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Congressional Hispanic Caucus Institute (CHCI)



*Fundación Euroamérica:
II Foro Estados Unidos - Unión Europea: Mirando al futuro
May 15, 2014 • Miami, Florida*

Developing the Next Generation of Latino Leaders®

What's
Different
Today?

U.S. Population

LATINOS IN THE U.S. ARE...



17% OF POPULATION

12th



Largest Economy



1 IN EVERY 6 INDIVIDUALS



1 IN EVERY 4 CHILDREN

56%

OF THE
POPULATION
GROWTH
FROM
2000 TO 2010

\$1.5

TRILLION

IN
BUYING
POWER



2025

**1 IN EVERY 2 NEW
ENTRANTS TO THE
U.S. LABOR FORCE**



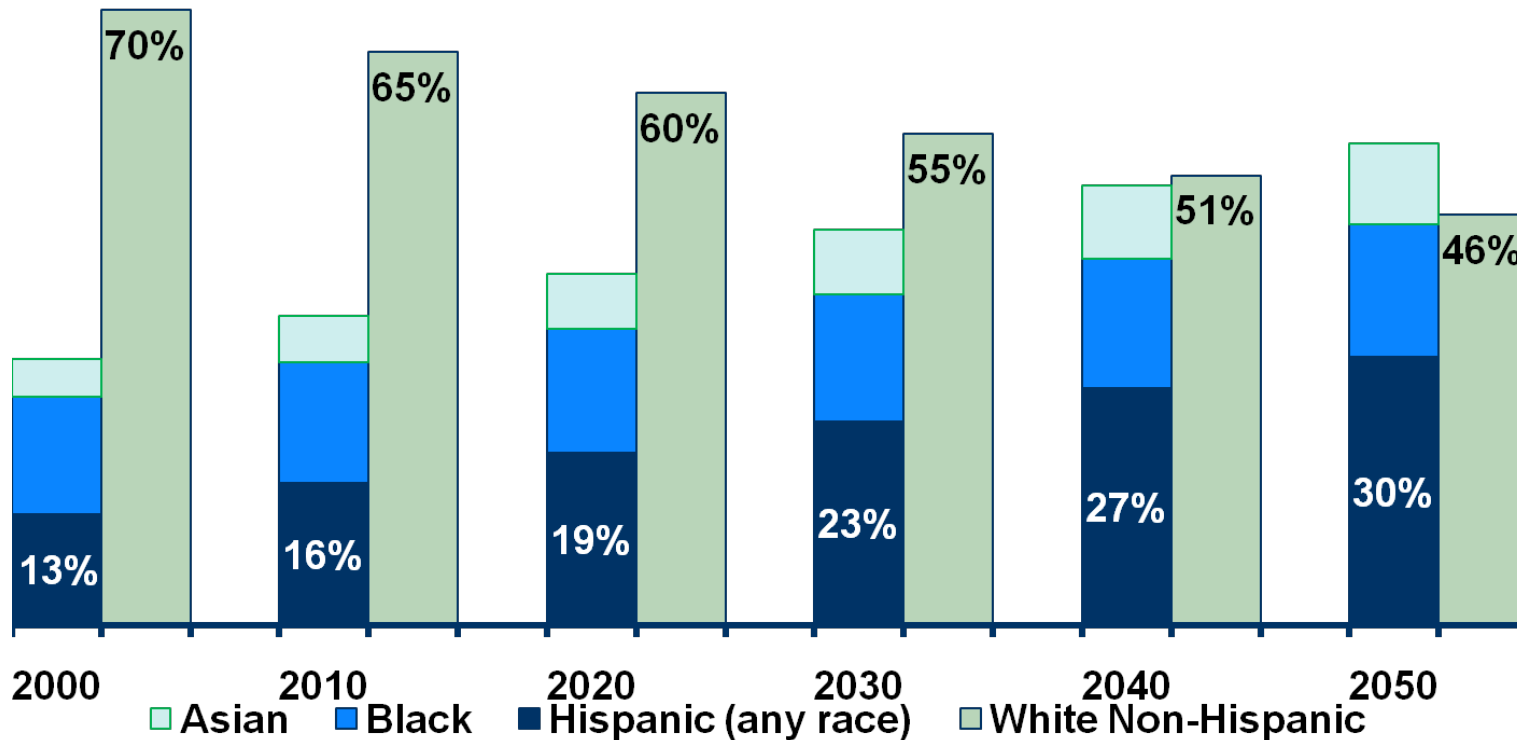
**66,000 TURN 18
EVERY MONTH**

SOURCES: U.S. CENSUS BUREAU, PEW HISPANIC CENTER, SELIG CENTER FOR ECONOMIC GROWTH



The Changing U.S. Population

Distribution of the U.S. Population

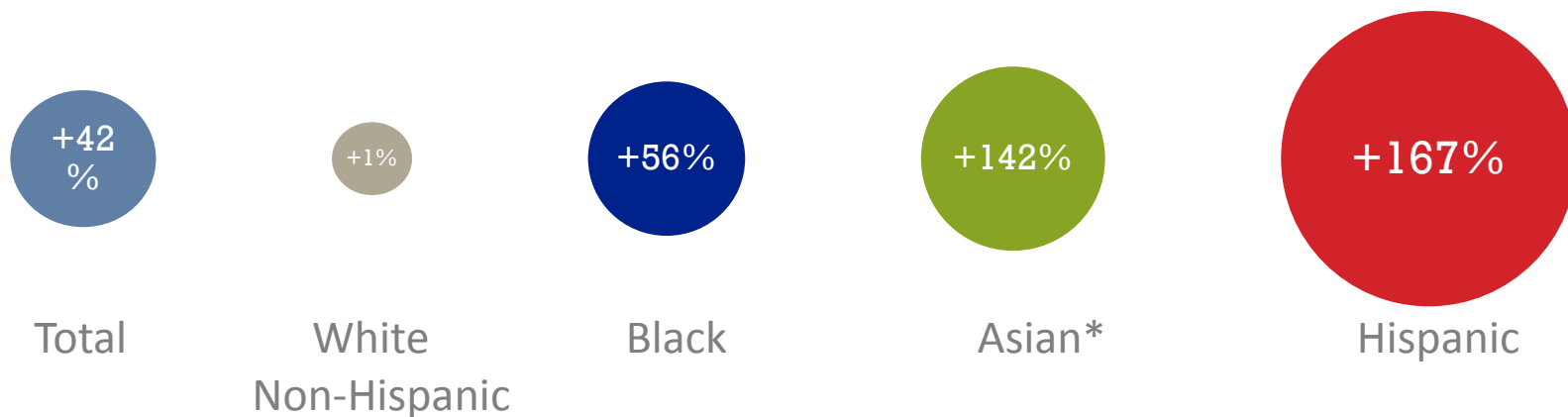


Source: Developed by Nielsen in August 2010, U.S. Census Bureau Population Projections

Projected U.S. Population Growth from 2010 to 2050



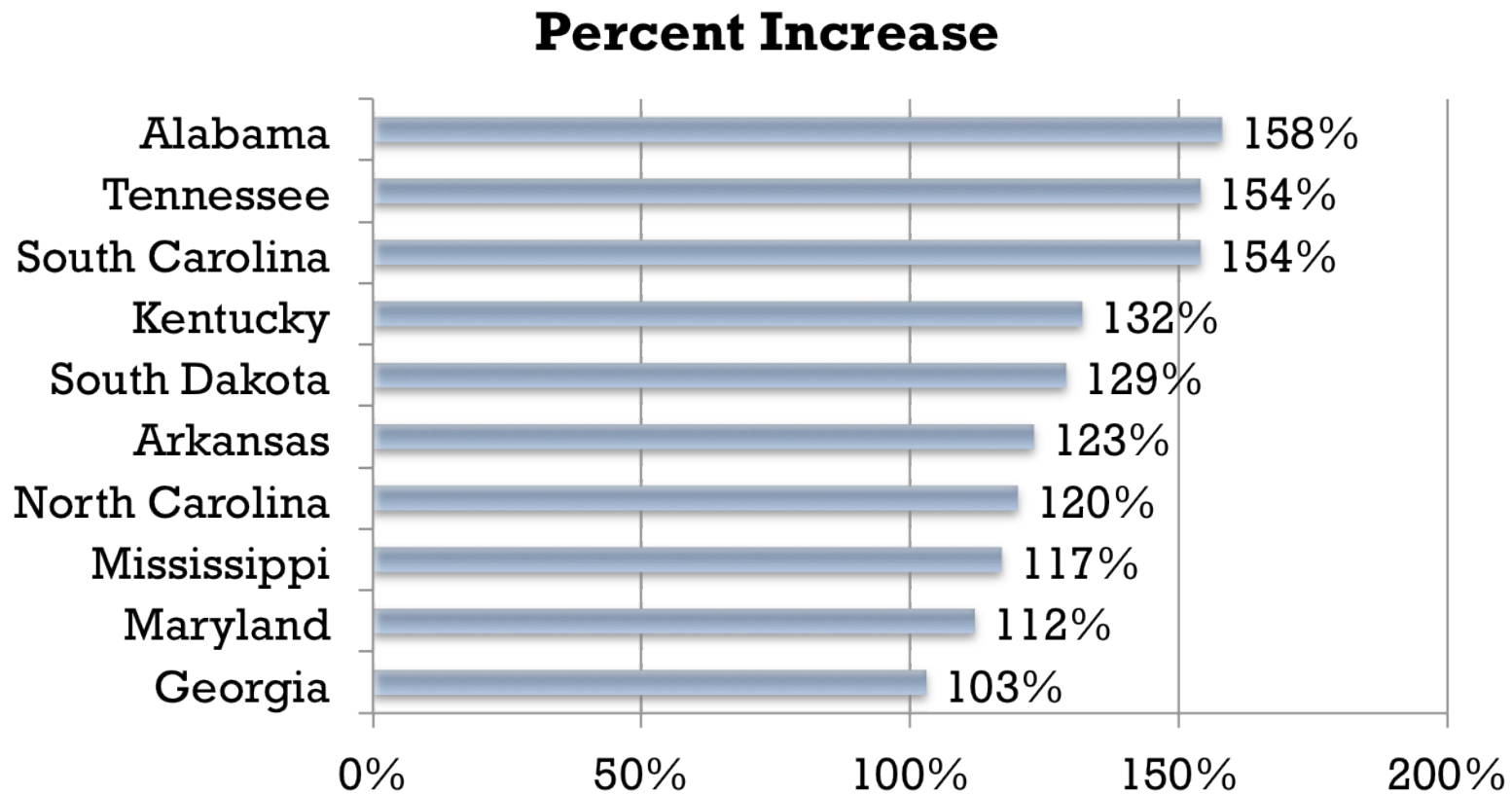
Hispanics are the fastest growing ethnic segment expected to grow 167% from 2010 to 2050, compared to 42% for the total population.



**Excludes American Indian, Alaska Native, Hawaiian & Other Pacific Islander*

Source: U.S. Census Data

Top 10 Fastest Growing Hispanic States From 2000-2011

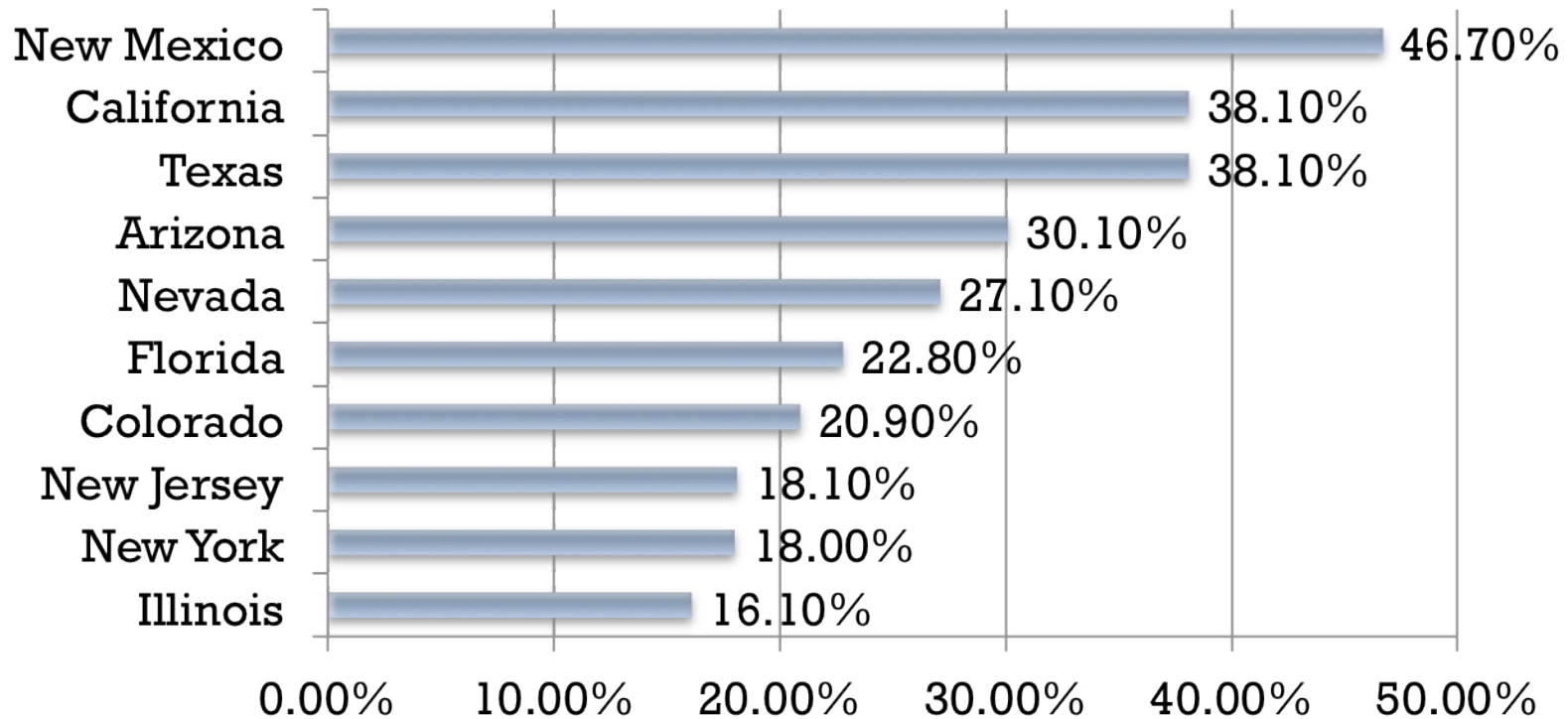


Source: Pew Research Center tabulations of the 2000 U.S. Census and the 2011 American Community Survey

Top 10 States by Hispanic Share of the Population

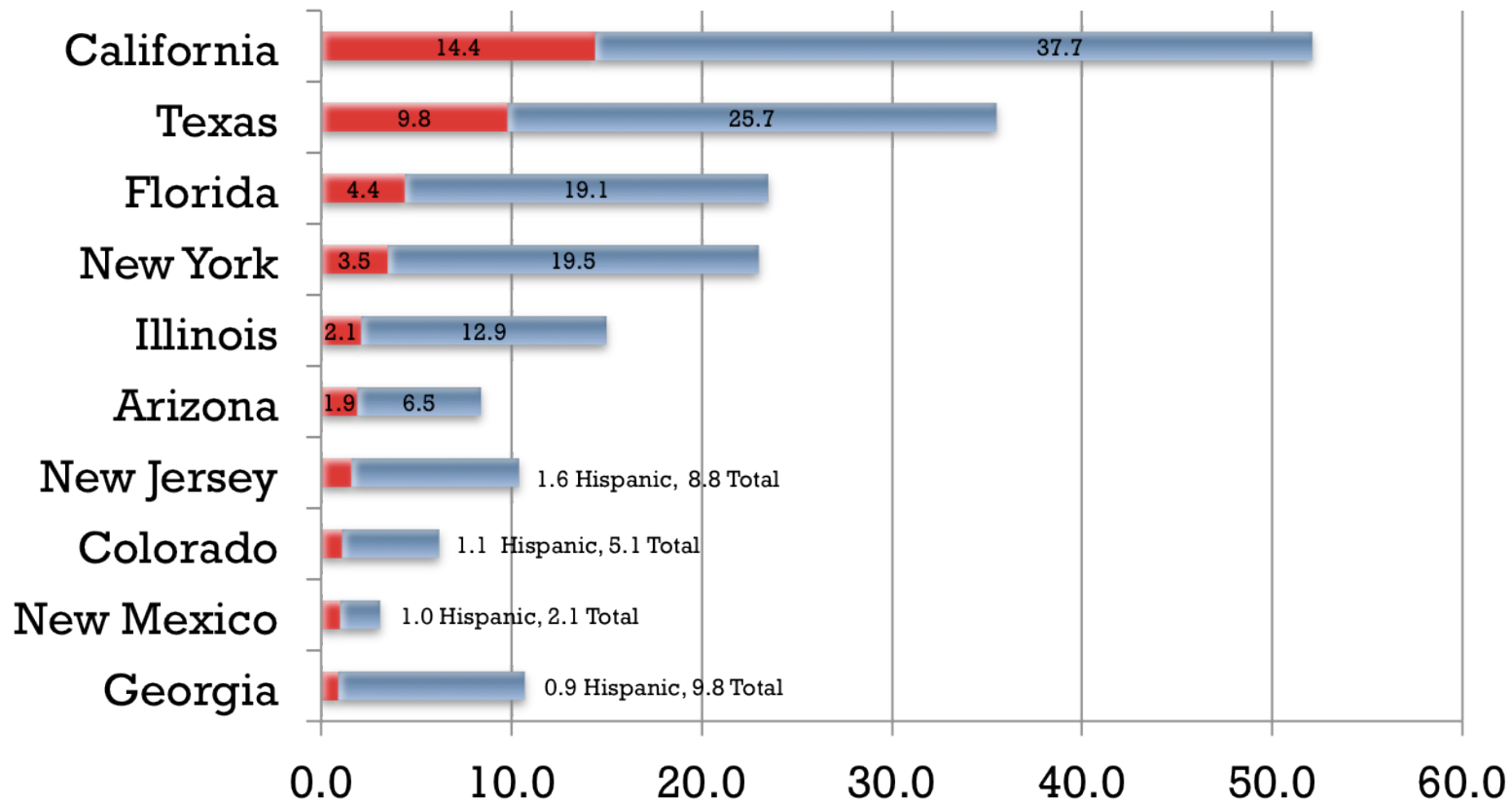


2011



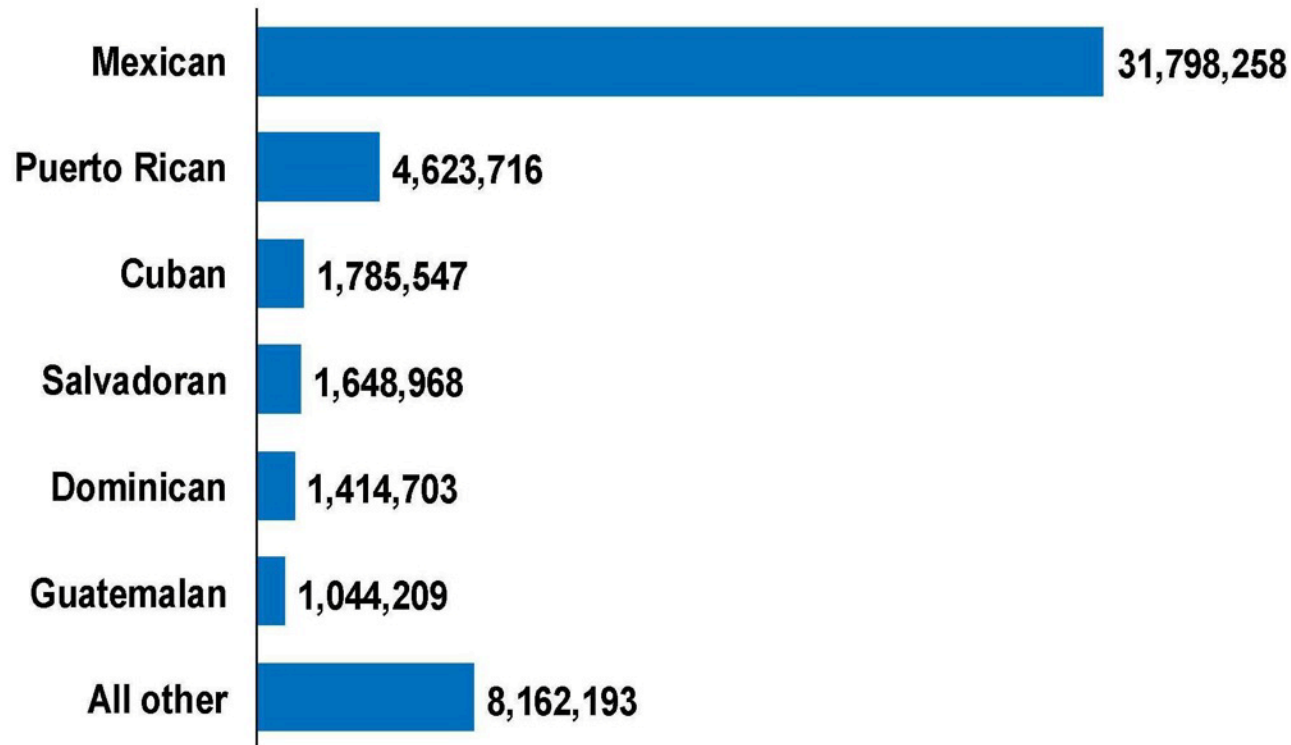
Source: Pew Research Center tabulations of the 2011 American Community Survey

Top 10 States by Hispanic Population



Source: Pew Research Center tabulations of the 2011 American Community Survey

Detailed Hispanic Origin Groups: 2010

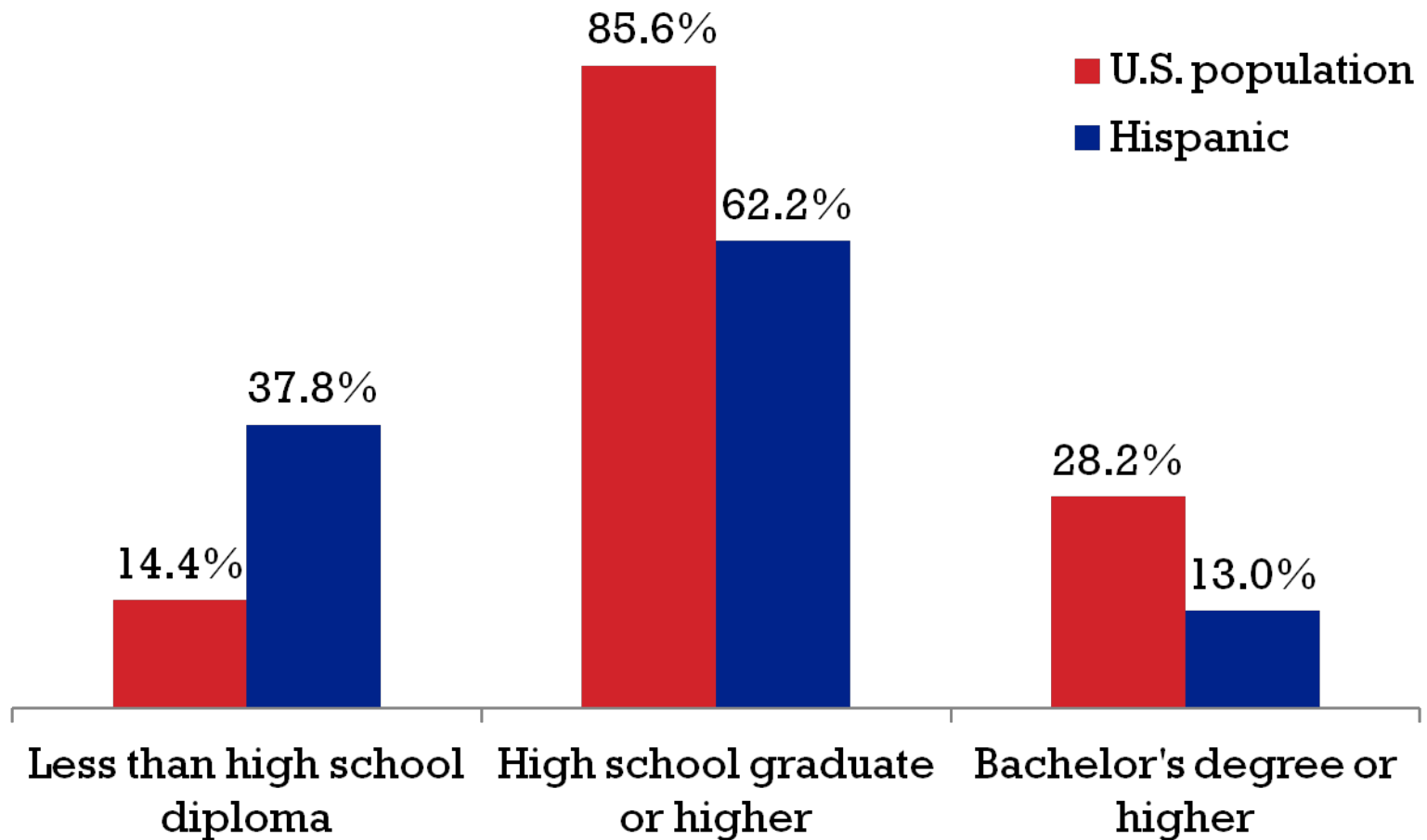


Source: U.S. Census Bureau, 2010 Census



Educational Attainment: 2010

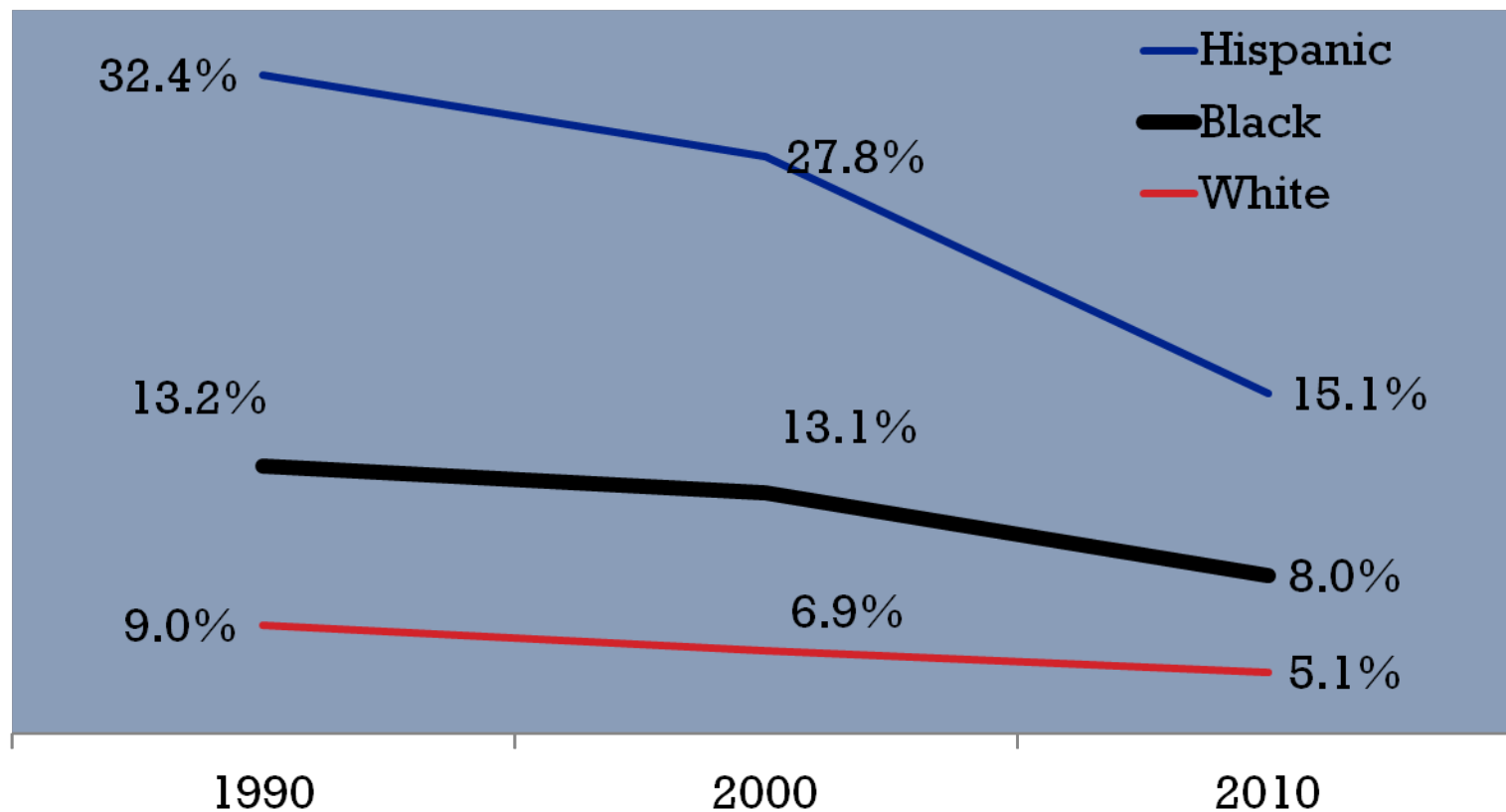
(Population 25 years and older)



Source: U.S. Census Bureau, 2010 American Community Survey

Dropout Rates

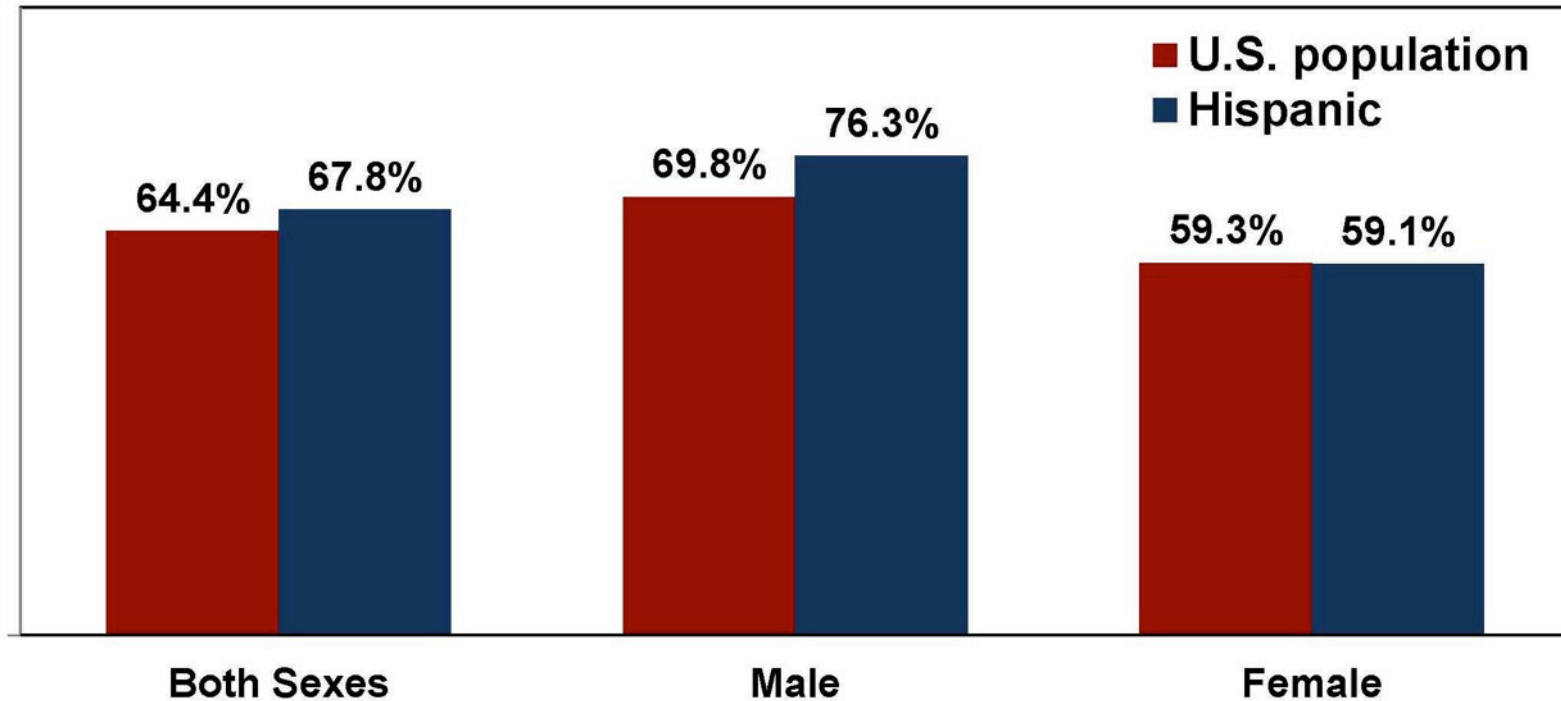
(Ages 16-24 in the civilian, non-institutionalized population by race/ethnicity. Selected years: 1990-2010)



Source: U.S. Department of Education, National Center for Education Statistics. (2012). *The Condition of Education 2012* (NCES 2012-045)



Labor Force Participation by Sex: 2010 (Population 16 years and older)

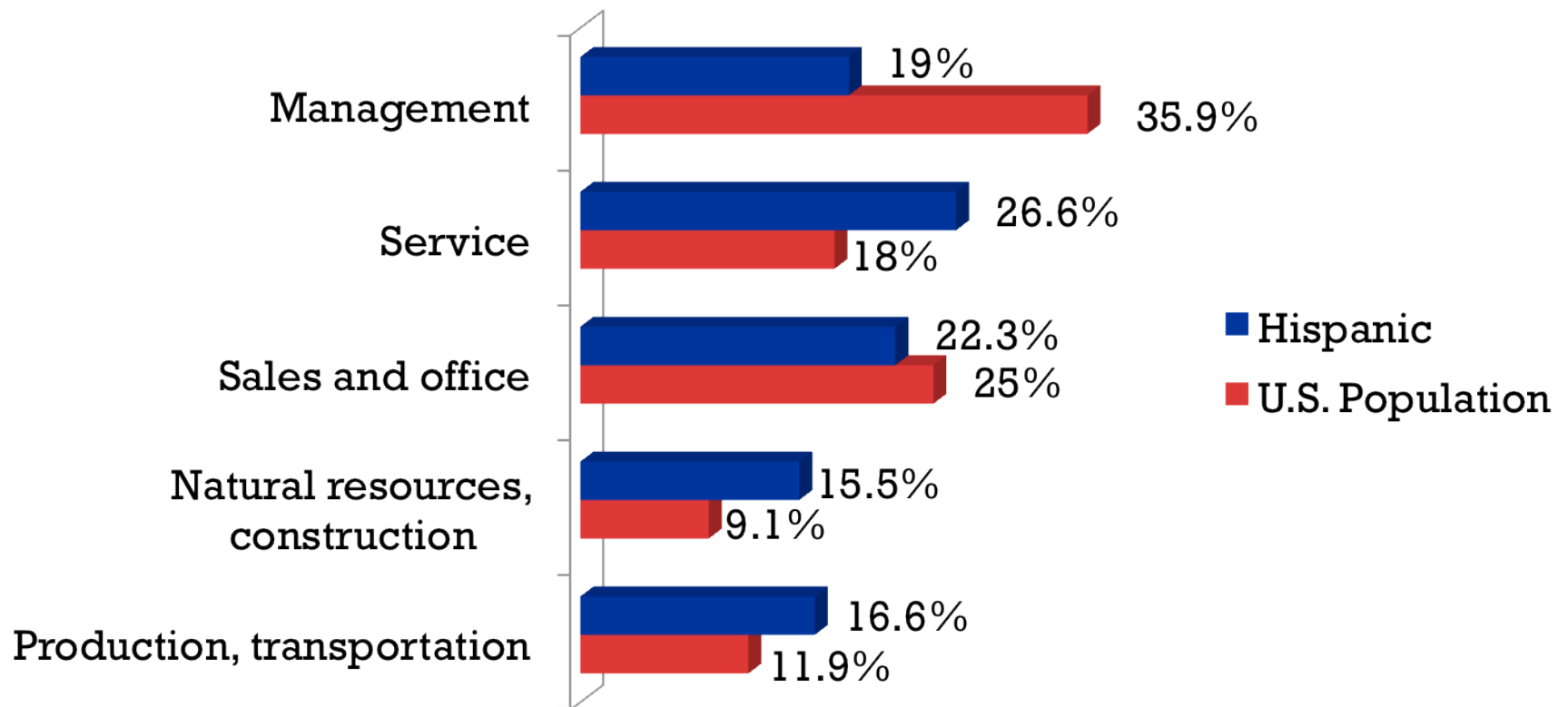


Source: U.S. Census Bureau, 2010 American Community Survey



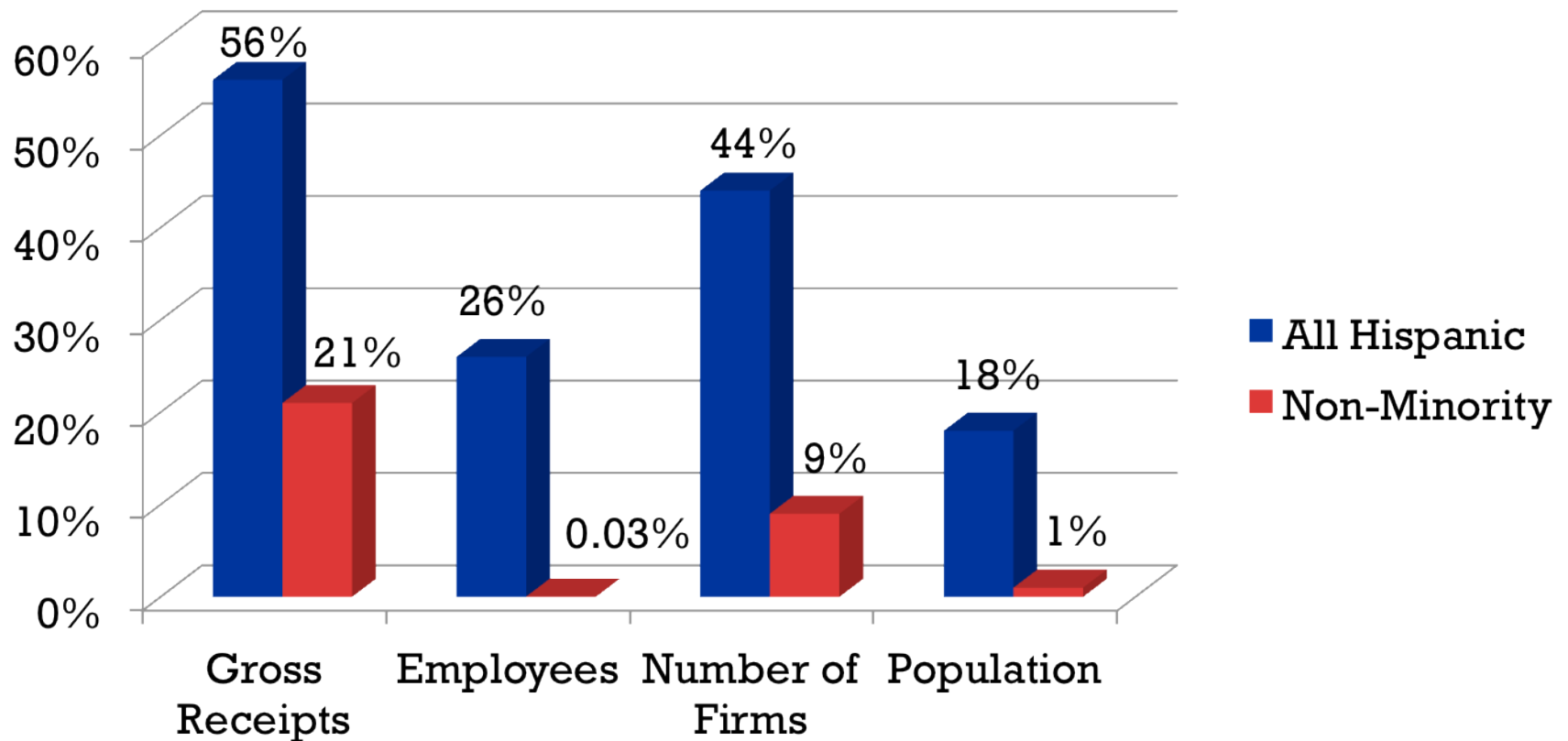
Occupation: 2010

(Civilian employed population 16 years and over)



Source: U.S. Census Bureau, 2010 American Community Survey

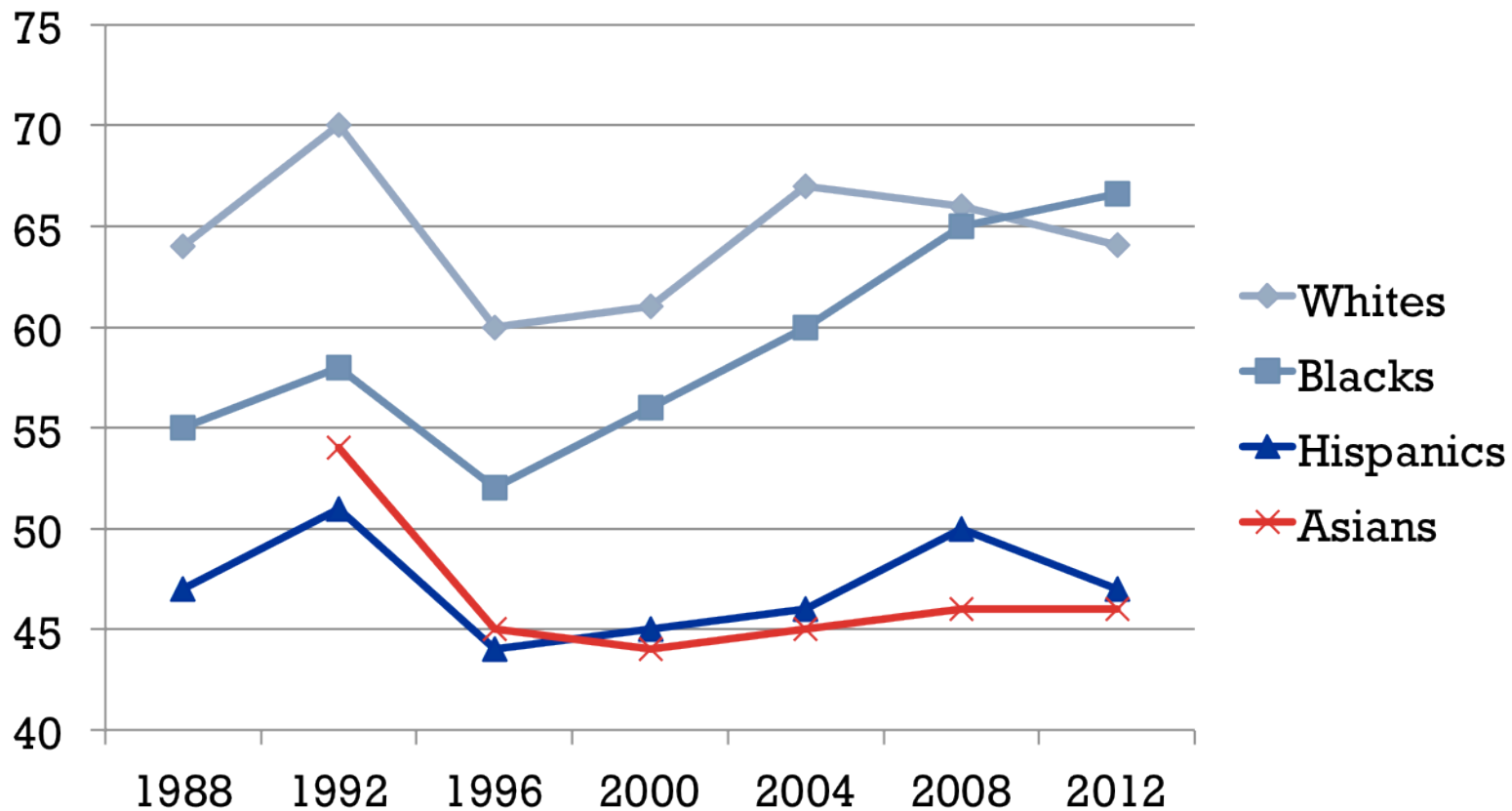
Hispanic-Owned Firms (2002-2007)



Source: U.S. Census Bureau and Minority Business Development Agency (MBDA)

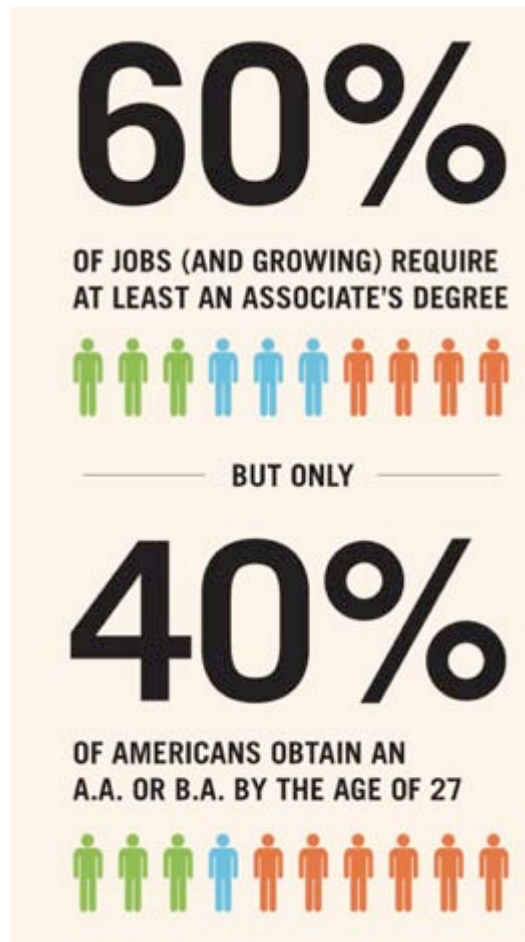
Voter Turnout Rates in Presidential Elections, 1988-2012

(% of eligible voters)



Source: Pew Research Center tabulations from the Current Population Survey, November Supplements

Hispanics are the Current & Future Customers, Employees, and Leaders



Significant
improvements
are needed for
Latino Education
Attainment to
meet these gaps.

CHCI

Public – Private Partnership Top Leaders



CHCI is Funded by
Corporations & Private Foundations



1978

Our Program Impact

CHCI Pillars of Success for 35 Years

EDUCATE

- Online Resource Center
- Ready 2 Lead (R2L®)
- Scholarship Programs



EMPOWER

- R2L® NextGen
- Congressional Internship Programs
- Public Policy Fellowships
- Graduate Fellowships



CONNECT

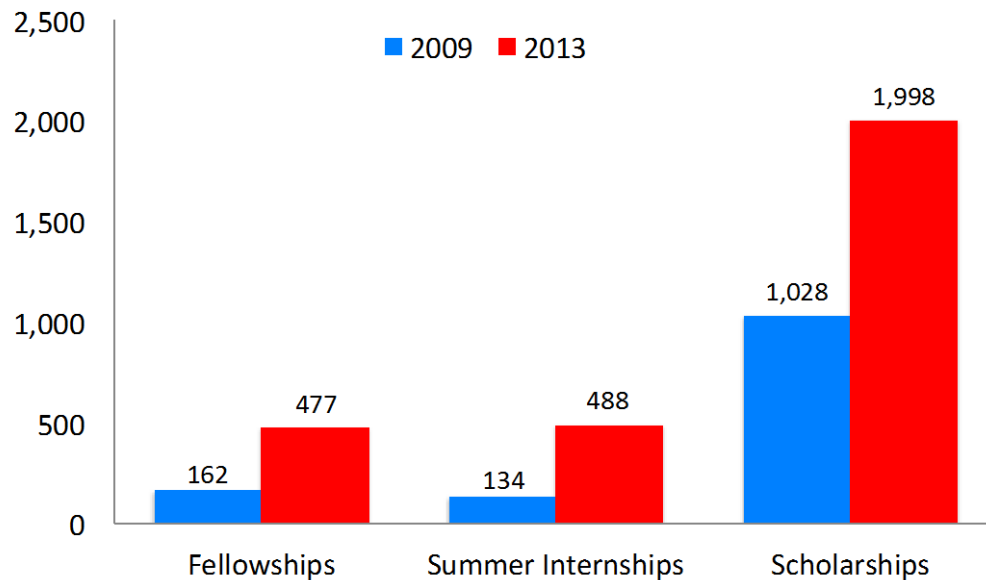
- Alumni Association
- Powerful & Persuasive Events
- Board of Directors & Advisory Council



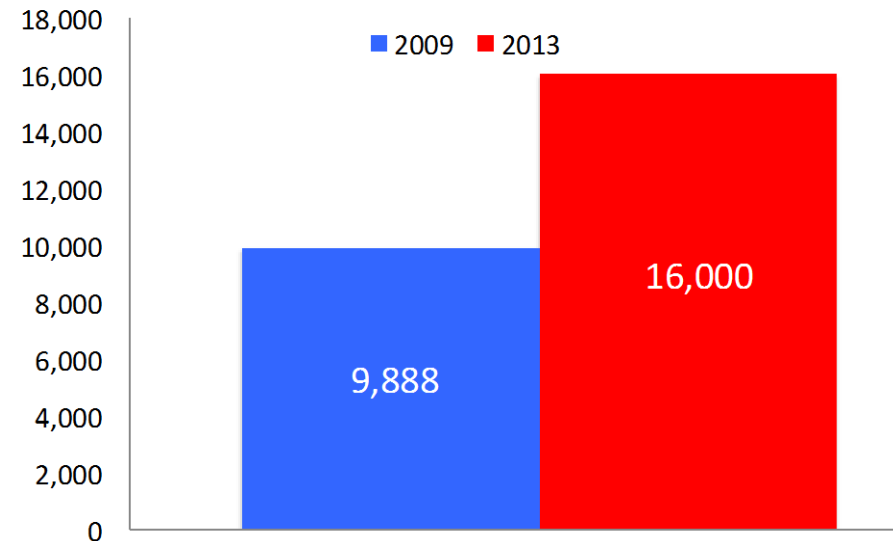


CHCI Program Demand & Interest

124% Growth Since 2009



Completed Applications

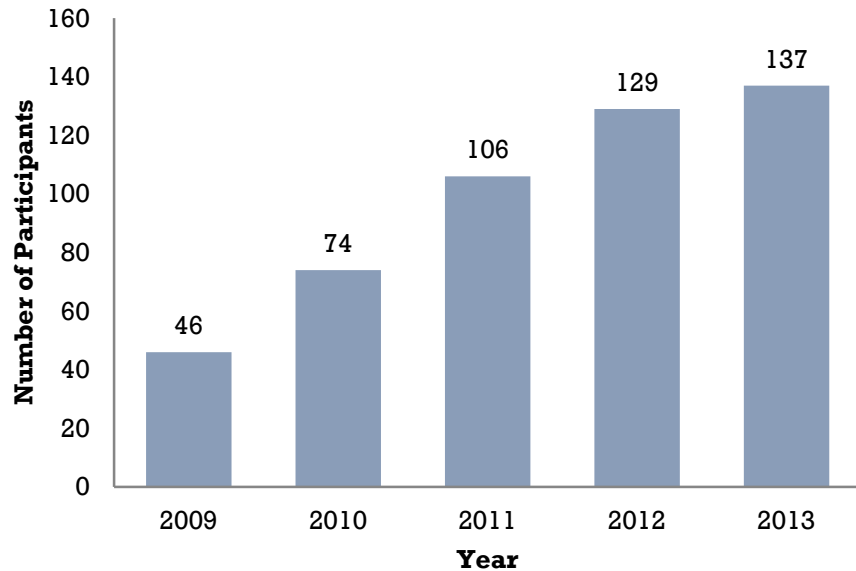


Looking for Opportunities

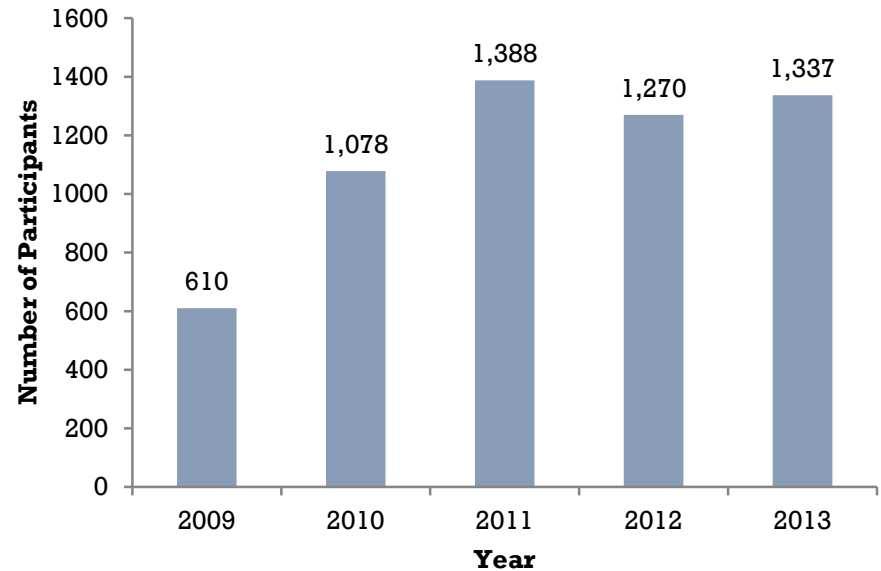
Program Impact - Serve 1,600 annually plus 514,700 through our Online Education Center



DC-Based Programs 2009-2013

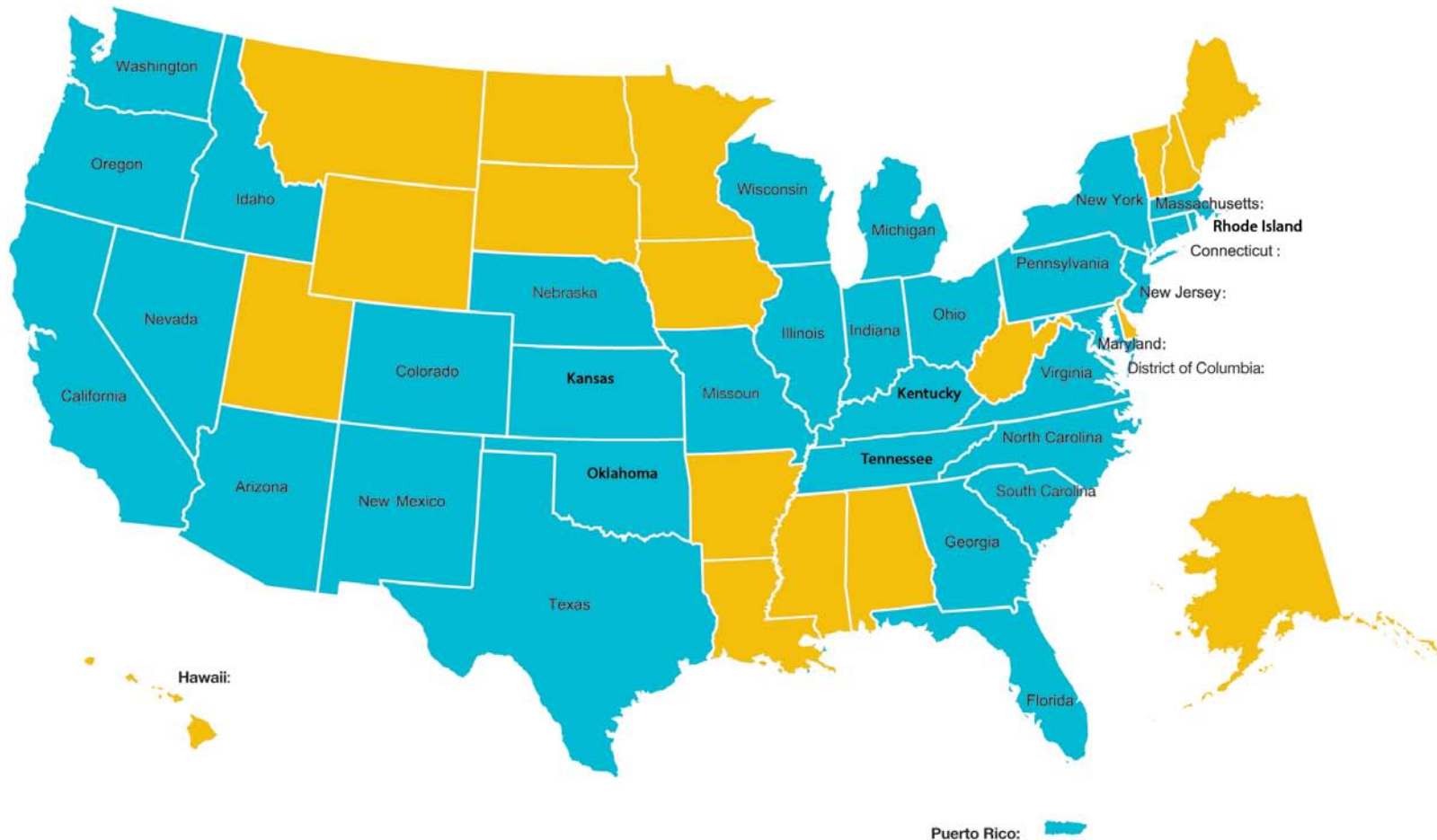


R2L 2009-2013





Geographically-Diverse Participants



In 2013, CHCI participants represented **33 states and Puerto Rico**, but we received interest from across **all 50 states and U.S. territories**

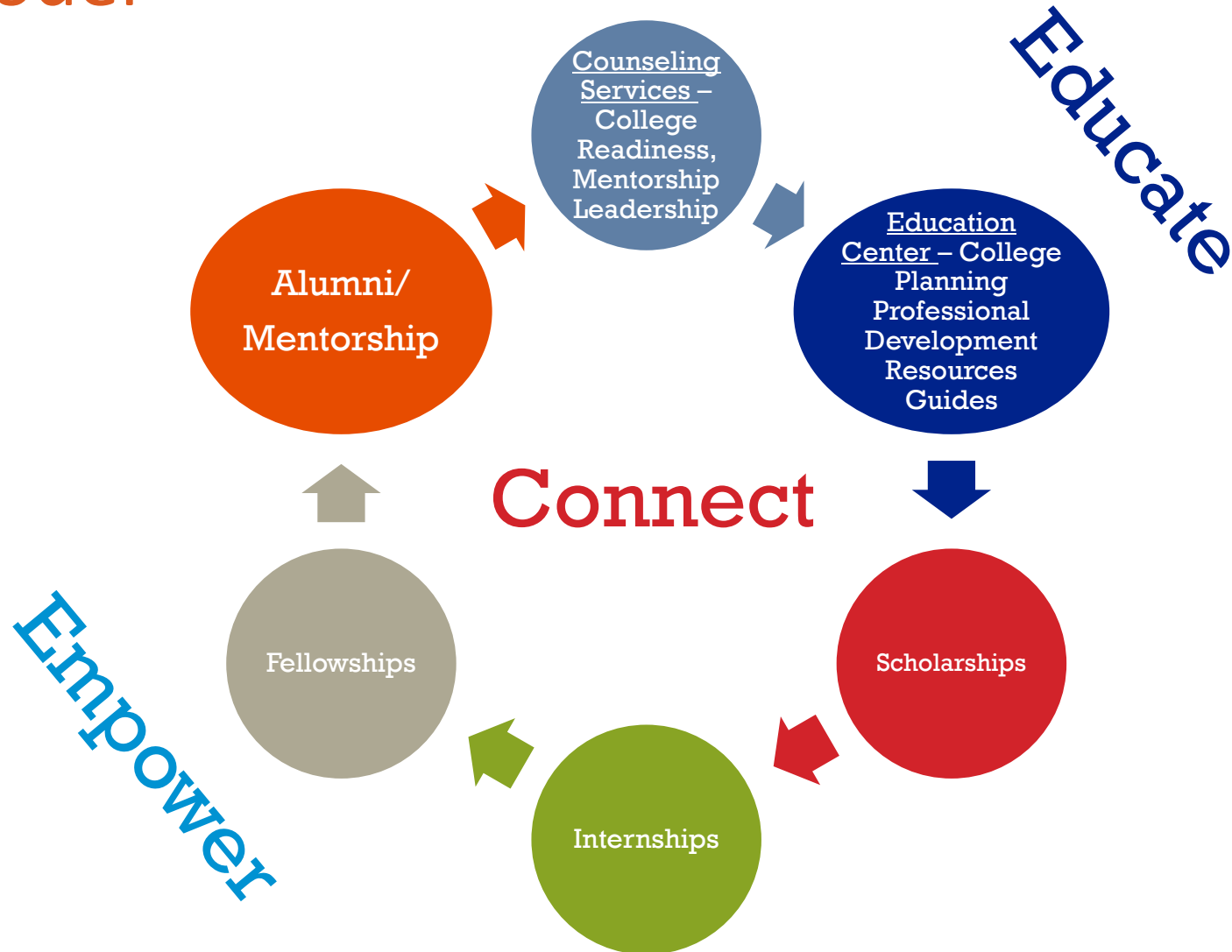
CHCI's Talent Pool



Anthropology
Business Administration
City & Regional Planning
Communications
Criminal Justice
Development Studies
Economics
Education
Engineering
Entrepreneurship
Environmental Science
Finance & Economics
Government
History
Human Rights
International Studies
Journalism
Justice & Law
Language
Marketing
Mathematics
Neuroscience
Peace & Conflict Studies
Political Science
Psychology
Public Administration
Public Policy & Management
Public Relations
Sociology
Telecommunication & Film
Urban Studies
Zoology

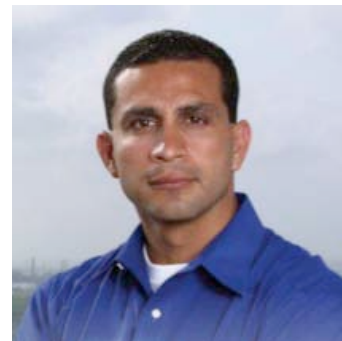


CHCI's Pipeline & Lifetime Engagement Model





“I came in to
the CHCI
program
ready to
learn, and
left ready to
lead and
serve my
community.”



Our Powerful Events & Reach

CONNECT: Powerful & Persuasive Events





Largest Annual
Gathering of
Powerful and
Influential Latinos
and Top Change
Makers Under
One Roof.



CHCI EDUCATED, EMPOWERED, and CONNECTED in 2014

30



Social Media



More than **16 million** reached via Facebook and Twitter

8.4 million on Twitter during Hispanic Heritage Month

13,000+ followers on Facebook, Twitter, and LinkedIn

Events



Nearly **7,700** through our landmark events

5,000 globally in **44 countries** through our live streamed events during Hispanic Heritage Month

Press



10.1 billion potential views

5,651 media stories

\$47.4 million media ad value

Online



1.1 million through www.chci.org

More than **514,700** through our Education Center Online Resources, Scholarships, and College Readiness Program

Our Partners

The Coca-Cola Company



United Health Foundation

Bank of America



Marathon Oil



PG&E Corporation



Altria



Baxter

Time Warner

Morgan Lewis



ConocoPhillips



THE GILBERT & JACKI
CISNEROS
FOUNDATION



ExxonMobil

Walmart



COMCAST
NBCUNIVERSAL



PEPSICO
FOUNDATION

Davita



Cargill

State Farm

NAB
NATIONAL ASSOCIATION OF BROADCASTERS



SRM
SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

Time Warner
Cable



Lilly



FORD FOUNDATION

ANHEUSER-BUSCH
Companies



LOCKHEED MARTIN

32



AMERICAN PETROLEUM INSTITUTE

Join Us



Building Our Future, Together