

H I S P A N I C H E R I T A G E



P R O G R A M TM



HISPANIC HERITAGE FILM PROGRAM™

Problem Statement

Hispanic youth in the U.S. are currently facing greater struggles than non-Hispanic students. As a result such youth feel a greater sense of disengagement from their culture, their community, and their hope for the future.

The Hispanic Heritage Film Program™ provides Hispanic youth with an experiential learning opportunity in which they engage their cultural heritage, provide outreach to their community, and learn valuable skills empowering them for a brighter future.

Our Youth/Their Struggle

According to a recent poll by Pew Hispanic Research (2007), nearly 41% of Hispanics are experiencing some kind of discrimination, an increase from about 31% in 2002. Approximately 8 in 10 Hispanics report that discrimination is a problem for Hispanics in schools, the workplace, and when it comes to success in the United States.

According to the National Dropout Prevention Center/Network (2007) youth with high dropout rates are usually struggling with the following: a) Emotional Stress, b) Low Socio-Economic status, c) Lack of family engagement, and d) Low parental academic achievement. In support of the aforementioned the Pew Hispanic Research Center (2005) stated that Hispanic youth dropout rates were highly influenced by the following: a) Adjustment difficulties as an immigrant youth, b) lower socio-economic status, and c) disadvantaged family background.

Hispanics-Latinos in 2005-06 accounted for 19.8% of all public school students, up from 12.7% in 1993-94 (Pew Hispanic Center, 2007). According to the U.S. Department of Education's Institute for Education Sciences (IES, 2007), the most current tallies demonstrates that Hispanic youth account for the highest percentage of High School dropouts, 22% (African-Americans-10%; Whites-6%; Asian-Pacific Islander-3%). Amongst the Hispanic population only 54% graduate high school. That means approximately 46% don't make it. This is unacceptable!

Our Purpose/Their Opportunity

The Hispanic Heritage Film Program™ is a partnership between **Misión Latina, Inc.**, and **U.S. Hispanic Youth Entrepreneur Education (USHYEE)**. This program will provide an experiential learning & scholarship opportunity, which aims to empower Hispanic youth by allowing them to engage their cultural heritage, entrepreneurship education, and exposing them to the processes & skills applied in Media & Film.

www.lamisionlatina.org



In review of the film making process many of the skills engaged run parallel to youth entrepreneurship education, such as:

- Development of individual skills and talents.
- Develop networking skills to communicate with schools, community, and the workplace.
- Experience relevant real-life learning.
- Develop a sense of empowerment and opportunity.
- Explore new educational and career aspirations.

According to the National Foundation for Teaching Entrepreneurship (NFTE), a study commissioned with Harvard Graduate School of Education (2002-present), an evaluation on the effectiveness of entrepreneurial learning resulted in the following:

Research Focus: Academics/Career

- Interest in attending college increased 32%
- Occupational aspirations increased 44%
- Independent reading increased 4%
- Leadership behavior increased, 8.5% as starters/founders of activities and 13.2% as leaders
- Belief that attaining one's goals is within one's control (locus of control) increased

A primary focus of the Hispanic Heritage Film Program™ is directing our youth to identify with their Hispanic Heritage here in the state of Maryland. In the process we become the first program aimed at documenting the history of Hispanics in Maryland. According to a Pew Hispanic Center/Kaiser Family Foundation survey in 2002, 54 percent of Hispanics-Latinos primarily identify themselves in terms of their or their parents' country of origin. The importance of helping youth identify with their origins plays an integral part in their sense of self, their level of belonging, and their self-confidence. The aim is to build up Latino youth with the skills learned through this program, by having a greater appreciation for their heritage, document the roots and success established before them and aid in motivating youth to a brighter future.

The program will ensure that such motivation is possible by assisting participating youth to focus on the following characteristics:

1. Leadership
2. Education
3. Community Outreach

Hispanic youth are instructed to engage Hispanic leaders who have laid the roots of success for the Hispanic community. Youth are to identify and demonstrate how these leaders' involvement in **Leadership** roles, commitment to **Education**, and spirit of **Community Outreach** contributed to their success. Youth are then instructed to apply these components to themselves as they are asked to make a recorded commitment to also involve themselves in Leadership roles, commit to obtaining an Education, and to give back through Community Outreach.



The **Hispanic Heritage Film Program™** Benefits to Latino-Hispanic Youth:

- An opportunity to be leaders as the first one's ever to document Hispanic Heritage in the state of Maryland, through the process of video/film production.
- An opportunity to educate themselves and others about the history of Hispanic leaders and their commitment to leadership, education, and community outreach that contributed to their success.
- An opportunity to give back to the Hispanic-Latino communities in Maryland by honoring those who have set the course for this growing population for the generations that follow.
- An experiential learning opportunity in the areas of community outreach, video/film production, event management, networking, fundraising, proposal writing just to name a few.
- A scholarship opportunity to help motivate and foster the importance of Education, Leadership, and Community involvement. The scholarship will be provided for educational opportunities only.
- An opportunity to increase the awareness of Hispanic Heritage in the state of Maryland and the contributions of this community through a Hispanic Heritage Film Premiere *"De Raizes, Hacia al Futuro"*. The event will highlight the film finalist's and their individual productions as well as a Documentary highlighting their experiences as they go through the process of the Hispanic Heritage Film Program™.
- A finalist will be determined and awarded with a scholarship for their film production. All Finalists will be rewarded for their participation.

Our Commitment

First Phase: The Hispanic Heritage Film Program™ is meant to fully utilize the processes of video/film production in support of Hispanic youth and their future. During the program youth will:

- * submit a written idea for a 2-5 minute short film on how they plan on capturing the state of Maryland's Hispanic Heritage,
- * demonstrate that the roles of Leadership, Education, and Community Outreach contribute to the success of Hispanics,
- * Demonstrate how they will apply Leadership, Education, and Community Outreach to their future success.

The initial phase provides youths with an opportunity to engage in the act of writing proposals. This function is then utilized as an experiential learning opportunity that teaches them the importance of effective written communication (writing skills). This is a skill that is crucial to success of any individual throughout high school, college, and a professional setting. Effective written communication is the difference between receiving grants, financing for a new business, or getting a job (resume, cover letter, follow-up).

According to the National Commission for Writing for America's Families, Schools, and Colleges (2006), a commission established by the College Board & made up of teachers, school administrators, university faculty, and academic leaders, including experts from school and campus writing programs, concluded that in the modern world, writing is a "threshold skill" for hiring and promotion among salaried (i.e., professional) employees. The commission also reported that corporate responses were very clear in stating that effective writing is a ticket to professional opportunity.



Second Phase: Upon receiving a maximum number of submissions (to be determined by a film review committee) an eligible number will be selected to perform an Oral Defense of their proposal. This function is meant to help youth in the process of engaging and interacting with Hispanic and Community Leaders (who will make up the review committee). It is understandable that many youth will be intimidated by this process, however this is a critical skill of effective communication and relationship building. The intent is to have youth learn the value of such skills by helping them through the process preparing and delivering an effective oral presentation when promoting themselves and their ideas. In a January 2006 report by the Department of Communication, University of Delaware, a review of multiple sources from the Department of Labor, Bureau of Labor Statistics, the National Association of Colleges and Employers, a Wall Street Journal/Harris Interactive Survey, the American Institutes for Research, and a Communication Program Directors' Survey revealed the following:

- The most important oral communication skill is that of public presentation skills.
- Ideal candidates for employers must have effective communication and interpersonal skills.
- Learning experiences relevant to communication abilities are critical for entering Collegiate Business Programs, and to be successful in the marketplace.

Overall, this review supports that the intentions of the second phase of the Hispanic Heritage Film Program™ offer youth a highly valuable experience.

Third Phase: Upon completion of the Oral Defense presentations, the Film Review Committee will select a core group of Quarter-Finalists. The Quarter-Finalists will then be instructed to produce a 30 second trailer/preview that supports their project as described in their written submissions. It is at this point that the Hispanic Heritage Film Program™ begins the process of exposing these youth to all the necessary functions in making such a production. First, they are challenged to formulate important partnerships and relationships with the program partners and assistants. They engage in the processes of doing a needs analysis, a cost estimate, formulating a plan, creating time schedules, and the evaluation & execution of their proposed trailers. They also engage in critical thinking and team-building activities.

During this phase, we also provide the youth with a public forum through a dedicated website, www.hispanicfilmproject.com, where each youth can place a profile of their intended project and garnish public feedback. This medium can be utilized as a fundraising tool, to engage the community, and to provide youth with a social networking alternative.

Fourth Phase: This is a critical juncture in this program, primarily because the Film Review Committee must make a decision to reduce the pool of Quarter-Finalists and select a limited number of Semi-Finalists. The Semi-Finalists are then instructed to expand their 30 second trailers into a full 2 minute short video/film production. These chosen youth will then be subject to public voting and a final review from the Film Review Committee in order to be selected as a Finalist. It is also a critical juncture as each youth is encouraged to make several presentations of the works-in-progress, make public appearances, and fine tune their productions. It is also where they face their final opportunity to advance to the final round, where they get to be part of the Hispanic Heritage Film Premiere “*De Raíces, Hacia al Futuro*”. It is at this event where all of their hard work will culminate and where the scholarship recipient will be revealed.



Fifth Phase: This is the culmination of the Film Program through a special event. The event is also part of the youth's learning experience. The program and its partners will guide, support, and encourage our youth as they take on the process of putting on this event. They will learn how to schedule meetings with important agencies and departments across the state. They will learn how to appropriately engage professionals, politicians, business, and community organizers. According to Massachusetts Institute of Technology (2007) here is a quick look at the kind of learning activities our youth will be experiencing:

Preliminary Planning*

1. Set the goals for your event.
2. Determine the responsibilities of each co-sponsor(s) and/or each individual(s).
3. Identify your target audience
4. Determine potential entertainment/speakers/facilitators
5. Consider potential dates, times, and locations.
6. Develop a timeline for the various components of the planning process.
7. Determine financial resources.
8. Begin to develop an advertising and promotional plan.
9. Determine if there are any safety hazards that are unusual

As you can see, such an endeavor is rich in opportunities to serve both the community and the youth involved. The Hispanic Heritage Film Program™ is being proposed with the intent to build partnerships that will strengthen and support Hispanic youth and their road to the future.

I hope that this general outline is sufficient to establish the necessary interest to formulate a working partnership with Misión Latina, Inc., a newly forming non-profit organization (we are currently recruiting for our Board of Directors in order to apply for a 501 © 3 status).

If you should have any questions please feel free to contact me directly at 443.756.9832 or email – info@lamisionlatina.org . I look forward to your response and to working together on this program.

Gracias!

Eduardo D Hayden
Executive Director & Founder
Misión Latina, Inc.
www.lamisionlatina.org
443.756.9832