



De Anza College
Institute of Community and Civic Engagement (ICCE)
Professional and Organizational Development Office

Latina Leadership 2010 and Beyond

Project Proposal: March 7, 2010

Partnership between the ICCE
Professional and Organizational Development Office and the
Latina Leadership Project (LLP)

LLP is a project founded by Santa Clara County Supervisor Emeritus
Blanca Alvarado and Mayra Cruz of ICCE

Latina Leadership for 2010 and Beyond

Project Proposal

Background

In Santa Clara County Latinas have united to prepare to lead and serve. We have recognized the need to advance the next generation of leaders who will protect the essence of our democratic values on behalf of the many communities we serve.

In late 2007, former Santa Clara County Board of Supervisors Blanca Alvarado and the De Anza Institute of Community and Civic Engagement (ICCE) launched the Latina Leadership Project. This project was created to address the collective need for the systematic and intentional cultivation of Latina leadership. The project was founded to provide the space and mechanism for the creation of a network that facilitates and contributes specifically to Latina leadership development and to link existing networks (where appropriate) to support and enhance and/ or expand existing Latina leadership development efforts. The Core planning team identified groups and individuals for the initial dialogue. The dialogue focused on the status of Latina leadership in Santa Clara County. A small group of 25 women explored major perspectives, trends and issues that reflected many of the common collective experiences shared by the broader community of Latina leaders. The series of dialogues were initiated in January 2008. Through guided discussions on topics such as personal experiences, leadership philosophies, challenges and opportunities and voids in the spectrum of Latina leadership development. From these discussions three initial critical / priority focus areas surfaced for the first phase of Latina Leadership Project's long term vision of systemic and intentional Latina leadership development in Santa Clara County.

1. School Board and Other Elections

On June 4 2008 , in collaboration with the Latina Coalition of Silicon Valley, a training in electoral politics was offered for Latinas interested in running for elected office as school board member/trustee.

2. Mentorship

The mentorship project desired to reunite, recognize and honor Latina leaders who paved the way through a "Platicas" (conversation). Expected to occur in September 2010.

3. Existing Latin@ Development Efforts

The development of a Santa Clara County Latina Leadership Resource Manual and Matrix detailing all existing leadership development opportunities. This work is underway. Expected completion date is April 2010 .

Latina Leadership 2010

The 2009-2010 strategy to address the next phase of Latina leadership development in Santa Clara County is a two-part strategy. The first part of the strategy is designed to create a common vision and values to grow a cadre of Latina leaders to strategically work towards the cohesive and systemic development of Latina Leadership in Santa Clara County. The second part focuses on providing a hands-on training academy for electoral politics in preparation to run Latinas for office on school boards, college boards and city councils in 2010 and beyond. A critical focus of the academy is to identify and engage non-traditional voices and create linkages in Latina leadership development.

The visioning process has the purpose to build on the first phase of the Latina Leadership Project efforts and will include an outreach strategy plan. This visioning process will engage Latinas in a constructive dialogue to establish essential and intentional direction, engagement, values based leadership, and a common ground for Latina leadership development in Santa Clara County. The visioning process will kickoff the Latina Leadership Academy and will be facilitated by Dr. Jacquelyn Reza, Director of Professional and Organizational Development at De Anza College and researcher in Latina leadership.

The Latina Leadership Academy will provide training in electoral politics will be coordinated with Wellstone Action. Wellstone Action is a national center for training and leadership development in the progressive movement. "Founded in January 2003, Wellstone Action's mission is to honor the legacy of Paul and Sheila Wellstone by training, educating, mobilizing and organizing a vast network of progressive individuals and organizations to engage in their tradition of politics."

Intended Audience

The intended target audience for the academy to shape the next phase of this long term effort and will include a group of Latina leaders and emerging leaders from all sectors including education, public service, business, philanthropy and other. The purpose of the retreat is to increase the number of women engaged in the Latina Leadership Project efforts, to include missing voices and to strengthen or create linkages with existing Latina leadership development efforts for increased impact.

The identified target audience for the Latina Leadership Academy 2010 is thirty (30) Latinas who have been involved in the project and other identified Latinas seeking to run for an elected office on school boards, community college boards and others.

Coordinators Experience

This project will be coordinated by former County Supervisor Blanca Alvarado, Trustee Mayra E. Cruz, Cynthia Cuellar, Edmundo Norte and Jacquelyn Reza who have extensive experience organizing leadership development sessions in Santa Clara County.

Blanca Alvarado

Blanca was elected to the Board of Supervisors in March 1996 and served until December 2008. In January 1998, she served as the first Latina Chairperson in the County's history and served in subsequent terms as the chairperson of the Board. Blanca has served as a San Jose Council member and on a number of boards and commission in Santa Clara County. Blanca served as the lead for the 2008 Latina Leadership Project.

Mayra Cruz

Currently serves as a trustee for San Jose/Evergreen Community College District. Mayra has worked collaboratively with community-based organizations, and government agencies to form reciprocal relationships with the college, its' faculty, staff and students. Mayra has developed faculty training programs and resources. She is also a faculty member for the De Anza Child Development & Education department and co-founder of the Institute of Community and Civic Engagement. Mayra served as the co-lead of the 2008 Latina Leadership Project.

Cynthia Cuellar

Cynthia was staff to former Supervisor Alvarado and was in charge of special projects. She served as the Latina Leadership Project coordinator and newsletter editor. More recently, she served as an Initiative Officer for the Silicon Valley Community Foundation where she was responsible for the implementation of the foundations' Stretch to Kindergarten initiative.

Edmundo Norte

Edmundo is the Director of the De Anza Institute of Community and Civic Engagement and is responsible for implementing the college's community engagement initiative, including the development of community partnerships, collaborations, leadership development for youth, students and adults.

Jacquelyn Reza

Director of the De Anza College Organizational and Professional Development Office. She has conducted research on Latina leadership and developed curriculum and presented workshops on Latina Leadership since 1993. Jackie is one of the Founding Madrina and has served as the President of the Latina Leadership Network of the California Community Colleges (LLN). She has also been honored by the Northern California Chicana Scholarship Foundation for her leadership within the Latina/Chicana communities.

For more information contact:

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Program Budget and Budget Narrative

Income

ICCE	\$ 1,000	
Fundraising	20,000	
Fee revenue	2,500	
(Charge of \$100 per participants, 25)		
<i>Total Income</i>		<i>23,500</i>

Expenses*

Food	3,000	
Printing and Supplies	500	
Leadership Materials	1,000	
Consultants	11,000	
Travel& hotel accommodations	2,000	
Advertising materials	1,000	
In-kind	1,000	
Child care	4,000	
<i>Total Expenses</i>		<i>23,500</i>

Budget Narrative

Food

Cost of food for trainings sessions (includes Friday dinner, Saturday continental breakfast & lunch)

Printing and Supplies

Duplication cost of handouts and other materials

Leadership Materials

Cost of participant books and leadership materials.

Consultants

Cost of trainers such as Dr. Jacquelyn Reza, HOPE and/or Wellstone Action consultants.

Travel & Hotel accommodations

Cost for travel and hotel for consultants

Program development and advertising

Cost of program development and advertising materials

Matching/In-kind

Staff time provided by ICCE

Child Care

Provide child care for participants needing care



Latina Leadership 2010 and Beyond

Sponsor Recognition

- ___ PLATINUM Civic Engager @ \$15,000**

 - § Premium sponsor acknowledgement the academy marketing materials and signage
 - § Premium sponsor acknowledgement on ICCE website including your logo and link to your website
 - § Special press release
 - § Verbal recognition at the opening and closing events
 - § Opportunity to speak at the opening or closing event

- ___ GOLD Civic Engager @ \$10,000**

 - § Prominent sponsor acknowledgement in academy marketing materials and signage
 - § program online with company logo and link, and on academy signage
 - § Special press release
 - § Verbal recognition at the opening and closing events

- ___ SILVER Civic Engager @ \$5,000**

 - § Sponsor acknowledgement in marketing materials and signage
 - § Verbal recognition at the opening and closing events

- ___ BRONZE Civic Engager @ \$2,500**

 - § Sponsor acknowledgement in the academy program, online, and on academy signage.

Name (as you would like it printed in program) _____

Address _____ Zip _____

Phone _____ Fax _____

Email _____ Web Site Address _____

Please email your digital logo and website link for inclusion on the ICCE online webpage to cruzmayra@deanza.edu.

Make checks payable to FHDA Foundation c/o Institute of Community and Civic Engagement and send to 12345 El Monte Road, Los Altos Hills, CA 94022. Call 408.864.8349 for more information.

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For additional information contact the FHDA Foundation at 650.949.6231