



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)



Latina Leadership Academia 2010

BACKGROUND

The Latina Leadership Academia is a collaboration between the Latina Leadership Project (LLP) and 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.

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COURSE DESCRIPTION

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 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.

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SCHEDULE

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

LOCATION

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

QUALIFICATIONS

Eligible applicants must:

- Reside in Santa Clara County (Preferably)
- Have a demonstrated record in community and civic leadership
- Have goals that are aligned with the Latina Leadership *Academia* goals
- Commit to 100% participation
- Submit a \$100 non-refundable application fee before the application deadline

REGISTRATION

Space limited to 30 participants

To register download the electronic application /& registration materials from www.deanza.edu/communityengagement/latinaleadership

Submit your application by **July 10, 2010**

ADA accommodations available upon request

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

FREE quality childcare available at all sessions with reservation

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 Jose Evergreen Community College District
Cynthia Cuéllar, Program Development and Marketing Consultant
Isabella Imprenta, LCSV 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