



National Hispanic Heritage Month

For All Employees

Sept. 15–Oct. 15 is National Hispanic Heritage Month, the perfect time to increase your entire company’s awareness of the very diverse group of people called Hispanics or Latinos; their contributions to U.S. business, government and society; the importance of understanding immigration issues; and the culturally competent way to recruit, retain and engage Latino employees.

We are supplying a Timeline of legislation and events impacting Latinos and their achievements in the United States; Facts & Figures demonstrating Latino advancement (and opportunities) in government, education, business, sports and entertainment; and our cultural-competence series “Things NOT to Say,” focusing on Latinos. This information should be distributed to your entire workforce and also should be used by your Hispanic/Latino employee resource groups both internally and externally as a year-round educational tool.

1 TIMELINE

We recommend you start your employees' cultural-competence lesson on Hispanics/Latinos by using this Timeline, which documents discrimination and oppression of different Latino groups in the United States as well as achievements. It references the remarkable surge in immigration in recent years and its impact on U.S. society as well as the Hispanic/Latino population itself.

Discussion Questions for Employees

» **Which types of Latinos/Hispanics are most prevalent in your employee population? Do you understand the battles they and their predecessors have fought to live and work here?**

Discuss the different experiences of immigrants from Cuba, Puerto Rico, Mexico and other places.

» **The influx of immigrants into the United States is changing education, healthcare, housing and the job market. How does this make you (individual employee) feel? Do those feelings carry over into the workplace in any way?**

» **Why are “firsts” important to note? What other barrier breakers have you witnessed in your lifetime?**

This is a personal discussion designed to help the employee note other barrier breakers historically. This discussion can be further explored after the Facts & Figures section below is discussed.

2 FACTS & FIGURES

After discussion of the Timeline, the next step is to review available data and understand how, why and where Hispanic/Latino population growth impacts your business.

The data we have chosen to present here represents information of relevance to corporate America, such as education (available labor pool), buying power, and progress in gaining executive and management positions. Where applicable, national data is compared with DiversityInc Top 50 data to show what progress the leading D&I companies are making.

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Discussion Questions for Employees

» **As Baby Boomers retire, the need for skilled workers in the United States is intensifying. The Hispanic/Latino population is growing rapidly yet education dramatically lags other groups.**

How can your company — and you personally — create more awareness of the value of education in the Hispanic/Latino community?

How can your company — and you personally — mentor and teach young Hispanics/Latinos and steer them to careers such as yours?

» **Should employees who speak Spanish (or another language) be allowed to use that language in the workplace when conversing with each other?**

How does it make you feel when people in the workplace talk in a language you don't know? How can your resource group make people feel more included and more willing to be social with people from other demographic groups?

» **Why are there so few Hispanic/Latino CEOs and senior executives in corporate America? How can your company/organization encourage Hispanic/Latino managers to stay and assume more responsibilities?**

What cultural barriers do you think get in the way of Hispanics/Latinos moving up? How critical is it to have role models in an organization?

3 THINGS NOT TO SAY TO LATINO COWORKERS

Our popular “Things NOT to Say” series includes interviews with Hispanic/Latino leaders about offensive phrases they’ve heard in the workplace and how best to respond to them to further cultural-competence education.

Discussion Questions for Employees

» **What other phrases have you heard addressed to Hispanic/Latino people and others from underrepresented groups?**

Discuss how these phrases and stereotypes impact office morale and productivity.

» **What role do you think the company should play when offensive comments occur?**

Have the employees talk about under what circumstances they would report offensive comments and what they believe the company should do. Get advice from DiversityInc CEO Luke Visconti at www.DiversityInc.com/atwg-offensive-language.

» **After today’s lesson, what would you do if you overheard a colleague make one of these comments?**

Continue the discussion with each employee having a plan of action on how to address offensive language.

Timeline

- 1492** Christopher Columbus arrives in the New World, landing in the Bahamas

- 1513** Ponce de Leon arrives in Florida

- 1565** First permanent Spanish settlement is established in St. Augustine, Fla.

- 1820** Mexico, which includes settlements in California, Arizona, Texas, Colorado and New Mexico, gains independence from Spain. American settlers begin moving into Mexican territories

- 1822** Joseph Marion Hernandez becomes first Hispanic member of Congress, serving six months as a nonvoting delegate from Florida

- 1845** Texas is annexed by the United States

- 1846** Mexican-American War begins

- 1848** Treaty of Guadalupe Hidalgo establishes Rio Grande River as the U.S.-Mexico border, ceding Texas, California, Arizona, New Mexico and parts of Colorado, Nevada and Utah. About 75,000 Mexicans choose to remain in the U.S. as citizens

- 1862** Homestead Act allows squatters in the West to claim vacant land—land often owned by Mexican-Americans

- 1868** Fourteenth Amendment declares all people born in the United States to be U.S. citizens

- 1876** Romualdo Pacheco of California becomes first Hispanic U.S. representative

- 1898** In Treaty of Paris, Spain surrenders control of Cuba, Puerto Rico, the Philippines and Guam to the United States

- 1910** Mexican Revolution begins; hundreds of thousands of Mexicans flee to the United States

- 1912** Mexican ambassador formally protests the mistreatment of Mexican Americans in the southwestern United States, citing lynchings and murders

- 1917** Ezequiel Cabeza de Baca of New Mexico becomes first Hispanic U.S. governor

- 1917** Jones Act extends U.S. citizenship to all Puerto Ricans

- 1917** During World War I, “temporary” Mexican farm workers, railroad laborers and miners enter the United States to work

- 1924** Congress creates the U.S. Immigration Service Border Patrol

- 1928** Octaviano Larrazolo of New Mexico becomes first Hispanic U.S. senator

- 1929** During the Great Depression, more than 400,000 Mexicans and Mexican Americans are deported or otherwise forced to return to Mexico

- 1942** Under the Bracero Program (which would run through 1964), the U.S. brings in seasonal Mexican agricultural laborers to ease shortages during World War II

- 1950** Puerto Rico becomes a U.S. commonwealth

- 1954** In *Hernandez v. Texas*, Supreme Court rules that all racial groups are guaranteed equal protection under the 14th Amendment

- 1954** Over the next five years, Operation Wetback results in the deportation of about 3.8 million undocumented Mexicans

- 1955** KCOR in San Antonio (now KWEX) becomes first Spanish-language TV station in United States



Romualdo Pacheco



Immigrants arrive in California for the Bracero Program



The Capitol building in San Juan, Puerto Rico

1962 César Chávez and Dolores Huerta found National Farm Workers Association, forerunner of United Farm Workers of America

1965 Mexico and the United States allow corporations to operate assembly plants on their shared border to provide jobs for Mexicans displaced when Bracero Program ends

1966 Over the next eight years, about 250,000 Cubans fleeing the Castro regime are airlifted to the United States

1968 Congress passes resolution that requests President to annually issue a proclamation declaring the week including Sept. 15 and 16 as National Hispanic Heritage Week

1973 Roberto Clemente becomes first Hispanic inducted into Baseball Hall of Fame

1973 U.S. government officially adopts the term Hispanic

1974 Equal Educational Opportunity Act allows for bilingual education

1975 Voting Rights Act of 1975 makes bilingual ballots a requirement in certain areas

1980 Mariel Boatlift brings about 125,000 Cuban refugees to the United States

1986 Immigration Reform and Control Act creates process for undocumented immigrants to gain legal status and grants citizenship to about 3 million people in the country illegally

1988 Secretary of Education Lauro Cavazos becomes first Hispanic Cabinet member

1988 Congress passes resolution that authorizes President to proclaim the 31 days from Sept. 15 to Oct. 15 as National Hispanic Heritage Month

1989 Ileana Ros-Lehtinen becomes first Hispanic woman elected to Congress

1990 Antonia Novello becomes first Hispanic and first woman Surgeon General

1997 U.S. government officially adopts the term Latino

1999 U.S. creates “people-to-people” licenses, lifting some restrictions on travel to Cuba

2001 Hispanics officially pass Blacks to become the nation’s largest minority group

2003 Arturo Moreno becomes the first Hispanic owner of a major U.S. sports franchise, buying the Anaheim Angels baseball team

2009 Sonia Sotomayor becomes first Hispanic Supreme Court Justice

2009 Secretary of Labor Hilda Solis becomes first Hispanic woman Cabinet member

2010 Susana Martinez of New Mexico becomes first Hispanic woman governor

2012 Supreme Court strikes down provisions of Arizona law that require immigrants to carry registration documents at all times and that authorize police to arrest undocumented immigrants without a warrant, but still allows immigration checks during law-enforcement stops

2012 Hispanics make up 10 percent of the electorate for the first time, helping to reelect President Obama

2013 U.S. Senate passes immigration-reform bill that, among other things, establishes pathway to citizenship for undocumented immigrants, but House refuses to bring the bill to its floor

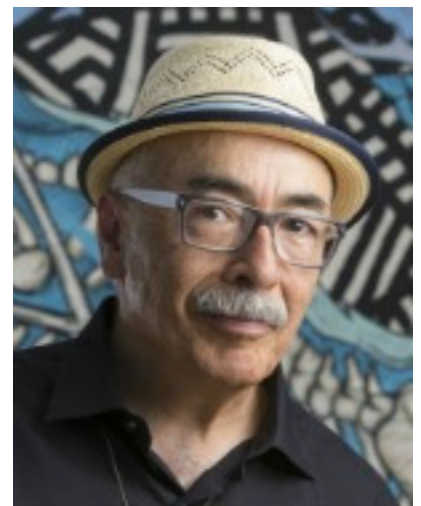
2015 Juan Felipe Herrera named the United States’s first Latino Poet Laureate

2016 The U.S. Supreme Court deadlocks over the issue of immigration, leaving millions of immigrants in jeopardy

2017 “Day Without Immigrants” protests take place across the nation with the intention of showing businesses how valuable immigrants are to the economy



Supreme Court Justice Sonia Sotomayor



Juan Felipe Herrera



Businesses feel the impact of “Day Without Immigrants”

Sources: Britannica.com, Gale, infoplease.com, PBS, The New CEOs, Texas State Historical Museum, Reuters

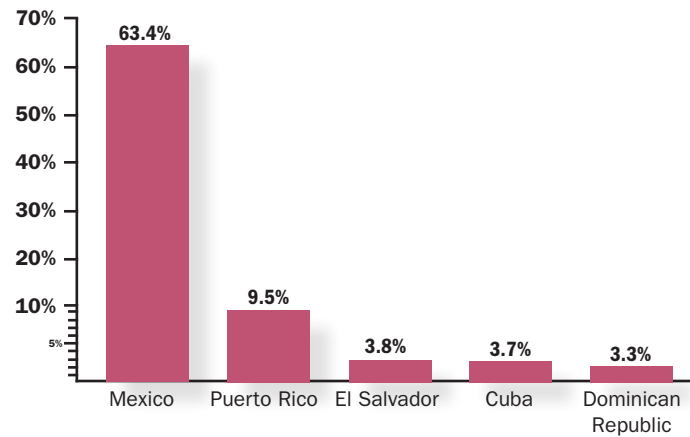
Facts & Figures

POPULATION

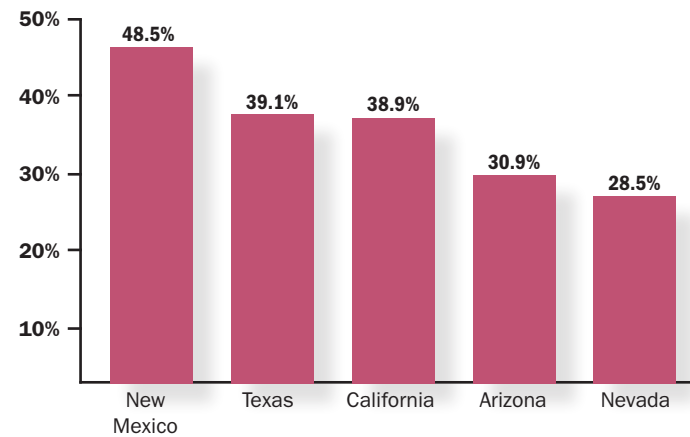
2016 57.5 MILLION, 17.8% OF TOTAL POPULATION

2060 119 MILLION, 28.6% OF TOTAL POPULATION (PROJECTED)

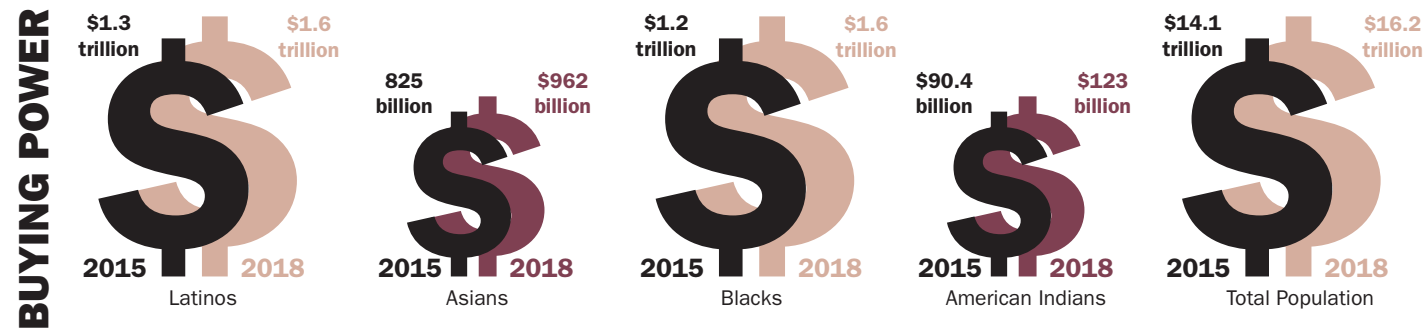
Country of Origin for U.S. Latino Population



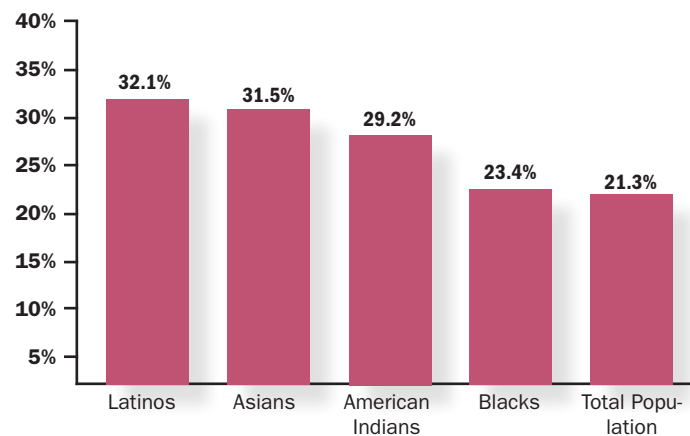
States with Highest Concentration of Latino Population



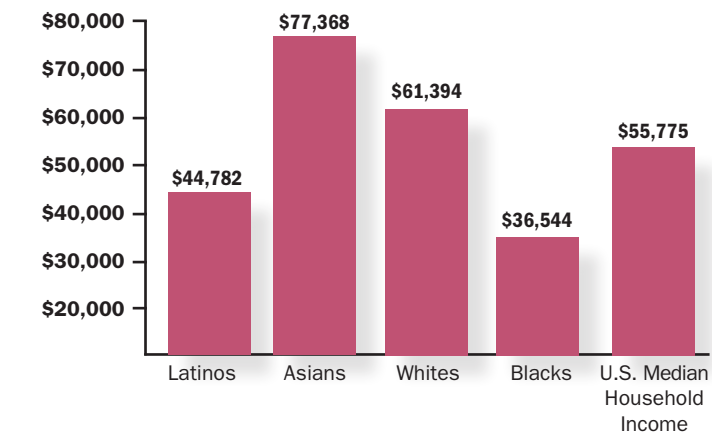
FINANCES



Percent Change in Buying Power (2014-2019)

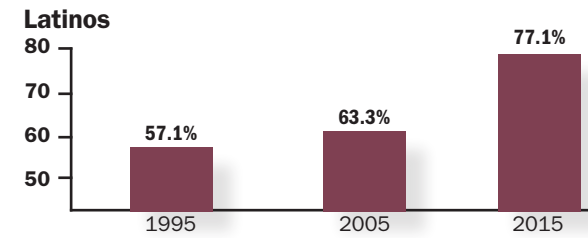


Median Household Income (2015)

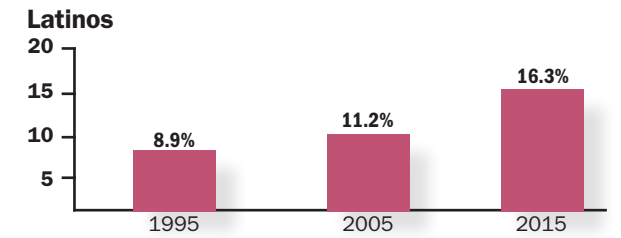


EDUCATION

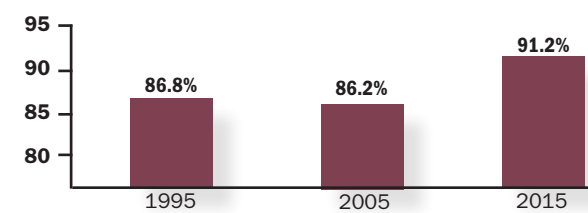
25-29 YEARS OLD WHO HAVE COMPLETED HIGH SCHOOL



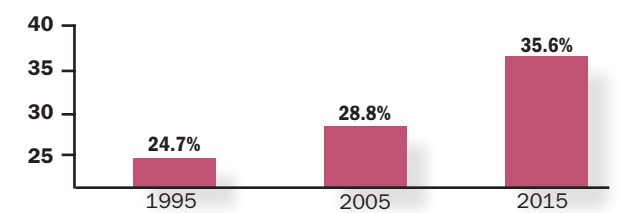
25-29 YEARS OLD WITH AT LEAST A BACHELORS DEGREE



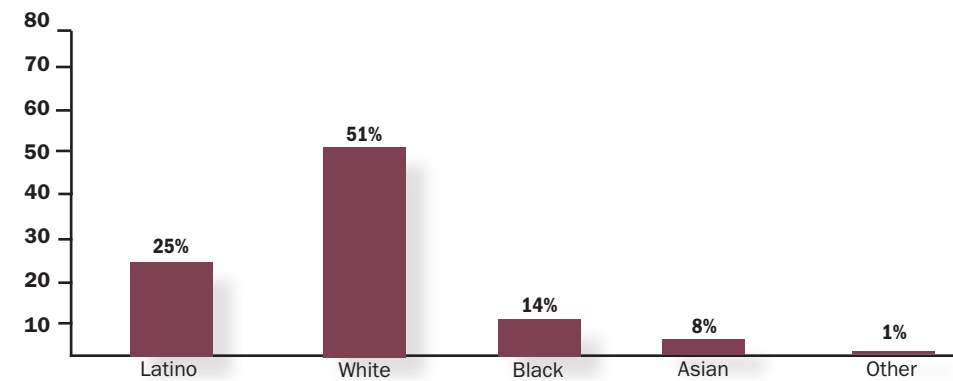
Total U.S. Population



Total U.S. Population



PROJECTED DEMOGRAPHICS OF HIGH SCHOOL GRADUATES FOR 2025



BUSINESS

LATINOS ON BOARDS OF DIRECTORS

DiversityInc Top 10: 6.6%

DiversityInc Top 50: 6.5%

Fortune 100: 4.5%

Fortune 500: 3.5%



IMAGE CREDIT: Flickr, WOCinTech

Things NOT to Say to Latinos



Raymond Arroyo



Gilbert Casellas

At the start of National Hispanic Heritage Month, we offer this cultural-competence lesson in helping Latinos feel welcome and valued at work by teaching employees to avoid common missteps. A simple lack of understanding can easily be misconstrued and damage office relationships.

Here is advice on Things NOT to Say to Latinos from two leading Latinos with extensive corporate experience: Raymond Arroyo, Managing Director for Reffett Associates and former Chief Diversity Officer for [Aetna](#) (No. 31 in [The 2017 DiversityInc Top 50 Companies for Diversity](#)), and Gilbert Casellas, Chairman of OMNITRU and former Chief Diversity Officer of [Dell](#) (No. 26). He is also a member of the board of directors of [Prudential Financial](#) (No. 15), a member of the Joint Diversity Advisory Council of [Comcast](#) (No. 19), and a member of the Diversity Advisory Board of [Toyota North Motor North America](#) (No. 34), and the former chairman of the Equal Employment Opportunity Commission (EEOC).

Here are seven Things NOT to Say to Latinos:

1 Referring to a Latino as “Brown.”

“It’s inevitable in this country and we do it all the time, and it happens consistently with whites and Blacks as they say whites and Blacks,” says Arroyo. “Generally, you shouldn’t categorize people by their skin color ... because that shows a lack of understanding of the Hispanic community. It’s neither white, Brown or Black. It’s a combination of all of those—a plethora of backgrounds and nationalities and races.”

In fact, a great deal of Latin America is made up of Mestizos—people who are a mix of Spanish and indigenous decent.

2 “You can’t be Latino, you have light skin and eyes” or

“You can’t be Latino, you are Black.”

Millions of Latinos around the world have light features. In countries like Argentina and Mexico—where German ancestry and Italian ancestry are very prevalent—these types of features are much more common.

Conversely, many Latino countries have African ancestry. Countries like the Dominican Republic, Brazil and Colombia have large populations with African ancestry.

In fact, there are even Latin countries with Asian ancestry. Remember ex-Peruvian President Alberto Fujimori? Peru was the first South American country to establish diplomatic relations with Japan, shortly before World War II, and Japanese-Peruvians now make up 1.4 percent of its population.



You can't be Latino, you have light skin and eyes.



3 “I have a lot of friends who are Spanish.”

As pointed out by Casellas, Spanish is a language. People from Spanish-speaking Central and South America and the Caribbean are Latino. And people from Spain are known as Spaniards.

4 “Do you speak Spanish?”

Being Latino or of Latino heritage does not mean you have to speak Spanish, and here are two very valid reasons why: First, although Spanish is the native language of many Latin American countries, this is not the case everywhere. There are actually four South American countries where Spanish is not even an official language: Brazil (Portuguese), Suriname (Dutch), Guyana (English) and French Guiana (French).

Second, someone can be of Latino descent, but over generations a family may have chosen to only speak English. Many families of European descent have done this over generations.

5 “Do you speak English/Hablas inglés?”

Just because a person is Latino or of Latino descent does not mean anyone should assume he or she is not fluent in English or that English is not his or her native language.

6 “Do you speak Mexican?”

“Mexican” is not a language, and not every Latino is from Mexico.

“There are 22 Spanish-speaking countries in the world — and from a nationality perspective, they have their individuality and their culture and music and food,” Arroyo points out.

7 “You are Mexican, right?”

“When I was an associate in a Philadelphia law firm, a well-meaning fellow associate came up to me in the law library and in the most sincere and friendly way wished me a Happy Our Lady of Guadalupe Day,” Casellas recalls. “I thanked him but told him that I was not familiar with the day. He seemed puzzled by my ignorance and explained that it was Mexico’s most important religious holiday. I pointed out that although I was a Latino, I was not of Mexican descent.”

**MORE THINGS
NOT TO SAY**

“But you act so white.”

How can a person act a color? This is usually said to an Americanized Latino who may have lost his or her accent over time, or to a U.S.-born Latino whose primary language is English.

This is also said to Latinos who have picked up American customs.