

## **LATINO EDUCATIONAL ATTAINMENT**

### **GUIDING PRINCIPLES:**

The following guiding principles have been adopted by the Latino Educational Attainment Working Group to address Latino educational issues critical to maintaining and improving the high-quality workforce in Orange County:

- Ensure the future of Orange County's high-quality workforce
- Help Latino parents be more effective advocates for their children, particularly in regards to education.
- Be neighborhood-based, not school-based.
- Align and leverage existing programs rather than creating new ones.
- Strengthen existing efforts.

### **QUESTIONS AND ANSWERS:**

#### **What is the Orange County Business Council's role?**

The OCBC is acting as a facilitator to pull together parents, schools, community groups and existing programs so they can understand each other's needs and begin to share a common language.

#### **How will you reach people?**

We are exploring a variety of communication, education and mentoring methods. It is very important that we help spark daily conversations – the 'buzz' – about the importance of education in Latino neighborhoods.

#### **What neighborhoods are you interested in reaching?**

We are looking at the neighborhoods surrounding the 100 lowest performing schools in Orange County.

#### **What are your goals for parents?**

Our goals are to increase parents' awareness of the importance of school for their children's future and to help give them the tools to achieve the high expectations they have for their children.

#### **What are your goals for schools?**

We want schools to be receptive to parents and their needs. We want to increase school administrator's awareness of the existing community resources available.

#### **What are your goals for existing programs and community groups?**

We want to help them extend their reach and impact by aligning them with each other to speak a common language on the importance of education.

**What are your goals for business?**

Our goal is to raise the awareness of business executives about the need for long-term investments in improving the education of Latino students. We want businesses to provide mentors and other resources to support parents, schools and community groups.

**WHAT BUSINESS LEADERS ARE SAYING:**

*“This initiative brings business and community together to reach a common goal and ensure a better future for Orange County”*

Bill Ross

Past Chair, Orange County Business Council

*“This is an opportunity for the business community to turn around one of the most persistent problems we face.”*

Fernando Niebla

International Tech Partners

*“To help ready our youth to be capable citizens and the workforce of the future, we must align to ensure education occurs in the classroom and in their activities and actions outside of school.”*

Rick Stephens

The Boeing Company