

HISPANIC FAMILY ENGAGEMENT SYMPOSIUM

June 25, 2015

9:00 a.m. - 11:30 a.m.

Charlotte Convention Center,
Room 213 BC

Hispanics are the fastest growing ethnic group in U.S. public schools, making up more than one in five kindergarten students. It is important to understand the cultural, linguistic, socioeconomic, and educational characteristics of Hispanic children and families to better support them. It also is critical to ensure they have access to resources and opportunities that enable them to reach their full potential in the classroom and beyond. This multi-panel symposium will explore demographic data on the Hispanic community and how this data interplays with education policy in our schools. The symposium will also welcome PTA leaders who will share their personal stories on how they engaged their Hispanic community and developed positive and lasting family-school partnerships.

AGENDA

9:00 a.m.

Welcoming Remarks

- Otha Thornton, President, National PTA
- Jose Antonio Tijerino, President and CEO, Hispanic Heritage Foundation
- Nathan Monell, Executive Director, National PTA

9:15 a.m. - 10:00 a.m.

Interactive Introduction to the Data

Univision Executive Vice President and Corporate Officer Roberto Llamas will provide a demographic data primer on the Hispanic community and how this data interplays with education policy in our schools.

10:00 a.m. - 11:00 a.m.

Panel I: How to Meaningfully Engage the Hispanic Community

Many schools throughout the country are implementing strategies to meet the unique needs of Hispanic students. As we work to grow and diversify our PTAs, it is important to understand the cultural, linguistic, socioeconomic, and educational characteristics of Hispanic children and families. During this portion of the program, panelists will discuss real-world strategies to engage Hispanic parents.

- Alejandra Ceja, Executive Director, White House Initiative on Educational Excellence for Hispanics
- Jose Antonio Tijerino, President and CEO, Hispanic Heritage Foundation
- Sofia Baucom, Family Services Manager, East Coast Migrant Head Start Project
- Roberto Llamas, Executive Vice President and Corporate Officer, Univision
- Mercedes Cerrato, President, Hispanic/Latino Statewide Community PTA (GA)

11:00 a.m. - 11:30 a.m.

Panel II: Personal PTA Stories on Hispanic Family Engagement

For Hispanic parents, nothing is more important than family. Although research shows a direct link between family engagement and a child's educational success, Hispanic parents have reported that they aren't used to being involved in their children's schools, perhaps because of language barriers or a perception that they are not welcome. In this panel, PTA leaders will share their personal stories on how they engaged their Hispanic community and developed positive and lasting family-school partnerships.

- Mercedes Sandoval, Board Member, National PTA; Board Member, New Mexico Association for Bilingual Education; Past President, New Mexico PTA
- Mateo Rodriguez, President, Illinois PTA; Member, National PTA Convention Elections Committee
- Juan San Miguel, President-Elect, Alaska PTA; Member, National PTA Military Family Support Committee

For more information or to RSVP, please contact **Elizabeth Rorick** at erorick@pta.org



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