



## In This Issue

### From the Director

**Letter from the Director**  
PAGE 2

### Book Reviews

***Making the MexiRican City***  
PAGE 3

### Articles

**Lansing Socio-Demographic Profile**  
PAGE 4

**The Use of Artificial Intelligence  
by Latino Firms**  
PAGE 13

**State of Michigan Historical Marker  
Honors the Musical Legacy of Texas**  
PAGE 19

### ¿Qué está pasando en el instituto?

**Send-Offs**

**JSRI Director Search**  
PAGE 23

# NEXO

The Official Newsletter of **The Julian Samora Research Institute**  
The Midwest's Premier Latino Research Center



## Lansing Demographic and Socioeconomic Profiles

PAGE 4



## The Use of Artificial Intelligence by Latino Firms

PAGE 13

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JSRI at Michigan State University is committed to the generation, transmission, and application of knowledge as it relates to Latinos and Latino communities throughout the Midwest and the nation.

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## Letter from the Director

by Kwesi Brookins, Ph.D.

**A**s acting director of the Julian Samora Research Institute (JSRI), I am pleased to report that in partnership with University Outreach and Engagement, JSRI has initiated a national search for the next director. This significant step, which began in late June and is expected to conclude in fall 2024, will play a pivotal role in shaping the future of JSRI and its initiatives.

JSRI researchers and staff continue to work on research projects and outreach activities supporting Latino communities in Michigan and the Midwest. For example, Latino populations have increased substantially in the United States, Midwest, and Michigan. Dr. Jean Kayitsinga's research uses U.S. census data to highlight Latino population profiles in Michigan, how Latinos' socioeconomic resources compare to those of other racial and ethnic groups, and the effects of social context and social cohesion on Latino child and adult obesity.

As part of JSRI's outreach efforts to Latino farmers, Drs. Marcelo Siles and Jean Kayitsinga received a grant from USDA-NIFI entitled *Latino Farmers Adoption of Appropriate Technology (LAFAT)*. In partnership with Lake Michigan College in South Haven, Michigan, LAFAT has three main components: education, research, and outreach. The education component includes workshops identified by Latino farmers as critical to their daily operations, including using Microsoft Excel for recordkeeping and financial statements, accessing credit, and building social capital. The research component focuses on identifying the role of social capital in the adoption of new agricultural technology by Latino farmers. Finally, the outreach component involves visits to farms currently using advanced production technology and demonstrations of new agricultural machinery, equipment, and tools. One example is the use of hoop houses, which can help farmers mitigate climate change via a weather-controlled environment and grow other agricultural products that are in high demand and yield good prices in the market.

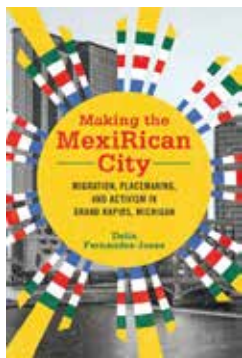
Another JSRI research project focuses on Texas-Mexican music, or *música tejana*, in the Midwest, as an outcome of labor migration. Given the importance of farm labor in the history of *música tejana* in Michigan, Dr. Richard Cruz Dávila conducted a conversation during the National Farmworker Awareness Week on March 26 with Rudy Peña, a musician, producer, and promoter of this type of music. Mr. Peña's family came as part of the Tejano/migrant labor stream until settling in Michigan.

At the end of June, Dr. Dávila workshopped a chapter from his forthcoming book, *The Tejano Midwest: Labor Migration and the Creation of Texas-Mexican Musical Community*, at the American Musicological Society-Popular Music Studies Working Group Junior Faculty Symposium at Case Western Reserve University in Cleveland, Ohio.

As we look forward to welcoming the new JSRI director, we are excited about continuing these research projects and activities, expanding into additional areas that support Latino communities in Michigan, and building stronger partnerships with Latino scholars at Michigan State University and beyond.



Kwesi Brookins, Ph.D., is acting director of the Julian Samora Research Institute and vice provost for University Outreach and Engagement.



## Making the MexiRican City: Migration, Placemaking, and Activism in Grand Rapids, Michigan

by Delia Fernández-Jones (2023)  
University of Illinois Press

Reviewed by  
Richard Cruz Dávila, Ph.D.

Grand Rapids, Michigan, also known as “Furniture City,” is a center of office furniture manufacturing and a thriving craft beer industry, and is home to regional supermarket chain Meijer, international multilevel marketing company Amway, and several Christian book publishers. Notable residents include former U.S. Secretary of Education Betsy DeVos (daughter-in-law of Amway co-founder Richard DeVos) and former President Gerald Ford, whose presidential museum and final resting place are also in Grand Rapids. In other words, as Delia Fernández-Jones says in the opening pages of *Making the MexiRican City*, Grand Rapids has historically been “pro-business, religiously conservative, and overwhelmingly white” (3).

Yet, since the 1920s Grand Rapids has also been home to a Latina/o population—primarily Mexican, Mexican American, and Puerto Rican during the years of Fernández-Jones’ study (1920s-1970s)—that continues to grow and diversify. Given the particulars of Grand Rapids history, she argues that the Grand Rapids Latina/o community “exemplifies how a numerical minority with limited resources can transform an indifferent, at times hostile, locale into a setting that meets their material and cultural needs” (3). She further argues that Latina/o placemaking and activism in Grand Rapids, methods necessary to make the city livable for the Latina/o community, are demonstrative of the ways by which “Latinos across the country, in areas urban and rural, both small and large, have had to organize to ameliorate their conditions” (3).

The book is structured along three themes: Latina/o migration to Grand Rapids from the 1920s to the 1960s; Latina/o placemaking practices from the 1940s to the 1970s; and Latina/o activism from the 1960s to 1978. In her first chapter, Fernández-Jones traces the paths by which Mexican nationals, Mexican Americans from Texas, and Puerto Ricans arrived in Grand Rapids between the 1920s and 1960s. She contextualizes Latina/o migration to Grand Rapids through discussion of conditions in Mexico, Texas, and Puerto Rico that drove many to seek better opportunities elsewhere, as well as the factors that made the Midwest, and Grand Rapids particularly, a desirable destination.

She then considers how familial networks both encouraged Latina/o settlement in Grand Rapids and offered a support system for new arrivals, particularly in terms of employment and housing. This support network was crucial within the racial order of Grand Rapids where the white majority viewed Latina/os as neither Black nor white, but as foreign and “part of an in-between group

that should be denied access to the privileges possessed by white Grand Rapidians” (44). Fernández-Jones argues that from the early 1940s to the late 1950s these dynamics placed Mexicans and Puerto Ricans in frequent contact, which “built and reinforced networks and began the process of building pan-Latino solidarity” (40-41).

The theme of pan-Latino solidarity is explored further through an examination of Latina/o placemaking in Grand Rapids in the religious and recreational spaces shared by Mexicans and Puerto Ricans. Though the forging of solidarity was not always seamless, Fernández-Jones notes that shared spaces also led to interethnic marriages between Mexicans and Puerto Ricans, which deepened bonds between the two communities. These bonds were also celebrated at festivals that served a double purpose of projecting a positive image of Latina/os to non-Latina/o communities in Grand Rapids.

Fernández-Jones also considers political placemaking that emerged through the formation of pan-Latino solidarity in Grand Rapids, as Mexican and Puerto Rican communities sought to address discrimination and poor material conditions in the city. Crucial to this was the formation in the mid-1960s of the Latin American Council (LAC), which “developed into the center of Latino cultural awareness, advocacy, and activism in Grand Rapids” (98). Fernández-Jones documents the LAC’s lobbying efforts to receive federal anti-poverty funds through the Community Action and Model Cities programs, which it used to “create a social safety net for Latinos and a physical and intellectual site of belonging” just as the Nixon administration cut funding to the same programs (17).

The final chapters of the book deal with Latina/o activism in Grand Rapids in the 1970s, especially in relation to inequalities in policing and education. Fernández-Jones first documents the coalitional efforts of Black and Latina/o organizers to confront police brutality and the Grand Rapids Police Department’s discriminatory hiring practices that worked to exclude qualified Black and Latino applicants. She then turns to the push to secure bilingual and bicultural education for Latina/o students in Grand Rapids schools and, when schools failed to deliver, the grassroots efforts to create culturally competent educational opportunities outside of the school system.

Fernández-Jones’ book is an engaging read that adds to a growing body of literature on U.S. Latina/o history outside of traditional population centers such as California, the Southwest, Florida, and the Northeast. Even within the expanding field of Midwest Latina/o history, the book stands out for its attention to how the Mexican, Mexican American, and Puerto Rican residents of Grand Rapids responded and adapted to the particularities of the city to make it home. Fernández-Jones paints a picture of interethnic contact, conflict, and solidarity between Mexican and Puerto Rican communities that is highly specific to Grand Rapids and does not simply mirror interethnic relations in a larger Midwestern city such as Chicago. As such, the book will appeal greatly to those with an interest, whether academic or general, in the nuances of Midwest and U.S. Latina/o history. It could easily be incorporated, in whole or in part, into a Chicana/o or Latina/o studies curriculum, but, given Fernández-Jones’ exemplary methodology, would also serve as a valuable tool in historical methodology courses as an example of reading history “against the grain.”

# Lansing Demographic and Socioeconomic Profiles

By Jean Kayitsinga, Ph.D.

## INTRODUCTION

Data from population censuses of 2010 and 2020 reveal a 2% increase in the total population in Michigan. This is most attributable to, on one hand, the growth of the Latino and Asian populations and, on the other hand, the decline of non-Latino white, African American, and American Indian and Alaska native populations. Between 2010 and 2020, the Latino population in Michigan grew by 29.3% and the Asian population by 40.5%. The percentage share of Michigan population growth was 66.1% for Latinos and 49.5% for Asians. In contrast, the non-Latino white population decreased by 3.6%, the African American population by 1.8%, and the American Indian or Alaska Native population by 13.3% (Kayitsinga, NEXO, Fall 2023).

Population change is unevenly distributed across Michigan and varies by race/ethnicity. The city of Lansing, like other communities in Michigan, experienced an influx of Latinos and, to a lesser extent, Asians. At the same time, Lansing experienced an out-migration of non-Latino whites and, to a lesser extent, African Americans to surrounding communities in the suburbs, elsewhere in Michigan, or out of state. These demographic changes alter the population profile of the city of Lansing in ways that require new thinking about public demands, policies, and investments for city and community development.





The influx of Latino and Asian populations to cities or communities like Lansing does not occur by chance. They are pulled by employment or business opportunities in those areas. Economic restructuring nationwide and globally and associated regulatory processes, including employment discrimination and layoffs, as well as political instability, violence, and conflicts, are primary factors that push Latino, Asian, and other migrant populations to move to different regions in the United States, including Michigan, in search of better opportunities. Other attractive factors include lower housing costs and safer communities.

In Michigan and the Midwest, economic restructuring has been associated with the loss of union and good skilled jobs, especially in manufacturing industries; the closing or relocation of manufacturing industries; a decline of local small businesses, state revenues, and services; and associated persistent poverty in cities such as Lansing and Detroit. These factors have contributed to increased availability of low-wage and unprotected jobs, especially in the service sectors, and lack of economic opportunities that may have triggered out-migration of native non-Latino white and African American populations who can move out of their impoverished communities. In addition, residential segregation and continued uneven development in many cities in Michigan have resulted in the concentration and persistence of poverty. Racial/ethnic minorities and female-headed families with children are further disadvantaged because they tend to cluster in disadvantaged neighborhoods with few economic opportunities, and Lansing is no exception.

This article focuses on the city of Lansing and the surrounding metropolitan area, which is composed of Clinton, Eaton, Ingham, and Shiawassee counties. Lansing is the capital of Michigan and a hub of both government administration offices and economic activities, including manufacturing industries, health, education, and hospitality services. This article addresses the following research questions:

1. How do demographic profiles and socioeconomic resource shares of Latinos, Blacks, Asians, and Native Americans compare across the city of Lansing and surrounding areas, as well as to non-Latino whites in these areas?
2. How do socioeconomic resource shares of Latinos, Blacks, Asians, and Native Americans compare across the city of Lansing, as well as to non-Latino whites in these areas?
3. What are the key dimensions of neighborhood social inequality in Lansing and surrounding areas?

First, this article describes the demographic characteristics of the Lansing metropolitan area. Second, this article focuses on the demographic characteristics and socioeconomic resource shares of the city of Lansing. Third, this article highlights social inequalities by race/ethnicity and by neighborhood in Lansing.

## DATA AND METHODS

### DATA

Data were drawn from the 1980, 1990, 2000, 2010, and 2020 decennial censuses, the 2022 one-year American Community Survey (ACS), Annual Population Estimates from April 1, 2020, to July 1, 2023, and 5-year 2018–2022 ACS Summary Files. Data were retrieved

either directly from the U.S. Census (<https://data.census.gov/advanced>) or from IPUMS-NHGIS (<https://www.nhgis.org>).

### ANALYTIC STRATEGY

First, the analysis provides a description of the population size by race/ethnicity by county and total population change between 2020 and 2023 for the Lansing metropolitan area. Second, the analysis focuses on the city of Lansing, describing its demographic characteristics and socioeconomic shares. The final analysis details neighborhood demographic composition, focusing on Latino, African American, and non-Latino white populations, and concentrated poverty in Lansing.

## FINDINGS

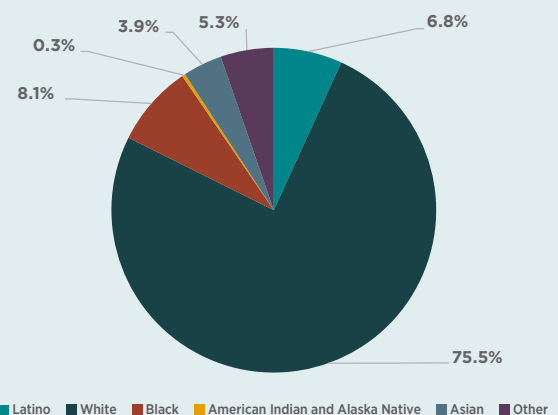
### DEMOGRAPHICS AND POPULATION CHANGE OF THE LANSING METROPOLITAN AREA

#### Total Population by Race/Ethnicity, 2020

According to the 2020 Census, the total population of the Lansing metropolitan area was 541,297. In 2020, the racial/ethnic composition of the Lansing metropolitan area was as follows: 36,913 Latinos (6.8%), 408,905 non-Latino whites (75.5%), 43,868 African Americans (8.1%), 21,191 Asians, including Native Hawaiians and other Pacific Islanders (3.9%), and 1,717 American Indian or Alaska Natives (0.3%). Those who indicated on the census form that they were of other races or have two or more races numbered 38,703 (5.3%) (Figure 1).

The racial/ethnic composition of the Lansing metropolitan area differs significantly by county. As of July 1, 2022, 8.3% of the population in Ingham County were Latinos, 11.8% African Americans, 6.6% Asians, and 68.8% non-Latino whites. In Eaton County, 6.1% of the population were Latinos, 7% African Americans, 2.5% Asians, and 81.5% non-Latino whites. In Clinton County, 5% of the total population were Latinos, 1.9% African Americans, 1.8% Asians, and 88.9% non-Latino whites. Shiawassee County is predominantly populated by non-Hispanic whites (93.6%). About 3.2% of the population were Latinos, followed by African Americans, Native Americans, and Asians at less than 1% each (Table 1). Figure 2 displays the racial/ethnic composition of counties in the Lansing metropolitan area.

Figure 1. Percentages of Total Population by Race/Ethnicity, 2020



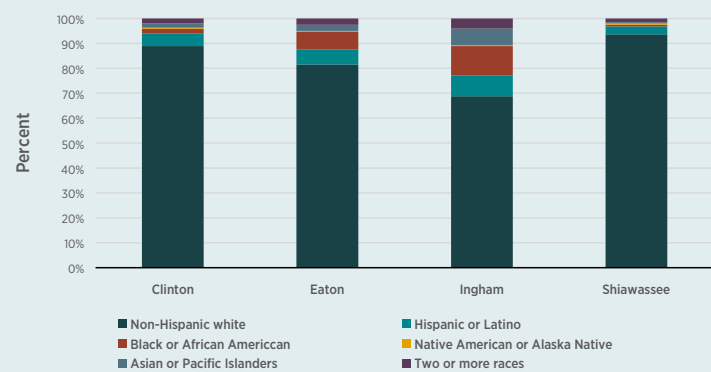
Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)

**Table 1. Total population by County and Race/Ethnicity, 2022** (as of July 1, 2022)

County	Total Population	Latino	Non-Latino White	African American	American Indian or Alaska Native	Asian	Other
Lansing region	540,870	6.75	77.47	7.97	0.41	4.29	3.12
Clinton	79,748	5.02	88.93	1.92	0.42	1.75	1.97
Eaton	108,992	6.10	81.51	6.98	0.38	2.46	2.56
Ingham	284,108	8.34	68.82	11.79	0.41	6.60	4.04
Shiawassee	68,022	3.17	93.64	0.68	0.45	0.54	1.51

Source: Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin for Michigan: April 1, 2020 to July 1, 2022 (SC-EST2022-SR11H-26). U.S. Census Bureau, Population Division, Release Date: June 2023.

**Figure 2. Percentages of Population Estimates by Race/Ethnicity by County, 2022**



Source: Annual and Cumulative Estimates of Resident Population Change for Counties in Michigan and County Rankings: April 1, 2020 to July 1, 2023 (CO-EST2023-CHG-26). U.S. Census Bureau, Population Division, Release Date: March 2024.

**Population Change, 2020–2023**

Table 2 displays total population change between 2020 and 2023. Overall, the total population in the Lansing metropolitan area did not change much, growing by just .03% between 2020 and 2023. The total population declined by 2.5% from 2020 to 2021, grew by 2.3% from 2021 to 2022, and grew again by .23% from 2022 to 2023. Most population change occurred in Ingham County, declining by 4.7% from 2020 to 2021, increasing by 4.5% from 2021 to 2022, and overall declining by 0.01% between 2020 and 2023. The following analysis focuses on the city of Lansing.

**Table 2. Lansing Metropolitan Area Total Population Change, 2020–2023**

County	Population (as of July 1)				Percent Change			
	2020	2021	2022	2023	2020-2021	2021-2022	2022-2023	2020-2023
Lansing region	541,030	527,587	539,950	541,202	-2.48	2.34	0.23	0.03
Clinton	79,170	79,464	79,652	79,720	0.37	0.24	0.09	0.69
Eaton	109,175	108,908	108,854	108,820	-0.24	-0.05	-0.03	-0.33
Ingham	284,675	271,224	283,477	284,637	-4.73	4.52	0.41	-0.01
Shiawassee	68,010	67,991	67,967	68,025	-0.03	-0.04	0.09	0.02

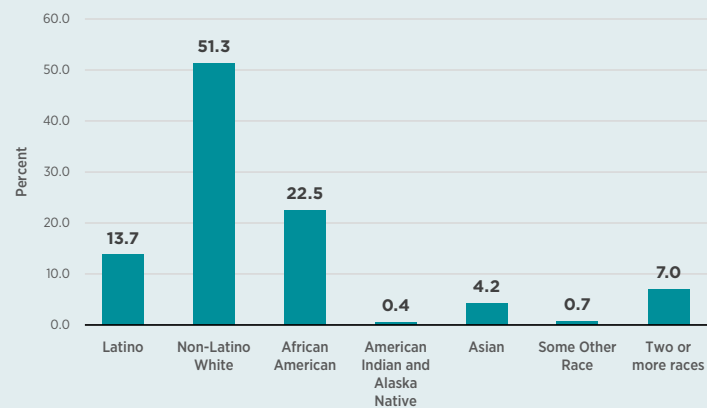
Source: Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin for Michigan: April 1, 2020 to July 1, 2022 (SC-EST2022-SR11H-26). U.S. Census Bureau, Population Division, Release Date: June 2023.

**DEMOGRAPHICS AND SOCIOECONOMIC SHARES OF LANSING CITY**

**POPULATION SIZE AND CHANGE OF LANSING CITY**

Figure 3 displays the city of Lansing population by race/ethnicity. As of April 1, 2020, Lansing’s population was 112,644. The population was composed of 13.7% Latinos, 22.5% African Americans, 4.2% Asians, and 51.3% non-Latino whites.

**Figure 3. Population by Race/Ethnicity, 2020**

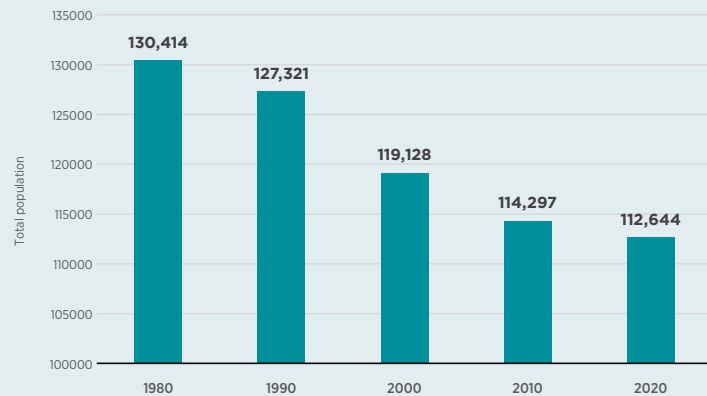


Source: U.S. Census Bureau, 2020 Census Demographic and Housing Characteristics File (DHC).

Figure 4 displays Lansing population change in the past 5 decades (1980–2020). The city’s total population continuously declined, from 130,414 in 1980 to 112,644 in 2020, a decrease of 17,770 people or 13.6% (Figure 4).

Table 3 displays Lansing population change in the past decade (2010–2020). The Lansing total population declined by 1,653 people, or 1.5% between 2010 and 2020. Like the overall population shift in Michigan, the change in the Lansing population is mostly attributable to the growth of Latino and Asian populations and to the decline of non-Latino white, African American, and American Indian and Alaska Native populations.

**Figure 4. Population Change, 1980–2020**



Source: U.S. Census Bureau, Decennial Censuses (1980, 1990, 2000, 2010, and 2020). Data retrieved from IPUMS-NHGIS (<https://www.nhgis.org>).

The Latino population in Lansing grew from 14,292 in 2010 to 15,467 in 2020, a gain of 8.2%. The Latino percentage share of the Lansing population growth was 71.1%. The Asian population in Lansing grew from 4,240 in 2010 to 4,764 in 2020, or 12.4%. The Asian percentage share of the Lansing population growth was 31.7%. In contrast, the non-Latino white population in Lansing decreased from 63,381 in 2010 to 57,838 in 2020, an 8.8% decline. The African American population in Lansing decreased from 26,194 in 2010 to 25,376 in 2020, a 3.1% decline. The Native American or Alaska Native population decreased from 681 in 2010 to 504 in 2020, a 26% decline.

**Table 3. Lansing Population Change by Race/Ethnicity, 2010–2020**

	2010		2020		Change		
	Number	%	Number	%	Number	%	% Share
<b>Total Population</b>	<b>114,297</b>	<b>100.00</b>	<b>112,644</b>	<b>100.00</b>	<b>-1,653</b>	<b>-1.45</b>	<b>100.00</b>
Hispanic or Latino	14,292	12.50	15,467	13.73	1,175	8.22	71.08
Non-Hispanic White	63,381	55.45	57,838	51.35	-5,543	-8.75	-335.33
Black or African American	26,194	22.92	25,376	22.53	-818	-3.12	-49.49
American Indian and Alaska Native	681	0.60	504	0.45	-177	-25.99	-10.71
Asian and Native Hawaiian and other Pacific Islander	4,240	3.71	4,764	4.23	524	12.36	31.70
Some Other Race alone	214	0.19	767	0.68	553	258.41	33.45
Two or More Races	5,295	4.63	7,928	7.04	2,633	49.73	159.29

Source: U.S. Census Bureau. "Hispanic or Latino, and Not Hispanic or Latino by Race." Decennial Census, DEC Demographic and Housing Characteristics, Table P9, 2020; Decennial Census, DEC Summary File 1, Table P9, 2010. <https://www2.census.gov/programs-surveys/decennial/2020/data/>; [https://www2.census.gov/census\\_2010/04-Summary\\_File\\_1/](https://www2.census.gov/census_2010/04-Summary_File_1/)

**AGE AND SEX COMPOSITION**

Table 4 displays Lansing city population by age group, sex, and race/ethnicity in 2022. About 21.4% of the Lansing population were under 18 years of age whereas 13.4% were 65 years or older. The child-elderly ratio was about 1:6. The median age was estimated at 33.9 years (33 for males and 34.5 for females). In 2022, 22.1% of African Americans, 18.1% of Latinos, 22% of Asians, and 28.9% of American Indian and Alaska Natives in Lansing were under 18 years of age, compared to 16.5% of the non-Hispanic white population. About 13.1% of African Americans, 12.6% of Latinos, 5.1% of Asians, and 19.3% of American Indians and Alaska natives were 65 or older compared to about 16.8% of the non-Hispanic white population in Lansing. Table 4 also displays the median age by race/ethnicity in 2022 in Lansing. The median age in 2022 was 31 years for Latinos, 37 for African Americans and non-Latino whites, and 27 for Asians.

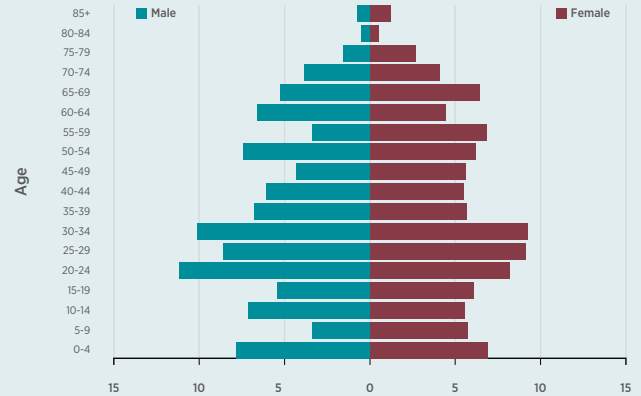
The age-sex distribution for Lansing’s total population in 2022 is displayed in the population pyramid in Figure 5. The pyramid is more rectangular, indicating both an older population, but also a younger population.

**Table 4. Population by Age Group, Sex, and Race/Ethnicity, 2022**

	Pct. <18 years	Pct. 65+	Child-elderly ratio	Median age
<b>Total</b>	<b>21.4</b>	<b>13.4</b>	<b>1.60</b>	<b>33.9</b>
<b>Sex</b>				
Male	21.0	11.8	1.78	33.0
Female	21.8	14.9	1.46	34.5
<b>Race/Ethnicity</b>				
Non-Hispanic white	16.5	16.8	0.98	36.6
Non-Hispanic black	22.1	13.1	1.69	37.2
Hispanic or Latino	18.1	12.6	1.44	30.9
Asian	22.0	5.1	4.32	27.2
American Indian and Alaska Native	28.9	19.3	1.49	—
Some Other Race alone	25.2	11.5	2.19	31.1
Two or More Races	34.0	5.3	6.45	24.0

Source: U.S. Census Bureau, 2022 ACS 1-Year Estimates

**Figure 5. Total Population by Age and Sex**



Source: U.S. Census Bureau, 2022 ACS 1-Year Estimates.

**SOCIOECONOMIC STATUS**

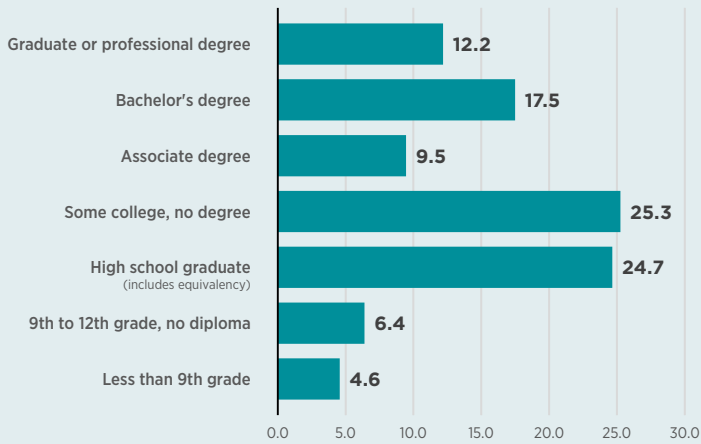
Figure 6 displays the educational attainment of people 25 years and older in the city of Lansing. About 30% of Lansing residents 25 years and older had at least a bachelor’s degree, 25% had some college but no degree, 10% had an associate degree, 25% had a high school diploma or equivalent, and 11% had less than a high school education (Figure 6).

As expected, educational attainment for the population 25 years and older in Lansing varies by race/ethnicity. Figure 7 displays the results. Latinos are more likely to have a high school diploma or equivalent and less likely to have a college degree or greater than non-Latino whites. African Americans are more likely to have some college than non-Latino whites. Non-Latino whites are more likely to have a college degree or higher than Latinos or African Americans.

**POVERTY LEVEL**

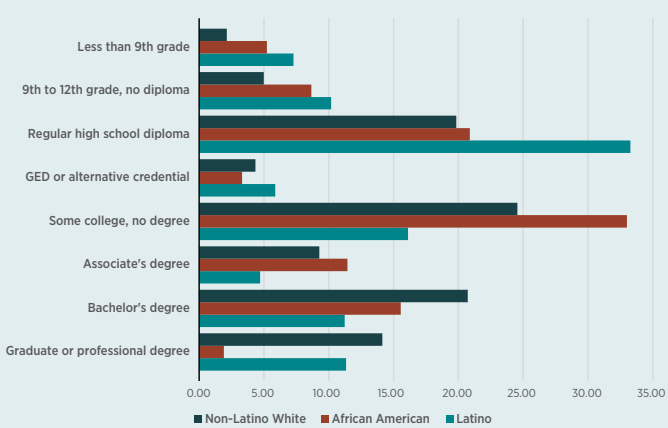
As displayed in Table 5, the poverty rate in Lansing city was estimated at 22.2%. The family poverty rate was estimated at 17.2% and, as expected, female-headed families with children under 18 had the highest poverty

**Figure 6. Educational Attainment of Population 25 Years and Older, 2022**



Source: U.S. Census Bureau, 2022 ACS 1-Year Estimates

**Figure 7: Educational Attainment of Population 25 Years and Older by Race/Ethnicity, 2022**



Source: U.S. Census Bureau, 2022 ACS 1-Year Estimates

rates (53.4%). As expected, the personal poverty rate was highest among African Americans (27.0%), Latinos (20.5%), and non-Latino whites (15.7%). The family poverty rate also varied by race/ethnicity.

The family poverty rate was 23.5% for African American families, 18.3% for Latino families, and 11.1% for non-Latino white families, respectively. African American and Latino families with children under 18 years, especially female-headed families with children under 18, were more likely to be in poverty than their non-Latino white counterparts. The family poverty rate was 37.6% for African American families with children under 18, 31.1% for Latino families with children under 18, and 17.9% for non-Latino white families with children under 18. For female-headed families with children under 18, the poverty rate was 54.1% for Latino families and 42.1% for African American families, compared to 31.0% for non-Latino white female-headed families with children under 18 years.

**HOUSEHOLD INCOME**

Table 6 displays household income distribution and the median household income in the city of Lansing by race/ethnicity in 2022. The median household income was estimated at \$48,962 ( $\pm$ \$4,140). About 36% of Lansing residents had a household income of less than \$35,000, 34% between \$35,000 and \$74,999, 14% between \$75,000 and \$99,999, and 17% \$100,000 or higher (Table 6).

As expected, household income varies by race/ethnicity. The median household income for was \$51,037 ( $\pm$ \$17,830) for Latinos in the city of Lansing, \$39,990 ( $\pm$ \$24,652) for African Americans, and \$50,267 ( $\pm$ \$4,930) for non-Latino whites. Table 6 also reveals household income inequalities by race/ethnicity. About 48.5% of African American households had household income less than \$35,000, compared to 28.5% of Latino households and 30.7% of non-Latino white households.

**Table 5. Percentage of People and Families Whose Income in the Past 12 Months Was Below the Poverty Level, 2022**

Poverty level	Total	Latino	African American	Non-Latino White
All people	22.2	20.5	27.0	15.7
All families	17.2	18.3	23.5	11.1
With children under 18 years	29.9	31.1	37.6	17.9
Married couple families	6.9	5.8	11.8	5.8
With children under 18 years	11.4	6.3	24.9	12.0
Female-headed, no spouse	37.6	30.2	32.4	26.7
With children under 18 years	53.4	54.1	42.1	31.0

Source: U.S. Census Bureau, 2022 ACS 1-Year Estimates

**Table 6. Household Income Distribution and Median Household Income** (in 2022 inflation-adjusted dollars)

Household Income	All		Latino		African American		Non-Latino White	
	N	%	N	%	N	%	N	%
Total households	53,147	100.0	5,764	100.0	11,571	100.0	30,311	100.0
Less than \$10,000	3,864	7.3	574	10.0	632	5.5	2166	7.1
\$10,000 to \$14,999	3,440	6.5	290	5.0	1,672	14.4	953	3.1
\$15,000 to \$24,999	6,557	12.3	120	2.1	2,340	20.2	3,311	10.9
\$25,000 to \$34,999	5,076	9.6	656	11.4	971	8.4	2,903	9.6
\$35,000 to \$49,999	8,147	15.3	1,118	19.4	616	5.3	5,746	19.0
\$50,000 to \$74,999	9,929	18.7	1,311	22.7	2,130	18.4	5,421	17.9
\$75,000 to \$99,999	7,368	13.9	710	12.3	2,079	18.0	3,821	12.6
\$100,000 to \$149,999	5,530	10.4	578	10.0	976	8.4	3,707	12.2
\$150,000 to \$199,999	2,277	4.3	142	2.5	79	0.7	1,730	5.7
\$200,000 or more	959	1.8	265	4.6	76	0.7	553	1.8
Median household income (MOE)	\$ 48,962 ( $\pm$ \$4,140)		\$51,037 ( $\pm$ \$17,830)		\$39,990 ( $\pm$ \$24,652)		\$50,267 ( $\pm$ \$4,930)	

Source: U.S. Census Bureau, 2022 ACS 1-Year Estimates.

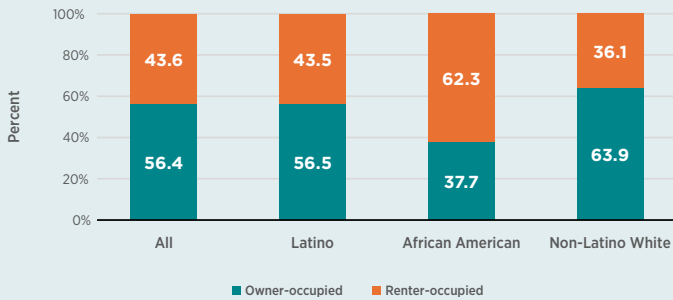


In the middle class, 42.1% of Latino households, compared to 23.7% of African American households and 36.9% of non-Latino white households, had a household income of \$35,000–\$74,999. In the upper middle class, 12.3% of Latino households, 18% of African American households, and 12.6% of non-Latino white households had an income of \$75,000–\$99,999. In the upper class, 17.1% of Latino households, 9.8% of African American households, and 19.7% of non-Latino white households had an income of \$100,000 or higher (Table 6).

**HOUSING TENURE**

Figure 8 displays housing tenure in the city of Lansing in 2022. About 56.4% of housing units in Lansing were owner-occupied and 43.6% were rented units. Figure 8 also displays racial/ethnic housing inequalities in Lansing. About 62.3% of African American housing units were rented and 37.7% were owner-occupied. About 43.5% of Latino housing units were rented and 56.5% were owner-occupied. In comparison, 36.1% of non-Latino white housing units were rented and 63.9% were owner-occupied.

**Figure 8. Housing Tenure by Race/Ethnicity, 2022**



Source: U.S. Census Bureau, 2022 ACS 1-Year Estimates

**HEALTH INSURANCE COVERAGE**

Table 7 displays the health insurance coverage of Lansing residents in 2022. About 94% of residents had health insurance coverage and 6% of residents had no health insurance coverage. Health insurance coverage in Lansing varies by race/ethnicity. About 11% of Latinos and 8% of African Americans had no health insurance coverage compared to 5% of non-Latino whites.

**Table 7. Health Insurance Coverage, 2022**

Health insurance coverage	All		Latino		African American		Non-Latino White	
	Estimate	%	Estimate	%	Estimate	%	Estimate	%
Total population	112,829	100.0	12,510	100.0	24,754	100.0	58,497	100.0
With health insurance coverage	105,677	93.7	11,104	88.8	22,869	92.4	55,436	94.8
No health insurance coverage	7,152	6.3	1,406	11.2	1,885	7.6	3,061	5.2

Source: U.S. Census Bureau, 2022 ACS 1-Year Estimates.

**EMPLOYMENT**

**EMPLOYMENT STATUS**

Table 8 displays the percentage of the population 16 years and older in the city of Lansing in the labor force and the percentage of the civilian labor force that is employed and unemployed by race/ethnicity. In 2022, 69% of people 16 and older were in the labor force. About 64.4% of those 16 and older were employed. The unemployment rate in the city of Lansing was estimated at 6.4%.

**Table 8. Employment Status, 2022**

	All		Latino		African American		Non-Latino White	
	Estimate	%	Estimate	%	Estimate	%	Estimate	%
Population 16 years and over	91,757	100.0	10,808	100.0	19,977	100.0	51,227	100.0
Civilian labor force	63,140	68.8	7,355	68.1	13,154	65.8	34,207	66.8
Employment rate	59,075	64.4	6,477	59.9	11,251	56.3	31,969	62.4
Unemployment rate*	4,065	6.4	878	11.9	1,903	14.5	2,238	6.5
Not in labor force	28,617	31.2	3,433	31.8	6,823	34.2	17,008	33.2

Notes: \* Percent of the civilian labor force. Source: U.S. Census Bureau, 2022 ACS 1-Year Estimates.

About 68.1% of Latinos 16 years and older in the city of Lansing were in the civilian labor force. In comparison, 65.8% of African Americans and 66.8% of non-Latino whites 16 and older were in the civilian labor force. About 59.9% of Latinos 16 and older were employed. In comparison, about 56.3% of African Americans and 62.4% of non-Latino whites 16 and older were employed. The unemployment rate was highest for African Americans (14.5%), compared with that of Latinos (11.9%) and that of non-Latino whites (6.5%).

**Table 9. Class of Worker, 2022**

Class of worker	All		Latino		African American		Non-Latino White	
	Estimate	%	Estimate	%	Estimate	%	Estimate	%
Civilian employed Population 16 years and over	59,075	100.0	6,477	100.0	11,251	100.0	31,969	100.0
Private sector	44,998	76.2	5,296	81.8	8,883	79.0	24,649	77.1
Government workers	11,969	20.3	1,006	15.5	2,034	18.1	5,897	18.4
Self-employed	2,034	3.4	158	2.4	334	3.0	1,411	4.4
Unpaid family workers	74	0.1	17	0.3	0	0.0	12	0.0

Source: U.S. Census Bureau, 2022 ACS 1-Year Estimates.

**CLASS OF WORKER**

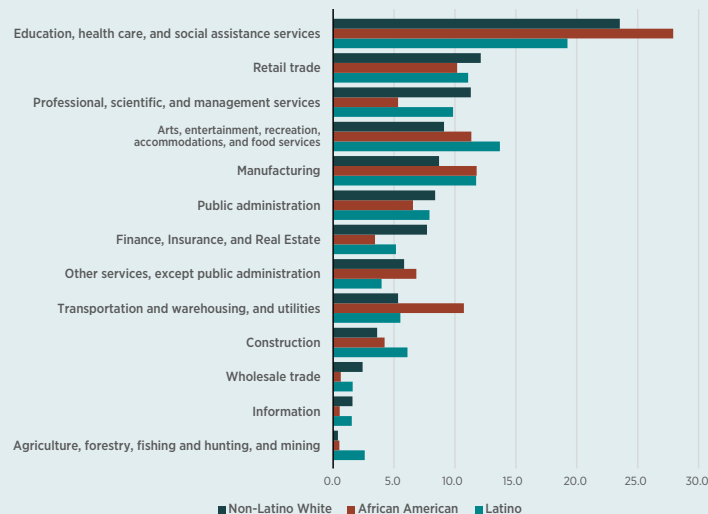
Table 9 displays the distribution of the workforce in the city of Lansing by class of worker and race/ethnicity in 2022. About 76% of the workforce in Lansing were employed in the private sector, 20% in the public sector, and 3% were self-employed. About 82% of the Latino workforce were employed in the private sector, 16% in the public sector, and 2% were self-employed. About 79% of the African American workforce in Lansing were employed in the private sector, 18% in the public sector, and 3% were self-employed. Comparatively, about 77% of the non-Latino white workforce in Lansing were employed in the private sector, 18% in the public sector, and 4% were self-employed.

**Figure 9. Percentage of Civilian Labor Force Employed (16 Years and Older) by Industry of Employment, 2022**



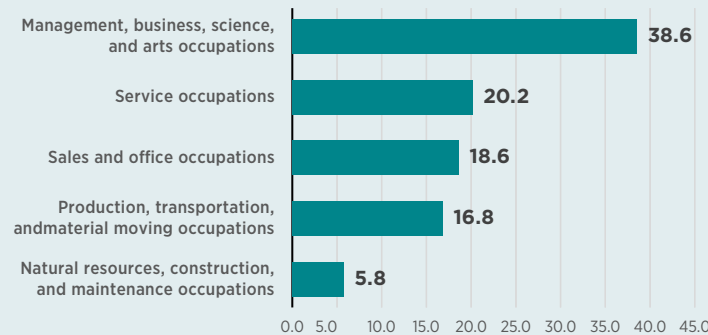
Source: U.S. Census Bureau, 2022 ACS 1-Year Estimates

**Figure 10. Percentage of Civilian Labor Force Employed (16 Years and Older) by Industry of Employment and Race/Ethnicity, 2022**



Source: U.S. Census Bureau, 2022 ACS 1-Year Estimates

**Figure 11. Percent of Civilian Labor Force Employed (16 Years and Older) by Occupation, 2022**



Source: U.S. Census Bureau, 2022 ACS 1-Year Estimates

**INDUSTRY**

Figure 9 displays the percentage of the Lansing city population 16 years and older by the industry of employment in 2022. Educational services, health care, and social assistance are the top industries in the city of Lansing. They accounted for 26% of employment in Lansing in 2022. Retail trade, manufacturing, Arts, entertainment, recreation, accommodations, and food services, and professional, scientific, and management services are other large employers, each accounting for more than 10% of the employment in Lansing in 2022.

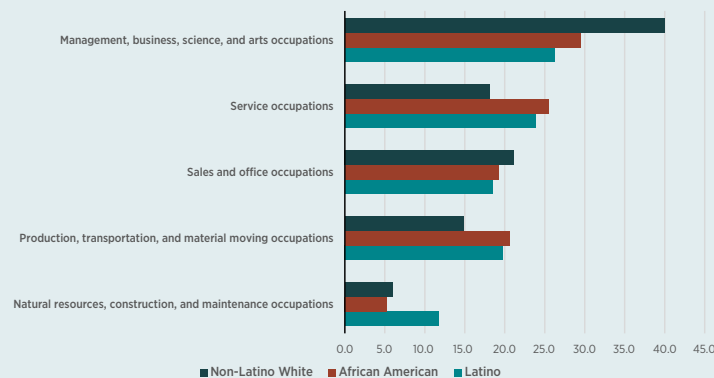
Figure 10 displays industry of employment by race/ethnicity in the city of Lansing in 2022. It is expected that the industry of employment would vary by race/ethnicity. African Americans are more likely to be employed in education, health care, and social assistance services and in transportation, warehousing, and utilities. Latinos are more likely to be employed in services, construction, and extractive industries. Non-Latino whites are more likely to be employed in professional, scientific, and management services, public administrative, finance, insurance, and real estate, and wholesale trade.

Figure 11 displays the percentage of the Lansing population 16 years and older by occupation in 2022. About 39% of the civilian labor force 16 and older were occupied in managerial and professional occupations, 20% in service occupations, 19% in sales and office occupations, 17% in production, transportation, and material moving occupations, and 6% in natural resources, construction, and maintenance occupations, respectively.

**OCCUPATION**

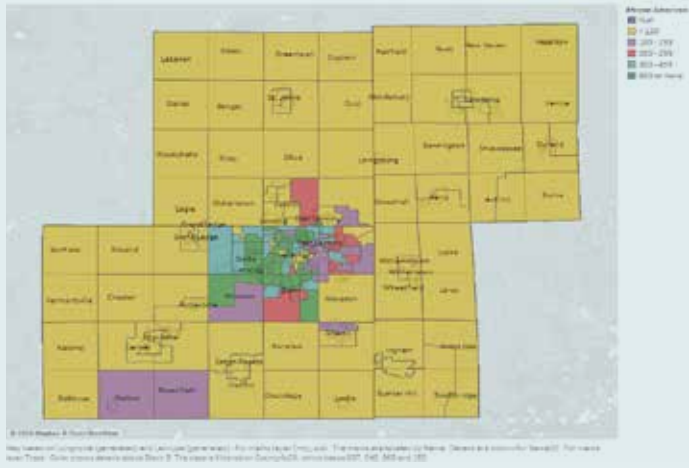
Figure 12 displays the percentage of the Lansing population 16 years and older by occupation by race/ethnicity. Non-Latino whites were more likely to be employed in management, business, science, and arts occupations, and sales and office occupations than African Americans and Latinos. African Americans, followed by Latinos, were more likely to be employed in service occupations and production, transportation, and material moving occupations than non-Latino whites. Latinos were more likely to be employed in natural resources, construction, and maintenance occupations than African Americans and non-Latino whites (Figure 12).

**Figure 12. Percent of Civilian Labor Force Employed (16 Years and Older) by Occupation by Race/Ethnicity, 2022**

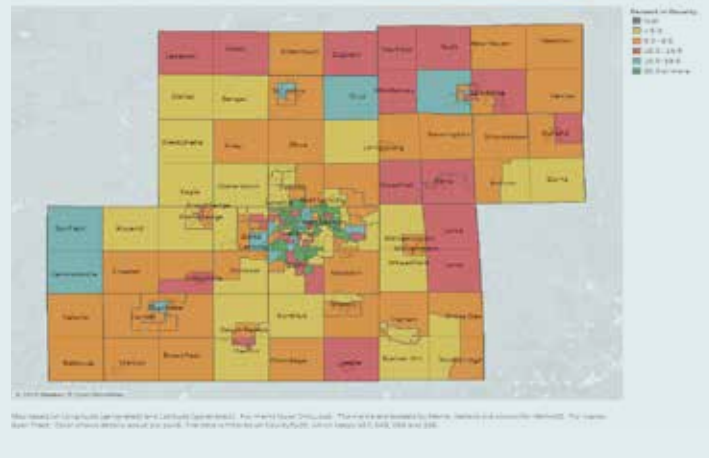


Source: U.S. Census Bureau, 2022 ACS 1-Year Estimates

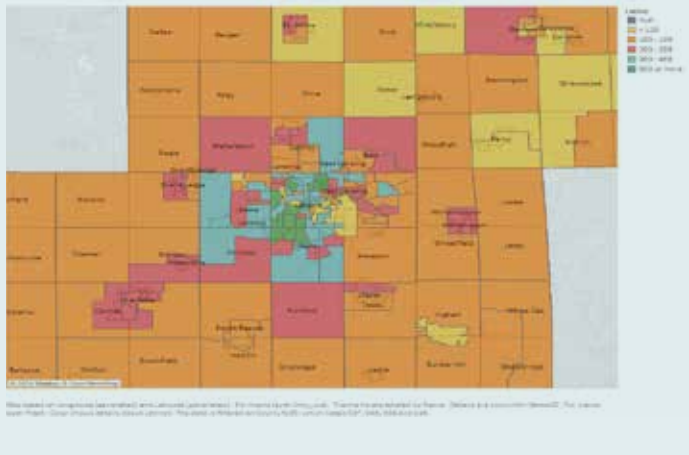
**Figure 13. Black or African American Population by Neighborhood, 2020**



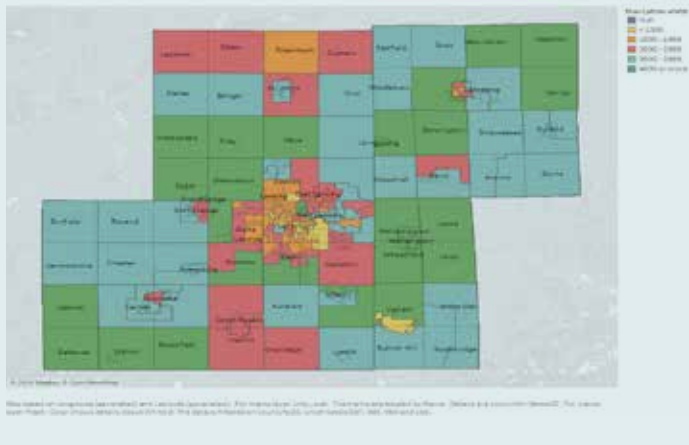
**Figure 16. Percent of People in Poverty by Neighborhood, 2020**



**Figure 14. Latino Population by Neighborhood, 2020**



**Figure 15. Non-Latino White Population by Neighborhood, 2020**



**SPATIAL CHARACTERISTICS OF THE LANSING REGIONAL AREA**

Figures 13–16 show maps of the Lansing regional area population by race/ethnicity and poverty concentration by neighborhood (census tract) in 2022. African American and Latino populations and the proportion of residents in poverty are concentrated in Lansing city neighborhoods whereas the non-Latino white populations are concentrated in the surrounding and peripheral neighborhoods of Lansing.

**CONCLUSION**

This article highlights the demographic profile of the Lansing metropolitan area and that of the city of Lansing. According to the 2020 decennial census, the population in the Lansing metropolitan area, which is composed of Ingham, Eaton, Clinton, and Shiawassee counties, was about 7% Latinos, 8% African Americans, 4% Asians, and almost 76% non-Latino whites. The racial/ethnic composition of the population in the Lansing metropolitan area differs by county. Minority populations are more concentrated in Ingham County than other counties. Overall, the total population in the Lansing metropolitan area has not changed much between 2020 and 2023. Most of the population change occurred in Ingham County.

Within the city of Lansing, the racial/ethnic composition was almost 14% Latinos, 23% African Americans, 4% Asians, and 51% non-Latino whites. Between 1980 and 2020, the Lansing city population has continuously declined each year. The population change in Lansing mirrors that of Michigan overall, both of which are mostly attributable to an increase in the Latino and Asian populations and a decrease in the non-Latino white, African American, and American Indian and Alaska Native populations.

The results also show that Lansing city population is very young. The median population is about 34 years (33 for males and 35 for females). African American, Latino, and Asian populations are more likely to be under 18 than the non-Latino white population. Non-Latino white and American Indian and Alaska Native populations in Lansing city are more likely to be 65 and older than African American, Latino, and Asian populations.

The socioeconomic shares in Lansing city reveal significant social inequalities in terms of educational attainment, poverty, household income, housing tenure, and access to health care. Almost 30% of Lansing residents 25 years and older have a college degree or higher, 35% have some college or an associate degree, 25% have a high school diploma or equivalent, and 11% have less than a high school education. However, educational attainment in the city of Lansing varies by race/ethnicity. Latinos are more likely to have a high school education or less and less likely to have a college degree or higher than non-Latino whites. African Americans are more likely to have some college with no degree or an associate degree than non-Latino whites. Non-Latino whites are more likely to have a college degree or higher than Latinos and African Americans.

Slightly more than one-fifth of the Lansing city population is in poverty. African Americans, followed by Latinos, are significantly more likely to be in poverty than non-Latino whites. At the family level, about 17% of families are in poverty, and poverty is highest among families with children under 18 years old, especially among female-headed families with children. More than half of female-headed families with children are in poverty.



In terms of household income, the median in the city of Lansing is estimated at \$48,962. About 36% of households have household incomes below \$35,000, 34% between \$35,000 and \$74,999, 14% between \$75,000 and \$99,999, and 17% \$100,000 and above. African Americans have the lowest median household income. The median household income of Latinos is slightly higher than that of non-Latino whites. Almost half (48.5%) of African Americans have household incomes below \$35,000. About 42% of Latinos have household incomes between \$35,000 and \$74,999. African American households are more likely to be in the upper middle class (\$75,000–\$99,999) than Latino and non-Latino white households. Non-Latino white households are more likely to be in the upper class (\$100,000 or more) than Latino and African American households.

In terms of housing ownership in Lansing city, African Americans are less likely to own a home (38%) as compared to Latinos (56%) and non-Latino whites (64%). The results also show social inequalities in terms of health insurance coverage. About 6% of Lansing residents had no health insurance coverage. About 11% of Latinos, 8% of African Americans, and 5% of non-Latino whites had no health insurance coverage.

The article also highlights employment status, occupation, and industry of employment for the civilian labor force 16 years and older in the city of Lansing by race/ethnicity. In 2022, the unemployment rate was estimated at 6.4%. African Americans, followed by Latinos, were more likely to be unemployed than non-Latino whites. African

Americans were more likely to be employed in education, health, and social assistance services and in transportation, warehousing, and utilities. Latinos were more likely to be employed in services, construction, and extractive industries. African Americans, followed by Latinos, were more likely to be employed in service, and production, transportation, and material moving occupations, than non-Latino whites. Latinos were more likely to be employed in natural resources, construction, and maintenance occupations than African Americans and non-Latino whites. Non-Latino whites were more likely to be employed in professional, scientific, and management services, public administrative, finance, insurance, and real estate, and wholesale trade. In terms of occupations, African Americans, followed by Latinos, were more likely to be employed in service, and production, transportation, and material moving occupations than non-Latino whites. Latinos were more likely to be employed in natural resources, construction, and maintenance occupations than African Americans and non-Latino whites. Non-Latino whites were more likely to be employed in management, business, science, arts, and in sales and office occupations, than African Americans and Latinos.

Finally, this article shows that African Americans and Latinos are spatially concentrated in neighborhoods within the city of Lansing, whereas non-Latino whites are concentrated in surrounding neighborhoods in the Lansing metropolitan area. The concentration of poverty, as an indicator of concentrated disadvantaged neighborhoods, is significantly higher in Lansing city neighborhoods than in surrounding neighborhoods in the Lansing metropolitan area.

In sum, the continuous decline of the Lansing city population resulted from a decline of non-Latino white, African American, and American Indian and Alaska Native populations, and it could have been worse if it were not for the growth of the Latino and Asian populations. These population changes alter the social fabric of local communities, the social, economic, and political profiles. African Americans and Latinos are the predominant minority populations in the city of Lansing and are generally younger and possess several economic disadvantages. They have relatively low levels of education, higher poverty rates, higher unemployment rates, lower household incomes, lower housing ownership rates, and lower health insurance coverage compared to non-Latino whites. They are also more likely to work in health, social assistance services and in transportation, warehousing, and utilities, services, construction, and extractive industries, and they are less likely to be employed in managerial and professional occupations.

These socioeconomic disadvantages reveal a mixed portrait of living conditions in the city of Lansing. City officials will have to address racial/ethnic socioeconomic inequalities by improving education for all, but especially for minority residents who are left behind in terms of human capital. Poverty alleviation programs are needed for African Americans, Latinos, and female-headed families with children who have the highest poverty rates as compared to other families. That will require creating more employment opportunities, but employment opportunities that offer improved living conditions, i.e., well-paying jobs. Working in low-paying and unstable jobs is less likely to offer living wages, residential stability, and financial capital necessary for home ownership. Improving income opportunities is crucial to improve the well-being of Lansing city residents. 🌍



# The Use of Artificial Intelligence by Latino Firms

By Marcelo E. Siles, Ph.D., and Neelima Krishnagiri

## INTRODUCTION

In the past few years, the development and expansion of artificial intelligence (AI) has resulted in many operations becoming more efficient by improving productivity in different areas. It directly impacts several firms, reducing their production time, making them more effective, and improving their production processes. Its most important and controversial outcome is that it tends to replace repetitive jobs with automation, directly impacting areas with a high concentration of Latino workers such as agriculture, service, and construction.

Generative AI and the large language models (LLMs) that power it deserves a lot of attention. They are expected to persist and become the dominant tech trend for the foreseeable future. These models generate disruption for different economic sectors and will determine how people relate with technology.

The impact that the new technology could have on Latino firms, workers, and families is huge. Latinos could be disproportionately affected by the automation of jobs, especially those currently operated manually, and it is highly concerning. A recent survey by the Pew Research Center shows that over 20% of Latino workers stated their concern about job replacement by AI. Another disturbing issue is the representation of Latino identities by AI models, often based on stereotypes that do not reflect their racial and cultural diversity, which underscores the importance of including Latino viewpoints and cultures in AI training data.

Nevertheless, despite huge concerns about AI, some Latinos with technical expertise are contributing to its development and expansion. As AI expands, it is extremely important to implement training programs on AI models and technologies for Latino firms, workers, and their families to reduce the growing gap in the use of these models between Latinos and other racial groups, especially whites and Asians.



Since AI made data more available to businesses, it has primarily been placed in large databases with limited practical use. Recent developments in generative AI are facilitating the access of decision-makers to these databases. As Amanda Kelly, co-founder of Streamlit, an open-source app framework that turns data into shareable web apps, states, “We are only starting to see how AI will assist us with cognitive work, the way robotic machinery that can lift tons helps with physical work.”

A report entitled “Data + AI Predictions 2024” by Snowflake, a data cloud company, analyzes “the impact of an AI revolution that is focused on the power of LLMs and the transformative potential of natural language interfaces. Now with computers we can talk to data like it is a person, which has huge implications for jobs, cybersecurity, data strategy, and other applications.” As a result, “generative AI is changing everything, for better and worse.”

It is expected that the AI revolution will continue for an indefinite time; currently it is impossible to stop it due to its capacity to generate new models and applications. Some corporate leaders have expressed concerns about costs and technical challenges related to its systematic expansion that could slow further development of generative AI and LLMs, but a continued expansion of both is anticipated.

According to Christian Kleinerman, executive vice president of product at Snowflake, “There is a lot of opportunity to improve things in the business world, whether it is around making individuals more productive, or creating innovative end user experiences and interactions. It will change roles, responsibilities, and skill sets.”

Industry experts have identified the following three immediate concerns that will be challenging during the early years of vast availability of generative AI and large language models.

### **I. AN EFFECT ON JOBS**

Generative AI and LLMs could have a negative impact on some jobs, especially for people working within the so called “knowledge economy,” which requires a high degree of cognitive skill and expertise, typically in areas of problem-solving, critical thinking, and decision-making. Ethan James Whitfield, the author of many books on AI, says, “This type of work is often characterized by its intangible nature, as opposed to physical labor or manual tasks.”

According to Snowflake CEO Sridhar Ramaswamy, quoted in the “Data and AI Predictions 2024” report, “Rapid change forced by widespread AI adoption would make it hard to quickly absorb displaced workers elsewhere in the workforce. ‘Both the private sector and governments will need to step up.’”

### **II. DEEPFAKES**

They constitute another important problem. “In the next few years, we can expect to see an assault on what we humans collectively think of as our reality,” says Ramaswamy. “A world where no one can or should trust a video of you because maybe it was AI-generated. That is a very different reality from the one we are living in. That is a big issue.”

### **III. A WORSENING DIGITAL DIVIDE**

Ramaswamy is highly concerned about the long-term impact of generative AI and LLMs. “These advances will exacerbate the divide between the haves and have-nots that has been happening over the past 20-30 years,” he said, noting that advanced AI could exacerbate inequality across the globe.

At the same time, he said, “By making information so much more accessible, this technology produces a new generation of young adults who better understand the issues and potential, and can counter that risk.”

## **METHODOLOGY**

Data used for this paper came from a recently published survey by the U.S. Census Bureau, which includes the use of AI by firms and families at the county level, although we focused on the state level. The following are the census files that contain the data:

<https://www.census.gov/library/stories/2023/11/businesses-use-ai.html>  
AB1800TCB01B: Annual Business ... - Census Bureau Table.

ABS - Technology Characteristics of Businesses: 2019 Tables (Employer Businesses) (census.gov)

For this paper, we concentrated our efforts on basic statistical analysis related to the use of AI by firms in the 50 U.S. states, a cross-tabulation analysis showing the level of current AI use by race and ethnicity, and a revenue comparison by each level of AI use by Latino and non-Latino firms.

## **LITERATURE REVIEW**

There are many recent publications related to the description of the characteristics and scope of generative AI and LLMs, their impact on firms’ efficiency, productivity, and revenue, the growing gap in the use of these models by different racial and ethnic groups, and their effect on minority workers, among other issues.

Snowflake’s “Data and AI Predictions 2024” report includes five sections related to AI. It starts with an overview titled “The AI Era Is Upon Us,” followed by how Gen AI and LLMs will change lives and transform business, technical roles in an AI world, the cybersecurity challenges associated with AI, and key innovations that these models produce.

### **THE AI ERA IS UPON US**

Noting that generative AI is “the big tech story of 2023,” the opening paragraph states, “Gen AI and the large language models (LLMs) that power it are worthy of the attention. And they are likely to remain the dominant tech trend for the foreseeable future.” It continues, “We’ve been told that AI will take our jobs, create amazing new jobs, identify diseases and discover new medicines, empower and detect deepfakes, undermine/transform education and destroy democracy, fuel and/or strangle creativity, and be our friend and our therapist . . .”

“Generative AI and LLMs are definitely the hottest topic right now—they’re sucking all the oxygen from the room,” says Mona Attariyan, Snowflake’s director of machine learning. “It almost feels like there is nothing else in machine learning that anyone wants to talk about.”

The report discusses the potential for generative AI to revolutionize enterprise efficiency and enhance user interactions with technology, forecasting significant changes in productivity, job roles, and data strategies.

“Lots of true disruption is coming. Mostly around end user experience and how people interact with technology,” says Christian Kleinerman, noting it is not just hype. “The dramatic change everyone’s talking about is real. Generative AI and related technologies will affect productivity, job roles and responsibilities. It will aid creative processes and create entirely different experiences.” The overview concludes, “Gen AI is changing everything, for better and worse.”



### Gen AI and LLMs Will Change Our Lives—Profoundly

This section predicts that AI’s impact on society will be huge and fast. “It is comparable to the arrival of the smartphone,” says Mona Attariyan. “Since the iPhone, the amount of time we spend accessing data and applications has gone through the roof, really changing how we move through our lives. The arrival of AI will be a similar step change, only much faster.” On the other hand, the report states, “Generative AI’s negative effects, including job loss, deepfakes, and a deepening digital divide, will be hard to manage at first.”

### Gen AI and LLMs will Transform the Enterprise

Since Gen AI and LLMs are based on data management, the report considers that “For years, companies have been urged, or admonished, to develop a comprehensive and forward-looking data strategy. Just as more and more businesses were ticking that box, AI advances threaten to render last year’s plan moot. Fortunately, our experts were unanimous that if you have already put in work to create a solid data strategy, you’re on the right track.”

“The generative AI era does not call for a fundamental shift in data strategy,” says Jennifer Belissent, principal data strategist at Snowflake. “It calls for an acceleration of the trend toward breaking down silos and opening access to data sources wherever they might be in the organization.”

### Technical Roles in an AI World

“LLMs and generative AI are going to have a big impact on the most technical of data users, and it is largely for the better,” the report states. “The traditional complaint in data science is that a lot of the actual work is basic data prep, boring stuff. . . . The promise of the new AI era is that basic data preparation will be automated by smarter AI tools.”

As a result, the report predicts:

1. Data engineering will evolve and be highly valued in an AI world.
2. Data scientists will have more fun.
3. Business intelligence analysts will have to uplevel.
4. Developers expect to be 30% more efficient using generative AI assistants.

### Cybersecurity: The AI Challenge

“All new technologies demand that we consider their risks,” according to the report. “But AI developments are fast-moving and startling in their breadth and capability, and thus will be extra-challenging to security teams.”

The report considers that LLMs will be secured in-house. Mario Duarte, Snowflake’s VP of security, noted that his colleagues Kleinerman and James Malone, senior manager of product management, had discussed the AI supply chain that will allow businesses to construct large and not-quite-large language models within their secured environment. “That’s essential to good security,” says Duarte.

Bad data poisoning of a model is another frequent concern, particularly if an adversary deliberately introduced it. Eventually, AI data will be a target of attack. According to Duarte, “Legitimate businesses are careful about adopting and using new technologies—there’s cost, regulatory requirements and reputational risk if it is done poorly.”



“All new technologies demand that we consider their risks,” according to the report. “But AI developments are fast-moving and startling in their breadth and capability, and thus will be extra-challenging to security teams.”

### Innovation as a Result of AI models

Ramaswamy indicates some examples: i) Advancements in self-driving cars; ii) The revolution in battery design, with longer lasting batteries giving electric vehicles more range and affecting stationary power storage; iii) Biotech breakthroughs, such as the rapid development of the COVID-19 vaccine.

### AI'S IMPACT ON LATINOS

Other reports emphasize the impact of AI models on Latino communities. Among them we can cite:

“Understanding the Future of Latinos in the AI Era,” a report by the Aspen Institute, discusses the impact of AI on Latinos in the U.S., highlighting that the automation potential of jobs commonly held by Latinos is significant. This demographic is at risk of being disproportionately affected by job automation due to their concentration in manual and repetitive roles. It also emphasizes the importance of equipping Latinos with digital skills necessary for future employment opportunities in the AI era.

“AI Tends to Default to Latino Stereotypes,” an article published by *The Drum*, discusses how generative AI models, when prompted to represent Latino identities, often default to stereotypes. It highlights the broader problem of AI's inability to grasp the full racial and cultural diversity within the Latino community, which could potentially undermine efforts toward inclusive representation.

“Considering Hispanic Americans and Artificial Intelligence,” a report by the Technology, Race, and Prejudice (TRAP) Lab, explores the specific challenges Hispanic Americans face with AI technologies. It emphasizes the importance of including Hispanic perspectives in AI training data, system classification, and development to avoid biases and enhance the user experience for this demographic group.

Another article by *Axios*, “AI's Role in the Microsoft Workforce and Its Impact on Latinos and Latin America,” is based on a survey performed by Microsoft's Annual Work Trend Index, which reveals that Latin Americans and U.S. Latinos are more open than other groups to using AI for tasks like summarizing meetings, despite concerns that AI might replace their jobs. Over half of the U.S. Latino workers expressed worries about job replacement by AI, a sentiment shared by half of the respondents in Latin America. This information comes as tech companies continue to enhance AI accessibility, including language expansions in AI tools like Google's Bard and OpenAI's ChatGPT.

The Spanish newspaper *El País* published an article that highlights the significant contributions of Latino technologists to the AI revolution, focusing on efforts to ensure technology serves diverse communities. Leaders like Laura Montoya and organizations such as LatinX and AI4ALL are working to make AI education accessible, promote diversity in AI development, and address social issues through technological development.

### DATA ANALYSIS

We performed a brief statistical analysis using data published by the U.S. Census Bureau (USCB) on the use of artificial intelligence at different levels: high, low, and moderate, by race and ethnicity of the firm owners. Table 1 shows the total number of Hispanic and non-Hispanic firms that

participated in the survey at the three considered levels of AI usage. Table 1 also includes the number of participating firms that stated they were not using artificial intelligence in their operations and the total number of Hispanic and non-Hispanic firms that participated in the survey.

**Table 1. Number of Hispanic and Non-Hispanic Firms Using Artificial Intelligence**

Technology	Hispanic Firms	Non-Hispanic Firms	Total Number of Firms
AI: High use	3,813 - (0.78%)	83,728 - (1.01%)	87,541 - (0.99%)
AI: Moderate use	6,585 - (1.35%)	139,367 - (1.68%)	145,952 - (1.66%)
AI: Low use	7,252 - (1.48%)	35,284 - (0.42%)	42,536 - (0.48%)
AI: Did not use	471,766 - (96.39%)	8,055,830 - (96.9%)	8,527,596 - (96.87%)
AI: Grand total	489,436 - (100.0%)	8,314,209 - (100.0%)	8,803,645 - (100.0%)

Source: <https://www.census.gov/library/stories/2023/11/businesses-use-ai.html>  
 AB1800TCB01B: Annual Business ... - Census Bureau Table

Table 1 shows the still very low usage of artificial intelligence by Hispanic and non-Hispanic firms in the three considered categories. The percentage of firms reporting a high use of artificial intelligence is on average close to 1%, with only 0.78% of Hispanic firms reporting high usage. More Hispanic and non-Hispanic firms report moderate levels of AI usage. The number of moderate users of AI reported by Hispanic firms was 2,772 higher than those reporting high use; the number of non-Hispanic firms reporting moderate use was 55,639 higher than those reporting high use. The percentage of moderate AI usage for both types of firms also was higher, at 1.68% for non-Hispanic and 1.35% for Hispanic-owned firms.

It is interesting to note that at the low level of AI usage, the number and the corresponding percentage of Hispanic-owned companies increased with respect to those reporting moderate usage of AI. A low AI usage level by Hispanic firms reached close to 1.5% of all participating Hispanic firms. On the other hand, non-Hispanic firms presented an inverse trend with their number and percentage declining from moderate to low usage of AI. The percentage of non-Hispanic firms went from 1.68% for moderate usage to 0.42% for low usage. This data shows that AI usage is still low among all types of firms, although the numbers and corresponding percentages are steadily increasing.

Table 2 shows that only 5.56% of all firms participating in the USCB survey were Hispanic-owned companies. At the time of the survey a little over 25% of Hispanic companies were already reporting some use of

**Table 2. Percentage of Hispanic and Non-Hispanic Firms Reporting Usage of Artificial Intelligence**

Technology	Hispanic Firms	Non-Hispanic Firms	Total Number of Firms
AI: High use	4.36%	95.64%	100.0%
AI: Moderate use	4.51%	95.49%	100.0%
AI: Low use	17.05%	82.95%	100.0%
AI: Did not use	5.53%	94.47%	100.0%
AI: Grand total	5.56%	94.44%	100.0%

Source: <https://www.census.gov/library/stories/2023/11/businesses-use-ai.html>  
 AB1800TCB01B: Annual Business ... - Census Bureau Table



artificial intelligence. The relatively low level of usage of AI by Hispanic companies could be explained in part by the main constraints these firms face in adopting AI—its high cost and, in many cases, the firms’ lack of appropriate technological expertise. Over 17% of participating Hispanic firms reported only a low use of artificial intelligence in their operations.

Table 3 shows the percentage of firms of the different racial groups that are using artificial intelligence in their operations. As expected firms predominantly owned by whites have the largest percentage of use at the three different levels, followed by Asians, Hispanics, and Blacks. Among all firms that reported the use of AI at any of the three considered levels, we found that close to 84% of white-owned firms are somehow using AI, while only 1.8 percent of Black firms are using it. Close to 9% of Asian-owned firms and 5.3% of Hispanic-owned firms were using AI at the time of the survey.

The largest percentage of Hispanic-owned firms using artificial intelligence is at the high use level, with close to 9%; for whites, it is at the moderate use level with a little over 80%. The higher percentage usage of AI for Asian-owned firms is at the low use level, with close to 12.5%. The usage of AI by Black-owned firms is at the lowest across the board among the racial and ethnic groups included in the survey.

**Table 3. Percentual Usage of Artificial Intelligence of Firms by Race**

Technology	Hispanic	Asian	Black	White	Total
AI: High use	8.95%	11.19%	1.93%	77.93%	100.0%
AI: Moderate use	6.81%	10.79%	2.77%	80.04%	100.0%
AI: Low use	4.72%	12.47%	2.77%	79.64%	100.0%
AI: Did not use	5.22%	8.87%	1.80%	84.11%	100.0%
AI: Grand total	5.25%	8.95%	1.83%	83.97%	100.0%

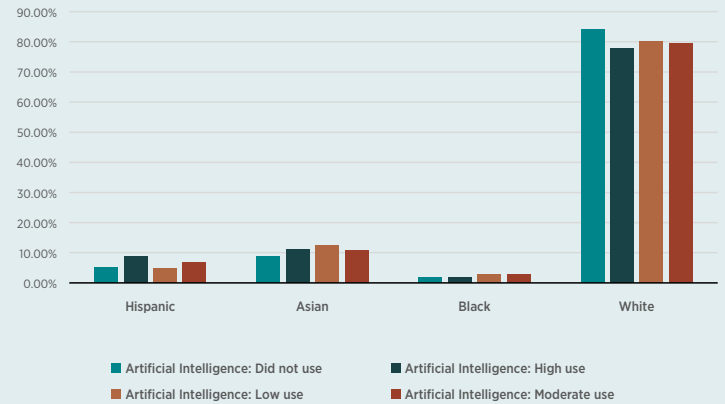
Source: <https://www.census.gov/library/stories/2023/11/businesses-use-ai.html>  
 AB1800TCB01B: Annual Business ... - Census Bureau Table

The percentage difference in the moderate use of AI between white- and Asian-owned firms, the groups with the most users at the moderate level, is 69.25; the difference in low use of AI between white- and Black-owned firms, who reported the lowest usage, reaches 76.87%; and finally between white and Hispanic firms, the difference is 74.92%. Table 3 shows the huge gap in the usage of AI by the different racial and ethnic groups, which needs to be addressed to make the development and expansion of artificial intelligence more sustainable.

Figures 1 and 2 are a graphical representation of the data included in Table 3. Figure 1 shows the enormous gap between the use of AI by white-owned firms versus minority-owned firms. It is very interesting to note that among all firms that are not using AI, white-owned firms also reported the largest numbers, reaching over 84%. This could be explained in part by the large number of white-owned firms that responded to the survey.

If we consider only white-owned firms that participated in the USCB survey in large numbers compared to minority-owned firms, we can observe that most reported using artificial intelligence at moderate (80%) and low (79.6%) levels, followed by 77.9% reporting high use of artificial intelligence. This clearly shows that even white-owned firms still are using AI primarily at moderate and low levels.

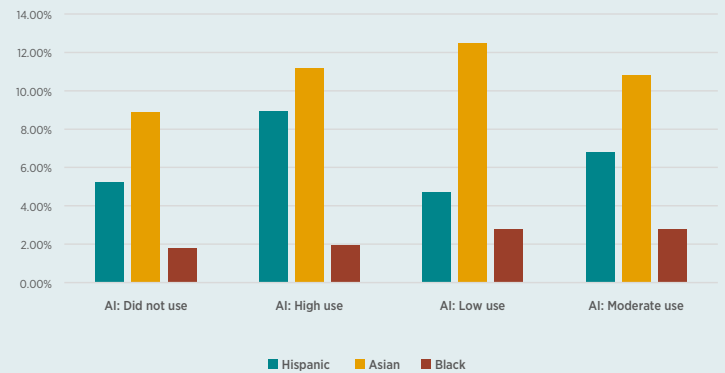
**Figure 1. Firms Participating in the US Census Bureau Survey on Usage of Artificial Intelligence**



Source: <https://www.census.gov/library/stories/2023/11/businesses-use-ai.html>  
 AB1800TCB01B: Annual Business ... - Census Bureau Table

Figure 2 shows a comparison in the usage of artificial intelligence among minority-owned firms that participated in the USCB survey. We decided to show a graph on the usage of artificial intelligence only by minority-owned firms due to the huge gap in the use of artificial intelligence between these firms and white-owned firms. This graph illustrates differences in the usage of artificial intelligence by the three selected racial/ethnic groups in the three considered levels of usage: high, moderate, and low. In addition, we include the “did not” category.

**Figure 2. Minority-owned Firms Usage of Artificial Intelligence**



Source: <https://www.census.gov/library/stories/2023/11/businesses-use-ai.html>  
 AB1800TCB01B: Annual Business ... - Census Bureau Table

Asian-owned firms reported the highest usage of artificial intelligence among the three considered minority-owned firms. About 12.5 percent of these firms reported low use of AI, followed by high use at 11.2%, and moderate use at 10.8%. Only 8.9% of Asian-owned firms that participated in the survey were not using AI.

It is interesting to note that among Hispanic-owned firms using AI, nearly 9 percent reported high use, followed by moderate use at 6.8 percent, and low use at 4.7 percent. These figures clearly show how interested Hispanic-owned firms are in using AI, although their current usage is lower than that of white-owned firms, resulting in a 79 percent gap.

Black-owned businesses report the lowest usage of AI in all considered levels in Figure 2. These firms need a lot of information, training, and financial support to increase their AI usage levels.

**Table 4. Percentage Increase of Revenue Generated by the Usage of Artificial Intelligence by Race and Ethnicity.**

Technology	Hispanic	Asian	Black	White
AI: High Use	3.54%	8.65%	0.64%	91.83%
AI: Moderate Use	2.97%	6.54%	0.49%	90.99%
AI: Low Use	2.30%	5.23%	0.45%	87.35%
AI: Did not use	2.90%	5.18%	0.77%	91.15%
AI: Grand Total	5.25%	8.95%	1.83%	83.97%

Source: <https://www.census.gov/library/stories/2023/11/businesses-use-ai.html>  
 AB1800TCB01B: Annual Business ... - Census Bureau Table

According to data included in Table 4, participating firms in the USCB survey reported a direct impact on their revenue by the usage of artificial intelligence. As expected, the percentage of revenue generated by low use of AI is the lowest. It increases for firms with moderate use, and reaches the highest level when firms have a high use of AI.

The gap for Hispanic-owned firms between those with high use and those with low use of AI is 1.24%, for Asian-owned firms the gap is 3.42%, and for Black-owned firms it is 0.19%.

The percentage of revenue generated by use of AI for white-owned firms mirrors the trend described above for minority-owned firms. Firms reporting low use of AI report revenue generated equal to 87.4 percent; it increases to 91.0 percent for those reporting a moderate use of AI and reaches 91.8 percent for those reporting a high use of AI. These figures clearly show the importance of AI usage by all types of the considered firms since it has a direct impact on their revenues, by making their processes more productive and efficient.

**Table 5. Percentage Increase of Revenue Generated by the Usage of Artificial Intelligence by Race and Ethnicity.**

Technology	Hispanic Firms	Non-Hispanic Firms
AI: High use	\$4,472,110 - (3.70%)	\$120,854,280
AI: Moderate use	\$13,796,728 - (3.14%)	\$439,976,606
AI: Low use	\$15,226,700 - (2.41%)	\$632,691,532
AI: Did not use	\$655,952,296 - (3.10%)	\$21,154,013,594
AI: Grand total	\$689,447,834 - (3.09%)	\$22,347,536,012

Source: <https://www.census.gov/library/stories/2023/11/businesses-use-ai.html>  
 AB1800TCB01B: Annual Business ... - Census Bureau Table

Table 5 shows the average monetary value of the revenue reported by participating Hispanic and non-Hispanic firms reporting no, low, moderate, and high levels of artificial intelligence usage. We can observe that the revenue generated by all Hispanic firms (grand total) that participated in the USCB's survey represents only 3.09 percent of the revenue generated by all other firms. This difference could be explained by the small size of some Hispanic firms, the industrial sector under which they are categorized, the price of their products, the automation of their operations, and the geographical location of their main offices and operations.

## CONCLUSION

Artificial intelligence is here to stay and its uses and applications will continue to expand. It could have positive and negative impacts on families and businesses in general, making production processes more efficient, shortening the time between when an idea emerges about a certain product and its inception in the market. AI facilitates the analysis of huge data sets, with the potential to replace tedious jobs with automation and streamline the decision-making process for top administrators.

In industrial sectors such as agriculture, service, and construction, AI has the potential to use robotics to automate repetitive tasks. On the one hand, this shift can make firms more efficient by reducing their production time and costs. On the other hand, there is a high concentration of Hispanic workers in these sectors who are concerned about losing their jobs.

AI could have many negative impacts to individuals and firms due to deepfakes, which can be used to spread misinformation and share AI-generated false videos of people on social media.

Another huge potential negative is the introduction of false data. Since AI is generated from large data sets, it would be very difficult to differentiate which data set is real or bad. The use of these false data sets could result in outcomes that could cause serious problems for users.

Finally, it is essential to emphasize how important it is for the Hispanic community to train and educate themselves on how to use AI for their benefit. Since most of them are currently working in areas with highly repetitive jobs that could be eliminated by AI, it is necessary to start preparing them to work in other industrial sectors. 🇺🇸

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# State of Michigan Historical Marker Honors the Musical Legacy of Texas-Mexican Migrants

By Richard Cruz Dávila, Ph.D.

Out of over 1,800 official historical markers in the state of Michigan, until September of 2023, none were dedicated to any of the state’s many Latina/o communities. While two previous markers tangentially named individuals of Latina/o heritage, a new marker in Detroit’s Mexicantown neighborhood is the first to specifically honor a Latina/o community in Michigan. Placed in the Mexicantown Community Development Corporation Plaza at the corner of Bagley and 21st Streets, the marker celebrates Texas-Mexican migration to Michigan and the vibrant musical community that these migrants forged. This article is divided into two parts: The first offers an overview of the motivations behind the marker, its content, and the dedication ceremony at which it was unveiled; the second part offers a guide for those who wish to place a historical marker in their own community.



PHOTO BY BRENO COELHO / PEXELS.COM



## PLACING A MARKER IN SOUTHWEST DETROIT

The effort to place a marker in Southwest Detroit was spearheaded by Frank and Anna Solis, founders (and president and vice president, respectively), of the Martin H. Solis Jr. Tejano Association, and Kevin Hill, founder and president of the Michigan Music Hall of Fame. For Solis, the marker is the culmination of his efforts to preserve the musical legacy of his late father, Martin Huron Solis Jr., who, with his cousin Willy Huron, formed one of the first Texas-Mexican conjuntos based in Michigan in the 1950s, Conjunto Los Primos. For Hill, the project fit squarely within his organization's mission to recognize and preserve Michigan's diverse musical heritage.

The historical marker, on one side, details the origins of Mexican and Texas-Mexican migration to Michigan, and to Detroit in particular. It then notes that migrants to the state brought with them aspects of their culture, including conjunto music, defined by the pairing of the button accordion with the bajo sexto, a Mexican 12-string bass guitar. The other side of the marker highlights the musical life of Texas-Mexican migrants in Michigan, not only in Detroit, but also in smaller cities like Adrian, Pontiac, Saginaw, and Lansing. It also names several radio stations that at one time hosted programming that catered to the musical tastes of Texas Mexicans and local record stores that stocked Texas-Mexican music, such as Roy's Records and Texas Music Co., both in Detroit. Finally, it acknowledges Martin Solis and Los Primos, along with their musical peers, as a potent symbol of cultural identity for Texas-Mexican communities in Michigan.

The official state of Michigan marker is further accompanied by a granite monument, sponsored by the Solis family, that celebrates other pioneering conjunto and Tejano musicians in Michigan. Those named on the monument include: Raul Alafita, drummer and vocalist for Librado Rocha y Su Conjunto; George Cantú, an accordionist who played with many of those listed on the monument; Rufus DeLaCruz, a bajo sexto player who played in numerous conjuntos over his 50-year career; Willie Huron, a saxophonist and founder of Conjunto Los Primos, along with his cousin Martin H. Solis Jr.; Neto Garcia, a saxophonist who played with many of those listed on the monument; Juan Gonzalez, a multi-instrumentalist whose career began in Texas before he relocated to Michigan; Nicolás Guerrero, an accordionist who played in numerous groups including Los Tres Caballeros and Los Medicos; Frank Martinez, a bass player and singer with various groups; Joe and Rodolfo Martinez, both guitarists and vocalists who performed with Martin Solis as Trio Los Primos; Ray Martinez, a saxophonist and leader of Ray Martinez and His Orchestra; Manuel Rivera, an accordionist who played with many of those listed on the monument; Librado Rocha, an accordionist and leader of Librado Rocha y Su Conjunto; Jose Sarabia, a multi-instrumentalist who played in numerous groups, including Librado Rocha y Su Conjunto, and Rufus DeLaCruz y Los Conocidos; and Casimiro Zamora, an accordionist with Conjunto Los Primos.

The marker and monument were unveiled during a dedication ceremony held on September 29, 2023, in the Mexicantown CDC Plaza. A procession of speakers marked the historic occasion with remarks on

the contributions of Mexicans and Mexican Americans to the cultural history of Michigan. Speakers included Deputy Mayor of Detroit Todd A. Bettison; the Honorable Consul Roberto Nicolás Vazquez of the Mexican Consulate of Metro Detroit and Northern Ohio; Sandra Clark, director of the Michigan History Center; Mexicantown CDC President Ray Lozano; JSRI Researcher Richard Cruz Dávila; and Frank and Anna Solis. The event was emceed by Eddie Gillis, operations manager of Third Man Pressing in Detroit, whose parent company, Third Man Records, recently released an album of formerly lost recordings of Martin Solis and Los Primos. The ceremony concluded with a dedication of the historical marker by Delia Fernández-Jones, a member of the Michigan Historical Commission and associate professor of history at MSU.

The dedication ceremony, which drew approximately 300 people, was a testament to the continued strength of the Tejana/o community of the Detroit metropolitan area. A celebratory atmosphere prevailed as attendees danced joyfully to the music of Detroit Tejano group Beto & Dos Guys, who provided live music before and after the ceremony. Speakers were met with enthusiastic applause, and friends and family cheered as the names of those included on the monument were read aloud. At the conclusion of the ceremony, the crowd gathered in anticipation to watch as veils were pulled first from the official state marker and then the monument, each unveiling met with another round of cheers and applause. The celebration continued the following night at the Prestige Banquet Hall in Allen Park, where the Solis family hosted a dance with music from another Detroit Tejano group, Grupo Vicio.

## PLACING A MARKER IN YOUR COMMUNITY

What follows is a primer for those interested in placing a marker in their own community. For any individual or group pursuing a marker, there are a few things that are important to understand from the start. Among these is the necessity to raise funds: in addition to the \$250 application fee, applicants are also responsible for the cost of the marker as well as any costs associated with installation and maintenance. At present, markers range in price from \$2,330 to \$4,740, depending on size and type. In addition, applicants are responsible for submitting sufficient evidence to the Michigan Historical Commission to justify the creation of a marker, the accumulation of which requires extensive historical research. These requirements perhaps partially explain why certain communities are underrepresented in the historical marker program. Intentionally or not, they may tend to favor communities with greater access to resources, including money and access to historical archives or other sources of supporting evidence, as well as the knowledge base to conduct historical research. This should not discourage any person or community from pursuing a historical marker but does highlight a need for collective effort, including resource sharing, to increase Latina/o representation in the program.

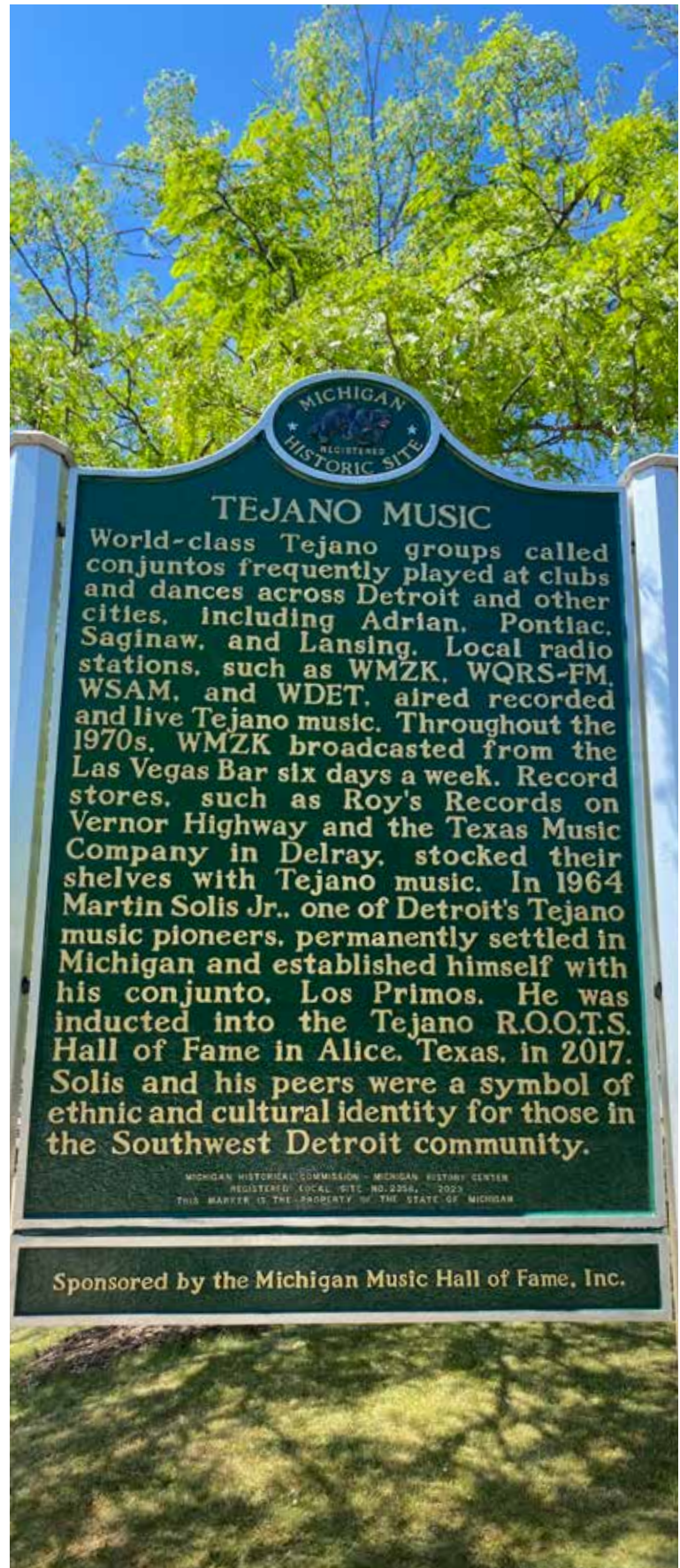
The steps to apply for and place a historical marker are detailed on the website of the Michigan History Center (MHC) (<https://www.michigan.gov/mhc/historical-markers>). The first step for potential applicants is to thoroughly review the criteria and guidelines for a marker. Applicants should consider if their proposed site will meet the standard of eligibility based on historical significance at a local,



state, or national level, as well as if there is sufficient evidence to demonstrate that the subject is, for instance, “associated with events that have made a significant contribution to the broad patterns of our history,” or “with the lives of persons significant in our past.” MHC’s website further provides guidelines for markers, the most relevant of which pertain to timelines for consideration, such as 10 years after demolition if the proposed site is associated with a demolished building, 20 years after death if the marker focuses on an individual person, or for an event, 20 years after it occurred. Applicants should also review the marker price list to determine which type of marker is most appropriate to their individual project.

Applicants can then complete the Michigan Historical Marker Application, which is available on MHC’s website as a fillable PDF file. The application asks for such information as the marker topic, proposed title, address of the site where the marker will be installed, and if the marker relates to a historic person, building or site, event, or some other subject. Applicants, also referred to as “Sponsors” on the form, must indicate which type of marker they would like (i.e., small marker with one post or wall mounted, or large marker with two posts or wall mounted) and if they want the marker to have the same text on each side or different text. Having different text on each side allows for the inclusion of more information and is encouraged by the Michigan Historical Commission, but also increases the price of the marker. The form then asks for a brief description of why the proposed subject is historically significant and a summary of the documentary evidence that will be submitted along with the application—if the application involves a historic building, there is an additional section to be completed. The form also asks if there is a particular date that would be appropriate for a marker dedication ceremony but cautions against scheduling a date for the dedication until the marker has been delivered, as the entire process can take over a year. The form also includes an agreement to be completed and signed by the owner of the property on which the marker will be installed, and another agreement to be completed by the sponsoring organization or individual. Importantly, the latter asks that sponsoring organizations assign a contact person who will be the sole point of contact with MHC. Completed applications and supporting materials can be submitted to MHC by email or mail at the addresses listed on the form. As stated above, there is a \$250 application fee to apply for a historical marker, which must be made in the form of a check mailed to MHC. If a proposed marker is not approved, this fee will be refunded.

When a marker application is approved, the applicant is notified by letter and billed for the cost of the marker. At this point, the process begins to draft the text that will appear on the marker. It is important for applicants to understand that while they have a say in the final language of the marker, the actual work of drafting marker text is done by MHC in partnership with the Eastern Michigan University (EMU) graduate program in historic preservation. Specifically, an EMU student, with guidance from faculty, works to verify the documentary evidence and prepares the draft text of the marker. The applicant can then review and accept the text before it is sent to the Michigan Historical Commission, which can approve, table, or reject the text and determine the final





language of the marker. Applicants may dispute the final language if they believe there are factual inaccuracies but must submit documentary evidence to support their case. After the final text is approved, the commission will assign the marker a site number in the State Register of Historic Sites, if the site of the marker is not already listed.

At this point, the commission will send the marker text to the manufacturer for fabrication. The website notes that it may take up to eight weeks for the marker to be completed and delivered, at which point the applicant is responsible for installation and any associated costs—MHC does provide instructions for installation. MHC advises waiting until delivery of the marker to set a date for the dedication ceremony, at which point applicants should notify the commission of the date, as well as inform state and local government officials, historical societies, and media.

What follows are additional recommendations based on my experience on the planning committee for the Tejano Music marker dedication and are not the views of MHC. While it is best not to finalize a date for the dedication until the marker has been delivered, this should not stop sponsoring organizations from starting to plan for their ceremony earlier in the process. Depending on the size of the event applicants intend to hold, planning can be a long and complex process. In the case of the Tejano Music marker, planning for the dedication ceremony, held at the end of September 2023, began in December of 2022. From my experience, it is advisable to gather a team early and assign individual duties from the beginning. These duties might include seeking sponsorships to offset the costs of installation and

other costs associated with the event, soliciting in-kind donations of refreshments, chairs, tents, flyers, etc., or booking entertainment. Likewise, just as MHC asks for applicants to designate one contact person to communicate with the commission, it is a good idea to designate one person from the planning committee as the media contact and one person to send invitations to and communicate with elected officials, historical societies, and other distinguished guests.

## CONCLUSION

While the Tejano Music marker is the first official state historical marker to honor a Latina/o community in Michigan, it will hopefully not be the last. Tejana/os represent only one of many Latina/o communities in the state, each with their own unique histories of migration and settlement. Taking into account the two previous markers that name Latina/o individuals, three markers that acknowledge the historical presence of Latina/os in Michigan, out of a total of over 1,800 historical markers in the state, is simply not enough. Thankfully efforts are underway to place additional markers, particularly the Latinx Historical Marker Project, which seeks to place at least three markers in Grand Rapids. Hopefully these efforts will inspire others to pursue similar projects in their own communities to recognize the many contributions to Michigan history made by Latina/os in all their diversity. This article was intended as a primer for those who choose to pursue a marker project. Though not all the considerations listed above will be applicable for every project, as the Tejano Music marker project and dedication show, historical markers and dedication ceremonies can function as celebrations of community and shared history. 🌍



**While the Tejano Music marker is the first official state historical marker to honor a Latina/o community in Michigan, it will hopefully not be the last. Tejana/os represent only one of many Latina/o communities in the state, each with their own unique histories of migration and settlement.**



# ¿Qué está pasando en el instituto?

## SEND-OFFS



**Lakshmi Neelima Krishnagiri** has left JSRI after 10 months initially working as a graduate research assistant and, after obtaining her Master of Science in business data analytics from Michigan State University College of Business, working as a professional aide. During her tenure at JSRI she worked closely with Dr. Marcelo Siles and Dr. Jean Kayitsinga on different projects, which required large data

management. Neelima continually demonstrated her knowledge and high standards of professionalism managing huge data sets.

She moved to Connecticut and is searching for a new full-time position related to her expertise. We wish her continued success in her professional career. Thank you, Neelima! We will miss you.



**Julian Samora Research Institute**  
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## SEEKING A VISIONARY LEADER

The Julian Samora Research Institute (JSRI) has launched a national search for its next director.

“This significant step . . . will play a pivotal role in shaping the future of JSRI and initiatives,” wrote Acting Director Kwesi Brookins, vice provost for University Outreach and Engagement at MSU in a letter in this issue (see page 2).

JSRI is the premier Latino research institute in Michigan and the Midwest engaged in research with and for Latinx urban and rural communities, farmworkers and their families, farmers, and youth. The institute is a unit in the Office of University Outreach and Engagement (UOE), which emphasizes university-community partnerships that are collaborative, participatory, empowering, systemic, transformative, and anchored in scholarship.

JSRI seeks a director who will best support and advance the mission of the institute. The director’s responsibilities include fostering collaborative partnerships with Latinx communities across Michigan; fundraising and development; providing leadership for daily operations; engaging in scholarship that advances the mission of the JSRI; mentoring new and emerging Latinx scholars; and facilitating an ongoing program of community-engaged research on Latinx in Michigan, the Midwest, and the United States.

For more information, please visit <https://jsri.msu.edu>. Questions? Please contact the search committee chair, Dr. Manny Chavez, at [chavezm1@msu.edu](mailto:chavezm1@msu.edu).

## YES, I/WE WANT TO SUPPORT JSRI

PLEASE SUBMIT FORM WITH YOUR GIFT.

- I/We support the JSRI Enrichment Fund (AB 9921)
- I/We Support the Julian Samora Endowed Scholarship Fund (AB 9920)
- I/We support the P. Lea Martinez Endowed Scholarship Fund (AB 9923)
- I/We support the JSRI Scholarship Fund (AB 9922)

Amount of Gift/Pledge: \$ \_\_\_\_\_

### MY/OUR TOTAL GIFT WILL BE PAID AS INDICATED:

- A check payable to Michigan State University  
Enclosed in my first payment of: \$ \_\_\_\_\_
- A credit card charge to: (check one)
- Mastercard    Visa    Discover    American Express
- Card Number:
- Expiration Date: \_\_\_\_\_
- Name on Card: \_\_\_\_\_
- A pledge of the following duration: \_\_\_\_\_  
(maximum of five years)

### SEND ME/US PLEDGE REMINDERS:

(check one)

- Annually    Quarterly    Semi-annually
- Beginning:   Month \_\_\_\_\_   Year \_\_\_\_\_
- This is a joint gift with my spouse  
Spouse's Name: \_\_\_\_\_
- Matching Company Gift: \_\_\_\_\_

### MSU FACULTY/STAFF ONLY

- Deduct my pledge in equal monthly installments
- 12 Months    24 Months    36 Months
- Deduct my gift in one lump sum from my paycheck in the month of:

ZPID \_\_\_\_\_  
(Required for Payroll Deduction)

Pay Group:    Salary    Labor    Grad

### PERSONAL INFORMATION

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: Office (   ) \_\_\_\_\_ - \_\_\_\_\_

Home (   ) \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_

### PLEASE MAKE CHECKS PAYABLE TO: MICHIGAN STATE UNIVERSITY

PLEASE NOTE FUND NAME OR ALLOCATION CODE IN  
THE MEMO LINE AND RETURN TO:

Julian Samora Research Institute  
Michigan State University  
219 S. Harrison Rd, Room 93  
East Lansing, MI 48824

*Thank You!  
¡Gracias!*

Or make your gift on-line at: [givingto.msu.edu](http://givingto.msu.edu)

# GIFTS TO JSRI

## PLEASE CONSIDER MAKING A GIFT TO THE JULIAN SAMORA RESEARCH INSTITUTE

Through your support you can enhance JSRI's research, symposia, and cultural and scholarship activities.

Each gift enhances JSRI's capacity to promote research on Latino communities in Michigan, the Midwest and across the nation and to disseminate and contribute to the application of the findings.

### YOUR GIFT CAN BE DESIGNATED FOR:

- The **JSRI Enrichment Fund**, which supports research projects, student research assistantships, and public forums on critical Latino issues;
- The **Julian Samora Endowed Scholarship Fund**, which supports two awards annually to undergraduate and graduate students with research and teaching interests on Latino issues;
- The **P. Lea Martinez Endowed Scholarship Fund**, which supports students studying health issues among Latinos;
- The **JSRI Scholarship Fund**, which supports students with short-term financial needs;
- Or any combination thereof.

### INDIVIDUAL COMMITMENT LEVELS

- Platino Circle ~ \$5,000 or more  
(payable over two years)
- Padrinos/Madrinas Circle ~ \$2,500 to \$4,999  
(payable over two years)
- Amigo/Amiga Circle ~ \$1,000 to \$2,499
- Aficionado/Aficionada ~ \$100 to \$999

### CORPORATE COMMITMENT LEVELS

- Platino Circle ~ \$10,000
- Padrinos/Madrinas Circle ~ \$7,500
- Amigos/Amigas Circle ~ \$5,000
- Aficionados/Aficionadas Circle ~ \$2,500

### If you need additional information on giving to JSRI, including planned giving, please contact:

#### Alison C. Vincent

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**MICHIGAN STATE**  
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University Outreach  
and Engagement  
Julian Samora  
Research Institute

