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 our Latino youth.
HISPA (Hispanics Inspiring Students’ Performance and Achievement) is a 501(c)(3) nonprofit organization dedicated to developing the Latino educational pipeline.

Our mission is to mobilize Hispanic professionals to serve as active role models in educational programs within their communities, thus contributing to America’s future by inspiring Latino students’ academic performance and achievement.

HISPA aims to achieve this vision through our Role Model Program, Youth Conferences, and Corporate Visits.

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- Herlinda Sifuentes
  Operations Manager, San Antonio
- Mauricio Rodriguez-Lemonk
  Operations Director
ABOUT THE HISPA ROLE MODEL PROGRAM

The HISPA Role Model Program is our signature educational initiative. Since its 2008 launch in four New Jersey schools, our Role Model Program has grown to mobilize 2,000 role models in 25 schools, impacting over 6,000 students across New Jersey, New York, and Texas. In 2014-15, HISPA implemented the Role Model Program in 12 New Jersey schools, three New York City, NY schools, and two San Antonio, TX schools.

A record of positive 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 attitude and awareness about college and career.

After experiencing HISPA’s 2014–15 Role Model Program:
- 67% of students reported that their interest in college increased
- 70% of students reported that their belief that they could attend college increased
- 80% of students strongly agreed that attending college would be fun—a 7% increase
- At least 92% of students learned more about possible careers
- 92% to 98% of students were inspired to do better in school
- 92% to 97% of students were inspired to set college as a goal
- 94% of students reported that they want to earn at least a bachelor’s degree; 40% want to earn an advanced degree

A critical component in establishing a college-going culture

HISPA’s programming is strategic and research-driven, targeting middle school students due to studies suggesting that both early intervention and having a role model strongly correlate to the pursuit of higher education. With the HISPA Role Model Program’s six in-school visits from about 12 role models and a STEM career exploration field trip, students receive 20 hours of College Readiness/Career Awareness information over the course of the school year.

A message of educational empowerment

A diverse roster of Hispanic professionals —approximately 58% with advanced degrees*—shares their cultural backgrounds, educational experiences, and professional careers, relating the key experiences that allowed them to 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 to overcome obstacles)
- The promotion of bilingualism and biculturalism as career assets in the 21st century global economy


In addition to our Annual Partners, financial consideration for HISPA’s 2014-15 Role Model Program was provided by:
- Bristol-Myers Squibb
- New Jersey Department of State – The Center for Hispanic Policy, Research and Development
- Investors Bank
- PNC Bank
- PSEG
- Frank Gómez
HISPA Role Models come from both public and private sectors, including corporations, academia, nonprofits, and the government. We recruit from organizations like employee resource groups, Hispanic professional associations, and university alumni groups.

Abraham López, CHPRD - NJ Department of State
Adrian Chavez, ETS
Alpa Acevedo, HISPA
Alejandro Alvarez, Cushman Wakefield
Alejandrina Canelo-Villafana, NJ Governor's Fellow Alumni
Alex Pena, Verizon
Amanda Vega, NJ Charter School Association
Anthony Rodriguez, ARMG
Antonio Daniels, San Antonio SPURS
Arelis Henriquez, Verizon Wireless
Bethany Matacha, City Year, Inc.
Blanca Rosales-Ahn, Keen University
Brenda Ortiz-Marín, NJ Governor's Fellow Alumni
Carlos Gomez, NJ Governor's Fellow Alumni
Carlos Yepez, PNC
Carmelina Young, Columbia University
Christian Reinoso, UPS
Cindy Manrique, Gilbane Building Company
Clara Torres, PSEG
Clara González Lenahan, NJIT
Connie Rodriguez, City of San Antonio
Craig Wesley, National Multiple Sclerosis Society
Damariis García, ETS
Daniel Meza, State of Texas
Debbie Gordon, ETS
Debra Garza, Consultant
Deiter Cantu, Position of Power Organization
Denise Rivera, NJ Governor's Fellow Alumni
Diana Calle, NJ Governor's Fellow Alumni
Diana Escudero-Oliveira, UTSA
Dominique Prince, NJ Governor's Fellow Alumni
Dr. Shanthi Raja, NJ Governor's Fellow Alumni
Evelyn Cisciano, NJ Governor's Fellow Alumni
Elizabeth Trevino, ETS
Emy Quispe, ETS
Ernest Battle, SAC
Evelyn Garcia, USAA
Francisco Rivera, UPS
Francisco Niño, NJ Governor's Fellow Alumni
Gabby Monje, ETS
Gilbert Escobedo, Bergen Community College
Gloria Cevallos, ESPN
Ibela Fernandez, NJIT - Graduate
Herlinda Silfuentes, HISPA
Ivonne Diaz-Claisse, PhD
Janie Kaltenbach, ETS
Jay Atkins, UPS
Jesus Gonzalez, NJ Governor's Fellow Alumni
Joanne Rodriguez, Verizon
Johanna Aguilar-López, Chubb Group of Insurance Companies
John Canfa, SHPE
Joe Gómez, Dan & Camp Consulting
Jose Ramon Campos, Novartis
Joseph Retuerto, BMC
Juan Lopez, BMS
Juliette Ammerman, 436th District Court-Bexar County
Julio Minsaya, UPS
Kairy Quinonez, NJ Governor's Fellow Alumni
Katherine Vizcaino, Kelli Lane
Kevin Henriquez, NJ Governor's Fellow Alumni
Kristie Guzman, Leslie Ann Garcia
Lisa Marie Gomez, Lisa Gonzalez
Lorena Rangel, UTSA
Manfred Morales, UTSA College of Business
Maria Osquendo, ETS
Maria Rivera, DeBerry Group
Maria Villegas, UPS
Marina Batista, NJ Governor's Fellow Alumni
Mayra Caceres, AT&T
Mariana Vasquez, San Antonio Community Documentarian
Michelle Perez, NJ Governor's Fellow Alumni
Mildred Medina, Merck
Mireya Iturriaga, Big Brothers Big Sisters of America
Monica Ruiz, UPS
Nash Dwadkar, ETS
Nate Santana, UPS
Norberto Guzman, UPS
Noreen Douty, Digital Summit.tv
Orlando Rivero, Ogilvy
Ormay Jhunji, AT&T
Paloma Sheffield, HACEMOS
Pedro Mirabal, AT&T
Peter Cornell, AT&T
Ramiro Sanchez, Austin's Wholesale
Rene Herrera, Verizon
Renée Osorio, UPS
Roberto Sifuentes, Artist
Rodrigo Frausto, Café Colón
Sal Rosario, Princeton University
Sandra Everett, BMS
Santa Britto, ESPN
Sara Salinas, Teach for America
Sharon Saldana, ETS
Silvia Mazzulla, PhD
Steven Cox, John Jay College of Criminal Justice
Steven Escobedo, Southwest Research Institute
Steven Jackson, Guerra Library
Tamara Anderson, Dual Credit Program, San Antonio College
Tanya Haug, ETS
Tatiana Canjura, Ogilvy
Tessa A. Benavides, San Antonio Education Partnership SAEF
Tomas Larrade, The Hispanic Contractor Association de SA
Tomás Porturas, Wells Fargo
Tony Rodriguez, BMS
Vanessa Grenados, NJIT - Graduate
Victor Romo, Verizon
Vladimir Castillo, The Encima Group
Walter Rodriguez, Verizon
William Colon, TD Bank
William Hanna, NJ Governor's Fellow Alumni
Yolanda Baker, CHUBB
AT A GLANCE

HISPA Role Model Program 2014-15: Who We Are & What We Have Achieved

OUR PARTNER SCHOOLS

New Jersey
- Abraham Lincoln School
- Benjamin Franklin School
- Hackensack Middle School
- Jerome Dunn Academy
- John Marshall School
- Juan Pablo Duarte - Jose Julian Marti School
- New Brunswick Middle School
- Park Elementary School
- Summit High School

NYC
- Inwood Academy for Leadership
- Manhattan Bridges High School
- P.S./M.S. 279 Captain Manuel Rivera, Jr.

Texas
- Anson Jones Middle School
- Cable Elementary School

GROWTH OF THE ROLE MODEL PROGRAM

In 2008, HISPA held 15 Role Model sessions. To date, that number has grown to 440.

HISPA began with 100 Role Models. We now have a network of 2,000.
WHO ARE HISPA'S ROLE MODELS?

Business
41% hold a degree in business or a business-related field, such as management or marketing.

STEM
30% hold a degree in a STEM field, including computer science and information technology.

Social Sciences & Humanities
14% hold a degree in Social Science or Humanities, including communication and psychology.

Other
15% hold degrees in fields like education, law, and health care.

Ethnicity & Nationality
95% of Role Models identify as Hispanic/Latino with nationality specifically rooted in:
- Puerto Rico: 27%
- USA: 13%
- Dominican Republic: 12%
- Colombia: 8%
- Peru: 7%
- Mexico: 6%
- Cuba: 6%
- Guatemala: 4%
- Chile: 3%

Gender
58% female vs. 42% male.

Employment Sector

I am a HISPA Role Model because...
“...I believe in supporting our youth and giving back to the community.”
“...I believe in education as the key for advancement.”
“I want to motivate and lead future generations.”
“Me parece muy importante poder motivar a niños, adolescentes y jóvenes a alcanzar sus sueños. Por esa razón me inscribi en HISPA.”
“It is imperative for the future of America.”

“Everyone deserves to know that with hard work and dedication, your dreams can and will be a reality. I believe in the power one person can make in the life of another person. I believe that reaching those with potential is being multiplied for the better good and advancement of Latino students. I believe all this is possible and I am committed to being part of the solution. I am proud of being part of such a great group.”

“I commend HISPA for their continued dedication to spreading encouragement to our youth around the country. May your message continue to spread across the country so that we see more Latino children finishing high school and pursuing a college education.”
STUDENTS SAY

Park Elementary School
"You inspired me to go to college, and do better in school so thank you and I am thankful for you to come and tell us about your life."

Summit High School
"Everything about how you had to become prepared now or else you’ll have a hard time in college really inspired me to do better. I would like to thank you for giving me the motivation to work harder to succeed."

Inwood Academy for Leadership
"What I learned was to go to college and be proud of my culture. I would like to thank you for inspiring us to be proud for who we are and where we come from."

Manhattan Bridges High School
"What I learned from your visit was that I must always aim higher and to go to college. You inspired me to do better. I would like to thank you for giving me the inspiration to go to college."

Woodrow Wilson School #19
"What I learned from your visit was that you should never give up but pursue your dreams."

New Brunswick Middle School
"Their stories touched my heart deeply. All of the speakers inspired me to do my best regardless of the obstacles. I'm thankful for them coming, it was a great experience."


Vice President for Programs and Policy, The Committee for Hispanic Children and Families, Inc.

“The partnership between The Committee for Hispanic Children and Families, Inc. (CHCF) and HISPA has been invaluable...HISPA visits have reinforced CHCF’s commitment to creating a college-going culture...The real-life information provided by the friendly, engaging HISPA role models perfectly fills out this ideal with true examples of how hard work, perseverance, and a vision for the future can be a recipe for success. Our youth have responded enthusiastically to the opportunity to participate in these visits. They look forward to them and talk about them for days afterward. The role models have made lasting impressions, particularly those who hail from the same neighborhood as the school the youth attend!”

Director of Bilingual and ESL Education and the Superintendent of Schools, Elizabeth Public Schools

“We here at Elizabeth Public Schools are eternally grateful for the opportunities you have provided our students. Our partnership is one we treasure and we would like to extend a heartfelt thank you for all of the work you and your office has done to ensure our partnership is viable and meaningful...We would like to request for additional students to have the opportunity to experience the benefits of our HISPA partnership...Will it be possible to add [...] schools to our existing partnership?”
ABOUT HISPA’S YOUTH CONFERENCES

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

New York City, NY  |  April 2, 2015  |  John Jay College of Criminal Justice

Hosted by the Latina Researchers Network (LRN) and the Program for Research Initiatives in Science and Math (PRISM), in partnership with the City University of New York (CUNY)

60 role models and 170 students from two New York City schools

San Antonio, TX  |  May 15, 2015  |  St. Mary’s University

Hosted by the Office of Student Retention

68 role models and 152 students from Anson Jones Middle School

Princeton, New Jersey  |  June 5, 2015  |  Princeton University

Co-sponsored by the Office of Human Resources, Diversity and Inclusion at Princeton University

100 role models and 155 students from seven New Jersey schools

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Students, San Antonio

“I liked the cool science experiments.”

“This inspired me to someday become a pharmacist.”

Student, NYC

“They inspired me to never give up even if the challenges are tough.”

Students, New Jersey

“They inspired me to stay in school and complete college.”

“I’ve learned that questions lead to answers leads to knowledge and that leads to power. Thank you for shaping my mind to the right mold.”

Teacher, New Jersey

“Providing students with a hands-on, collaborative group activity engages all learners and infuses the enthusiasm of learning through innovative projects. The student performances and final speaker inspired me the most because each and every performance was honest, heartfelt, and relatable. Thank you for the inspiring messages to our students—our future scholars!”
ABOUT
HISPA’S
CORPORATE
VISITS

Our Corporate Visits immerse students in the corporate environment. Touring lab facilities, working with technology, and learning about available aid from highly-skilled professionals exposes students to career opportunities and empowers them with the information needed to achieve their dreams.

HISPA 2014–15 CORPORATE VISITS:

VIACOM
New York City, NY – October 28, 2014
21 students from Manhattan Bridges High School

AT&T High Technology Day
Bedminster, NJ and Middletown, NJ – February 27, 2015
180 students from John Marshall Elementary School,
John Witherspoon Middle School, North Brunswick Township High School,
Park Elementary School, and Toussaint L’ouverture-Marquis School

Verizon HS0 High Technology Day
Bedminster, NJ – May 21, 2015
28 students from Jerome Dunn Academy #9

Neiman Marcus
San Antonio, TX – May 27, 2015
20 students from Anson Jones Middle School

“The kids were great, they paid so much attention and behaved so well. By their questions and feedback, we know we inspired many of them, and that it was a very useful and productive day for them...Thank you for letting us participate in this and many of HISPA’s efforts to motivate our youth.”

“The students were inspired and posed many questions directed at different professions within the fashion industry. This was a spectacular event, it sparked the interest of the young students and many expressed interest in seeking a career in the fashion industry.”
HISPA
2015 ANNUAL PARTNERS

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verizon

ESPN

COMCAST

Southwest®