

Latina Leadership Academia 2010

Schedule

Fridays: 6:00 p.m. - 10:00 p.m.
Saturdays: 8:00 a.m. - 5:00 p.m. (Lunch provided)
Sunday: 9:00 a.m. - 4:00 p.m.

Location

All classes are held at De Anza College, California History Center
21250 Stevens Creek Blvd., Cupertino, CA 95014

Registration

To register visit www.deanza.edu/communityengagement/latinaleadership
and download a registration form

Deadline: July 10, 2010

Enrollment priority given to women in Santa Clara County

ADA accommodations available upon request

Registration fee \$100

Forward questions regarding registration to Mayra Cruz
cruzmayra@deanza.edu or call 408.839.7966

Planning Committee

Blanca Alvarado, Santa Clara County Supervisor Emeritus
Laura Casas-Frier, Trustee Foothill / De Anza Community College District
Teresa Castellanos, Interim Director, Santa Clara County Office of Human Relations
Mayra Cruz, M.A. Faculty De Anza College, Trustee San José Evergreen Community College District
Cynthia Cuéllar, Program Development and Marketing Consultant
Isabella Imprenta, LCSW Engaged Latina Leadership Activist (ELLA) Graduate, Community Activist
Edmundo Norte, Director De Anza College Institute of Community and Civic Engagement
Jacquelyn Reza, Ed.D. Director, De Anza College Office of Professional and Organizational Development
Thomasina Russaw, De Anza College Institute of Community and Civic Engagement Student Leader

For complete details on the academy, including registration forms,
facilitator background, detailed schedules and more please visit

www.deanza.edu/communityengagement/latinaleadership

Latina Leadership 2010 and Beyond

LATINA LEADERSHIP ACADEMIA

The Latina Leadership Project (LLP) is a project founded by
Santa Clara County Supervisor Emeritus Blanca Alvarado and
Mayra Cruz

The Latina Leadership Academia is a partnership between:
De Anza College Institute of Community and Civic Engagement (ICCE)
Professional and Organizational Development Office
Latina Leadership Project (LLP)



De Anza Office of the President
Assembly Member Joe Coto, 23rd Assembly District

BACKGROUND

The Latina Leadership *Academia* is a collaboration between the Latina Leadership Project (LLP), the De Anza College Institute of Community and Civic Engagement (ICCE) and the Office of Professional & Organizational Development. In 2008, former Santa Clara County Board of Supervisors member Blanca Alvarado and the De Anza Institute of Community and Civic Engagement (ICCE) launched the Latina Leadership Project. The LLP's vision is to cultivate a systematic, intentional and comprehensive Latina leadership development strategy in Santa Clara County. The strategy is grounded in the Latino cultural values of community, integrity and social justice. The LLP project was founded to link, support and develop existing and new Latina leadership development efforts.

An outgrowth of the LLP, the Latina Leadership *Academia* (LLA) is a hands-on training academy that focuses on Latina leadership and electoral politics to prepare 30 Latinas to run for political office in 2010 and beyond. A critical focus of the academia is to identify and engage non-traditional voices and to create linkages between existing efforts. The *academia* will bring together leaders, emerging leaders and various Latino communities to continue the dialogue to expand and strengthen the comprehensive network that will work towards increasing the leadership opportunities and support for Latinas in Santa Clara County. The *Academia* combines Latino cultural assets and wisdom with the technical skills and knowledge to prepare women to be more effective social change agents.

OBJECTIVES

- ✦ Create a Latina political pipeline.
- ✦ Prepare Latinas to advance politically in Santa Clara County (SCC).
- ✦ Develop partnerships and linkages among Latinas in SCC and an enduring networking system with *hermanas*.
- ✦ Develop the skills to be an effective change agent and leader grounded in social justice.
- ✦ Formulate strategies to empower immigrant Latinas to organize for community change.

August 6 & 7

¿Quiénes somos?

Latinas Leading con Ganas, Corazón y Cabeza

The focus of this weekend training session is to define and "name" the various values and elements of culture and philosophy that inform our Latina lives. Through interactive segments, participants will define and refine the characteristics of Latina Leadership within the context of social justice. Through the process of graphic facilitation, participants will identify their goals for the rest of the project and articulate a clear vision to meet their goals.

August 13 & 14

Immigrant Roots and Current Ties

The focus of this weekend is on the immigrant communities of Santa Clara County. Through presentations and panel discussions, the following topics will be covered: Overview of Immigration (Historical Analysis, the Economy, and Legislation Impacting Immigrants), Immigrants and Changing Demographics, The Potential of the Immigrant Vote in SCC, Immigrant Contributions in Silicon Valley and Immigrant Leadership.

August 20 & 21

Healing the Heart of Social Justice

The goal of this session is to look at the inter and intra group dynamics between Latinas in an effort to heal our hearts and our personal and professional wounds so that we can be more effective leaders. Participants will be encouraged to explore the hurt they may carry from past injustices and internalized oppression. Within a positive and supportive environment, women will be encouraged to name, reflect and begin to heal the wounds that get in the way of their work.

September 10, 11 & 12

Igniting Latina Political Leadership

Note: this is a 3 day working session

Facilitated by the Wellstone Action Team, this training weekend will focus on learning and practicing the fundamentals of being an effective candidate for public office. Participants will learn the fundamentals of movement building, developing their individual story as a candidate, how to communicate an effective message, how to target and develop grassroots voter contact, electoral base building and grassroots voter fundraising. The last segment of this weekend will be developing a planning campaign, budget and timeline. A completion celebration on September 12 will conclude the weekend.

Sessions will include presentations and panel discussions with Latina leaders.

FREE quality childcare available at all sessions with reservation.