



League of United Latin American Citizens

EMPOWER HISPANIC AMERICA WITH TECHNOLOGY INITIATIVE

03/06/2008 Minutes

Call to Order: Conference Call began at 12:00pm EST

Roll Call: *52% of the centers participated

LULAC participants: Brent Wilkes, Executive Director; Jorge Trasmonte, Technology Coordinator; Elizabeth Garcia, Program Manager/Policy Analyst; Maritza Bosques, Executive Assistant

Guest participant: Donald Ferguson, Director of Minority Dealer Development and Relationship Marketing and Diversity, GMAC Financial Services

I. ADMINISTRATIVE ANNOUNCEMENTS

1. September-November Center Quarter Report has been submitted to AT&T
2. CTC surveys are in the process of being reviewed. Thank you for those who have submitted their survey; we ask for your patience as we update your center's information and respond to your questions, concerns and suggestions. Please submit your center's survey if you have not already done so.

II. NEW BUSINESS

1. GMAC SMARTEdge INITIATIVE:

A. Project Overview: Donald Ferguson joined our conference call and presented the Smart Edge initiative to the Technology Center. **The LULAC/GMAC Smart Edge** partnership will aim to educate the community on financial literacy. Financial literacy curriculum will focus on budgeting/credit, mortgages, banking and automotive loans. Centers have the opportunity to participate in project and hold classes in exchange for funding. Below are the target cities, GMAC responsibilities, LULAC responsibilities and the Program Guidelines.

B. Target Cities:

- Atlanta
- Chicago
- Dallas
- Los Angeles
- Miami/Jacksonville
- Minneapolis
- Philadelphia/Ft Washington
- Phoenix
- Detroit
- Salt Lake City
- Waterloo
- Winston Salem
- Wilmington

C. GMAC Responsibilities:

- i. Train The Trainer sessions
- ii. Provide Update Slide Information for trainers
- iii. Share processing information on calendar and survey site
- iv. Provide Partner with an update at the end of each month

D. LULAC & CTC Responsibilities:

- i. Set Up seminars sessions
 - Must have at least 30 people to qualify
- ii. Enter session information onto GMAC Calendar
- iii. Download current slides from website
- iv. Conduct session (1 hour minimum)
- v. Record session on GMAC website
 - Within 30 days after completion

E. Program Guidelines:

- i. Program Period
 - January 1, 2008 – December 31, 2008
- ii. Provide Partner funding for 100 SmartEdge sessions
- iii. Payment – based on \$400 per recorded session
- iv. Sessions should be recorded on calendar, survey should be completed within 30 days
- v. Remit payments to Partner 30 days after the end of each Quarter (Apr, July, Sept, Jan.)

F. Next Steps:

- i. Please advice Elizabeth Garcia if interested in holding a Smart Edge session
- ii. Those interested will go through a “Train the Trainer” session and receive additional information about the project
- iii. Please see participation survey online to confirm if your center has been noted as interested in the project
(<http://www.lulac.org/programs/technology/newsto.html>)

2. VOTER REGISTRATION PROJECT:

A. Project Overview: In partnership with Comcast, LULAC aims to register 60,000 new Latino voters in 9 states, which cover 12 key Comcast Hispanic Markets.

- i. LULAC is currently working on this project by setting up training sessions in collaboration with Southwest Voter Registration.
- ii. We are also developing a Trainer manual to help guide LULAC Councils and the CTCs in their registration efforts.
- iii. LULAC is working on obtaining funding to help the CTCs in their voter registration efforts
- iv. LULAC is currently finalizing agreement forms and fund allocations for voter project

B. Target Areas: California: San Francisco, Sacramento, Fresno; Colorado: Denver; Florida: Ft. Myers/Naples; Georgia: Atlanta; Illinois: Cicero; Aurora; East Chicago; Michigan: Detroit; New Mexico: Albuquerque Texas: Harris County (Houston); San Antonio; Washington: Portland, Seattle.

C. Spanish Language Voter Registration Drive: Vota Por Tu Futuro:

We are also partnering with Telemundo to help engage the Spanish speaking Latino community to register to vote.

- i. Telemundo is already airing Public Service Announcements.
- ii. Telemundo has also agreed to help televise LULAC's GOTV efforts by going to local LULAC/CTC registration sites and airing segments on local news channels.

D. Wal-Mart Partnership:

- i. LULAC is finalizing an agreement with WALMART to allow LULAC to conduct massive voter registration efforts in front of their stores. We will have update on agreement within a few weeks.

D. Next Steps:

- i. Many CTC's have already begun their voter registration efforts. Please maintain photocopies of all registration forms gathered and we will update you shortly on the project's details
- ii. Please see participation survey online to confirm if your center has been noted as interested in the project (<http://www.lulac.org/programs/technology/newsto.html>)

D. GLAUCOMA GUIDE AND DVD:

A. Overview: LULAC has partnered with Pfizer Ophthalmics, Eye Care America, National Hispanic Medical Association, Alan Weiss Productions and Congrad Associates to create an informative guide about Glaucoma for Latinos. Glaucoma is a type of eye disease that can lead to vision loss. Latinos are at high risk of developing this preventable condition.

Guide provides:

- i. Information about Glaucoma
- ii. Risk factors
- iii. Eye Exam Information
- iv. Resources on finding a doctor
- v. Treatment options
- vi. Information on living with Glaucoma
- vii. List of questions to ask eye doctor
- viii. Suggested dates for eye exams
- ix. Other resources

B. Glaucoma DVD is also included with Oscar de La Hoya as featured presenter.

C. Purpose: Centers can use this guide and DVD to educate the community about preventing Glaucoma by displaying guide, showing video, providing an information session, etc.

C. Obtaining Guide and DVD: LULAC National office will mail Glaucoma Brochure and DVD to all Community Technology Centers

F. USCIS NEW IMMIGRANT TOOLKIT:

A. United States Citizenship and Immigration Services Department has agreed to provide LULAC with free (Bilingual) Civic and Citizenship Toolkits. This toolkit provides great resources for helping community members become US citizens.

Toolkit includes:

- i. Welcome to the United States: A Guide for New Immigrants
- ii. Civics Flash Cards
- iii. Learn about the United States: Civics Lessons
- iv. The Citizen's Almanac and Pocket Size Declaration of Independence and Constitution of the United States
- v. Library Services for Immigrant: A report on Current Practices
- vi. DVD: A Promise of Freedom-An introduction to US History and Civics for Immigrants
- vii. Flash Presentation- Becoming a US Citizen: and Overview of the Naturalization Process

B. LULAC plans to distribute toolkits to interested CTC's and in the future possibly develop Naturalization Classes via video conferencing, hold regional trainings and centralized trainings at national convention on naturalization process.

C. Next Steps

- i. Please advice Elizabeth Garcia if interested in obtaining a Civics and Citizenship Toolkit
- ii. LULAC will make arrangement to disseminate toolkits with interested CTCs

III. POSTPONED BUSINESS:

1. Software: LULAC National office is continuing their research on software investments for CTCs and will report updates on the next conference call
2. LULAC is in the process of adding suggested web links onto our homepage

H. ADMINISTRATIVE REMINDERS:

1. December-February Reports and 2008 Surveys are now due
 - a. Deadline was Friday **March 7, 2008.**
2. Next Conference call will be Wednesday, April 2nd at 12:00pm EST. Goal of having one brief conference call per month. To be scheduled for the 1ST Wednesday of every month at 12:00pm EST. Outlook Calendar reminders will be sent.

Dial-in Number
866-364-1511

Conference Code
202-833-6130

Agenda
Diverse Topics

Participants
Technology Centers' Coordinators; Brent Wilkes, LULAC National Executive Director; Jorge Trasmonte, LULAC Technology Coordinator; Elizabeth Garcia, Program Manager & Policy Analyst; Maritza Bosques, Executive Assistant

How to Join the Conference Call:
Dial the Dial-in number at the specified time .Enter the conference code followed by #

H. CONFERENCE CALL ADJOURNED:

Call Adjourned at ~1:00 p.m.

Respectfully Submitted by,
Elizabeth Garcia
LULAC Program Manager/Policy Analyst

Centers Present:

Danville Adult Education Center (Danville, AZ)
La Casa Health Network, Inc (Little Rock, AR)
CARECEN (Los Angeles, CA)
El Concilio del Condado de Ventura (Oxnard, CA)
LNESEC (Los Angeles, CA)
LNESEC (Pomona, CA)
LNESEC (San Francisco, CA)
LNESEC (Colorado Springs, CO)
CAUSA (Wallingford, CT)
Connecticut Puerto Rican Forum (Hartford, CT)
Latino Leadership (Orlando, FL)
Casa Central (Chicago, IL)
Central States SER-Jobs for Progress, Inc (Chicago, IL)
Poder Learning Center (Chicago, IL)
SER-Jobs for Progress, Inc, Lake County (Waukegan, IL)
La Casa de Amistad (South Bend, IN)
LNESEC Kansas City (Kansas City, MO)
La Case de Don Pedro (Newark, NJ)
SER-Jobs for Progress (Santa Fe/Grants/ Mora/Springer, NM)
LNESEC Albuquerque (Albuquerque, NM)
Ser de New Mexico, Inc. (Albuquerque, NM)
ASPIRA of New York, Inc. (Bronx, NY)
El Barrio (Cleveland, OH)
YWCA Intercultural Service Center (Tulsa, OK)
Hispanic American Organization, Inc (Allentown, PA)
Abilene Child Centered Educational Support Service (Abilene, TX)
LNESEC (Dallas, TX)
LNESEC (El Paso, TX)
LNESEC San Antonio1&2 (San Antonio, TX)
Progreso Hispano, Inc (Alexandria, VA)