

Aug 23, 2017



Right now a Hispanic girl in Austin has more of a chance of getting pregnant before age 20 than entering the digital media or tech workforce - the city's biggest and most lucrative creative industries. Disheartening? Yes. Is it something culturally sensitive technology training, relevant mentoring, and collaboration with Austin's professional sectors can move the needle on? Definitely. Latinitas understands it takes more than a translating a filmmaking workshop flyer or coding class to get Hispanic and other girls interested in digital media and tech and that the challenges of inclusivity in the tech sector, especially, is a real hurdle for girls and women of color. Forbes reported in 2014 that 41% of women leave computer science fields as a result of discrimination. Latinitas is not only building interest in computer science and STEAM careers with lessons in dealing with stereotypes, media literacy, social emotional learning, and self-advocacy, but by demystifying who and what is tech with interactive onsite visits to Austin's technology sector.

Since 2002, Latinitas has been working with young girls of color to combat stereotypes in media and technology not only based in gender, but also in culture. Having mentors who reflect who we serve, has made us the only bilingual digital media and tech education agency in Austin for 15 years, one of a handful nationally. Meeting girls where they are at in public housing, cultural centers or libraries means we are bringing digital media and technology literacy to the Austin's fastest growing yet most marginalized demographic's doorstep. We are the only tech education agency doing programming in our city's cultural centers including Austin's Mexican American Cultural Center, the Oswaldo Cantu Pan-American Recreation Center, Round Rock Serving Center/Food Bank and the city's Black history museum, the Carver Library. And, it's working. Latinitas is reaching girls others aren't. 63% percent of girls who attended our Code Chica App and game design conferences last year never had a coding lesson before, in a city teeming with technology companies and training opportunities, 40% of the attendees had never been to a conference just for girls. How else are we different? We are one of the only agencies of our kind (girl-centric/bilingual) delivering programming in Austin's public housing a partnership with the Housing Authority of the City of Austin (HACA) that is a model being showcased nationally at HUD for future replication. Latinitas partners widely and strategically. National campaigns poised to get more girls in STEAM still struggle to reach Latinas, so we have been invited to work with the National Girls Collaborative Project and its Texas affiliate, Women in Engineering

(WEP) at UT, Association of American University Women's Girls in STEM program, Google's Made with Code campaign, PBS's SciGirls, Association of Women and Science and the Society of Hispanic Engineers to grow their Latina reach.

Latinitas is not just a one-off or side initiative to "get more Latinas in tech." Hispanic girls and other girls of color are our priority and focus. Girls who come through Latinitas' after school program, weekend workshops, camps and conferences are connected through Latinitas publications and blog: Latinitasmagazine.org and MyLatinitas.com or are part of the Latinitas alumni experience. Last year, 50% of program staff were Latinitas alumni, so the legacy of paying it forward where the mentee becomes the mentor has begun. Our structure is familial with "big sisters." This format has created alumni retention that allows us to reach out with opportunities. Our corporate partners provide this also whether it is the introduction of free forums such as Google CS and Hour of Code or other deeper dives such as initiatives from coding schools in Austin seeking women enrollment. Latinitas serves as a hub of information to our existing program attendees, their parents and our alumni.

Pipeline Latinitas 2017-2018 - project deliverables breakdown

Activity	Tasks/Deliverables	Description	Numbers Served
Grew 15 after school clubs to 18	Weekly after school media and tech enrichment programs at 18 Title 1 elementary and middle schools in Austins NE, CE and SE corridors	For any girls ages 9-14 engage in activities ranging from blogging, photography, web and graphic design, video and audio production to app and game design, virtual reality and coding.	225 increases to 270 girls served
Monthly family workshops on site at Latinitas headquarters and in public housing sites and now this upcoming year also 3 public libraries	3-4 family workshops a month. Latinitas leveraging existing relationship with HACA and Austin Public Library	For any girls ages 9-14 engage in activities ranging from blogging, photography, web and graphic design, video and audio production to app and game design, virtual reality and coding.	230 increases to 800 girls served
Fall/Spring Media and Tech conferences	2 all day conferences hosted by ACC Eastview using media and technology to explore college	Girls ages 9-18 for a day of workshops, career presenters and opportunities to use media and	250

	attainment, health and wellness, coding, starting a business and more.	technology to explore many topics.	
4 weeks of summer camp grew to 7 weeks of camp in 2017	4 weeks of intensive Latinitas media and technology activities focused on themes: Cinema, Fashion and Media and Tech, Technology and Healthy Living.	For any girl age 9-14	125 girls increases to 175 girls
TOTAL SERVED			830 grows to 1495 girls served (we've increased girls served by 55% this year.)

Costs include overall program administration and the development of Pipeline Latinitas to include more job shadowing/externship opportunities for Latinitas program attendees. After the initial outlay of funds to support the process to engage more Austin technology companies to connect Latinitas outreach with the city's most prolific sector this project could operate on a smaller budget.

To counter the difference between the cost and ask - Latinitas benefits from tens of thousands of dollars worth of in-kind support including space rental, donated equipment and access to computers, internet and software leveraging labs in schools, libraries, community centers and in public housing. We are also employ the support of hundreds of volunteers who contribute in-kind services such as marketing and public relations support, graphic and web design services, video and audio production and financial management support.

	Cost to Latinitas	Cost to Hispanic Quality of Life feasibility initiative 2016-2017	Request to Hispanic Quality of Life commission this year 2017-2018
Staff Salaries Administrative/Exec. Dir (\$10,000) Program Dir. (\$32,000)	\$91,000	\$25,000	\$50,000

Program Asst. (\$12,000) Program Leaders (4) (\$37,000)			
Supplies (iPads (20), photo cameras, Virtual reality software, wearable tech supplies, digital media supplies)	\$21,000		\$17,000
Space/ Rental /Utilities/ Internet	16,800	\$10,000	\$18,000
Printing	\$3500		
Indirect costs, insurance, etc. web hosting	\$6500		
TOTAL COST	138,800	\$35,000	\$85,000

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