



**Evaluation Summary of
Hispanic Audience Outreach: The Texas
Experience
February 17-20, 2003
South Padre Island, Texas
Radisson Resort**

**Co-Sponsored by:
Texas Cooperative Extension
Cooperative State Research, Education, and Extension Service (CSREES)
Southern Rural Development Center (SRDC)
Texas Rural Communities Incorporated**

*Evaluation was conducted by:
The Department of Agricultural Education-Extension Education Unit*

*Co-Authored by,
Chris Boleman, Extension Program Specialist
Scott Cummings, Program Leader for Extension Education & Extension Specialist*

*With support from:
Bonnie McGee, Assistant Director-Urban Programs & all faculty in Texas Cooperative Extension's South
District 12*

ABSTRACT

Hispanic Audience Outreach: The Texas Experience was a conference developed to educate Extension faculty on how to implement effective educational programs for Hispanics and increase the understanding of Hispanic culture. This conference brought 97 participants representing fourteen states to South Padre Island, TX on February 17-20, 2003 to learn more about Hispanics and their culture. After six weeks, a web based evaluation survey was emailed to participants to measure attitude, and behavior changes as a result of the conference. A retrospective post evaluation strategy was developed to measure these changes. Using a Likert scale that was defined as: 1=*Strongly Disagree*, 2=*Disagree*, 3=*No Opinion*, 4=*Agree*, 5=*Strongly Agree*, respondents provided answers to the seven statements associated with attitudes and behaviors. These statements were: I am comfortable with my knowledge and understanding of Hispanic culture; I am comfortable with my knowledge and understanding of Hispanic culture in the program development process; I am effective in involving Hispanics in educational programs; I am informed of successful methods in reaching out to Hispanic communities; I know of research-based studies that help me implement programs to Hispanic audiences; I have an appreciation for the Hispanic culture; and I am open and willing to work with Hispanic audiences. All seven revealed significantly greater mean scores for the after value compared to the before value ($p < .05$). Respondents also indicated that they were very satisfied with the program overall.

The open ended responses suggested that participants returned to their place of employment and implemented a variety of new skills they gained while attending. Three major themes that surfaced included managing volunteer ideas, youth programming ideas, and new ways to specifically target Hispanic audiences.

Respondents indicated that this conference was timely and critical to their jobs. They also suggested that they needed additional help in the areas of general program development, additional communication information, and information regarding the recruitment of Hispanic audiences into existing programs.

Introduction

The people of America, and especially Texas, continuously change. Our nation and state continue to become more diverse on a daily basis. The University of Texas at San Antonio (2001) released a report in 2002 that demonstrated the growth of Hispanics in Texas. From 1990 to 2000, Hispanics accounted for 25% of the state's population (4.34 million). This figure jumped to 32% (6.7 million) in 2000 accounting for a 55% increase over this ten year period. These numbers certainly demonstrate the need to gain a better understanding of the Hispanic audience and its culture.

Since its establishment in 1914 through the Smith-Lever Act, the Cooperative Extension Service has grown to become the largest adult and youth education organization in the United States (Fiske, 1989). The mission of the Cooperative Extension Service is to help people improve the quality of their lives through an educational process which uses scientific knowledge focused on issues and needs (Rasmussen, 1989). One of the most important components associated with developing educational programs is knowing the target audience and characteristics of that audience. This conference, *Hispanic Audience Outreach: the Texas Experience*, was developed to help Extension faculty understand the Hispanic audience and their culture. The specific conference goals were:

- To increase County Extension Educators understanding of the Hispanic culture in relationship to Extension program development;
- To become more effective in involving Hispanics in educational programs;
- To become informed of successful methods of reaching out to a Hispanic community through experiential learning techniques;
- To be exposed to model programs, research, and Spanish-language materials that are available; and
- To develop resource material for national distribution on "Working with Hispanic Audiences."

The conference was held February 17-20, 2003 in South Padre Island, TX and was sponsored by Texas Cooperative Extension, Cooperative State Research, Education, and Extension Service, Southern Rural Development Center, and Texas Rural Communities Incorporated. Texas Cooperative Extension's District 12 faculty served as the hosts. It featured several expert speakers in the area of Hispanic audiences. Some of these included R. C. Salinas, Hispanic History, Culture, and Traditions; Dr. Guadalupe Quintanilla, President Cross-Cultural Communication Center of Houston; and Dr. Peter Rodriguez, Assistant Professor, International Business and Public Policy, Texas A&M University.

The structure of the conference focused on concurrent sessions in the general subject matter areas. The concurrent session topics were: 1. youth, volunteers, 4-H and a growing Hispanic audience; 2. master volunteer program model; 3. involving Hispanic clientele in agriculture and natural resources; 4. leadership perspective of limited income audiences, 5. southern region responds to Spanish speaking audiences, 6. effective use of media to reach Hispanic audiences; 7. connecting with Hispanic audiences; 8. family and Consumer science, and 9. developing community partnerships. In addition to these concurrent sessions, participants traveled to Mexico for a first hand Mexican cultural

experience in Matamoros, Mexico. The conference wrapped-up with a post conference tour to Monterrey, Mexico to view a glass factory, brewery, the Museum of Mexican History, Horsetail Falls, and the Chipinque Mesa.

Purpose of the Evaluation

The purpose of this evaluation was to determine participant perceptions of the conference. This included the behavior participants changed as a result of attending this conference once returning to their place of employment and the overall satisfaction of the conference.

Methods

Descriptive methodology and a correlational design were used to complete the evaluation. A web-based survey was used to collect data following Ladner, Wingenbach & Raven (2002). A web based survey was utilized because of its cost and time effectiveness (Dillman, 2000, p. 359). Each participant was sent an email from one of the program developers and asked to click onto the website to answer questions pertaining to the conference. A reminder email was sent two weeks after the original email was sent.

The population for the census study consisted of all participants at the conference. There were a total of 120 people that participated in the conference. After the removal of speakers and hosts, 97 participants were targeted for this evaluation. These contact names were provided from the conference registration database. A total of 62 of 97 (63.92%) respondents completed the web based survey. There was no method used for nonresponse error.

The survey instrument consisted of three sections. These three sections were: (1) attitude and behavior change questions, (2) general satisfaction questions, and (3) an open ended section allowing participants to provide qualitative responses to questions. The instrument was developed by the Extension Education Unit in the Department of Agricultural Education at Texas A&M University and reviewed by the Assistant Director for Urban Programs, the District 12 District Extension Director – Agriculture, the District 12 District Extension Director – Family & Consumer Science, and the District 12 4-H and Youth Development Specialist. The final document was evaluated for content and face validity by all these individuals before posting. After all corrections were made, an email was sent to the population asking them to complete the web based survey. A follow-up reminder was sent approximately two weeks after the initial email.

Quantitative data were analyzed using SPSS® software version 11.0 for Windows. Descriptive statistics were derived for each of the three sections. Significant relationships between before and after attitude and behavior statements were established using paired *t*-tests.

A retrospective evaluation strategy was developed to measure the attitude and behavior changes. A retrospective evaluation strategy (sometimes referred to as a post-then-pre evaluation) allows the user to provide answers to two questions. The first question in this strategy asked about an attitude or belief before the program. The second question asked

the participant to answer the same question concerning their attitude or belief after the program (Rockwall and Kohn, 1989).

Results

As previously stated, 62 of 97 participants responded to the web-based survey. This resulted in a response rate of 63.92%. These participants came from fourteen states to attend the conference.

Quantitative Analysis. Respondents were asked to respond to seven attitude and behavior statements through a retrospective post evaluation method. After those statements were answered, respondents were then asked to provide responses for an additional eight satisfaction type post only statements. The scale for the attitude/behavior statements was 1=*Strongly Disagree*, 2=*Disagree*, 3=*No Opinion*, 4=*Agree*, 5=*Strongly Agree*.

Table 1 presents the participants change in attitude and behavior for the retrospective post evaluation strategy. Respondents indicated that they did perceive themselves to have changed their attitudes and behaviors associated with the seven statements asked for this portion of the evaluation. The seven statements were: I am comfortable with my knowledge and understanding of Hispanic culture; I am comfortable with my knowledge and understanding of Hispanic culture in the program development process; I am effective in involving Hispanics in educational programs; I am informed of successful methods in reaching out to Hispanic communities; I know of research-based studies that help me implement programs to Hispanic audiences; and I have an appreciation for the Hispanic culture; and I am open and willing to work with Hispanic audiences.

All seven of the responses revealed significantly higher mean scores for the after measurement compared to the before measurement ($p < .05$). A closer inspection revealed that the greatest mean difference was for the statement, "I know of research-based studies that help me implement programs to Hispanic audiences" (before=2.67, after=3.93; $t=8.44$, $p < .01$) and the second greatest mean difference was for the statement, "I am informed of successful methods in reaching out to Hispanic communities" (before=3.00, after=4.25; $t=9.20$, $p < .01$). The two revealing the least difference, although they were both still significant were ($p < .05$) "I have an appreciation for the Hispanic culture" (before=4.47, after=4.78; $t=3.28$, $p .02$) and "I am open and willing to work with Hispanic audiences" (before=4.57, after=4.82; $t=3.80$, $p < .01$). These two statements also revealed the highest before perception mean score when compared to the other five statements. Thus, these data indicate that respondents perceived themselves to agreeing with this statement before the conference. Therefore, it can be concluded that the participants in this conference were already willing to work with this audience and had an appreciation for the Hispanic culture before ever attending the conference.

Also noted in Table 1 is the summed means for each individual respondent for the seven statements. These mean values also displayed a significantly greater mean value after the program compared to before (before=3.44, after=4.23; $t=9.56$, $p < .01$).

Table 1. Comparison of before and after Likert scale responses utilizing a retrospective evaluation strategy for the Hispanic audience outreach: The Texas experience.

Attitude/Behavior Statements		Population	Mean*	S.D.	t	p-value
I am comfortable with my knowledge and under-standing of Hispanic culture.	Before	61	3.31	1.26	7.14	<.01
	After	61	4.20	0.81		
I am comfortable with my knowledge and under-standing of Hispanic culture in the program development process.	Before	61	2.98	1.32	8.57	<.01
	After	61	4.13	0.81		
I am effective in involving Hispanics in educational programs.	Before	61	3.03	1.25	6.28	<.01
	After	61	3.57	1.06		
I am informed of successful methods in reaching out to Hispanic communities.	Before	60	3.00	1.19	9.20	<.01
	After	60	4.25	0.57		
I know of research-based studies that help me implement programs to Hispanic audiences.	Before	61	2.67	1.09	8.44	<.01
	After	61	3.93	0.91		
I have an appreciation for the Hispanic culture.	Before	60	4.47	0.77	3.28	.02
	After	60	4.78	0.42		
I am open and willing to work with Hispanic audiences.	Before	60	4.57	0.62	3.80	<.01
	After	60	4.82	0.39		
Means after summing individual statements.	Before	60	3.44	0.87	9.56	<.01
	After	60	4.23	0.53		

*Likert scale: 1=*Strongly Disagree*, 2=*Disagree*, 3=*No Opinion*, 4=*Agree*, 5=*Strongly Agree*

Table 2 presents the satisfaction data associated with the conference. It is important to note that because of the way the web based survey was designed, the scale was reversed. For this section the Likert scale was defined as 1=*Strongly Agree*, 2=*Agree*, 3=*No Opinion*, 4=*Disagree*, 5=*Strongly Disagree*. It should be further noted that this did not impact the respondents because they only saw the scale and not the numbers that were defined to it. The statements for this section were: The subject matter was timely for me. The speakers were effective; The information was practical to my educational program; The facility was conducive to my needs; My overall understanding of Hispanic culture has increased; The tours were informative; I returned home and used the information I learned during the conference; and Overall, this was a very educational conference.

Means, frequencies, and percentages are noted in Table 2. Frequencies and percentages for participants that agreed or strongly agreed were combined and noted in the table as well. The statement "The speakers were effective" received a 100% agree or strongly agree from respondents. "The subject matter was timely for me" received a 98.4% agree or strongly agree from respondents and "The facility was conducive to my needs" had a 98.3% agree or strongly agree from respondents. Overall, all these statements received a minimum of 86.2% agree or strongly agree response.

Table 2. Central tendencies for the eight satisfaction statements pertaining to the Hispanic Conference.

Attitude/Behavior Statements	Population	Mean*	S.D.	Frequency and % of Combined Strongly Agree and Agree Responses
The subject matter was timely for me.	61	1.34	0.66	60 - 98.4%
The speakers were effective.	60	1.27	0.45	60 - 100.0%
The information was practical to my educational program.	59	1.53	0.68	55 - 93.2%
The facility was conducive to my needs.	60	1.32	0.57	59 - 98.3%
My overall understanding of Hispanic culture has increased.	61	1.49	0.62	59 - 96.7%
The tours were informative.	58	1.57	0.78	50 - 86.2%
I returned home and used the information I learned during the conference.	61	1.80	0.68	54 - 88.5%
Overall, this was a very educational conference.	61	1.30	0.59	59 - 96.7%

*Likert scale: 1=Strongly Agree, 2=Agree, 3=No Opinion, 4=Disagree, 5=Strongly Disagree

Analysis of open ended questions. Four open-ended questions were asked to respondents from the conference. These four questions were: From the program, which practice(s) will you take home and do/implement?; What other Hispanic outreach or culture topics would you like further information about?; Are there Hispanic outreach or culture topics not covered in the program that should be discussed in future programs?; and Do you have any additional comments? The major themes of responses concerning these questions were determined by qualitative analysis using Lincoln and Guba (1985).

The first open ended question asked respondents to explain which practice(s) they took home and implemented as a result of this program. Forty responses were revealed in this section (Appendix A). Four major themes surfaced from this question. The major themes were: 1. managing volunteer ideas; 2. youth programming ideas; 3. ways to target Hispanic audiences; and 4. casual sharing of bits and pieces of information with colleagues after returning home. Other comments not falling into these major themes were programs for fathers, incorporation of activities during Hispanic events, be more inclusive by saying “us” instead of “them,” involving Hispanics in traditional community gestures, and learning Spanish to communicate more effectively with their Hispanic audiences.

The second open-ended question asked respondents to list other topics they would like further information on pertaining to Hispanic outreach or Hispanic culture. Appendix B is attached and lists all 28 responses that were provided to this question. Four general themes surfaced from this question. These themes were: 1. general educational programming, program development, and county council information pertaining to Hispanic audiences (frequency of 5); 2. more information on communication (including language barriers and non verbal communication (frequency of 4); 3. information related to recruiting Hispanic audiences as new audiences to existing audiences (frequency of 3),

and 4. additional information on the Hispanic culture (frequency of 3). Other individual statements that were not categorized under these four themes were: additional information on Hispanic leadership styles and how to effectively integrate Hispanic populations with mainstream leadership, information on health care issues and food habits, assistance in developing handouts that meet Hispanic audience needs (not just translation), ways to encourage agent outreach to Spanish-speaking clientele, and agricultural career options for Hispanic audiences.

The third open-ended question was similar to the second question, but was developed to reveal specific topics that could be covered in future programs. There were 20 responses to this question. These are revealed in Appendix C. There were no themes that surfaced for this question. Most of the responses were very unique. These responses included learning the skill of story telling, lending support to secretarial staffs in welcoming different cultures to the county office, more information on culture sensitivity, learning common Spanish phrases, more time devoted to Hispanic audiences that have been in this country for several generations, learning and understanding realities facing Hispanic immigrants, more information on Latin Americans, learning about perceptions of Latinos from different parts of America, learning the nuts and bolts of managing monolingual Spanish volunteers, immigration issues, and an appreciation of Hispanic customs.

The last open ended question asked for any additional comments pertaining to the conference. Thirty-six respondents provided comments to this section (Appendix D). Twenty-five of the 36 responses acknowledged appreciation and thanks to the hosts of the conference. The general theme was that it was a very positive experience and participants felt very positive about their learning experience. A couple of specific comments were, "I thought all of the speakers were phenomenal! I especially enjoyed listening to Dr. Quintinilla. It is an experience I will never forget. She made me feel empowered and inspired...." Another quote was, "This was one of the best conferences that I have ever attended." Another theme centered on recommendations for the next conference. Some highlights from this theme included a respondent suggesting that Larry Torres, University of New Mexico-Taos be contacted to speak on teaching methods and cultural awareness and additional information on language differences. Other comments to this section that were not placed into a theme were: respondents noting that they went home and specifically targeted Hispanics into existing programs, a respondent saying they went home and enrolled in a Spanish class at the local community college, and one respondent expressing that the conference was "devoid of substantial, useful content."

Conclusions

This was the first conference of its kind in Texas. Overall, these data suggests that it was a positive educational experience for the participants. The themes from these data indicate very positive comments associated with the conference. Moreover, respondents perceived themselves to have changed their attitude and behavior associated with utilizing Hispanics in program development and having a better understanding of their culture.

Respondents did indicate that they would like additional information on follow-up topics. These include: general educational programming, more information on communication, information related to recruiting Hispanic audiences as new audiences to existing audiences, and additional information on the Hispanic culture. Conference developers and coordinators should use these data to build on this conference if another conference is going to take place.

Even though this evaluation was sent 45 days after the conference, it is recommended that an additional follow-up evaluation be sent to participants a year after the program to measure long term behavior changes and adoption of practices.

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Appendix A:
**From the program, which practice(s) will
you take home and do/implement?**

- I have made a presentation to other agents in our district on what I learned.
- Programs increasing fathers time with their children was quite interesting. Community Development facilities whereby educational programs were introduced to the community through these sites.
- I really enjoyed the conference and learned a lot about the Hispanic Audience. I especially enjoyed the tours. I plan to implement the 4-H mentoring program in one school in Newton county. I also plan to use the Junior Master Gardener in the school.
- General Understanding of the differences between cultures related to program planning and implementation. Basic concepts like the use of words that change ones attitude toward joining in on a program.
- Youth Leadership
- ideas for involving volunteers
- I would like to implement some of the volunteer practices.
- Master Volunteer program
- Incorporate activities in and around Hispanic holidays and events.
- Many of the 4-H and Youth ideas.
- Have used "phrases and thoughts" of speakers in office conference for staff members.
- Bilingual programming
- I think basically more awareness of how I interact with my audience and respond to their needs
- Continued training/encouragement of county faculty to reach-out-to/involve Hispanic families & Hispanic serving agencies in Extension program development activities. 2. Advertised and hosted web-training on new Spanish resource site.
- Working with the producers of ag. products in the various aspects.
- I have shared many pieces of information I received at the conference. I am now on a Latino-list serve via e-mail for Wisconsin Extension and have shared several websites and other resources with my colleagues around the state. I also found the media out

-Master volunteer program.

-Shared information with co-workers who are working with Hispanic Youth Audiences

-I can only use bits and pieces, ideas here and there, that I picked up during the conference.

-To embrace differences, try not to say "us" & "them," begin learning the Spanish language, and to discover a key leader that will be a cultural bridge for us.

-Continue to reach our Hispanic families who are in so much need of awareness in Health issues.

-Master Programs

-used what I learned to reach out and invite the Gulf Coast Latin American Association to use the local County Extension Service Office as a meeting location. They are very interested in starting a Latino 4-H Club and also are interested in nutrition program

-Gardening with kids! incorporation of history and clothing and cooking

-using Hispanics as volunteers

-The master volunteer program with the Hispanic audience

-Communication, commitment and understanding culture

-History of relationship between Mexico and the US. Hiring more Hispanics. Including programs for fathers.

-I felt the topics involving youth were very beneficial to me. I am trying to work with a local school to start an after school program. We want to involve 4-H curriculum but also work on mentoring and tutoring to help increase study skills of youth.

-The fact that the parents like to have traditional gestures made to them to help them feel connected, while the youth want to just be part of what is going on as a whole community and not singled out.

-I implement the "us" & "we" not "them" and "they".

-We are planning looking into implementing a similar train the trainer program.

-More outreach to Mexican Immigrant population

-I hope we can implement some version of the volunteers program that you showed us in the Home Eco area.

-Involving Hispanic audiences in the program planning and working directly with the population in their community.

-Introduce Jr. Master Gardener Program into the elementary Science curriculum.

-Encourage EFNEP staff to address nutritional needs of Hispanic Families Incorporate total family participation.

-Targeting Hispanic audiences, respecting the culture, identifying and developing appropriate materials.

-Dr. Lupita Quintanilla was an excellent choice for the Keynote Speaker. We are in the process of planning a conference for the Latino community in Central Ohio. The target for the conference are Latino residents who might be interested in developing the

-Learn fluent Spanish

-The customs, how to get parents involved.

-Ways to incorporate learning with other activities for the homemakers.

-Creating programming with Latino volunteers.

-Hispanic Cultural awareness

Appendix B:
**What other Hispanic outreach or culture topics
would you like further information about?**

-I would like to know how to work with this audience when no work has ever been done here. Our Hispanics are new to the area no generational like I saw in Texas.

-Building the program to help Hispanics feel welcomed to attend. Build the program for more interaction between future Hispanic Extension leaders and those of us that need to learn more about the Hispanic culture.

-Spanish language discussions about how language affects culture.

-I would like to see more on getting them involved as volunteers

-Getting Hispanic clients onto and involved with Extension Committees.

-Anything and everything

-Working in the Urban setting, most were focused on rural areas.

-I think your conference was very comprehensive; especially for those of us who may just be beginning to deal with Hispanic populations.

-Hispanic culture and the implication for program development and implementation
(more details)

-I would like further information on Hispanic leadership styles and how to effectively integrate Hispanic populations with mainstream leadership

-Using media to reach out to Hispanic audiences.

-More of the service organizations that are available to them in the counties.

-Hands On

-Application of Programs

-How the Hispanic culture affects their learning style

-In the future may be some on their health care issues and food habits.

-More specifics on the culture is most useful

- At this point I can not think of other topics.
- Communication beyond language. Does it need to be face-to-face, written, flier, how?
- I would like help in making handouts better reach their needs, not just translating.
- Spanish publications are always very helpful. The Extension En Espanol will be very beneficial.
- Ways to encourage agent outreach to Spanish-speaking clientele.
- Effective evaluation methods
- English as a Second Language Programs, Financial Literacy Education
- Involvement of Hispanics in other parts of the country
- I would to have a short course on the language
- More information about successful programming and agencies for Latinos nation wide.
- Agricultural careers

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Appendix C:
Are there Hispanic outreach or culture topics not covered in the program that should be discussed in future programs?

-All of us could learn the skill and quality of story telling, much like the 2003 conference speakers shared. Lending support for county directors to aid secretarial staff in welcoming and helping different cultures receive Extension materials.

-No

-Need to see Hispanic program overviews from around the country.

-I think that there needs to be more on the culture and culture sensitivity so that others may better understand the Hispanic audience. There also needs to be more on the matter of the different cultures among the Hispanic audience.

-Perhaps a little on the language, and Spanish phrases.

-Taking subject matter and relating it to any changes needed and current trends known within Hispanic audiences.....i.e.: what would you do differently or be specifically sensitive to in parenting topics, nutrition, financial management, etc....

-Maybe address urban Hispanic issues, bilingual/bicultural education, more characteristics of Hispanic cultures: Machismo, Marianismo, "poverty simulation" would be appropriate or even a "diversity simulation", behaviors, ideas,

-At times too many "Hispanic" conferences/seminars only focus on the newly arrived Hispanics and not enough attention is given to Hispanics that have been present in this country for many years or generations.

-Understanding the particular realities facing Hispanic immigrants.

-I feel like all topics were covered.

-Include more on those from Latin American countries other than Mexico and Cuba

-I felt that where I am right now with trying to expand my programming audience the topics covered fit my needs.

-The perceptions of Latinos in different parts of the United States.

-Factors of survival that immigrants face that prevent them from participation in Extension programming. Example- illegally in the country, working 2 or 3 jobs and finding little time to be with family.

-Dialects.

-How people learn.

-Nuts and bolts of managing monolingual Spanish volunteers.

-Civil Rights, Immigration Issues.

-Hispanic customs

-inclusion, language

Appendix D: Additional comments section

-I am appreciative of the effort to help participants understand cultural and language barriers that prevent Hispanics from being as successful as they want to be.

-Because of this conference I have a greater understanding about the Hispanic culture. I recently had a Health Rocks Spring Break Day Camp and I had 5 Hispanics to attend.

-Thank you

-Excellent conference; meaningful sessions; and great presentations. Thanks for going to all the work to put the conference on.

-Overall the conference was a great learning experience for me and I hope to attend future conferences that target working with the Hispanic audience.

-Since returning, I have enrolled and begun a non-credit course at the community college to learn some introductory Spanish and hopefully increase my effectiveness in Hispanic outreach

-It was a great Extension Conference -- "AWESOME" ! The "BEST", that I have attended in the past 5-6 years.

-Thanks for a great conference....

-The "English Only" sentiment is still prevalent in Wisconsin, how can we influence politicians, county board members, and even Extension to not only realizing the importance, but FUNDING for the implementation of Spanish only or English/Spanish programs?

-Thanks to all. This interactive conference was very valuable.

-I thought all of the speakers were phenomenal! I especially enjoyed listening to Dr. Quintinilla. It is an experience I will never forget. She made me feel empowered and inspired. She is truly a modern-day hero.

-Great Conference!

-This was an absolutely wonderful conference. The sense of commonality and passion around this important topic is encouraging within a very traditional institution. Hats off the Texas staff and funders.

-I only found a couple of the workshops and presentations informative. I found the majority devoid a substantial, useful content.

-This was one of the best conferences that I have ever attended. You are to be commended. Thank you so much for putting so much effort and time in this conference. I did receive quality information that I feel will be very beneficial in my programming.

-I think this conference was very informative and successful in increasing knowledge and skills in working with the Hispanic population.

-I would like to go back to this area again for the next conference. The location greatly added to the conference. I would not want to go to another area.

-The conference was one of the best I have ever attended during my time with Extension.

-very informational and would attend again, especially at SPI

-WONDERFUL conference. I was very impressed. Thank you so much for the time spent putting this conference together. I learned a lot, and it was entertaining as well as informative. Thank you so much!

-I really enjoyed the conference. I thought this was a great conference. Everybody I talk feels the same way. I was able to do some network with other states who do the same work I do. I will be attending a Cinco de Mayo event this weekend at a recreation center.

-The FCS programming in Texas is much different than in my state. I cannot see the implementation of a "Master Program" like you have. I wish the focus of the tour could have been broader than just that program.

-Difficult and costly travel to and from the Island. However this afforded us the opportunity to travel to Mexico. It would have been nice to know about the Mexico trip in advance.

-This was a wonderful conference! The information was well presented and meaningful and I like the fact that it had all been tried and used and both successes and things to do differently were suggested. Visiting actual sights was a plus.

-Great Conference and with a broad overview the Hispanic audience.

-I see in my homogeneous location of the world that we try so hard to be sensitive that we isolate instead of include. At the conference I saw a part of the world that was completely flipped from my situation.

-May want to consider contacting Larry Torres at UNM-Taos (NM) regarding teaching methods, and cultural awareness.

-Thanks for this wonderful opportunity to gather with other educators in extension and share programming and ideas.

-The conference was a great one!! The District Staff could not have done more to present a well rounded fun filled educational program. Thanks.

-It was a wonderful experience as a whole! Keep up the great work!

-It was an excellent conference. Employees from the Texas Extension Service attending the conference made us feel welcome and were extremely friendly.

-MILLON de Gracias!

-Great conference

-I enjoyed the conference. It was an eye opening experience. Thanks

-I still feel a real barrier with the language differences.