Promoting success for Latinas from the classroom to the boardroom.

www.manasd.org | #manasd
Developing, nurturing, and empowering Latina leaders.

MANA is short for “Hermana,” the Spanish word for sister. A dynamic sisterhood of Latinas bound together by common history, culture, language, and goals.
A Note from the Executive Director

MANA de San Diego is happy to share our first ever Impact Report. The past few years MANA has been fortunate to grow in both programs and staff, including my hire as Executive Director in 2016. In the past, we have shared our growth and successes in the many areas of MANA programming through annual reports. This year we undertook a program evaluation process that focused on measuring the impact of three of our signature programs from 2011-2018. That evaluation process has culminated in this report and will inform our new cycle of strategic planning.

MANA would like to invite you to read through our report and learn about the work we have measured since 2011, the outcomes in those programs, and the impact those programs are having in the larger community. We welcome the readers to connect with us after reading this report to:

- Ask questions about any of the information contained in the report
- Learn more about MANA programs and the ways in which you can participate
- Support the MANA mission as a volunteer, mentor, board member, or through a financial contribution

We thank you and the countless volunteers who have helped MANA meet its mission to empower Latinas through education, leadership development, community service and advocacy these past 33 years.

Sofía Salgado
Executive Director, MANA de San Diego

Join MANA today! For information, visit: www.manasd.org

A NOTE ON METHODOLOGY

A major component of the methodology for this report was to look at MANA programming within the context of data about young Latinas from the larger community through a review of publicly available articles, data sets, and other relevant research. This allowed us to see the areas in which MANA programming was successful as well as determining areas for improvements. In some cases, matching community data was not available. Precise overlap in the data mattered less for the Latina Success Leadership Program (LSLP) with its greater diversity of participants, than with the Hermanitas program where participants are specifically Latinas ages 11-18. Ultimately, we gathered and compared multiple community data points when no one data point was “best”, selecting the best publicly available data for our analysis.
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MANA de San Diego’s mission is to empower Latinas through education, leadership development, community service and advocacy.

About MANA de San Diego

**History**

In 1986, San Diego Latinas sought a more meaningful presence in educational, economic, political and social arenas. They established the San Diego Chapter of MANA, a national Latina organization whose mission is to empower Latinas through education, leadership development, community service and advocacy. MANA de San Diego is proud to be the largest and most active of the 17 MANA national chapters, with over 540 members and signature programs dedicated to fulfilling its mission.

**Signature Programs**

Having an Impact, Making History

**HERMANITAS PROGRAM**

Hermanitas® Youth Leadership Mentor Program is a nationally acclaimed youth mentorship and development program that pairs Latina teens with female professionals to support their academic and personal success.

**SCHOLARSHIP PROGRAM**

An annual scholarship program supporting outstanding Latinas on their path to completing degrees – from associates degrees to doctorates – in pursuit of their personal development and professional success.

**LATINA SUCCESS LEADERSHIP PROGRAM**

A four workshop series provided annually to a select group of Latinas in various stages of their career to support their professional and personal growth.
The Need

A Growing Community: Meeting the Workforce Needs

There is a pressing need to support the educational attainment of Latinos to ensure the economic and social prosperity of the region, state, and country. Latinos are the largest racial minority group locally, statewide, and nationally but are struggling more than any other group to keep pace with the educational attainment levels needed to meet workforce demands. Supporting the educational attainment of Latino children is critical to meeting the future employment needs of the County, State, and Country.

In California

- 50% of the K-12 students in the state are Latino\(^1\)
- 60% of adults need to have a college degree or credential to meet workforce needs\(^2\)
- 18% of Latinos in the state have a college degree\(^3\)

San Diego County specifically needs 42% of adults to have a college degree or credential to meet workforce needs.\(^7\) With Latinos making up 34% of the County’s population,\(^8\) supporting their educational attainment is of particular importance.

Primary Causes For Not Completing Education:

- Higher rates of poverty among Latinos\(^10\) at a time when the cost of higher education has skyrocketed at a rate 8x higher than wages (2016 compared to 1989).\(^11\)
- Latino students in higher education are less likely to attend school full-time and more likely to work part or full-time as they study.\(^12\)
- 66% of Latino students cite the need to support their family as a reason for not enrolling in college, in comparison to 39% of white youth.\(^14\)
- Only 39.5% of Latinos complete community college within 6 years - nearly 30% less than white peers.\(^16\)
- 66% Latino
- 39% White
- 39.5% Latino
- 69.5% White
The Status of Latinas in San Diego and Beyond

Despite having made great strides in education, income, and other measures of success in the past few decades, Latinos have the lowest educational attainment levels and are among those with the highest rates of poverty. To reach parity with their non-Latino peers, this large and growing population needs a variety of resources and support including mentorship, college preparation assistance, financial aid, and leadership development. Supporting Latina success is good, not only for the Latino community at all levels, but the larger society as well.

High School Graduation Rates for Latinos in San Diego County

57%

of San Diego Unified students are Latino*

77%

County-wide according to San Diego Regional Economic Development Corp

26.5%

Schools in zip codes where most Hermanitas reside**

* Low-income Latinas generally have only a 25-28% high school graduation rate

Latinas in Leadership and Workforce:

17%

Latinas in San Diego County that have a BA degree or higher†

25.7%

The Latino population in the United States will increase from 16.4% today to 25.7% in 2050§

25.7%

The Latino population in the United States will increase from 16.4% today to 25.7% in 2050§

16.4%

2019

2050

A Harvard article noted that women of color will be the majority of all women (and the US workforce) by 2060‖

17%

Latinas in San Diego County that have a BA degree or higher†

$0.53

Earned by Latinas working full-time, year-round for every dollar earned by white, non-Hispanic men¶

$1.00

3.9%

Percentage of Latinas that are in professional and managerial positions §

Less than 1%

of elected officials are Latinas

4.6%

of board members of Fortune 500 companies are women of color

† Low-income Latinas generally have only a 25-28% high school graduation rate

§ The Latino population in the United States will increase from 16.4% today to 25.7% in 2050

‖ A Harvard article noted that women of color will be the majority of all women (and the US workforce) by 2060

¶ Earned by Latinas working full-time, year-round for every dollar earned by white, non-Hispanic men
Hermanitas Program

Hermanitas® is a nationally acclaimed program of MANA de San Diego, targeting the educational achievement and personal development of Latina youth that is paramount to the success of the region, state, and nation. Hermanitas fills this need by pairing Latina youth 11-18 with female professionals for ongoing mentorship that lasts a minimum of one year, with the goal of supporting these youth to have successful high school experiences and pursue higher education. In addition to mentorship, Hermanitas programming includes other elements meant to maximize resources through activities focused on making an impact on the desired program outcomes.

ACTIVITIES

- Annual community service projects led by Hermanitas
- Monthly workshops on empowerment topics
- Up to three workshops for Hermanitas Parents
- Partnerships with other organizations that offer complementary programming
- One-on-one pairing with a trained mentor for one year
- Optional Girl Scout activities
- Annual Avanzamos Conference in collaboration with USD
- Semi-monthly social events to build connections with each other and mentors
The overall framework for the program is designed to meet the organization’s short-term goals of getting Latinas through high school and into college, supporting them on the first leg of their journey to achieve the level of educational attainment most needed to thrive in today’s economy. MANA is aware that these program components alone will not guarantee that all participants will complete high school and enter college, therefore MANA works with complementary service partners and school guidance counselors to meet the varied needs of Hermanitas.

Thanks to MANA de San Diego and the Hermanitas Program I went to Texas on a college trip. I met Latinas in STEAM related fields and increased my passion for science.”

Bernice Gudino
Hermanitas Senior, Class of 2019

A three-year study of mentoring programs by the Harvard Journal of Hispanic Policy found that Latinas benefit from mentoring programs in various ways, including displaying a more positive attitude towards school and higher education.
Success Story
Yuliza became an Hermanita in 6th grade and gained mentors that helped her successfully navigate the educational system by breaking down social, economic, cultural, and professional barriers. In Yuliza's words “For the first time since my arrival in the United States in 2004, I felt empowered and proud to be a Latina because I was surrounded by successful Latina women who encouraged us to strive for higher education.” She learned how to develop the necessary skills to go beyond a high school diploma; to successfully apply to a 4-year university; to look within herself for the skills and confidence to realize her potential.

Yuliza also benefitted from the MANA Scholarship she received multiple times to help pay for housing and school expenses. “As a DACA student, I’m unable to receive loans or do work study, so receiving the scholarships was not only a tremendous help but also an encouragement,” says Yuliza. In the Summer of 2018, Yuliza was a MANA de San Diego intern and graduated in 2019 from Humboldt State University with a degree in International Studies.
Scholarship Program

The MANA de San Diego Scholarship Program enables exceptional Latinas to continue the journey toward success, leadership and empowerment by providing financial assistance for higher education. The Scholarship Program was established in 1991 to support education as a key to achieving the equal participation of Latinas in all arenas of society. Annually, MANA awards $40,000 to $50,000 in scholarships to a wide range of worthy students pursuing degrees from community college to doctorates. To-date, MANA has awarded $518,500 in scholarships to recipients selected through a variety of factors, including leadership, community engagement, educational and professional goals, financial need and special circumstances. Scholarships are awarded at an annual Scholarship Reception where recipients and their families are celebrated.

OUTCOMES

OUTCOME FROM RECIPIENTS 2011 - 2018

Recipients surveyed completed or in progress to complete their degree 96%

Educational attainment levels supported by MANA Scholarships from 2005 - 2016:

- Community College level awards: 57
- Bachelor University/4-year College level awards: 162
- Master’s level: 59
- PhD level: 30

95% of CSU freshman receiving the College Futures Foundation scholarship returned for their 2nd year, in comparison to 82% of CSU freshman state-wide.23

Thanks to the mentorship, college preparation, and financial support the Hermanitas and Scholarship programs provide, MANA is helping Latinas exceed the educational outcomes of their peers. While only 36% of Latinos enroll in college nationally, Hermanitas graduates from 2011-2015 enrolled in college at a rate of 58% as of April 2016.23
**IMPACTS (Hermanitas and Scholarship)**

### $ Reduced risk of poverty
The risk of experiencing poverty is reduced by over 40% with some college compared to those with only a High School Diploma.  

### Increased contribution to government revenues
Women with Bachelor’s degrees earn $630,000 more over their lifetime.  

### Decreased government expenses in social safety net programs
Latinos with a High School Diploma are 3x more likely than those with at least 1 year of college to receive government assistance.  

### Reduction in unemployment levels
In 2018, 83% of young females with a Bachelor’s degree were employed compared to 62% with only High School Diploma.  

### ROI for State of California Scholarship Recipient
For every $1 CA spends on its students, the state gets back $4.80 once they graduate from college. Based on average per pupil spending in CA, each college graduate supported by MANA returns nearly $750,000 to the state.  

### Reduced risk of being a disconnected youth
Disconnected youth cost San Diego taxpayers $14,937.53 for each year they are neither in school nor working and $750K in their lifetime; Latinos are the 2nd highest % of disconnected youth in the County.  

### Reduced costs related to chronic illness and early death
The 7 most prevalent chronic illnesses in 2011 cost San Diego County $4.6 billion. Educational attainment increases reports of very good or excellent health for every age group (18 to 24 and 25 and over). In 2011, Latinos comprised 9% of CA population but accounted for 15% of expenditures for medical care for chronic diseases.  

### More sustainable and healthier local economy
A SANDAG report listed an educated workforce as a key element to economic competitiveness. Yet, current trends in the local degree completion rates indicate local talent will only be able to supply half the skilled talent needed in key sectors by 2028.
The Latina Success Leadership Program (LSLP) was created in 2015 to address the issue of under-representation of Latinas in leadership roles in both business and government. LSLP, in partnership with the Center for Creative Leadership (CCL), empowers Latinas through a series of dynamic sessions focusing on professional and personal growth including leadership development, strategic networking, effective personal branding, building resiliency, and increasing civic engagement.

The program was adapted specifically for Latinas by the expert leadership development staff of CCL at a cost of approximately $1,000 per participant. These resources allow participants to attend the program nearly free of cost and engage in workshops, hear from female leaders in various fields, network with each other, and work on assignments that aid their personal and professional development.

**OUTCOMES (Cohorts 2015-2018)**

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<tr>
<th>Desired Outcome</th>
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<td>75% Will improve their professional development</td>
<td>Goal Met</td>
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<tr>
<td>50% Will make changes to their professional lives</td>
<td>Goal Met</td>
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<tr>
<td>50% Will increase their community involvement</td>
<td>Goal Met</td>
</tr>
<tr>
<td>25% Will enroll in higher education, certificate programs, and/or other courses</td>
<td>Goal Met</td>
</tr>
<tr>
<td>75% Will gain new techniques/resources for managing adversity/setbacks</td>
<td>Goal Met</td>
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"LSLP taught me to focus on developing and executing my career brand. As a result, I focused on what I wanted my career path to be and was promoted by asking for exactly what I wanted."

Leticia Cervantes, LSLP 2018
IMPACTS

**Increased economic growth**

Minority women generate $361 billion as entrepreneurs, starting companies at 4x the rate of all women owned businesses.37

**Increased spending power in the region**

In 2018, Latinos accounted for $1.5 trillion of the total US buying power.36

**Improved business profitability**

Firms with diversity at the executive level are 21% more likely to outperform their competitors.35

**More representative government**

Seven MANA members were elected to local government office in 2018.

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"We rarely get a chance to stop and think about where we are and where we want to go. I realized I was stagnant. My whole perspective changed after LSLP. Listening to so many great stories of strong, empowered women motivated me to push myself out of a rut.”

Elsa Morales-Roth
2015 Graduate

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Laura Lemos | 2018 LSLP Graduate

“One of my favorite topics was about knowing your value. As a result, within one month of graduating from LSLP, I not only got the promotion I asked for, but I also received a 30% pay raise.”
Conclusions

The outcomes of the MANA programs covered in this report, combined with the work of other MANA programming such as the Leadership Success Conference and Platicas, together are making a difference in the San Diego region and beyond. We will continue to work toward our mission by maintaining the activities with successful outcomes demonstrated in this study, while also building on lessons learned from shining a light on our programs and systems. The lessons and current challenges illuminated in this process include:

• Creating an evaluation plan for our key programs that builds upon our strengths and fills current gaps through expanded collaboration, programming, and multi-faceted measurements.

• Securing support to continue to expand the support of young Latinas beyond Hermanitas® through the MANA Tías (Aunts) program to provide alumni with skills-building strategies to effectively navigate the worlds of higher education and adulthood.

• Continuing to explore and pilot ways to stay connected to alumni in several areas, including Scholarship recipients and LSLP participants, in support of their professional and personal development.
We are committed to constantly learning and developing to meet the challenge of empowering Latinas at every stage of their educational and professional journey. We do this because we know that supporting a Latina to achieve her dreams and full potential means we not only change the life of that individual but we make an impact on her family, community, and society for decades to come. If you are interested in supporting our mission and making a lasting impact in your community, please contact us at:

619.297.0115  |  www.manasd.org  |  manasd@manasd.org

MANA de San Diego

Achieving this mission takes a comunidad of staff, volunteers, board members, donors, and other supporters. Thank you to the hundreds of people that have contributed to this work and continue to support MANA’s mission every year! And to our Major Sponsors, a special gracias for your contributions:

Together we can continue to empower Latinas for lifelong success and strengthen communities for generations to come!
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