



EDUCATE ONE LATINO

EMPOWER
A COMMUNITY™



IT'S MORE THAN *a mission*

I took the pen. I gathered the paper. I created a voice worth hearing. My family did not write my story, they fostered my resilience. I wrote my narrative.

To more than 40% of the Detroit Hispanic population - poverty is a part of their story and will continue to be without the necessary foundation of a quality education. As it stands, opportunities are finite and few for many throughout the country, but especially in Detroit - *my home*.

I do not want to stand alone. This life has presented me with many experiences, each independently profound but together transformational. Growing up in a dysfunctional family, attending a predominantly white institution as a female Mexican American, being exposed to conscious and unconscious biases in the workplace, climbing the corporate ladder, and traveling the world twice over - all transformed me. I have grown to believe that success does not require assimilation and we have an obligation to lead our community.

As a sixth-generation Mexican American, born and raised in Detroit, I stand on the shoulders of my Mexican ancestors - immigrants and Tejanos. My mother obtained her GED the same year I graduated with my BBA from the University of Notre Dame, a prestigious college that many of those like me did not attend. My father, an alcoholic, died in 1990, the same year I graduated from Notre Dame Law School. It took more than 138 years for our family to have a college graduate - *me*.





I refuse to allow La Próxima Generación to lose any more precious experiences and opportunities. This is how the Michigan Hispanic Collaborative came to life.

At 59 years of age, I have the stature, experience, and platform to mobilize this critical work and leverage the resources necessary to create real transformative change. I am an activist within corporate America. My seat at the table creates an opportunity to discuss these dire concerns in our community. I refuse to let another generation be silenced. I will continue to create change.

“Once social change begins, it cannot be reversed. You cannot un-educate the person who has learned to read. You cannot humiliate the person who feels pride, you cannot oppress the people who are not afraid anymore.”

Cesar Chavez, co-founder the National Farm Workers Association

This work nurtures my soul and honors my father. My life’s purpose is to create economic leadership and empower the next generation of Michigan Hispanics. I continue to pick up my pen, gather my paper, and make my voice heard for the betterment of my community and the youth I serve.

**I AM NOT WRITING THEIR NARRATIVE.
THEY ARE.**

*JoAnn Chávez, Founder and President of
Michigan Hispanic Collaborative*





GROUNDING

in data

Latinos need equitable access to bachelor's degrees.

9%

of the Michigan population are Hispanics under the age of 18

8%

*of Hispanics in Detroit are getting a bachelor's degree

41%

of Hispanics in Michigan are ALICE (asset limited, income constrained, employed)

*Estimated attainment by age 24, Source: The Pell Institute

THE NEED

Hispanics represent almost 28% of the United States K-12 population. Despite these powerful numbers, **the Hispanic community remains undereducated, underemployed, and underrepresented.**

THE REALITY

Our Hispanic communities are unable to maximize their full potential due to inequitable access and limited resources. MiHC is the first and only organization exclusively supporting La Próxima Generación starting in high school through early career.

THE STATS

Latino families with a college-educated head of household earn more than **2x the income and more than 4x the net worth of those without a college education.**

OUR MISSION

To strengthen Michigan's economy through Michigan Hispanic Collaborative (MiHC) scholars' bachelor's degree attainment and career success

The importance of Latino success cannot be overstated as it is relevant to not only Michigan's economy but to our nation's economy.

Latinos now account for **\$2.3 TRILLION NATIONALLY** in economic activity.

In Michigan, that figure is over **\$20 BILLION.**

Nationwide, businesses with majority Hispanic ownership provide almost **2.7 MILLION** jobs to workers in the U.S.

THE WHY

Many jobs can offer immediate and short-term economic stability yet a bachelor's degree provides its recipients with an accelerant of exposure, learning, agility, critical thinking, and marketable skills. The seats of opportunity almost always require bachelor's degrees or more, and those without are excluded. Over 80 percent of jobs in four of the fastest-growing occupations - healthcare, STEM, education, and government services - demand postsecondary education.

The need is now.

Our everchanging economic landscape continues to warrant the next generation to obtain a bachelor's degree. The U.S. is facing unprecedented economic challenges - such as an aging population, gaps in the labor force left by retirees, and an overall shortage of young professional workers. A bachelor's degree increases a graduate's access to job opportunities, marketability, earning potential, and economic stability. The career growth and trajectory of the next generation depend on their education. **MiHC is creating the solution.**

Hispanics

NEED TO HAVE A SEAT AT THE TABLE.

In the last five years, job postings requiring a minimum of a bachelor's degree have increased significantly. According to a government report focused on job market analytics, the total number of job postings requiring a bachelor's degree from 2019 to 2022 reached nearly 98.5 million.

A bachelor's degree is an investment in human capital. A quality education empowers the next generation of Hispanics to change the workforce of tomorrow.

Today's Hispanic youth is our future workforce, voters, and taxpayers. We need Hispanic economic advancement to sustain the future economy, boost gross domestic product (GDP) offerings, and ensure a productive labor force. In Michigan, closing equity gaps would result in a **\$64 billion increase in GDP per year**; even just closing the Hispanic academic achievement gap would yield at least \$1 billion annually for Michigan alone.

WE ARE THE MOVEMENT MAKING A DIFFERENCE.



We started with \$50,000 raised by the Hispanic community and have grown substantially over the past five years because what we do is essential in the evolution of Hispanics in the workforce.

"While in college, I had the opportunity to work alongside many talented attorneys as an intern within DTE Energy's legal department. Those interactions and built relationships were instrumental in shaping my path as a Latino professional in the U.S. **I can say with certainty that I would not be an attorney at one of North Carolina's top law firms without those who encouraged, supported, and gave me invaluable advice over the years.**"

Agustin Martinez

Our first cohort consisted of 35 student scholars from our inaugural partner schools, Cesar Chavez Academy and Western International High School. And over the next 5 years, we hope to serve an additional 5,000. We plan to expand our movement across Michigan to other Latino-populated communities such as Lincoln Park, Allen Park, Pontiac, and the broader Grand Rapids area. Expansion will leverage the formal inclusion of MiHC in the high school curriculums, a step towards making our program accessible to even more Latino and other students across Michigan.

We are continually improving our programming with the goal of impacting as many Hispanic communities as possible. **The proof is in our progress.**

In the last five years, we have:

- **Served more than 1,225 students and their families**
- Secured funding that allowed us to sustain ourselves through the pandemic and beyond
- Adopted technology to provide tools tailored to our scholars, including our own La Puerta and a partnership with CareerSpring, providing first-generation college students with career exposure
- Offered mental health resources
- Ensured our scholars had a network of resources, with our partnered services, when they need them

100%

FAFSA Completion Rate

85%+

College Persistence Rate

"As an adolescent, I dreamt big but as a first-generation college student, I didn't always have a clear roadmap. This program provided me with the support, mentorship, and resources I needed to make my road towards a bachelor's degree a little easier – **and reminded me that I wasn't on this journey alone.**"

Nelida Melchor



Our Driving Force for Impact



THE APPROACH

MiHC supports student scholars and their families by providing a wraparound network dedicated to their educational and postsecondary success.

By finding and addressing systemic gaps that MiHC leaders themselves had to combat, they've designed the blueprint for a college journey more equitable for all. It's their deeply rooted community ties and proven track record as business, academic, and philanthropy leaders that boost the impact of MiHC's programs and success.

This holistic approach will create a generation of Hispanic youth that are well-prepared to enter the workforce and thus succeed, and advance, economically.



THE PROGRAM

Two-Generation Approach | The Cafecitos Model

For the Latino community, familia is the cornerstone of many individual accomplishments, such as graduating college. Our La Próxima Generación program, a culturally relevant, two-generation program, **provides Michigan Hispanic students and families with support over 10 years (ages 16-26)**. We prepare and educate the entire family on the college process to make sure all fears and concerns are addressed. By building strong peer communities of support, parents can gain practical advice from an experienced parent peer facilitator or Hispanic professional to ensure families are prepared to support their high school graduate.

MiHC hosts Cafecitos as an opportunity for parents to convene, collaborate, and comprehend the extensive tools and resources provided to best support their scholars. These gatherings foster valuable relationships and continue to propel our mission forward.

We help Michigan Hispanic students and young professionals navigate the complexity of college access and early careers by providing support, resources, and opportunities at every stage. From high school to post-college, MiHC intentionally and strategically provides workshops, training, and networking opportunities to meet the student scholars where they are in their journey.

HIGH SCHOOL

From essay writing, FAFSA, and scholarship workshops to on-site college tours and mentorship opportunities, we prepare and support scholars with the resources needed to start their next chapter to and through college.



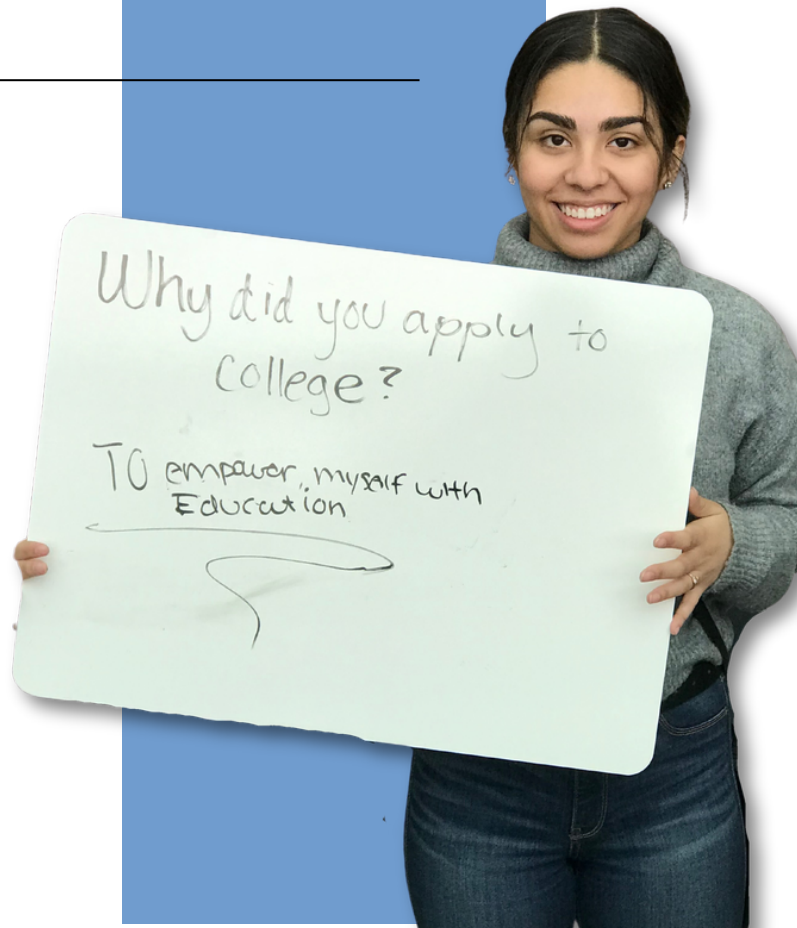
SUPPORT
AT EVERY
STAGE

COLLEGE-LEVEL

With direct access to on-campus resources, a cohort of peers attending Midwest universities, and professional development opportunities, we equip college scholars with the tools they need to persist through college and into their careers.

EARLY CAREER

Upon graduation, we continue to provide resources that are essential to preparing college graduates for their future careers. Through career planning, career exploration, and coach support, college graduates are ready to begin their journey in the workforce.





OUR DIFFERENCE MAKER

La Puerta

The Next Generation of Technology

A dynamic digital portal for students and young professionals that makes navigating the college and early career landscape more manageable. La Puerta, **created exclusively by MiHC** and a leading software development team, provides on-demand resources and information, check-ins to stay on track, and more. Students have access to this expansive toolkit to equip them with the resources they need - whenever they need them - to achieve their college and career aspirations.



Anita Martinez,
Executive Director of MiHC

FROM A DIFFERENCE MAKER

"As MiHC's Executive Director, I am thrilled to be sharing our tremendous impact with you! Over the past five years, MiHC has worked to build a program that will ensure more Hispanic students can obtain bachelor's degrees and access career opportunities. We are proud of our impact in Southwest Detroit, where we have served hundreds of students and families - even in the face of a global pandemic. Our expansion across the state of Michigan in the near future will build upon the invaluable learnings and experiences we have had in Detroit. Five years is a milestone that MiHC would not have reached without the work of our dedicated staff and the support of our partners, advocates, and funders. Thank you and we look forward to the next chapter of our journey!"

Nationally, only about 1% of philanthropic dollars are directed toward Latino-led and Latino-serving organizations.

We are creating real transformative change for this generation of student scholars with the potential to change the narrative within the broader Hispanic population.

This work is not possible without those who believe in our critical mission. Our partners and advocates continue to support our programming and growth through mentorship, professional development, career opportunities, and funding.

Let's continue the conversation.

It's up to us to propel this movement forward.

There are many ways you can get involved including:

Serve as a Career Advisor through CareerSpring or participate as a panelist for MiHC career exploration panels

Contact Amanda Said at AmandaS@mihc.org for more information.

Build awareness of MiHC by engaging with your employer to provide career and internship opportunities for our students

Provide funding for our programming



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ADVOCATES

>\$5K in contributions for FY23

State of Michigan

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DTE Foundation

Skillman Foundation

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Pulte Family Foundation

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Community Foundation of
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