Leadership Development for Spanish-Speaking Audiences

Presenter name(s)
Community Development Educator – Marion County

March 2015
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

- CBOs
  - SUPPORT
- CBOs
  - CREATE
- Leadership
  - SKILLS DEVELOPMENT
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

- Partner Organization
- Objectives
- Basic Concepts
- Specific Skills
- Evaluation
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

<table>
<thead>
<tr>
<th>ORGANIZATION</th>
<th>Number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indianapolis Catholic Archdiocese</td>
<td>97 (three years)</td>
</tr>
<tr>
<td>Neighborhood organizations</td>
<td>28 (two years)</td>
</tr>
<tr>
<td>Girls Scouts of Central Indiana</td>
<td>114 (four years)</td>
</tr>
<tr>
<td>Minority Health Coalition</td>
<td>47 (two years)</td>
</tr>
</tbody>
</table>
Indianapolis Archdiocese 2013

- Mi conocimiento sobre liderazgo era limitado
- Mi conocimientos sobre este tema aumento con este programa
- Aprendi sobre mi y como líder a través de este programa
- Desarrollé habilidades valiosas como líder a través de este programa
- Mi habilidades para liderar y tener influencia sobre otros aumentaron
- Mi habilidad para ayudar a la comunidad aumentaron con este programa
- Con este programa he ganado más confianza para participar en la comunidad
- Quiero aprender más sobre liderazgo comunitario
Girl Scouts of Central Indiana 2013

- Mi conocimiento sobre liderazgo aumentó con este programa
- Lo que aprendi contribuye a mi desarrollo personal y profesional
- Este programa me ayuda a desarrollar mis habilidades como líder
- Gracias a este programa ahora tengo más confianza para ayudar a mi comunidad
- Aprendí cosas nuevas y utiles para ser un mejor líder
Girl Scouts of Central Indiana 2014

- Mi conocimiento sobre liderazgo era limitado
- Mi conocimientos sobre este tema aumentó con este programa
- Aprendí sobre mí y cómo liderar a través de este programa
- Desarrollé habilidades valiosas como líder a través de este programa
- Mi habilidades para liderar y tener influencia sobre otros aumentaron
- Mi habilidad para ayudar a la comunidad aumentaron con este programa
- Con este programa he ganado más confianza para participar en la comunidad
- Quiero aprender más sobre liderazgo comunitario
<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>My knowledge about leadership was limited before this training.</td>
<td>29%</td>
<td>44%</td>
<td>20%</td>
<td>7%</td>
</tr>
<tr>
<td>My knowledge about leadership improved with this training.</td>
<td>76%</td>
<td>16%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>I learned about myself as a leader.</td>
<td>63%</td>
<td>33%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>I gained valuable skills to be a leader.</td>
<td>56%</td>
<td>38%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>I am more able to help the community.</td>
<td>53%</td>
<td>42%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>I am more confident in helping the community.</td>
<td>58%</td>
<td>33%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Statement</td>
<td>Strongly Agree</td>
<td>Agree</td>
<td>Total Strongly Agree and Agree</td>
<td></td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>----------------</td>
<td>-------</td>
<td>--------------------------------</td>
<td></td>
</tr>
<tr>
<td>My knowledge about leadership was limited before this training.</td>
<td>29%</td>
<td>44%</td>
<td>73%</td>
<td></td>
</tr>
<tr>
<td>My knowledge about leadership improved with this training.</td>
<td>76%</td>
<td>16%</td>
<td>92%</td>
<td></td>
</tr>
<tr>
<td>I learned about myself as a leader.</td>
<td>63%</td>
<td>33%</td>
<td>96%</td>
<td></td>
</tr>
<tr>
<td>I gained valuable skills to be a leader.</td>
<td>56%</td>
<td>38%</td>
<td>94%</td>
<td></td>
</tr>
<tr>
<td>I am more able to help the community.</td>
<td>53%</td>
<td>42%</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td>I am more confident in helping the community.</td>
<td>58%</td>
<td>33%</td>
<td>91%</td>
<td></td>
</tr>
</tbody>
</table>
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
Girl Scouts of Central Indiana, 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.