Latina Leadership Project Update & Special Alert

Latina Leadership Project Background & Update

In 2008, former Santa Clara County Board of Supervisors Blanca Alvarado and Mayra Cruz, then the De Anza Institute of Community and Civic Engagement (ICCE) launched the Latina Leadership Project. The LLP’s long term vision is to cultivate a systematic, intentional, comprehensive and sustainable Latina leadership development strategy in Santa Clara County; grounded in the Latino cultural values of community, integrity and social justice. The LLP (or spell out LLP) was founded to provide the space and mechanism for the creation of a network that facilitates and contributes to the development of Latina leadership and to link existing networks, where appropriate, to support and enhance existing Latina leadership development efforts.

The initial Latina Leadership Project Core planning team identified groups and individuals for initial dialogues which focused on the status of Latina leadership in Santa Clara County. A 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 helped to shape the next two phases of the Latina Leadership Project. Phase 2 of the Latina Leadership Project included the following three short term initiatives and Phase 3 implements one of several long term efforts. Phase 2 included three critical priority focus areas:

1. School Board and Other Elections: On June 4 2008, the Latina Leadership Project in collaboration with the Latina Coalition of Silicon Valley, provided a brief training in electoral politics to Latinas interested in running for elected office as school board member/trustee.

2. Mentorship: As a mentorship activity, the Latina Leadership Project will have a practica in order to reunite, recognize and honor Latina leaders who have paved the way for the next generation. This event had to be rescheduled and is now 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 is expected to be completed in May 2010.

The current phase of the LLP is a step towards the long-term results by engaging a broader group of women with the launching the Latina Leadership Academia. The academy is designed to grow a cadre of Latinas who will have the skills and knowledge to lead in the political arena and who will contribute to the cohesive and systemic development of Latina Leadership in Santa Clara County.

For newsletter submissions contact Cynthia Cuellar at cythia@cuellarweb.com
The Latina Leadership Academy (LLA) is a hands-on training leadership academy on electoral politics to prepare Latinas to run for office on school boards, college boards and city councils in 2010 and beyond. In an effort to cultivate a comprehensive and inclusive Latina leadership development strategy, a critical focus of the academy is to identify and engage non-traditional voices and create linkages between existing efforts where appropriate for greater impact. The academy will bring together leaders, emerging leaders and community to continue the leadership dialogue and to create, expand and strengthen the comprehensive network that will work towards increasing the leadership opportunities and support for Latinas in Santa Clara County.

The Latina Leadership Academy is a partnership between the Latina Leadership Academy, the De Anza College Institute of Civic and Community Engagement (ICCE) and the Professional and Organizational Development office. The planning team is currently fundraising and finalizing the implementation plan for the Latina Leadership Academy. Conversations with several potential funding partners are underway. If you have contacts with organizations who would be interested in supporting this effort, please contact Mayra Cruz at cruzmayra@deanza.edu. Sponsorship opportunities are available.

The intended target audience for the academy includes a group of Latina leaders and emerging leaders from all sectors including education, public service, business, philanthropy and other. The purpose of the academy is to increase the number of women engaged in the Latina Leadership Project efforts, to engage missing voices, to strengthen or create linkages with existing Latina leadership development efforts and to prepare a group of Latinas to run for political office for increased impact. The target audience for the Latina Leadership Academy 2010 is thirty (30) Latinas seeking to run for an elected office on school boards, community college boards and others. The Latina Leadership Academy will be offered at De Anza College from May 14 through June 13, 2010 with one additional check-in session scheduled for September 2010. The academy will meet four weekends on Friday evenings and a full day on Saturday.

This newsletter is intended to provide a status on the Latina Leadership Project and to introduce the efforts underway as part of the second phase of the project. Many of you receiving this newsletter were instrumental in kicking off the LLP. The 2010 planning team wanted to provide you and update before releasing the Latina Leadership Academy marketing materials to the general public in the next couple of weeks. The marketing materials will provide complete details on the academy including sponsors, dates, times, a full course description and registration information.

The Latina Leadership Academy is one important part of the LLP’s long term vision and efforts.

The Castellano Family Foundation presents

Bittersweet Harvest: The Bracero Program 1942-1964

Date: February 20 – May 5, 2010

Location: Mexican Heritage Plaza Galeria

Regular Exhibit Hours: M–F 8:00 am - 5:00 pm

Additional weekend and extended hours will be posted online at www.sanjoseca.gov

The exhibition is presented by the Castellano Family Foundation, the Mexican Heritage Corporation, the City of San José, and the Office of Councilmember Nora Campos. This bilingual, multimedia, touring exhibition is organized by the Smithsonian’s National Museum of American History and explores the dramatic story of the largest guest worker program in American history. The Mexican Heritage Plaza was one of the Smithsonian’s very first stops to gather items and stories for the exhibition, and has been selected as the debut exhibit venue. The Smithsonian materials will be supplemented with items from the History San José collection.

See the online companion piece to the exhibit at americanhistory.si.edu
The Citizens Redistricting Commission

Every 10 years, all states in the country must redraw the boundaries of its legislative and State Board of Equalization districts to reflect the new population data. These boundaries affect how people are represented. Up until the voters passed Proposition 11 in November 2008, these boundaries were determined by lawmakers. Proposition 11, referred to as the Voters FIRST Act, granted people the responsibility of drawing district lines via the Citizens Redistricting Commission.

In order to ensure a fair and effective redistricting plan, it is critical for the Citizens Redistricting Commission to reflect the demographics of the state. The pool of potential members of this redistricting committee in California is alarmingly disproportionate and in not nearly reflective of the state’s diversity.

You can apply to serve on a future independent Commission that will draw district boundaries for the state Senate, Assembly, and Board of Equalization. Below is a snapshot of this commission as outlined by the Greenlining Institute’s whose mission is to empower communities of color and other disadvantaged groups through multi-ethnic economic and leadership development, civil rights, and anti-redlining activities. (www.greenlining.org)

Citizens Redistricting Commission Membership: The commission is made up of 14 members; 5 Democrats, 5 Republicans, and 4 who are not Democrats or Republicans.

Term: Redistricting Commissioners will serve a term of ten years but the vast majority of their work will be from November 2010 to September 2011.

Qualifications: To qualify to serve on this commission you must have:

- been registered in California for five years with the SAME party
- voted in two out of the last three elections

Additionally, in the past 10 years you must NOT have been:
- A candidate/elected/appointed to public office
- An officer of a political party
- Staff or officer on a political campaign committee (state or federal)
- Paid staff for member of Assembly, Senate, or Board of Equalization
- Paid staff for Assembly, Senate, or Board of Equalization
- An elected/appointed member of political party's central committee
- A registered lobbyist
- Given more than $2,000 to a candidate running for local, state, or congressional office

A former commissioner cannot hold federal, state, county, or city public elected office for 10 years.

Applicants for this commission are judged on their ability to be impartial, appreciation for California’s diverse demographics and geography and relevant analytical skills.

The first ever application process began December 15, 2009 and ended February 12, 2010. You can visit fwww.wedrawthelines.ca.gov for complete information including up-to-date status reports.

Conclusion:
This is one example that speaks to the importance of the LLP and other Latin@ leadership development efforts. In order to create a systemic and comprehensive Latina leadership development strategy we need to work together to increase the number of Latinas prepared for and actually taking on leadership positions. Education and awareness of these opportunities is part of the process.

The hope is that by increasing awareness about this commission’s existence and importance now, more Latin@s will begin to consider this a viable personal leadership development opportunity in the future.

Below is an overview of the selection process and timeline. The following page provides a snapshot of the final applicant pool.

Citizens Redistricting Commission Selection Process

60-day online application period: Dec. 15, 2009 – Feb. 12, 2010
Initial screening of applications
Qualified and disqualified applicants are notified
Supplemental application filing period for qualified applicants: Feb. 16 – April 2, 2010
Applicant Review Panel (ARP) reviews applicant qualifications and identifies 120 of the most qualified applicants: April 7 – July 19, 2010
ARP schedules and conducts interviews for 120 of the most qualified applicants: July 20 – Sept. 13, 2010
ARP selects 60 of the most qualified applicants: Sept. 14 – 30, 2010
ARP transmits lists of 60 applicants. Legislature exercises up to 24 “strikes”: Oct. 1 – Nov. 15, 2010
The State Auditor randomly selects the first eight commissioners no later than Nov. 20, 2010
Following random selection of the first eight commissioners, the State Auditor’s Once provides them with the names of remaining candidates. Those first eight commissioners select the remaining six to establish the 14-member commission.
Initial Applications Submitted: **30725**

Tentatively Eligible® Applicants: **25802**

Supplemental Applications Submitted: **547**

Complete Applications Received: **0**

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**Applicants by Ethnicity**

Total Applicants 30,725

- White: 70%
- Hispanic or Latino: 12%
- Asian: 5%
- Black: 8%
- American Indian or Alaskan Native: 1%
- Other: 4%
- Pacific Islanders: 0%

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**Applicants by Gender**

Total Applicants 30,725

- Male: 68%
- Female: 2%

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**Hispanic / Latino Applicants by Gender**

Total Hispanic/Latino Applicant 3,526

- Male: 63%
- Female: 37%

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**Santa Clara County by Gender**

Total Santa Clara County Applicants 1,667

- Male: 73%
- Female: 27%

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Data Source:

https://application.wedrawthelines.ca.gov/statistics

March 7, 2010