitudes toward and awareness of college and career. Indeed, after experiencing HISPA programming in 2017-18:

- 94.8% of students learned more about possible careers
- 94.6% of students found the role models’ presentations interesting
- 94.1% of students were inspired to do better in school
- 95.3% of students were inspired to set going to college as a goal
- 90% of students reported that the HISPA Role Models encouraged them to think more seriously about attending college
- 92% of students reported that the HISPA Role Models made them think that college is important
HISPA Youth Conferences

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.”

“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.”

OUR 2017-18 YOUTH CONFERENCES:

New York, NY – March 9, 2018
Columbia University

Hosted by the Columbia Chapter of the Society of Hispanic Professional Engineers, co-hosted by Verizon, with lead funder ESPN 81 role models and 113 students from one New Jersey and three New York schools: Manhattan Bridges High School, Bronx International High School, P.S. 096 Joseph Lanzetta, Jerome Dunn Academy #9

San Antonio, TX – May 23, 2018
St. Mary’s University

Sponsored by Enrollment Management at St. Mary’s University, co-hosted by ETS 92 role models and 171 students from Anson Jones Middle School and Gus Garcia Middle School

Princeton, NJ – June 8, 2018
Princeton University

Co-sponsored by the Office of Human Resources at Princeton University, co-hosted by Verizon, with lead sponsor Comcast 105 role models and 155 students from 18 New Jersey schools: Abraham Lincoln #14, Benjamin Franklin #13, Charles J. Hudson #25, Christopher Columbus #15, Dr. Antonia Pantoja #27, Elmora #12, Hamilton High School West, Jerome Dunn Academy #9, Juan Pablo Duarte - José Julián Marti #28, Lawton C. Johnson Summit Middle School, Mastery High School of Camden, McGraw Elementary, Nicholas S. LaCorte-Peterstown School #3, Nottingham High School - North, Samuel E. Shull Middle School, Steinert High School - East, William C. McGinnis Middle School, Woodrow Wilson #19
Our HISPA Imagine Day Corporate Visits immerse students in the corporate environment. Touring labs and facilities and working with technology alongside highly-skilled professionals introduce students to potential career opportunities and encourage them to envision who they want to become and what they must do to get there. In 2017-18, HISPA held 11 such visits, mobilizing 367 volunteers to host 456 students from 17 schools in three states.

**Total of Participating Students:** 456

**Our 2017-18 Imagine Day Corporate Visits:**

**CITIBANK**
San Antonio, TX – October 5, 2017
22 students
Anson Jones Middle School

**AT&T**
Middletown, NJ – February 21, 2018
30 students
William C. McGinnis Middle School

**COMCAST**
Perth Amboy, NJ – April 17, 2018
100 students
The Academy for Urban Leadership
Charter High School

**MERCK**
Kenilworth, NJ – May 4, 2018
30 students
10 Elizabeth, NJ schools:
Abraham Lincoln #14
Benjamin Franklin #13
Charles J. Hudson #25
Christopher Columbus #15
Dr. Antonia Pantoja #27
Elmora #12
Jerome Dunn Academy #9
Juan Pablo Duarte - José Julián Martí #28
Nicholas S. LaCorte-Peterstown School #3
Woodrow Wilson #19

**UPS**
Parsippany, NJ – May 7, 2018
38 students
10 Elizabeth, NJ schools:
Abraham Lincoln #14
Benjamin Franklin #13
Charles J. Hudson #25
Christopher Columbus #15
Dr. Antonia Pantoja #27
Elmora #12
Jerome Dunn Academy #9
Juan Pablo Duarte - José Julián Martí #28
Nicholas S. LaCorte-Peterstown School #3
Woodrow Wilson #19

**BRISTOL-MYERS SQUIBB**
Lawrence, NJ – May 9, 2018
50 students
Hamilton High School West

**PRUDENTIAL**
Newark, NJ – May 11, 2018
37 students
10 Elizabeth, NJ schools:
Abraham Lincoln #14
Benjamin Franklin #13
Charles J. Hudson #25
Christopher Columbus #15
Dr. Antonia Pantoja #27
Elmora #12
Jerome Dunn Academy #9
Juan Pablo Duarte - José Julián Martí #28
Nicholas S. LaCorte-Peterstown School #3
Woodrow Wilson #19

**OFFICE DEPOT**
Boca Raton, FL – May 17, 2018
30 students
L.C. Swain Middle School

**VERIZON**
Bedminster, NJ – May 18, 2018
39 students
10 Elizabeth, NJ schools:
Abraham Lincoln #14
Benjamin Franklin #13
Charles J. Hudson #25
Christopher Columbus #15
Dr. Antonia Pantoja #27
Elmora #12
Jerome Dunn Academy #9
Juan Pablo Duarte - José Julián Martí #28
Nicholas S. LaCorte-Peterstown School #3
Woodrow Wilson #19

**VISA**
Miami, FL – May 30, 2018
35 students
Miami Senior High School

**VISA**
Miami, FL – May 21, 2018
45 students
Kinloch Park Middle School
WHO ARE THE HISPANIC ROLE MODELS?

STEM
51% hold a degree in a STEM-related field such as social, natural, or applied science as well as medicine and healthcare

BUSINESS
34% hold a degree in business or a business-related field

OCUPATION & INDUSTRY
Accounting, banking, finance, and insurance // Business, consulting, management, and training // Computer science, technology, and software development // Construction // Education // Energy or utilities // Engineering or manufacturing // Government // Healthcare, safety, and social assistance // Hospitality, entertainment, and recreation // Information technology and services // Legal // Marketing, advertising, and sales // Media or internet // Nonprofit // Public services or administration // Publishing, journalism, and broadcasting // Real estate, rental, and leasing // Recruitment or HR // Retail and consumer products // Science and pharmaceuticals // Telecommunications // Transport or logistics

PROGRAM PARTICIPATION
80% Hispanic and/or Latino
48% volunteered for the first time in 2017-18

EMPLOYMENT SECTOR
73% speak Spanish
43 average age
Hispanic college students often face unique professional challenges—including less access to leadership development, career networks and role models—that affect their future educational and employment opportunities. In 2011, HISPA began the Leadership Workshop Series to provide these opportunities to the students of the New Jersey 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.”

Session #1
Hosted by ETS

Session #2
Hosted by the Graduate School at Princeton University in partnership with AT&T

Latinos in College Conference

Princeton, NJ – June 8, 2018
Princeton University
In partnership with the Graduate School at Princeton University, co-hosted by AT&T
17 role models and 40 college students, including 19 Governor’s Hispanic Fellows

Session #3
Hosted by AT&T

Session #4
Hosted by UPS

Session #5
Hosted by Wells Fargo

Session #6
Hosted by Thomas Edison State University

Session #7
Hosted by Robert Wood Johnson University Hospital

Session #8
Hosted by Bristol-Myers Squibb
ROLE MODELS SAY

"As the upcoming president of Columbia University's SHPE chapter, my goals and values align with those of HISPA and the SHPE national organizations: to promote awareness of STEM and education in general in underrepresented Hispanic communities."

"I want to be the example I didn't have growing up. I did not even know attaining a Ph.D. was an option."

"I'm passionate about inspiring students to find their voice and excel. While my story is not unique, sharing it allows others to see themselves within my challenges and successes."

STUDENTS SAY

"It was an awesome experience coming back to my hometown and speaking with middle school students who are living and growing up in the same school system and neighborhoods that I grew up in. Absolutely exhilarating!"

"I am a first generation graduate and recognize the importance of providing mentorship to similar students."

"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."

"Lo mas importante que aprendí de usted fue que cuando uno quiere lograr una meta no para de esfuerzos y si uno quiere tener dos metas también lo puede lograr pero solo estudiando pero aprendí muchas cosas."

"Los sueños si se pueden cumplir. No importa si no saves inglés porque puedes salir adelante siempre que te lo propongas."

"The role model inspired the audience. Being part of a school that is 99% Latino/Hispanic, having a Hispanic speaker that seemed to succeed where many others couldn't gave me a sense of hope for my own future."

"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."

"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."
“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.”

“The speaker was incredibly effective in carrying out the program. The role model attended school here as a child and so it was evident how much she cares for the wellbeing of the students here. She was very relatable to them. She talked to them and not above them. She showed the students how she turned a tough situation into something that was good and very meaningful to her life. She also showed that she was never satisfied and always wanted to learn more.”

“The role model was able to have our students reflect on their own goals and they were very receptive of the idea of taking the initiative and chasing their dreams.”

“It was an honor to have someone speaking to the students who actually attended our school during their childhood. Students were able to see that they can make it out and better themselves, just like the presenter was able to do.”

“The scholars were in awe to hear about her profession and how she obtained it.”

“The speaker’s message was very effective and motivational and the students were extremely engaged throughout the presentation. The fact that the presentation was in the students’ native language felt very special and provided the opportunity for them to ask many interesting questions.”
2017-18 Co-Founding Partner

verizon

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