“Why don’t they come?” Strategies to increase Latino participation in outreach programs

*Training for Extension and other organizations interested in serving the Latino community.*

Objectives: At the end of the workshop participants will:

- Have a better understanding of your own and your institution’s standing on awareness and perceptions of Latinos
- Better understand the Latino community, its cultural values and beliefs
- Gain or reinforce best practices and effective methods in working with Latinos/as
- Start or expand partnerships to serve Latino families and other underserved communities
- Acquire strategies to overcome challenges and pitfalls
- Plan an activity oriented towards the Latino community

Schedule:

8:30 – 8:45 Coffee, registration and networking

8:45 – 9:00 Welcome, facilitator introduction, agenda and housekeeping

9:00 – 9:30 Icebreaker and participant introductions. Peer to peer introduction and introducing one another to the large group

9:30 – 10:00 Personal and institutional self-assessment. Questionnaire to determine the cultural competence level of your institution and yourself

10:00 – 11:00 Latino demographics and cultural values. Presentation based on Edward Hall’s model of “low context” and “high context” cultures by Dr. García-Pabón.

11:00 – 11:10 Break and networking

11:10 – 12:30 Panel on best practices working with Latino immigrants. Three to four invited panel members discuss their accomplishments, challenges and the “how to” on reaching out to Latinos and Latinas and their families.

12:30 – 1:15 Lunch and networking

1:15 – 2:45 What is your dilemma reaching out to Latinos? Small group activity to receive and provide feedback to group members about their specific Latino related challenge(s)

2:45 – 2:55 Break and networking

2:55 – 3:30 Excerpts of a movie about a Latino (Mexican) family in Los Angeles. The plot includes cultural aspects and approaches to work and education. Group debriefing.

3:30 – 4:15 Planning an activity targeting the Latino community. Development of an educational activity oriented towards Latinos by small groups. Small groups share their plans and receive feedback from the larger group.

4:15 – 4:30 Debriefing and evaluation