



Leadership Development for Spanish-Speaking Audiences

Presenter name(s)

Community Development Educator –
Marion County

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Indiana • 397,000

Hispanics as a percentage of state population

6%

Median age of Hispanics

23

Median annual personal earnings, Hispanics 16+

\$20,000

Hispanics 17 and younger living below the poverty level

41%

Hispanics without health insurance

30%

Hispanic home ownership

52%

Hispanics as a percentage of all K-12 students

9%



Indianapolis / Marion County • 85,917

Hispanics as a percentage of
the population

9.4%

As a percentage of students
enrolled in the Indianapolis
Public Schools

22%

Situation

Indianapolis is following a national trend in experiencing significant demographic change. The Latino/Hispanic population grew in the last decade by 294 percent. It is expected to continue growing.

These new immigrants are searching for ways to integrate themselves into the cultural, economic, and social fabric of the receiving community.

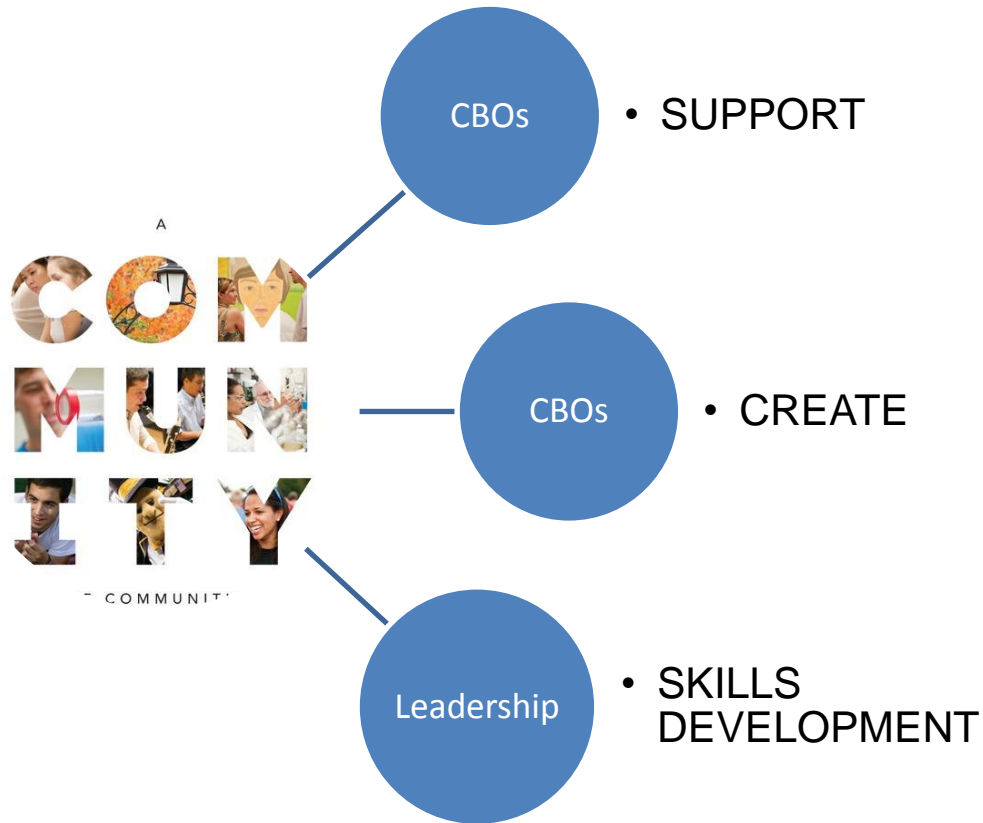
Priorities

The Purdue Extension office in Marion County made a strategic decision to reach out to this new population group. One effective way was through community development efforts.

Our objective:

“Develop the capacity of individuals and community-based organizations to capitalize on their assets and find solutions to their challenges.”

Program Areas



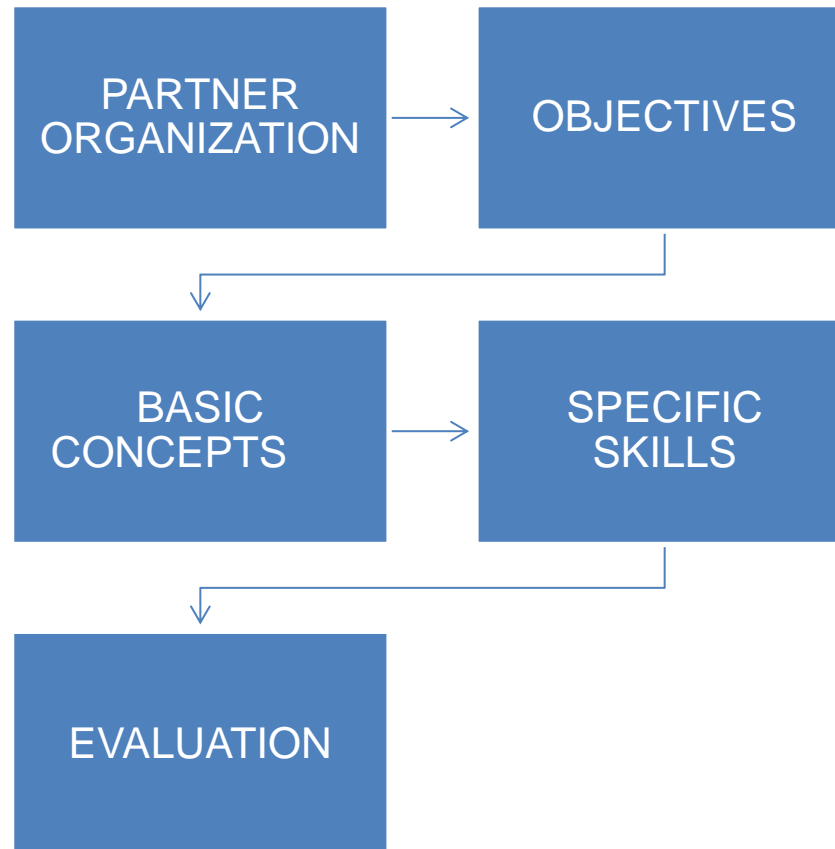
Leadership

“Capacity to influence others to accomplish a common goal for the benefit of the community and the world”

Underlying ideas

- Civic participation is crucial to an immigrant's integration.
- Leadership is a skill that can be learned.
- Learners do better when they are exposed to knowledge in their native language.
- Leaders benefit from a connection to an organizational structure.
- Spanish-speaking immigrants lack proper leadership experiences and role models.
- Effective leadership programs are flexible and adaptable to the characteristics of the group.

Leadership program design



Basic curriculum

Introduce participants to the concept of leadership and introduce servant leadership ideas.

What is leadership?

Your personal leadership style

Ethical leadership

Servant leadership

Specific skills

Organizations can choose from this list of ready lessons according to their needs:

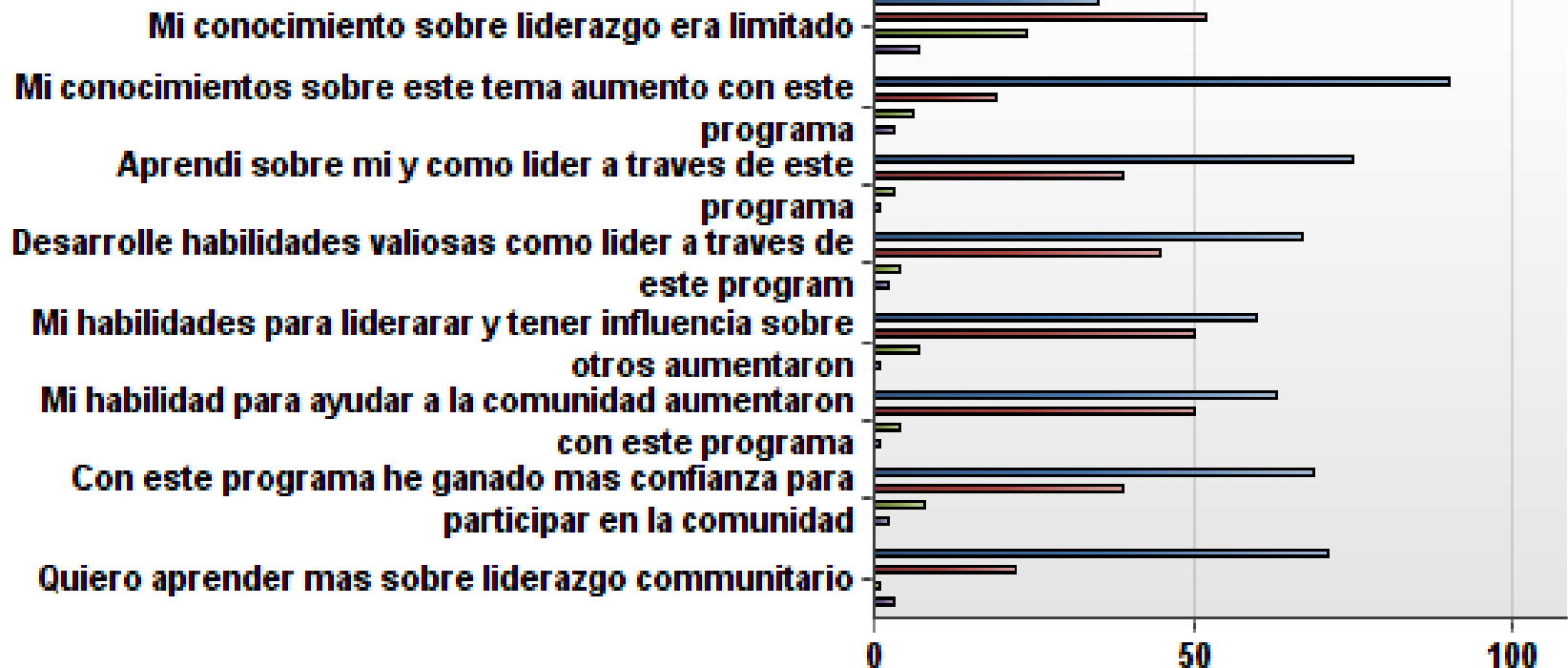
- 1** Communications and intercultural communication
- 2** Effective meetings
- 3** Teamwork
- 4** Public speaking
- 5** Conflict resolution
- 6** Problem solving
- 7** Community diversity and inclusion
- 8** Community action planning

Partner organizations

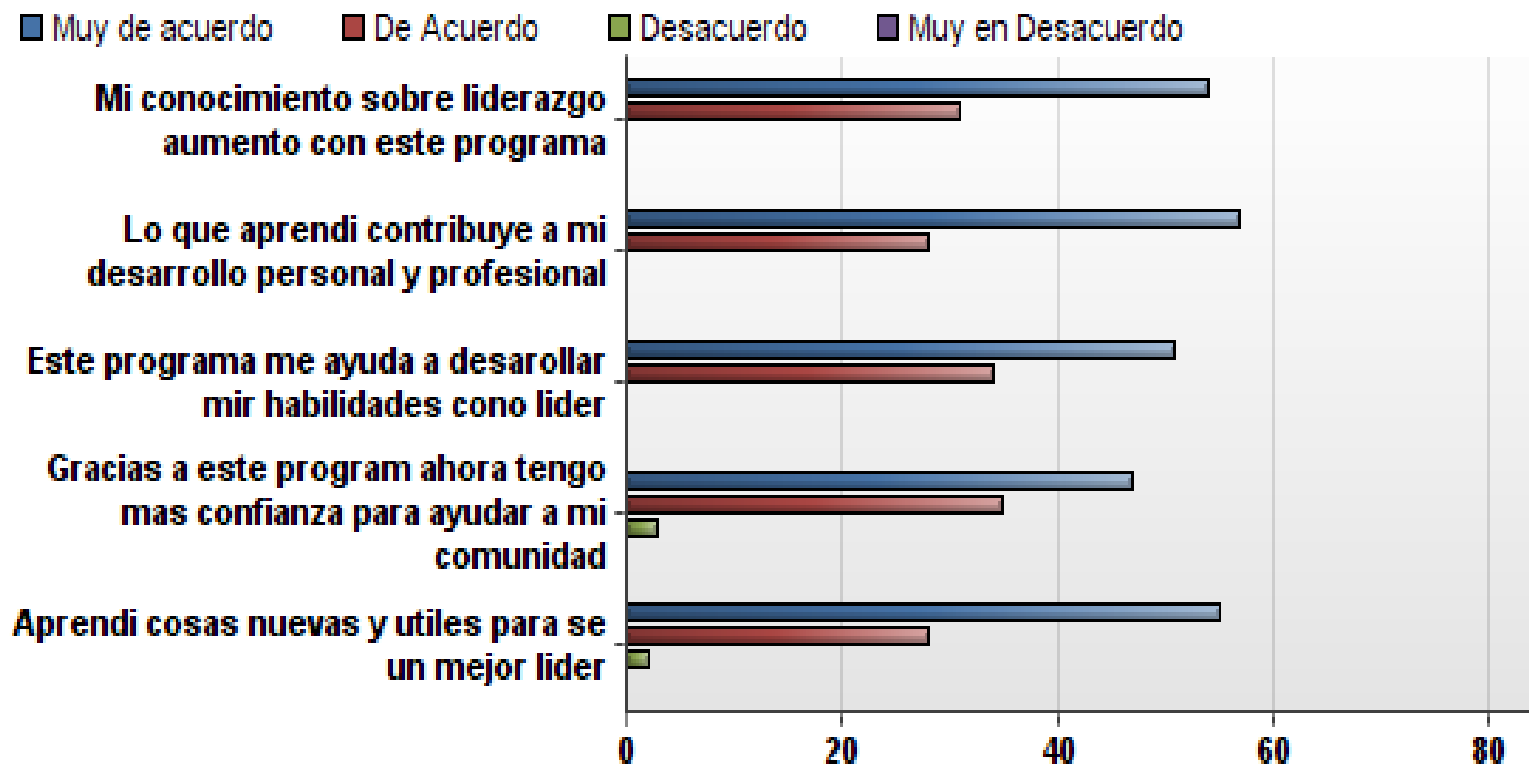
ORGANIZATION	Number of participants
Indianapolis Catholic Archdiocese	97 (three years)
Neighborhood organizations	28 (two years)
Girls Scouts of Central Indiana	114 (four years)
Minority Health Coalition	47 (two years)

Indianapolis Archdiocese 2013

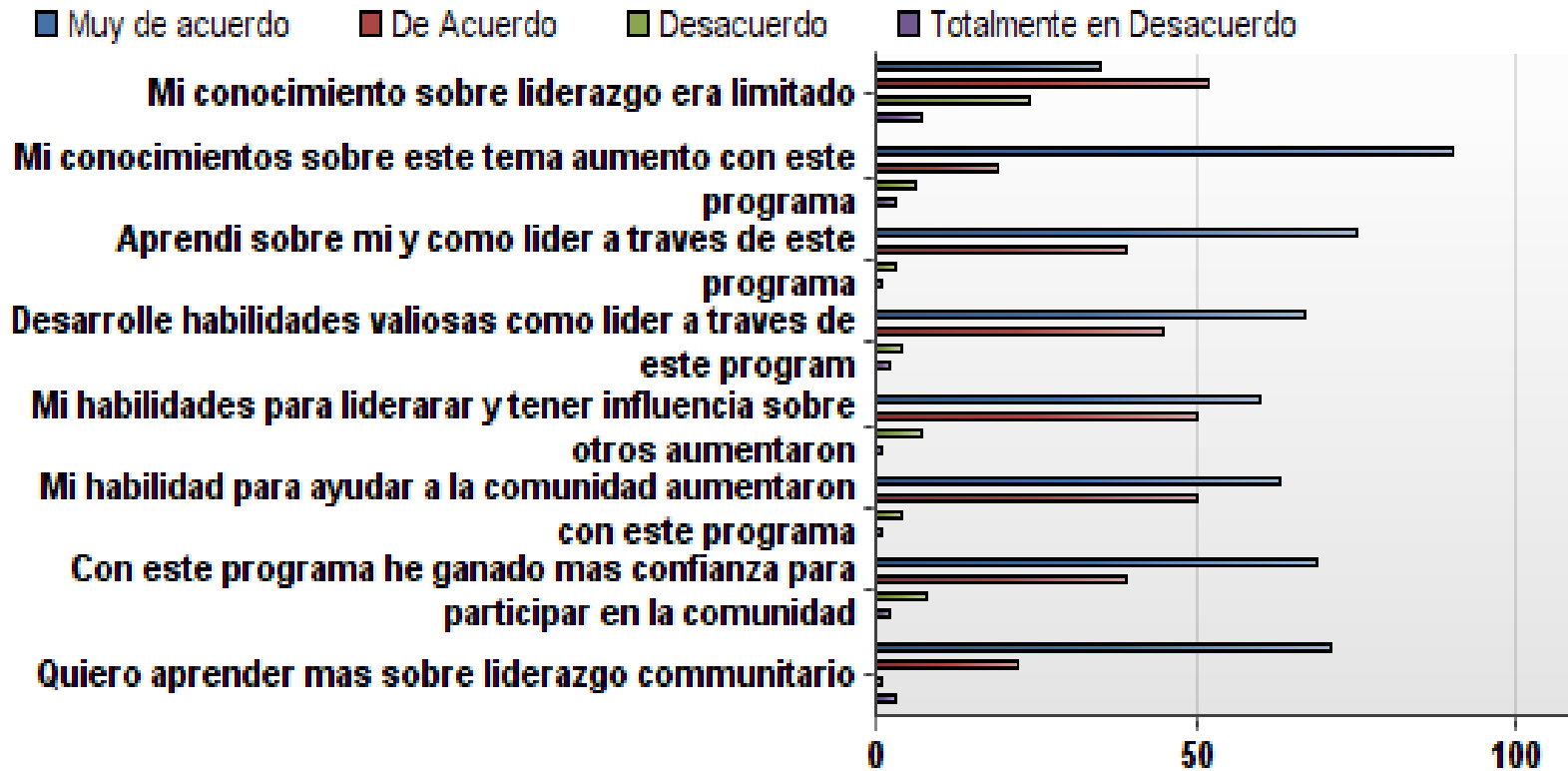
■ Muy de acuerdo
 ■ De Acuerdo
 ■ Desacuerdo
 ■ Totalmente en Desacuerdo



Girl Scouts of Central Indiana 2013



Girl Scouts of Central Indiana 2014



Statement	Strongly Agree	Agree	Somewhat Disagree	Strongly Disagree
My knowledge about leadership was limited before this training.	29%	44%	20%	7%
My knowledge about leadership improved with this training.	76%	16%	6%	2%
I learned about myself as a leader.	63%	33%	3%	1%
I gained valuable skills to be a leader.	56%	38%	3%	3%
I am more able to help the community.	53%	42%	4%	1%
I am more confident in helping the community.	58%	33%	7%	2%

Statement	Strongly Agree	Agree	Total Strongly Agree and Agree
My knowledge about leadership was limited before this training.	29%	44%	73%
My knowledge about leadership improved with this training.	76%	16%	92%
I learned about myself as a leader.	63%	33%	96%
I gained valuable skills to be a leader.	56%	38%	94%
I am more able to help the community.	53%	42%	95%
I am more confident in helping the community.	58%	33%	91%

This is participants' self-reported data. It clearly shows the benefits and positive impact of the program.

Participants gained knowledge and skills as well as confidence to help the local community.



Eastside Neighborhood, 2011



Eastside Neighborhood, 2011



Eastside Neighborhood, 2011



Archdiocese, 2012



Girl Scouts of Central Indiana, 2012



Archdiocese, 2012



Archdiocese, 2012



Archdiocese, 2012



Archdiocese, 2013



Girl Scouts of Central Indiana, 2012

Next steps

- 1 Polish existing modules.
- 2 Turn the program into a train the trainer.
- 3 Train at least 10 new trainers.
- 4 Provide support to trainers.

Questions?

Thanks for your participation.