



*Shaping America's 21st Century
Information Science & Technology Workforce*

2010

LISTA Techno Centro Atlanta Center for Excellence in Information Science & Technology



***LATINOS IN INFORMATION
SCIENCES & TECHNOLOGY ASSOCIATION***

Atlanta Center for Excellence in Information Science & Technology



American companies today are often challenged to find better ways to bring people, functions and technology together in an effective way. They need integrators who can translate business issues into technology issues and back again, liaisons, trained in understanding both business and technology helping to elevate the effectiveness of the organization's strategic plan and the value-creating activities of stakeholders.

LISTA Programs focus on working in communities to build technology awareness, strengthen technology skills in traditionally underserved communities, develop the next generation of Latino technology professionals and technology business owners. LISTA's programs include technology-oriented humanitarian missions, La Familia Technology Week, the L2 Initiative teaching people simple technology skills ranging from starting computers for the 1st time, and aligning individual skills and career knowledge to help Latinos enter and thrive in America's information sciences and technology workforce.

Our mission is to bridge the digital divide, from technology-horizon to technology-horizon, increase Hispanic opportunities for procurement and employment in corporate America, and to increase the number of Latino technology businesses, and professionals across all high technology industries.

Atlanta Center for Excellence in Information Science & Technology

Executive Summary

Hispanics are expected to comprise 25% of the Nation's workforce by 2050, yet in today's education they lag egregiously behind the general public of the US in academic performance, persistence in school, rates of high school graduation, and post-secondary education, with predictable effects on Hispanic median income and wages, quality of life, and retention in our workforce as employment trends shift.

Hispanic students are the fastest growing student group in the Nation's schools. They exceed 20% of total public school enrollment and are rising rapidly in number and percentages. Nationally, the high school completion rate in the general public is over 80%, with the historical gap between Whites and African Americans reduced to a marginal statistical difference, while the rate at which Hispanic youth complete high school is a low 57.4 percent, nearly 23% lower than the National norm. In 2000, eleven percent of all US 16-24 year olds were out of school without a high school diploma. Among Hispanics, however, more than a third of students grades 9-12 do not graduate, contrasting dramatically with 19% for African Americans and 10% for Whites. Hispanics, moreover, are significantly underrepresented among college students and college graduates. At least part of the problem is preparation, including low rates of preparatory testing — only 35% of Latinos are tracked to college, compared with 50 % of Non-Hispanic Whites and 43 % of African Americans.

This breakdown in the education of Hispanics has catastrophic implications for the quality, diversity, and competitiveness of the US workforce, across the board, and for national competitiveness in the knowledge-based and knowledge-dependent industries at the growth edge of the Nation's future economy.

LISTA is a national organization with regional chapters comprised of Information sciences and technology professionals and major US corporations working together to strengthen the quality and competitiveness of the Nation's technology workforce by improving preparation, access, and advancement of Hispanics in this vital National workforce segment. LISTA has been an effective agent for increasing public awareness among Hispanics and in major US corporations of the importance of improving the preparation of Hispanic students for careers in IS&T. Through events, activities, and LISTA-designed programs, Hispanic students have gained an understanding of career opportunities in the field and found support for their academic preparation. Hispanic adults and families have been introduced to applications in information sciences and technology, demystifying it and improving access to technology and its integration into their lives for this growing US demographic through LISTA-sponsored workshops and training programs.

The **ATLANTA CENTER FOR EXCELLENCE IN INFORMATION SCIENCES & TECHNOLOGY** is a vital next step in this process, guaranteeing that a sustainable framework exists in our communities for increasing capacity among Hispanic, African American, and other traditionally underserved minority students and families for the understanding and mastery of information sciences and technology, for improving student academic performance in math and sciences and expanding their awareness of and required academic and social preparation needed for careers in IS&T, and for bridging the growing digital divide separating minority and non-minority families in our communities. The Center is designed to build engagement and functionality in information sciences and technology across underserved constituent groups in high-Hispanic density neighborhoods while developing the next generation of minority technology professionals and business owners.

The objectives of the **CENTER FOR EXCELLENCE IN INFORMATION SCIENCES & TECHNOLOGY** include —

- I. Demystifying Information Sciences and Technology for traditionally underserved minorities with a history of limited access and knowledge;
- II. Building confidence and knowledge among students, adults, and families of the emerging information terrain defined by the Internet and emergent wireless functions before the technology gap widens further;
- III. Providing community access to IS&T, including for returning military veterans, building student, adult, and family engagement in technology-oriented structured learning opportunities; and
- IV. Enabling students, families, and returning military veterans to have access to technology and information otherwise not available or cumbersome to access.

In advancing these objectives, LISTA's **CENTER FOR EXCELLENCE IN INFORMATION SCIENCES AND TECHNOLOGY** will:

- I. Conduct programs for students in District schools during school hours, introducing students to speakers and multi-racial role models in the information sciences and technology professions, and providing informational workshops and daytime math and science tutoring,
- II. Implement a structured after-school program of intensive math / science tutoring, at the Center, combined with career workshops, concrete-learning projects, and technology access opportunities employing conventional computers as well as smaller wireless devices, incorporating the strengths of after school clubs, the social atmosphere of Internet cafes, small learning circles, and engaging projects and activities to build student academic performance, team and social-skills, career knowledge, and technology competence, and
- III. Implement a Community Access program at the Center **(a)** providing technology access to sources of support for English language acquisition with an emphasis on useable concepts and terminology in necessary skill areas; **(b)** increasing useable knowledge of IS&T to support inquiry into American society and its institutions of government, finance, education, employment, and health and human services; and **(c)** conducting formal courses and workshops designed to improve the technology skills of minority business professionals in order to increase their understanding of information technology and improve their value to employers.

Community access and professional courses and workshops will demystify technology and build knowledge incrementally, beginning with overviews of the internet and networking, introducing participants interested in developing more advanced skills to database management systems, security, software, project management, and the development lifecycle, programming languages, programming tools and techniques and an explanation of computer hardware. In all Center programs, computing and information technologies will be presented and explained in a manner understandable to minorities, including those with Limited English Proficiency, at various basic skills and educational levels.

LISTA TECHNO-CENTRO CORPORATE PARTNERSHIP PROGRAM

LISTA is the premier Latino technology association in the United States whose mission is to represent the more than 43 million Hispanics in the US on matters of technology sciences, telecommunications and new media. Through our network of more than 3,500 members, 65,000 subscribers and 12 local tech councils in the U. S. Mexico, Puerto Rico, and Dominican Republic, LISTA actively promotes the economic growth and development of the Latino community with the use of technology.

MISSION *“To educate, motivate and encourage the use of technology to empower the Latino community”*

As a result of increased purchasing power, expanded business entrepreneurship, and greater political participation, the influence of the Latino community is well established in the marketplace. Over a relatively short period of time, the phenomenal growth of the Latino market has dramatically transformed the Georgia demographic landscape and business environment. Simply stated, the Latino population and our associated buying power are booming and projections indicate that these trends will continue. For Corporate America these facts cannot go unnoticed.



The Corporate Partnership Program is specifically designed to create a channel of communication between the Latino community and Corporate America. It has been designed to establish a mutually beneficial alliance between your corporation, LISTA Techno Centro and the Latino community in Metro Atlanta. Through our Corporate Partnership Program, corporations that are interested in the advancement of Latinos in technology, at both the education and professional level, assist LISTA with the development of key initiatives and services for our constituents. In turn, our Corporate Partners gain access to the burgeoning Latino market in Georgia.



Corporate Partnership Program Goals

- ✓ To increase technical opportunities for the Latino community;
- ✓ To aggressively enhance the team alliance between LISTA and our Corporate Partners;
- ✓ To develop targeted access and linkage to the Latino market and associated consumer markets;
- ✓ To utilize our joint business and legislative contacts for the mutual benefit of the partnership;
- ✓ To create corporate America into trusted Latino community advisors
- ✓ To provide significant, measurable business networking opportunities locally and nationally.
- ✓ To provide sustainable and continuous support of our common goals for technological and economic development for the Latino community through the use of technology.

At LISTA, we strive to develop a secure, long-term commitment from our Corporate Partners. The mission of the Corporate Partnership Program is to develop and continuously promote the growth of the Latino community for the common benefit of our constituency, our Corporate Partners, and the overall Georgia economy.

As a Corporate Partnership Program member, you also get access to all general **member benefits** leveraged by the thousands of national LISTA members the organization works with nationwide. Benefits such as:



- ✓ Bi-monthly educational and networking events to advance efforts within local communities.
 - ✓ Individualized certification programs to assist a corporation's business objectives.
 - ✓ Priority access to all sponsorship opportunities available via LISTA Atlanta Tech Council.
 - ✓ Discounted advertisement opportunities at LISTA Techno-Centro.
 - ✓ Company logo placement on the LISTA website and computers at Techno-Centro.
 - ✓ Hyperlink to corporation's website at the LISTA webpage.
 - ✓ Access to the LISTA membership database (some restrictions apply).
- ✓ Access to legislative information and online advocacy tools.
 - ✓ Seat on LISTA Atlanta Senior Executive Corporate Advisory Board (SECAB).
 - ✓ LOGO Branding on over 20,000 Promotional pieces and weekly email reminders sent to over a million individuals on LISTA's database.
 - ✓ TV, radio, and online media mentions and newspaper placement.

SENIOR EXECUTIVE CORPORATE ADVISORY BOARD (SECAB)

The Senior Executive Corporate Advisory Board (SECAB) of the Latinos in Information Sciences and Technology Association (LISTA) serves as an important link between the LISTA and corporations with buying power. It advises LISTA on:

- Business issues affecting Latinos in technology.
- LISTA's Georgia events and conferences.
- Local workshops and seminar discussion topics.
- Organization purchasing and human resource recruitment.
- Public policy and other issues affecting Latino interests and the LISTA Techno Centro.

Notice: *Latinos in Information Sciences and Technology Association and LISTA Techno-Centro are a non-profit organization founded in 2001 for the purposes of promoting the development and growth of Latino with technology and close the digital divide. It has been given a 501(c)(3) tax status by the Internal Revenue Service, and as such, contributions from benefactors, members and or sponsors are generally deductible as charitable contributions under the Internal Revenue Code. Please consult with a tax advisor in order to determine the appropriate tax treatment of sponsorship or dues amounts in accordance with applicable laws.*

LISTA Techno Centro Grand Opening October 14, 2008



Inside LISTA's Techno Centro



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Please complete form and confirm your partnership by signing below and faxing both pages to: Corporate Relations at (678) 620-3173.

NEW/RENEWAL ORGANIZATION INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ General

E-mail: _____

Website: _____

Year Established: _____

Type of Business: _____ Number of Employees: _____

Primary Mkt. Areas: _____

Annual Sales: _____

Primary NAICS/SIC Codes: _____

Certifications (SBA 8(a), Regional Purchasing Council, etc):

TECHNO-CENTRO EXECUTIVE ADVISORY BOARD REPRESENTATIVE (optional)

Prefix: _____ First Name: _____

Middle Name: _____ Last Name: _____

Title: _____

Direct Phone: _____

E-mail: _____

PAYMENT METHOD

Annual Membership: Today's Date: _____

Corporate Partner Program (Please Check One)

- Platinum Membership \$ 10,000.00
 - ✓ Platinum recognition on institute material
 - ✓ Two (2) Community Workshop
 - ✓ One1 full-page advertisement
 - ✓ Twenty (20) Special Event Tickets
 - ✓ Company website link on NILA 2010 website

- Gold Membership \$ 6,000.00
 - ✓ Gold recognition on institute material
 - ✓ One (1)Community Workshop
 - ✓ One (1) half-page advertisement
 - ✓ 10 Event tickets
 - ✓ Company website link on Techno Centro 2010 website

Send Invoice Check Enclosed MC, VISA, AMEX

Credit Card #: _____ Expiration Date: _____

Signature: _____

Name (please print): _____

Accepted By: _____

Signature Date: _____

LISTA Corporate Relations Director

Name (please print): _____

Signature: _____

Signature Date: _____

LISTA National

Accepted By: _____

Signature Date: _____