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Oregon Latino Agenda for Action Stronger Together Fuerza Unida Report: Executive Summary

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OLAA

Oregon Latino Agenda for Action | Summit 2016

STRONGER TOGETHER | FUERZA UNIDA

Executive Summary prepared by

Cynthia C. Gómez, Co-Chair, Oregon Latino Agenda for Action

Ronald L. Mize, Ph.D., Associate Professor of Language, Culture, and Society, Oregon State University



Dear Friends,

Welcome to the Oregon Latino Agenda for Action (OLAA) Biennial Summit 2016. With the help of various organizations and community leaders, OLAA held our first ever summit in Salem, Oregon, in 2010. OLAA's first statewide summit was designed to provide an opportunity to gather as a community, under the banner of "One United Voice - Una Voz Unida." The end result was a gathering of our diverse Latino community in Oregon which started a dialogue intended to articulate the ways in which we could gather with the intent of improving the lives of all Latinos in Oregon. This initial Summit in 2010 was the beginning of a movement that has only grown stronger in time. Now on our fourth summit, OLAA is honored to be able to continue to coordinate this ongoing conversation in support of our growing and increasingly diverse Latino communities in Oregon.

This year's theme - Stronger Together | Fuerza Unida - builds upon our collective histories and takes into account our dynamic and growing community in Oregon. The data are clear and speaks to the importance of the Latino community in every segment of Oregon industry. As the State of Oregon looks to its future it must do so with the acknowledgement of a growing, empowered, and youthful Latino demographic. We are reminded that the "browning" of the United States is no longer relegated to the Northeast and Southwest but exists in the Pacific Northwest today. The implications for the State of Oregon are vast and our gathering today provides ongoing testimony to "our" collective role in Oregon's future.

OLAA is thrilled to continue the tradition of presenting this comprehensive Executive Summary that highlights the current state of Latinos in Oregon. Within the sum of three years of data collection, OLAA is honored to have Dr. Ron Mize present a robust report on the status of Latinos in Oregon which accompanies this Executive Summary. These data are significant, timely, and provides us all with insights regarding the Latino presence and impact in the State of Oregon. Dr. Mize's scholarship is well known throughout the United States. This information - regardless of your profession - will prove to be invaluable as it speaks to the "here and now" with vast implications on our collective "tomorrow." We are in fact, "Stronger Together | Fuerza Unida!"

Welcome to the 2016 Oregon Latino Agenda for Action Summit. We are truly honored to be in the presence of one another.

Most sincerely,

[Cynthia C. Gómez & Reyna Lopez](#)

Co-Chairs | Oregon Latino Agenda for Action





September 6, 2016

KATE BROWN
Governor

Dear Oregonians,

I am honored to support the Oregon Latino Agenda for Action Biennial Summit 2016: *Stronger Together | Fuerza Unida*. The work you are undertaking to research trends, convene to examine these trends, and collaborate across party lines to develop strategies to improve the wellbeing of our Latino community is exactly the type of action that is required to address inequities. The priorities that you will identify and actions that you will commit to undertake are those that will have lasting and deep impacts throughout Oregon. All of our communities will be better due to your efforts.

This year's report highlights the following areas:

- Presence and Projections
- Education Disparities
- Political Representation and Civic Engagement
- Entrepreneurship and Business Ownership

Health, social, and economic disparities are critical issues facing our country. To effectively address them, we need efforts such as yours that run on a community-led, community-centric, self-determination model. This year's report allows us all to take in and examine the many factors that impact our cities, neighborhoods and communities.

This invaluable research as well as action steps identified at this year's summit will have deep and lasting impacts including fostering a comprehensive understanding of the need for relevant and responsive policies that will address social justice strategies. With your guidance, we will move forward in developing tools, best practices, and policies that target the reduction of disparities. I deeply value the partnership and leadership it took to organize this summit and I look forward to your continued success and commitment as we work together to build and sustain healthy communities in Oregon.

Sincerely,

Governor Kate Brown

KB/sb



INTRO

Oregon is host to the demographic and cultural transformations reshaping the nation as a whole. The twenty-first century is witnessing an ascendant population group that has historically not been fully incorporated into the wide array of rights, opportunities, and resources afforded to those deemed full rights-bearing citizens. As more people embody the umbrella term “Latino,” the largest minority group in the United States is on a trajectory to become a major driver in the social, economic, demographic, political, cultural, and educational domains. This report examines the current demographics, population projections, education disparities, achievement and opportunity gaps, political incorporation, civic engagement, and entrepreneurship/ownership aspects of Latinos’ experiences in Oregon.

Latino may refer to any U.S. resident who traces their ancestry to Spain or the Spanish colonized nations of Latin America and the Caribbean. In Oregon, Latinos are almost exclusively of Mexican heritage (85.5 percent of all Latinos self-identify as Mexican, Mexican-American, or Chicano). The main data sources for this report are the 2010 U.S. Census, 2011-2014 American Community Survey, Survey of Business Owners (2002, 2007, 2012), 2000-2015 school data from the Oregon Department of Education, Oregon Commission on Hispanic Affairs, OLAA data, Oregonian newspaper databases, Lexis-Nexis and Google searches of local Oregon newspapers, websites (city, county, and school district), and other databases/lists of Latino/a elected officials in the state.

THANK YOU

The [Oregon Latino Agenda for Action](#) wishes to extend our deepest gratitude to all our current and past board members, particularly Consuelo Saragoza, Carlos Crespo, and Jessica Montegna who have been instrumental in elevating the visibility and impact of OLAA to its current state.

We would also like to thank the Oregon Community Foundation for sponsoring today's Summit; Portland State University's (PSU) Global Diversity and Inclusion for helping to cover printing costs of this Executive Summary and PSU's Enrollment Management and Student Affairs for donating the use of the beautiful Native American Student and Community Center for the summit. In addition, we are grateful to PSU's La Casa Latina Student Center for allowing our board to meet in their center. The interns for OLAA, Mariana Garcia and Giselle Reynoso, also deserve recognition for their expeditious and positive service to the board. To Carolyn Lee, our conference planner and summit coordinator, thank you for such professional care of our work.

We are indebted to the Latino Network for their unwavering and ongoing support for our efforts. We are a better organization in partnership - we are truly stronger together. Also, MEK Designs has been an invaluable partner and we are grateful for their in-kind support. A special shout out goes to Representative Jessica Vega Pederson for helping edit the Political Incorporation chapter. Lastly, we would like to thank all the teachers, elected officials, advocates, service providers, and artists who do the essential, daily, and too often underappreciated work in service of Oregon's growing Latino communities. This report is dedicated to your continued work!

The study author, Dr. Ronald Mize, wishes to thank the board of OLAA for providing the perfect venue to release these data. In particular, Cynthia C. Gómez and Reyna Lopez were in step from start to finish and the report shines at its best thanks to their contributions. Any errors remaining are the responsibility of the author. He also wishes to thank Assistant Superintendent Brian Reeder of the Oregon Department of Education for providing raw data that allowed us to calculate achievement gap data and to track opportunity gaps over time. OSU undergraduate research assistants Marco Lujan, Magali Ayala, Nancy Lopez, and Karla Oseguera were extremely helpful in the data collection process. In particular, Marco deserves special recognition for the time and energy he devoted in creating the original achievement gap tables.

PRESENCE & PROJECTIONS

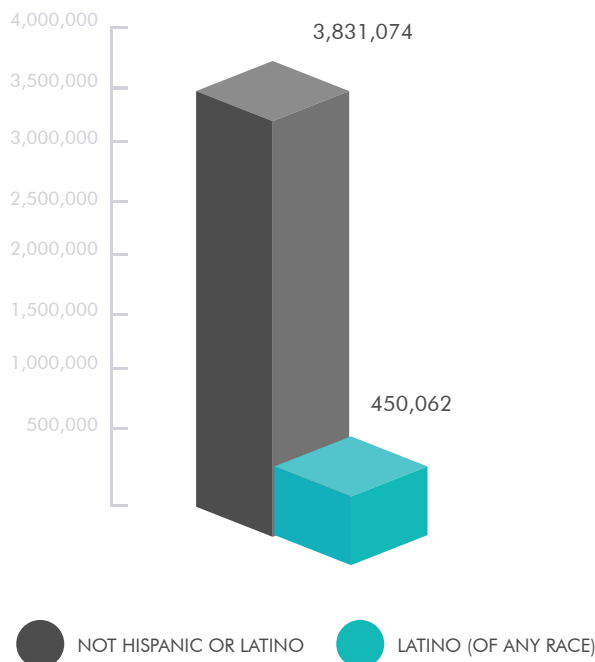
“Today’s antiquated civic and educational institutions are not equipped to meet the needs of our beautiful and diverse community. Yet most of the leadership within these institutions still don’t accurately reflect our growing Latinx population. These decisions have real life implications for our community. Now more than ever is our time to be leading these changes in all sectors and across all regions in Oregon.”

- Carmen Rubio, Executive Director Latino Network, Portland, Oregon

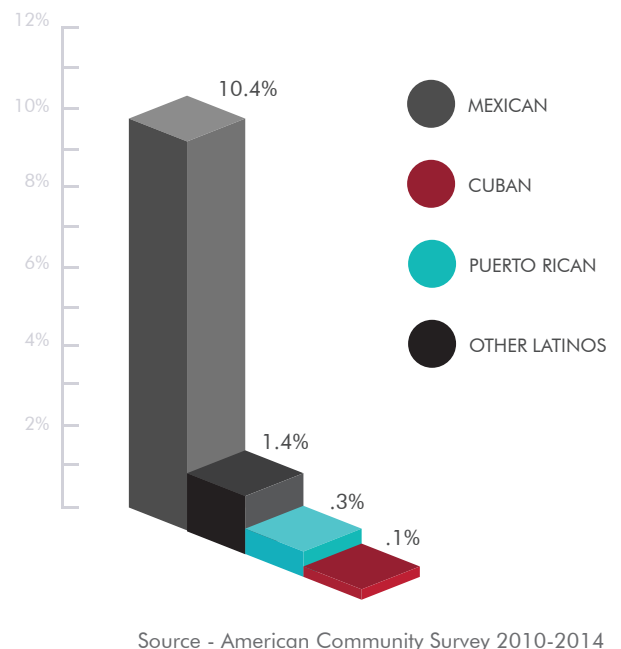


- Oregon’s Latino population is 473,729 (12.1 percent of the state’s population). Source - American Community Survey 2010-2014
- Represents a 25-year rate of increase of 325 percent (a fourfold increase). Source - U.S. Census 1990, 2010, American Community Survey 2010-2014
- In 1990, Latinos were only 4 percent of Oregon’s total population. Source - U.S. Census 1990
- In 2014, Latinos comprised 12.1 percent of the state’s population. Of that, 10.4 percent were Mexican, 0.3 percent were Puerto Rican, 0.1 percent were Cuban, and 1.4 percent were “Other” Latinos. Source - American Community Survey 2010-2014.

LATINO/A POPULATION IN OREGON, BY NATIONAL ORIGIN 2010



LATINO/A POPULATION IN OREGON, BY NATIONAL ORIGIN 2014



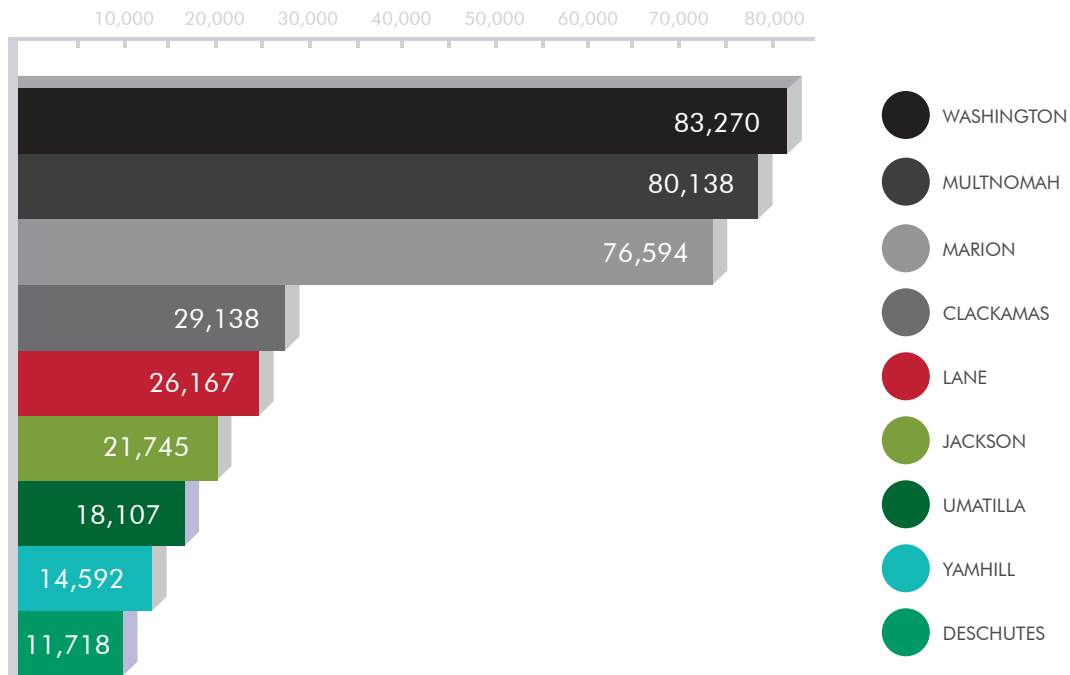
Source - American Community Survey 2010-2014



PRESENCE & PROJECTIONS

THERE ARE NINE COUNTIES IN OREGON WITH MORE THAN 10,000 LATINO RESIDENTS

Almost one half of the state's Latino/as – 192,546 or 43% - Source - U.S. Census 2010



- Latino/as represent 22.5 percent of all Oregon students, up from 10.3 percent in 2000. Source - Oregon Department of Education, 2000, 2015
- 85.5 percent Oregon's Latino population are of Mexican origin (up from 78 percent in 2000 and 82 percent in 2010) Source - U.S. Census 2000, 2010
- Oregon is on pace to become 24% Latino/a by 2030. Source - Population projections based on U.S. Census and Oregon Department of Education data.
- Latino student population is likely to be 42 percent of the overall student population by 2030 and the outright majority sometime between 2030 and 2040. Source - Projections based on Oregon Department of Education data.
- Morrow County is most likely to become the first majority-minority county in Oregon. Source - Population projections based on U.S. Census and Oregon Department of Education data.



PRESENCE & PROJECTIONS

LATINO/A POPULATION IN OREGON, BY NATIONAL ORIGIN 2010

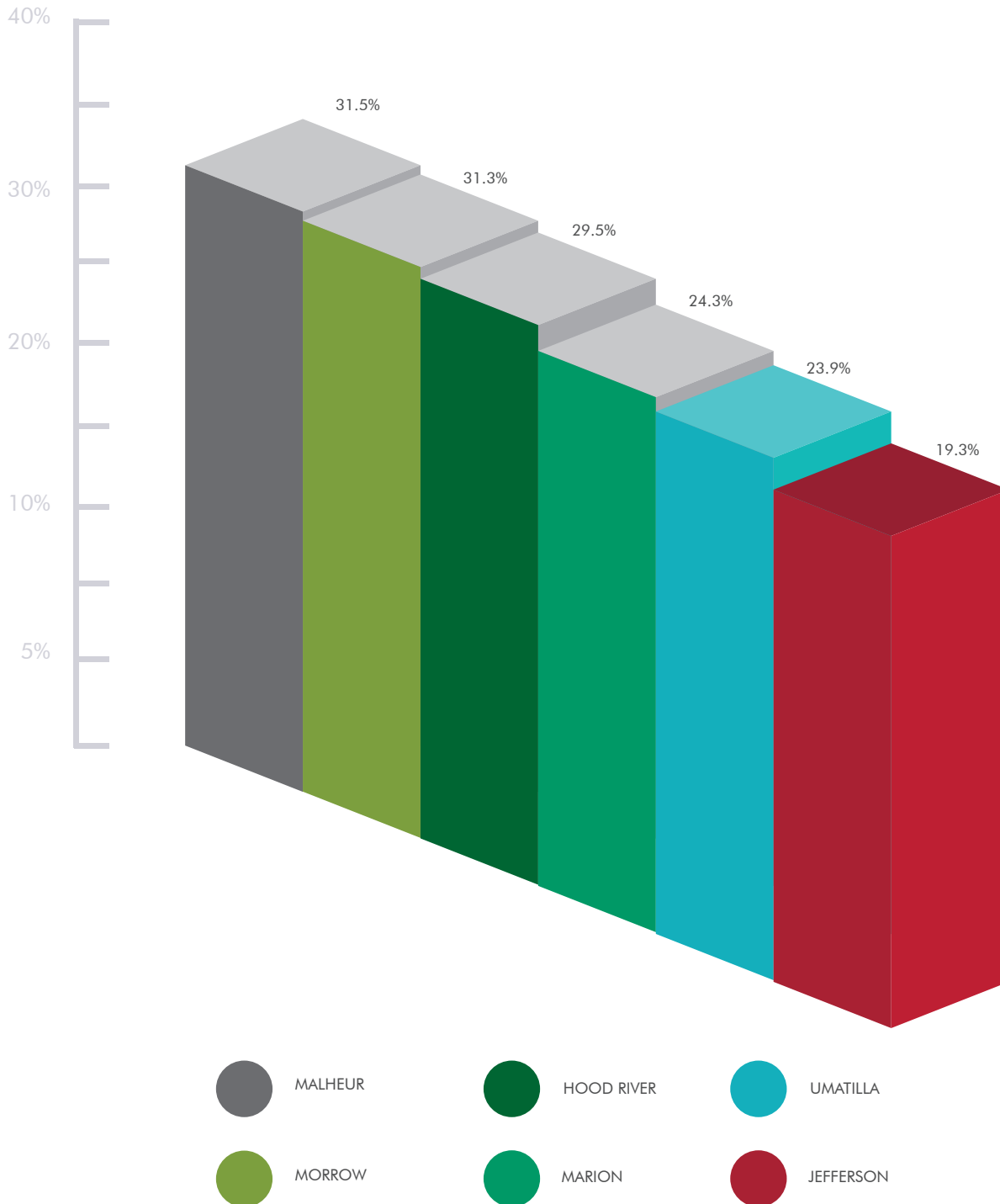


Other Central American	197	Peruvian	2,650
South American	9,648	Uruguayan	132
Argentinean	1,381	Venezuelan	712
Bolivian	345	Other South American	124
Chilean	1,274	Other Hispanic or Latino	38,065
Colombian	2,067	Spaniard	7,995
Ecuadorian	851	Spanish	6,138
Paraguayan	112	Spanish American	177
Central American (excludes Mexico)	18,190	All other Hispanic or Latino	23,755

Source: U.S. Census Bureau, 2010 Census. Summary File 1, Table PCT 11.

PRESENCE & PROJECTIONS

WITHIN COUNTIES, LATINOS/AS GEOGRAPHICALLY CONCENTRATED



Source - U.S. Census 2010



EDUCATION DISPARITIES

"As a first generation student in the United States, I personally had to jump many hurdles to access higher education. In my family, my parents taught me that higher education was the key to success. Primary and secondary education should support and prepare students to successfully obtain an advanced education. Unfortunately, this is not the experience of many LatinX students. There are very real barriers that exist to allowing LatinXs to succeed. In addition to battles of being a multi-cultural student, once I was in high school it seemed like everything leading to my graduation and beyond was a struggle. Not knowing how to apply to colleges, not being aware of resources for students, not even knowing how to prepare for my ACT! The achievement gap exists, and it brings up questions about how Oregon schools are serving LatinX students today. These are things we could fix, if we focused on removing barriers, and putting support systems in place for student success."

*- Mariana Garcia, Las Mujeres de la Raza, Director
Portland State University, PSU Class of 2017, Tigard Oregon*

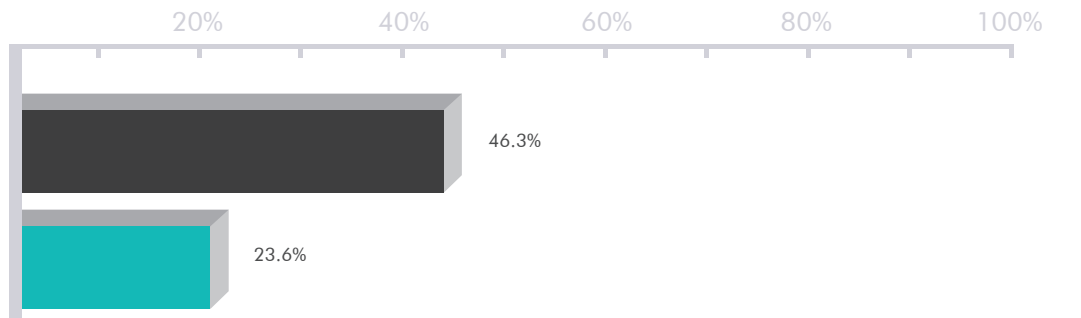


- In a state with a student population of 22.4 percent Latino, only 3.9 percent of teachers are Latino. Source - Oregon Department of Education. "Oregon Statewide Report Card 2014-15," p. 6.
- Only 59.5 percent of Latino/as are graduating in four years, the number increases to 71.1 percent when considering fifth year graduation rates. Source adapted from Oregon Department of Education.
- In 2012-13, of the 641 expulsions statewide, 324 were Latino students (50.5 percent). Source adapted from Oregon Department of Education.
- 72.2 percent are on target to successfully graduate from high school during Freshman year. Source adapted from Oregon Department of Education.
- The suspension rate for Latino/as was 15.8 percent during the same time period. Source adapted from Oregon Department of Education.
- Only 34.2 percent of Latino/a students are taking the SAT. Source adapted from Oregon Department of Education.

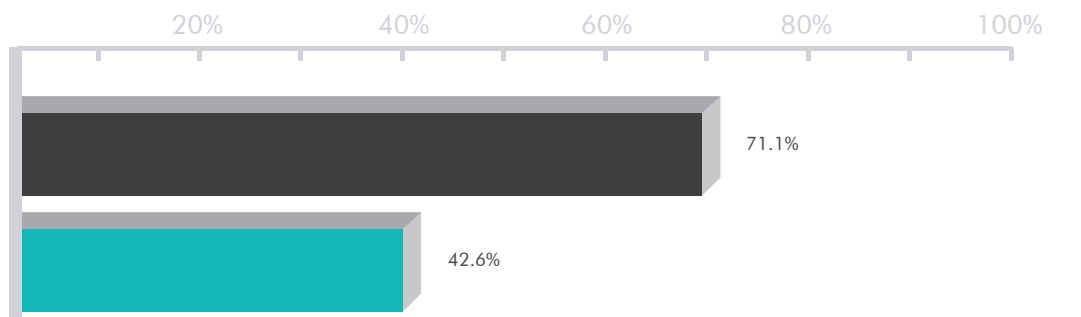
EDUCATION DISPARITIES

Latinos on average are lagging behind their White peers in every measure of reading, science, and math. Numbers are the percentage of Latino students meeting or exceeding standards on the Smarter Balanced exams.

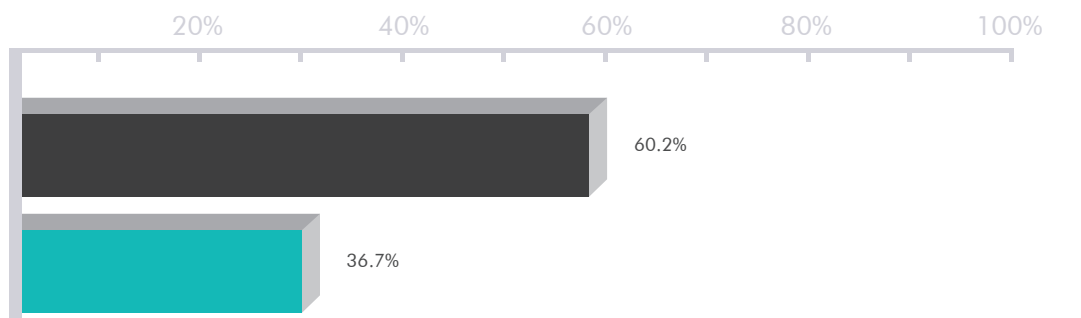
MATH



SCIENCE



ENGLISH



● WHITE STUDENTS ● LATINO STUDENTS

Source adapted from Oregon Department of Education.



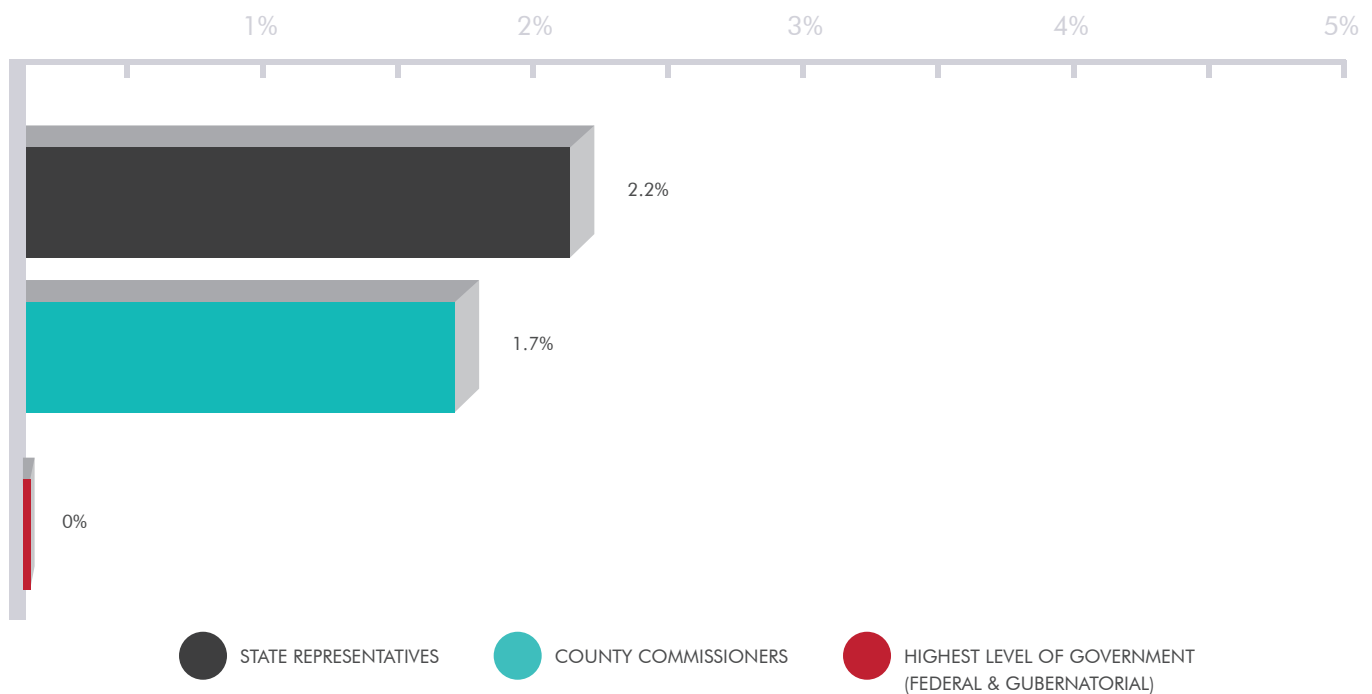
POLITICAL REPRESENTATION & CIVIC ENGAGEMENT

“The work APP is leading in Marion County to elect three Latinas to public office (one to State Representative and two to the Woodburn City Council) is an indication that the future is here. History cannot wait. Our gente cannot wait. We need to be leading at the highest level to more quickly bridge the disparities our community faces.”

- Jaime Arredondo, Director of Acción Política PCUNista (APP)
Pineros y Campesinos Unidos del Noroeste, Woodburn, Oregon



STATE, COUNTY & OTHER LATINO/A REPRESENTATION



- On school boards, Latinos most often do not number more than one in any district they represent. Standing in as the “only Latino” on school boards and other elected office is the very definition of tokenism. Source - The Oregon Latino Agenda for Action 2016 Full Report
- The 63 organizations that primarily or exclusively serve Oregon’s Latino/a community tend to be concentrated in the Portland metro area and Willamette Valley more generally.
- The current Latino voting bloc of 4.9 percent will double and become much more representative of the overall percentage of Latinos in the state. This underrepresents the total Latino population due to the relatively young age on average (38.8 percent of Latinos), the foreign-born population (33.6 percent). Source - 2010-2014 American Community Survey.

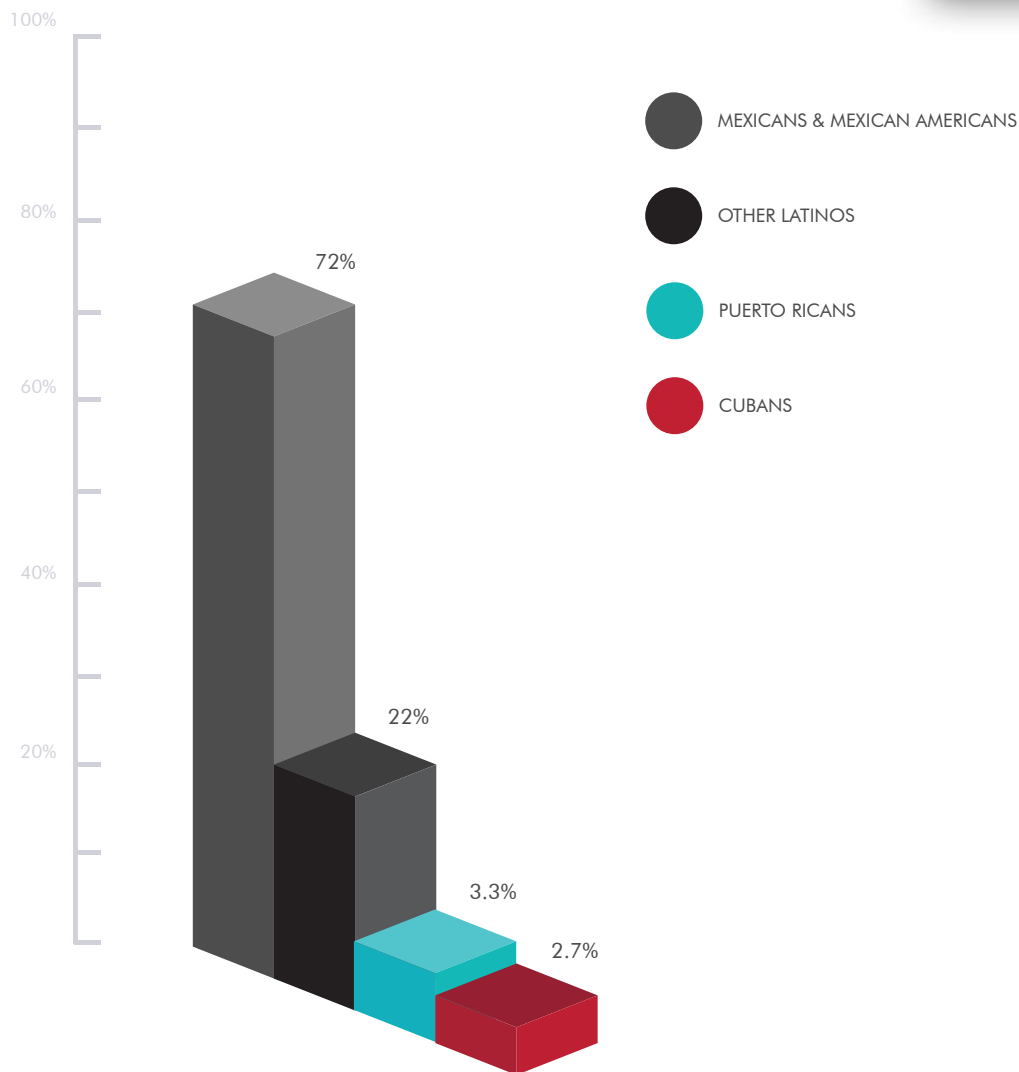
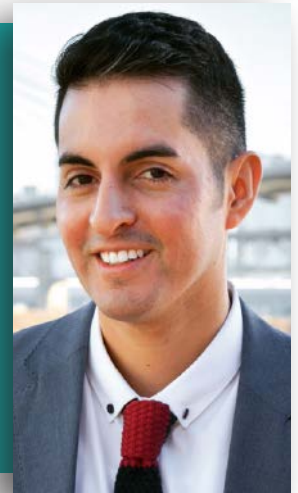
ENTREPRENEURSHIP & BUSINESS OWNERSHIP

"As a former Oregon Latino Agenda for Action (OLAA) board member, I understand community data, like the one in this report, is a critical first step in influencing policy to support our Latino community.

This report is an important part of a process that creates visibility and shares our community's story. It shines a light on our growth, challenges, barriers, and successes. Sharing this data with our local and elected leaders, and policy makers will help us advocate for our community's agenda.

Thank you for doing this critical work OLAA."

*- Oscar Arana, President
Hispanic Metropolitan Chamber*

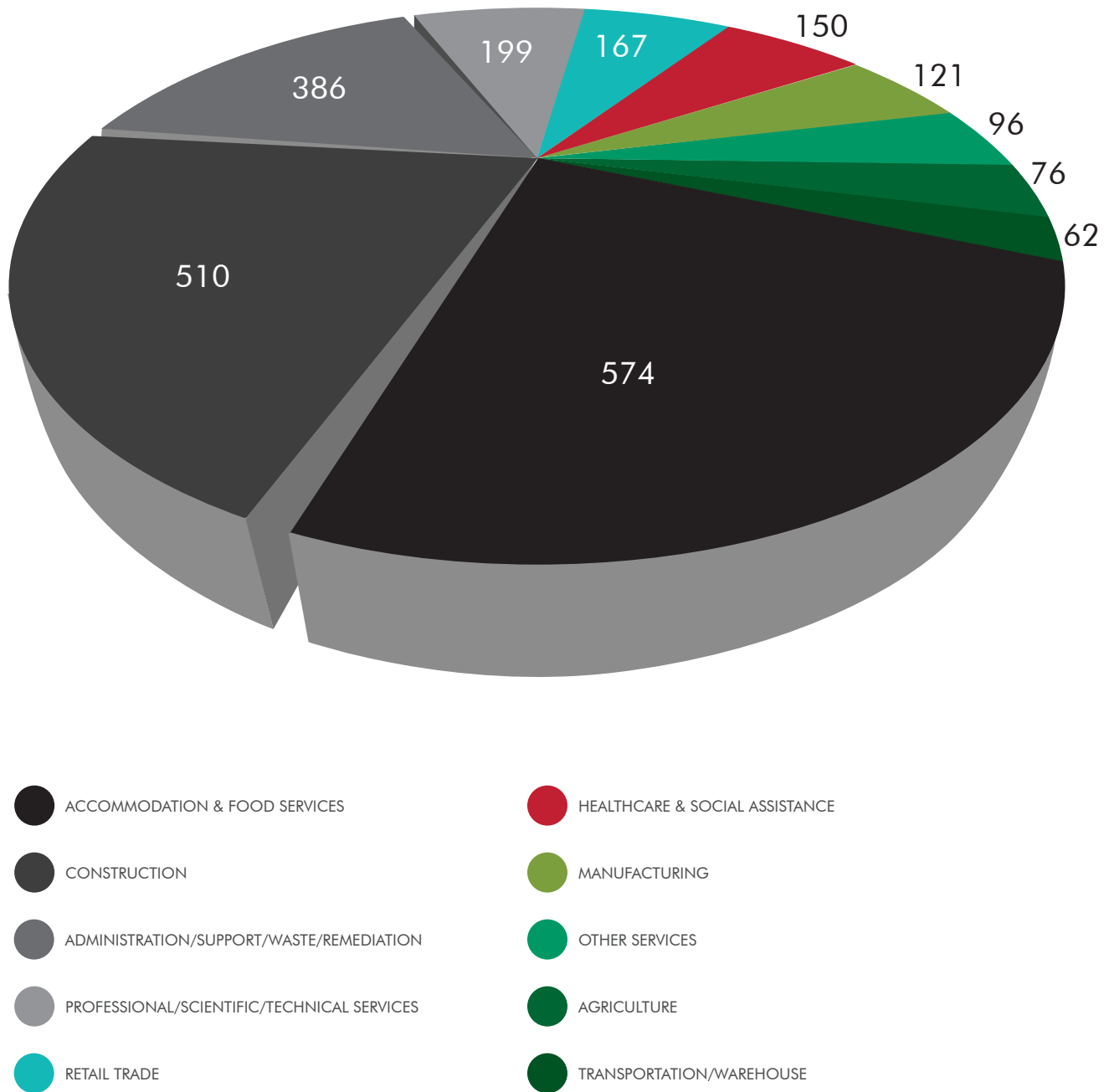


Source - US Census Survey of Business Owners (2012)



ENTREPRENEURSHIP & BUSINESS OWNERSHIP

Latinos are still severely underrepresented in the business-owning class. In 2012, the number of Latino/a businesses with employees increased significantly. These 10 industries represent 84 percent of all Latino/a firms with employees.

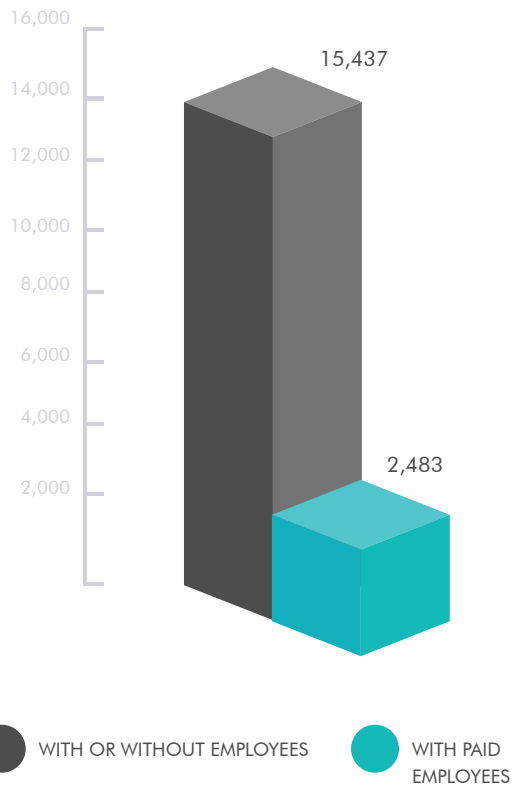


Source - US Census Survey of Business Owners (2012)



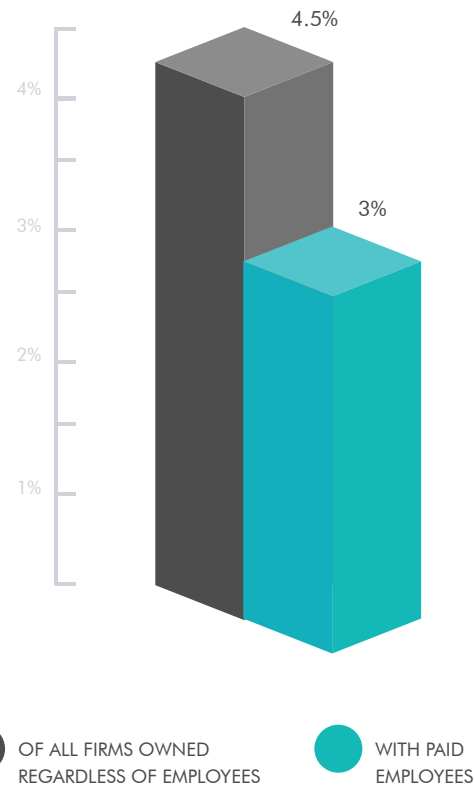
ENTREPRENEURSHIP & BUSINESS OWNERSHIP

LATINO/A OWNED FIRMS IN 2012



Source - US Census Survey of Business Owners (2012)

% LATINO/A OWNED FIRMS IN 2012



Source - US Census Survey of Business Owners (2012)

- In 2012, Latino/a firms added \$443 million to Oregon’s economy in terms of wages paid to employees. Source - US Census Survey of Business Owners (2012)
- In 2012, sales receipts (a key measure of revenue) of Latino/a-owned businesses totaled \$2.2 billion. Source - US Census Survey of Business Owners (2012)





BOARD MEMBERS

Reyna Lopez, [Co-Chair](#) | Cynthia Gomez, [Co-Chair](#) | Carlos Crespo, [Board Member & Founder](#) | Rolando Cruz, [Treasurer](#)

Cristabel Nichols, [Board Member](#) | Xavier Romano, [Board Member](#) | Linda Castillo, [Board Member](#)

Giselle Reynoso, [Communications Intern](#) | Mariana Garcia, [Communications Intern](#)



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