

**White House Initiative on Educational
Excellence for Hispanic Americans
& Partners in Hispanic Education**
present



Feria Educativa!

**December 5-6, 2003
Miami Dade College
North Campus**

Sponsored by:

W. K. Kellogg Foundation
Miami Dade College, North Campus
National Council for Community
and Education Partnerships
U.S. Hispanic Chamber of Commerce Foundation
U.S. Department of Education

**Partners in Hispanic Education present
"Feria Educativa"**

Major Sponsors



W. K. Kellogg Foundation



**The White House Initiative on Educational
Excellence for Hispanic Americans**



**National Council for Community
and Education Partnerships**



**U.S. Hispanic Chamber
of Commerce Foundation**



North Campus

Miami Dade College, North Campus



U.S. Department of Education



Feria Educativa!

Presented by the White House Initiative on Educational Excellence for Hispanic Americans and Partners in Hispanic Education

¡BIENVENIDOS!

It is with great pride that the Partners in Hispanic Education collaborate with several schools, institutions, community-based organizations, K–16 college access programs, and local businesses that serve the Miami Community with their efforts to support youth on their road to college. We know that the human and program resources that are part of this community engagement program will serve to empower more youth to consider college and will help community leaders to engage others as we work together to make college possible for many Hispanic youth. On behalf of the program sponsors and the U.S. Department of Education, we hope that you will enjoy “la Feria Educativa.”



THE NO CHILD LEFT BEHIND ACT

The *No Child Left Behind* (NCLB) Act offers a unique opportunity for partnerships between local communities and the federal government to help improve public education and student achievement. By enhancing academic programs and demanding greater school accountability for student achievement and providing greater flexibility in using federal funds, NCLB seeks to help improve student educational outcomes.

The “Feria Educativa” highlights the options and opportunities afforded to parents and families under the *No Child Left Behind* Act, such as: the right to receive information regarding their child’s performance on academic tests, the right to know if their child has been identified and recommended for placement in an English language acquisition program, and the right to a quality education and a quality teacher for their child.

The message to be delivered as part of this education fair is that we all have a stake in the education of our children—parents, families, businesses, and entire communities. The *No Child Left Behind* Act provides the foundation that enables us to work together to ensure that all Hispanic children receive the high quality education they deserve.

"Feria Educativa" Education Fair

*Sponsored by Partners in Hispanic Education
Miami Dade College, North Campus*

FRIDAY ■ DECEMBER 5, 2003
10:00 am–4:30 pm

SPECIAL PROGRAM FOR STUDENTS, TEACHERS AND COMMUNITY-BASED ORGANIZATIONS

10:15 am–11:15 am
OPENING PLENARY SESSION

Lehman Theater, Building 5

Conveners: **Dr. José Vicente**, President
Miami Dade College, North Campus

Dr. Hector Garza, President
National Council for Community and Education
Partnerships

Welcome Remarks:

Adam Chavarria, Associate Director
White House Initiative on Educational Excellence
for Hispanic Americans

Frank Lopez, President
U.S. Hispanic Chamber of Commerce Foundation

She Flies (Theater Production)

Join playwright Mike D. Garcia and the Nushank Theater Collective as they present David Rice's short story "She Flies" featuring a young woman's struggle between her family's wishes and her desire for something greater—a higher education.

Cast

Annika Treviono Milagros
Marita De La Torre Leila/Tia Mana/Milagros'
Mother
Gavino Barrera Raul/Teacher/Milagros'
Father
Mike D. Garcia Bus Driver/Teacher/College
Representative
Ellen Stader Technical Director



Youth Entrepreneurship BizFest: A Program of the USHCC Foundation

*Room 2204, Building 2
By Invitation Only*

The U.S. Hispanic Chamber of Commerce Foundation (USHCC), in collaboration with its local Hispanic Chamber of Commerce, will work with students interested in the pursuit of business careers to develop their respective understanding and application of key attributes required for success through the development of self-esteem and business identification and presentation skills-sets.

Convener: **Frank Lopez**, President
U.S. Hispanic Chamber of Commerce Foundation

Presenters: **Mario Contreras**, President
CGM Consultants Inc.

Lydia Torres, Trainer
CGM Consultants Inc.

Clarisa Urquidez, Trainer
CGM Consultants Inc.

10:30 am–4:30 pm **Federal Government Agency Grant Opportunities Workshop**

Room 9105, Building 9

In an effort to reach out to the Hispanic community, federal agencies that fund and work with schools, colleges, universities and community-based organizations will provide information about grant opportunities and technical assistance offered by their agencies. Educators and community leaders are encouraged to attend this session to meet the agency personnel, learn about funding opportunities, RFP deadlines, and gain insights about what it takes to write a "fundable proposal".

Convener: **Adam Chavarria**, Associate Director
White House Initiative on Educational Excellence
for Hispanic Americans

Presenters: **Willis Collie**, Deputy Director
Hispanic Serving Institutions National Program

Favio Martinez, Vice President of Marketing
College Parents of America

11:30 am–12:30 pm

What Matters Most on the Pathway to College for Students

Lehman Theater, Building 5

“She Flies” Follow Up Discussion

Presenters: Miami Dade College Students

College/University Admissions Process

Presenter: **Magda Castyneira**, New Student Center, Miami Dade College

Student Financial Aid Process & Resources

Presenters: **Hazel Mingo**, U.S. Department of Education

Tom Oliver, National Association of Hispanic Publications

Test Preparation Process

Presenter: **Sonia Gonzalez**, Kaplan K–12 Learning Services

12:30 pm–1:00 pm

Lunch

Atrium

1:30 pm

Students depart for home schools

1:00 pm–4:30 pm

**Youth Entrepreneurship BizFest
A Program of the USHCC Foundation**

*Room 2204, Building 2
By Invitation Only*

1:00 pm–3:00 pm

Professional Development for Principals, Teachers, and College Access Professionals: The Impact of the *No Child Left Behind Act* on Hispanic Communities

Room 9106, Building 9

Convener: **Ranjit Sidhu**, Vice President National Council for Community and Education Partnerships

Presenters: **Kathleen Leos**, Associate Deputy Undersecretary and Senior Policy Advisor, Office of English Language Acquisition, U.S. Department of Education

Exemplary K–16 Education/Community Partnerships that support the objectives of the NCLB Act:

■ **ENgaging LAtino Communities for Education (ENLACE): A W.K. Kellogg Foundation Program**

Gustavo Roig, Director, ENLACE Florida International University

■ **Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP): A U. S. Department of Education Program**

Robert Vos, Executive Director, GEAR UP Express, Greater Miami Urban Education Pact

■ **Youth Entrepreneurship BizFest: A Program of the USHCC Foundation**

Frank Lopez, President, U.S. Hispanic Chamber of Commerce Foundation

SATURDAY ■ DECEMBER 6, 2003

9:00 am–2:30 pm

“FERIA EDUCATIVA”: A COMMUNITY ENGAGEMENT ACTIVITY

9:00 am–9:45 am

Continental Breakfast

Atrium

9:00 am–2:30 pm

COLLEGE FAIR: Outreach Feria for Students and Families

Atrium

Parents, families and prospective college/university students are encouraged to visit with college and university personnel to learn about different college options. Federal agencies, community-based organizations and local merchants will distribute educational material and be available to support youth on the road to college.

10:00 am–10:30 am

**PLENARY ADDRESS:
Getting More Hispanic Students on the Road to College**

Lehman Theater, Building 5

Introduction: **Dr. Hector Garza**, President National Council for Community and Education Partnerships

Convener: **Dr. Eduardo J. Padròn**, President Miami Dade College

Presenter: **The Honorable Roderick Paige**, U. S. Secretary of Education

10:00 am–12:00 noon

Youth Entrepreneurship BizFest: A Program of the USHCC Foundation

*Room 224, Building 2
By Invitation Only*

10:45 am–12:00 noon

Community Engagement: A Public Policy Listening Session

Lehman Theater, Building 5

Education and community leaders will hear from members of the community on ways to improve public education to better serve the Hispanic community.

Convener: **Dr. Hector Garza**, President National Council for Community and Education Partnerships

Respondents: **Dr. José Vicente**, President Miami Dade College, North Campus

Dr. Maria Hernandez Ferrier, Deputy Undersecretary and Director, Office of English Language Acquisition, U.S. Department of Education

Charles Patrick Garcia, Chief Executive Officer Sterling Financial Investment Group

Guarione Diaz, President & Chief Executive Officer, Cuban American National Council

10:45 am–12:00 noon

She Flies (Theater Production)

Auditorium, Building 2

Join playwright Mike D. Garcia and the Nushank Theater Collective as they present David Rice’s short story “She Flies” featuring a young woman’s struggle between her family’s wishes and her desire for something greater—a higher education.

Cast

- Annika Treviono Milagros
- Marita De La Torre Leila/Tia Mana/Milagros’ Mother
- Gavino Barrera Raul/Teacher/Milagros’ Father
- Mike D. Garcia Bus Driver/Teacher/College Representative
- Ellen Stader Technical Director

12:00 noon–12:45 pm

Luncheon

Atrium

12:45 pm–1:15 pm

PLENARY SESSION

Going Forward Without Forgetting

Lehman Theater, Building 9

Introduction: **Frank Lopez**, President U.S. Hispanic Chamber of Commerce Foundation

Presenter: Motivational Speaker **LTC Consuelo Castillo-Kickbusch**, U.S. Army (RET), Educational Achievement Services

1:30 pm–4:30 pm

Youth Entrepreneurship BizFest: A Program of the USHCC Foundation

Room 224, Building 2

By Invitation Only

This program culminates with a student competition that will lead to the awarding of financial prizes of \$1000, \$500 and \$250 for the top three student teams.

Convener: **Frank Lopez**, President USHCC Foundation

Presenters: **Mario Contreras**, President CGM Consultants Inc.

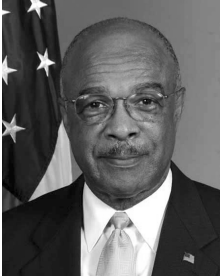
Lydia Torres, Trainer CGM Consultants Inc.

Clarisa Urquidez, Trainer CGM Consultants Inc.

SPECIAL ACKNOWLEDGEMENTS

The Partners in Education extend our sincere thanks to Dr. José Vicente and the faculty, staff and students from Miami Dade College, North Campus for their generous support of these events and for allowing us to engage the Miami Community on important issues related to education. We would also like to publicly recognize our friends and colleagues at the United States Hispanic Chamber of Commerce Foundation and the educators representing the ENgaging LATino Communities for Education (ENLACE) and the Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) for their generous contributions, creative and unwavering support for Latino youth. We wish to also thank DaimlerChrysler Corporation Fund, Kaplan Learning Services, TIYM Publishing Company, Inc., and Woodburn Press for their generous contribution and continued support of youth.

Biographical Sketches of Plenary Speakers



Roderick Paige, U.S. Secretary of Education

On January 21, 2001, the United States Senate confirmed Dr. Rod Paige as the 7th U.S. Secretary of Education.

For Paige, the son of public school educators, that day was the crowning achievement of a long career in education and a life of determination and hard work that began in segregated Monticello, Mississippi. His resume speaks of his persistence in the journey. He earned a bachelor's degree from Jackson State University in Mississippi and earned both masters and doctorate degrees from the Indiana University. In the years since, he's been a teacher, a coach, a school board member, a dean of a

college school of education, and superintendent of the nation's 7th largest school district in Houston, Texas.

Paige is the first school superintendent ever to serve as Secretary of Education. And his vast experience as a practitioner—from the blackboard to the board room—paid off during long hours of work to pass President Bush's number one domestic priority—the *No Child Left Behind Act* of 2001.

Now he is leading the charge—in partnership with the states—to implement these historic reforms that give local districts the tools and the resources to help every child learn, regardless of the color of their skin or the accent of their speech. And the first year since *No Child Left Behind* became the law of the land has seen good progress.

States have moved forward, working to improve student achievement, empowering parents with options and information, providing supplemental services to students in danger of being left behind, and tapping new sources for talented teachers to lead in our nation's classrooms.

In January, the Department celebrated a major victory for accountability when all states—for the first time in the history of the American public school system—submitted plans outlining how they will ensure that all their schools are places of high expectations and high standards. Five states have completed the peer review process and the rest are underway.

As Secretary, Paige has held the Department to the same high standards expected of our schools. Prior to his taking office, investigators uncovered wide-scale criminal fraud, abuse, and waste within the Department that was featured on NBC News' *The Fleecing of America*.

Paige rallied the Department to create a Blueprint for Management Excellence to build an organization worthy of the taxpayers' trust and the President's vision—a vision that says good government is one that is not only closer to the people, but also more accountable to the people. The department-wide implementation of the blueprint streamlined operations, provided strategic direction, and put a halt to corrupt practices that were sapping resources and focus from the Department's central mission: improving America's schools.

As a result, the Department received a clean financial audit for the first time in many years and only the second time in the history of the Department. The Department's cleanup also received the highest kudos from the federal Office of Management and Budget. And those responsible for criminal wrongdoing are being held accountable in the courts.

The driving force behind Paige's work as Secretary is his shared belief with President Bush that education is a civil right, just like the right to vote or to be treated equally. Paige believes it is wrong to fight discrimination with discrimination. For that reason, he strongly supports the President's vision of affirmative access that promotes diversity in our nation's colleges and universities through race-neutral alternatives.

Paige is the first school superintendent ever to serve as Secretary of Education. And his vast experience as a practitioner—from the blackboard to the board room—paid off during long hours of work to pass President Bush's number one domestic priority—the *No Child Left Behind Act* of 2001.



Consuelo Castillo Kickbusch

Born and raised in a tiny barrio in Laredo, Texas where she overcame the fierce challenges of poverty, discrimination and illiteracy, Consuelo Castillo Kickbusch grew to become a successful leadership role model for her community. Breaking barriers and setting records in the military, Lieutenant Colonel (Retired) Consuelo Kickbusch rose to senior officer position and became the highest-ranking Hispanic woman in the Combat Support Field of the United States Army. Acknowledged as a charismatic, passionate and entertaining speaker, Consuelo Kickbusch, carries her powerful message of what it takes to be an effective leader in today’s global

marketplace to hundreds of colleges/universities, corporations and government institutions, both here in the U.S. and abroad.

During her distinguished military career, Consuelo Kickbusch held a variety of demanding and critical leadership positions ranging from Executive Officer for Information Systems Command to Technical Advisor to the Joint Command and Control Warfare Center to Company Commander of an all-male platoon. Along the way, she has earned numerous illustrious decorations including the Legion of Merit, the National Defense Service Medal, Meritorious Service Medal (four times), the Army Achievement Medal (twice) and the National Image’s Uniformed Services Award for significant contributions in the areas of civil/human rights, race relations, equal opportunity, human resources, and public service.

In 1996 LTC (Ret.) Consuelo Kickbusch was selected out of 26,000 candidates to assume a command post, which would put her on track for General Officer rank. Consuelo Kickbusch respectfully declined the honor, retired as a twenty-year veteran and founded Educational Achievement Services Inc. (EAS) to realize her personal dream and mission of preparing tomorrow’s leaders today. Through EAS, she shares her years of leadership experience, success techniques and motivational messages to empower people of all ages in all environments (schools, corporations, government and non-profits).

Consuelo Kickbusch’s results-oriented seminars/workshops use real life case studies, successful leadership behaviors and guiding principals and role-playing situations, to provide a dynamic and interactive learning environment. As a result, participants develop leadership skills, the ability to become change agents and achieve optimum performance. She also helps them to examine the role and value-added that our diverse cultures and backgrounds bring to leadership development.

Because of her strong dedication to saving the youth of America living in the same barrios she did as a child, Consuelo Kickbusch has worked with over one million children, their parents and educators, in the roughest neighborhoods in America, covering 43 states. She inspires these young “diamonds in the rough” by encouraging them to believe that “we can all make our dreams come true, to not give up hope, but rather to take charge of your lives, make a real difference in your families/communities and follow a disciplined road map to success”. To assist them, she produced a well-received video entitled, “Porque No—Why Not?”

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“Feria Educativa” Sponsors

The White House Initiative on Educational Excellence for Hispanic Americans

The White House Initiative on Educational Excellence for Hispanic Americans (WHI) gathers and disseminates information relating to the educational achievement gap of Hispanic Americans using a variety of means, including conducting surveys, conferences, field hearings, meetings, and other appropriate vehicles. The WHI works actively to encourage the participation of organizations and individuals interested in such issues, including parents, community leaders, academicians, business leaders, teachers, employers, employees and public officials at the local, State and Federal levels in Hispanic education issues. The WHI conducts considerable national outreach in Hispanic communities, bringing awareness to all stakeholders on educational opportunities afforded under *No Child Left Behind*. For more information, please visit our web site at www.yesican.gov.

W.K. Kellogg Foundation

The W.K. Kellogg Foundation is a nonprofit organization whose mission is to apply knowledge to solve the problems of people. Its founder W.K. Kellogg, the cereal industry pioneer, established the Foundation in 1930. Since its beginning the Foundation has continuously focused on building the capacity of individuals, communities, and institutions to solve their own problems.

Partners in Hispanic Education

The formation of an historic collaboration, Partners in Hispanic Education, was announced on July 9, 2003 in Washington, D.C. This effort brings together the White House Initiative on Educational Excellence for Hispanic Americans (WHI) and some of the nation’s leading Hispanic and education organizations, corporate leaders, and national private entities in the important mission to improve education for Hispanics in the United States.

The goal of the Partners in Hispanic Education is to empower the Hispanic community by equipping families with educational tools and informational resources afforded under the *No Child Left Behind* (NCLB) Act. Our aim is to assist communities in becoming stronger advocates for their children’s education—from early childhood to college completion. The partners will work in a bipartisan way with local communities to reinforce the notion that more Hispanic students must receive a college education. Together with local communities, the Partners in Hispanic Education will host education fairs and other activities that will provide information about: promoting educational excellence in their schools and communities; improving students’ academic achievement; increasing degree attainment; and improving parental involvement and awareness about what it takes to send their students to college. After-school and mentorship programs, successful strategies to engage the business community in local education efforts, and the role of parents and CBO leaders in helping to increase Hispanic student enrollment in college will also be covered.

To accomplish these goals, partnership participants have committed to host community education programs in seven pilot cities over the next several months. Each program will include town hall meetings; educational workshops for parents, students, educators, business and community leaders; and seminars on the student financial aid process and scholarship programs.

The National Council for Community and Education Partnerships

The mission of the National Council for Community and Education Partnerships (NCCEP) is to develop and strengthen broad-based partnerships throughout the education continuum, from early childhood through postsecondary education. By creating education/community partnerships, linking schools and communities, developing new initiatives, supporting proven programs, and using research findings to create successful frameworks for action, NCCEP aims to invigorate the principal of equal educational opportunity for all, and in the process, to help improve K–16 education.

Specifically, NCCEP seeks to expand access to higher education for low-income students and their families. Toward this end, NCCEP brings together colleges and universities with local K–12 schools, parent groups, business leaders, government agencies, foundations, corporations, and community based organizations to work together to improve public education. Examples of these K–16 education/community programs include: the W.K. Kellogg Foundation sponsored program ENgaging LATino Communities in Education (ENLACE); and the federally-funded Gaining Early Awareness and Readiness for Undergraduate Program (GEAR UP). NCCEP works with college access professionals to help students become college

eligible and academically successful in higher education. For more information about NCCEP, contact us at (202) 530-1135 or visit our web site at www.edpartnerships.org.

The U.S. Hispanic Chamber of Commerce Foundation and the Youth Entrepreneurship Program

The USHCC Foundation is committed to the purpose of giving Hispanic youth alternatives for life preparation by providing leadership training, entrepreneurial skills and business acumen to insure their full potential and turn them into future business leaders.

To fulfill this mission, the USHCC Foundation builds alliances, partnerships and collaborative efforts to link our Hispanic youth to educational programs that will develop and enhance their business skills, close the digital divide, increase economic awareness, encourage alternative learning methods and positively impact their cultural self image.

The development of these tools through the established programs of the Foundation serves to open the broader vista of entrepreneurship to our Hispanic youth, fostering the creation, growth and expansion of minority-owned businesses and renders them into formulating a positive and valuable business contribution within the mainstream United States and the global economy. For more information about the USHCC Foundation, contact us at (202) 842-1212 or visit our web site at www.ushcc.com/foundent.htm.

Miami Dade College

Miami Dade College is the largest institution of higher education in the country. MDC's six campuses and several outreach centers are a model of community-responsive education, enrolling and graduating more minorities, including the highest number of Hispanics, of any college or university in the nation. The College provides a full range of academic programs, from specialized curriculum for under-prepared students to its Honors College and baccalaureate program in education. The College's occupational and professional programs are constantly evolving, providing a skilled workforce for the emerging local and regional economy.

ENgaging LATino Communities for Education (ENLACE)

The ENgaging LATino Communities for Education (ENLACE) is a W.K. Kellogg Foundation multi-year, higher education initiative designed to strengthen the educational pipeline and increase opportunities for Hispanics to enter and complete college. ENLACE aims to serve as a catalyst to strengthen K-16 community/education partnerships and create coalitions among Hispanic-Serving Institutions and other qualifying higher education institutions, K-12 school districts, communities, businesses, and other funders that are working to increase opportunities for Hispanics to enter and complete college.

Gaining Early Awareness and Readiness for Undergraduate Programs

The Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) is a federally-funded (nationwide) initiative aimed at encouraging schools, colleges, universities, and community-based organizations to help students succeed in middle and high schools, take the right college-prep courses, have high aspirations to pursue collegiate-level studies, and become academically competitive to enroll in post-secondary education.

Youth Entrepreneurship BIZFEST

BizFest: A fun, practical, and innovative "business training camp" where Latino youth, ages 17-25, learn the fundamentals of entrepreneurship and success. The BizFest teaches students a variety of business techniques and focuses on: turning hobbies and skills into profit-making ventures; establishing entrepreneurial and leadership goals; creating plans for business and life; becoming effective leaders and team players; networking in business environments; identifying investment opportunities; implementing money management; and making public presentations.

At the BizFest, students participate in a business plan competition where they write and present a business plan. Winners receive financial awards and access to future entrepreneurship partnering opportunities with business and corporate partners of the USHCC Foundation.

An integral component of the BizFest curriculum is the "Foundation for Success", a dynamic self-esteem building process that engages young people in the learning of strategic selling concepts as well as the process of assessing their own personal inventories. This personal inventory assessment speaks to the following tenets: attitude; discipline; sense of urgency; level of commitment and education/knowledge, all elements of being successful in life and business.

The Learning Tree

Keeping Our Eyes on What Matters Most:
Academic Achievement and Student Success through
Education, Community and Business Partnerships

