



## **EXECUTIVE SUMMARY of upcoming report**

Business leaders and employers are recognizing that Latinos will increasingly fuel our economic vitality. By joining forces, forward-looking employers and business leaders can make significant contributions to strengthen the skills of America's emerging Latino population. Today in many communities, good work is underway. But it is not enough for the U.S. to lead in today's global economy.

The business sector must move from acting as observers of demographic shifts and emerging workforce needs to serving as leaders for solutions. Over the past two years, *Excelencia* in Education and our partners have examined what works and identified the following roles employers can and must play to maximize the capacity for Latinos to contribute to our shared economic prosperity.

***Invest in individuals and workers.*** Employers can make employee acquisition of career technical skills and credentials a priority—and a possibility—for millions of working adults. While these efforts will benefit all Americas, they are particularly important for Latinos who are less likely to have earned a credential before they enter the workplace and who must work while attending school.

***Partner with community colleges to strengthen program relevance and performance.*** Increasingly, employers are getting involved in strengthening community colleges and building their capacity to serve all students. Because over 53 percent of Latinos enrolled in college are in community colleges, this focus is critical to Latino advancement and achievement. Employers can inform curriculum and program development, bringing expertise and resources to strengthen outcomes.

***Make community colleges and Latino achievement a focus of corporate philanthropy and corporate social responsibility efforts.*** Although corporate philanthropy contributes more than \$4.3 billion annually to higher education, much of that support is directed to highly selective colleges and universities. Community colleges serve more than 45 percent of all students enrolled in higher education and more than 53% of Hispanics in higher education. In spite of these numbers, they receive less than two percent of corporate contributions to higher education<sup>1</sup>.

***Take the lead in changing public policies to ensure a national focus on Latino achievement.*** One of the most powerful commitments employers and business leaders can make is to use their influence, credibility and knowledge as leaders in the community in support of improved outcomes, stronger partnerships and effective policy so that America's Latino community has the opportunity to get the skills and credentials required for success.

<sup>1</sup> [http://www.cae.org/content/pdf/VSE\\_2009\\_Press\\_Release.pdf](http://www.cae.org/content/pdf/VSE_2009_Press_Release.pdf). According to VSE 2009, of the \$4.62 billion in corporate giving to higher education, community colleges received \$50 million.

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## **BACKGROUND**

Ensuring America's Future by Increasing Latino College Completion is an *Excelencia* in Education initiative in collaboration with partners from diverse sectors and supported by the Bill and Melinda Gates Foundation, the Lumina Foundation for Education, and the Kresge Foundation. The purpose of the initiative is to inform, engage, and sustain efforts to promote the role of Latinos in making the U.S. the world leader in college degree completion.

*Excelencia* in Education was founded in 2004 to accelerate Latino student success in higher education through strategic information that applies research and knowledge to public policy and institutional practice. In 2011 and with 60 national partners, the Ensuring America's Future initiative leverages the convergence of *Excelencia's* mission with the emphasis on college degree attainment by the Obama Administration and national and state leaders in government, philanthropy, higher education and business.

**For the U.S. to regain the top ranking in the world for college degree attainment, Latinos will need to earn 3.3 million additional degrees by 2020 (5.5 million total).**

To access the following tools and resources visit [www.EdExcelencia.org](http://www.EdExcelencia.org)

### **Roadmap for Ensuring America's Future**

[www.EdExcelencia.org/initiatives/EAF/Roadmap](http://www.EdExcelencia.org/initiatives/EAF/Roadmap)

### **Benchmarking Latino College Completion to Meet National Goals: 2010 to 2020**

[www.EdExcelencia.org/research/EAF/Benchmarking](http://www.EdExcelencia.org/research/EAF/Benchmarking)

### **Latino College Completion: Florida**

[www.edexcelencia.org/initiatives/EAF/State](http://www.edexcelencia.org/initiatives/EAF/State)

### **Federal Policy and Latino College Completion**

[www.EdExcelencia.org/research/EAF/FederalPolicy](http://www.EdExcelencia.org/research/EAF/FederalPolicy)

### **National Partners**

[www.EdExcelencia.org/initiatives/EAF/Partners](http://www.EdExcelencia.org/initiatives/EAF/Partners)

### **Endorsements of the Roadmap for Ensuring America's Future**

[www.EdExcelencia.org/initiatives/EAF](http://www.EdExcelencia.org/initiatives/EAF)