Overview

- Latino Community in North Carolina: State/county Trends
- International Training: Experience and Insights
- Action Plan: Projects
- Moving Forward
Latino Families in North Carolina

- 800% growth since 1990
Latino Families in North Carolina

- Immigrants vs. migrants
- 72% from Mexico
- Largely poor/rural backgrounds
- Commonalities and diversity
  - Culture
  - History
  - Beliefs
  - Language: Spanish, indigenous
- Limited education & English

## North Carolina Births by Race/Ethnicity, 1990 - 2003

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>1990</th>
<th>2003</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Races</td>
<td>104,525</td>
<td>118,308</td>
<td>13.2</td>
</tr>
<tr>
<td>White</td>
<td>69,512</td>
<td>70,458</td>
<td>1.4</td>
</tr>
<tr>
<td>Black</td>
<td>30,726</td>
<td>27,170</td>
<td>-11.6</td>
</tr>
<tr>
<td>American Indian</td>
<td>1,516</td>
<td>1,637</td>
<td>8.0</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>1,052</td>
<td>3,106</td>
<td>195.2</td>
</tr>
<tr>
<td>Hispanic</td>
<td>1,754</td>
<td>16,084</td>
<td>817.0</td>
</tr>
</tbody>
</table>

*Source: Centers for Disease Control, National Vital Statistics Reports, 1990 and 2003*
Economic, Social Impact on North Carolina

- Latino buying power: 885% growth
- Latinos filled 1 in 3 new jobs in NC
- Construction: 29% of labor force
- Farmworkers: 5th largest in U.S.
- Hispanic businesses growing
- Huge dropout rates for NC Latinos

(Census 2000; Public Use Microdata, 2006; Kaufman & Naomi, 2004)
Potential Hispanic High School Students in NC

Hispanic High School Students in NC

(WICHE, 2005)
County Trends
Why Extension, Why Now?

- Mission-related
- Ethical
- Legal
- Economic
- Strategic
- Win-Win
International Training: Experience & Insights

Goals

- Learn about the political, social and economic factors of Mexico-U.S. migration
- Observe agricultural, environmental, family, youth and community programs in action
- Understand the impact of migration
Urban Experience

Mexico City
History and Culture of Mexico

Zócalo, Mexico City
Juan Diego Center: Family, Youth, Health, Community Development
Chalco, near Mexico City
Juan Diego Center: Model Mexican Non-profit
Chalco, near Mexico City
Small City/Rural Experience

Oaxaca, Oaxaca
In villages in Oaxaca, we observed and learned about...
. . . the impacts of Mexico-U.S. migration
... and successful programs similar to Extension’s
Community Development: Micro-finance Project
Santa Ana Zegache, Oaxaca
Community Development: Micro-finance Project
Santa Ana Zegache, Oaxaca
Centeotl: Youth, Community Development, Agriculture, Environmental programs
Zimatlan, Oaxaca
Sustainable, Value-added Agriculture: Amaranth
Zimatlan, Oaxaca
Sustainable Development, Community Volunteerism
Santa Ana del Valle, Oaxaca
Community Museum: Sustainable Development
Santa Ana del Valle, Oaxaca
Schools and Community Volunteerism
Santa Ana del Valle, Oaxaca
Mexico-U.S. Migration Effects on Schools, Communities
Santa Ana del Valle, Oaxaca
Impressions
Bringing it all back home!
Latino Initiative
Action Plan

- Team Project
- Small Group Projects
- Expected Impacts
Team Project: Community Voices

- Develop culturally appropriate version for Latino community
- Work in partnership with
  - NC A&T Community Development Specialists
  - Center for International Understanding (CIU)
  - Center for New North Carolinians (UNC-G)
  - Community and state leaders
- Deliver program regionally
Profitable, Sustainable Food, Forest, Green Industry
Small Group Projects

- Micro-finance, alternative market development, women’s entrepreneurial development
- Community gardens, farm enterprise development
- Livestock production training
- Alternative agriculture
- Food service safety
Environment and Natural Resources
Small Group Projects

- Watershed protection/BMPs
- CEFS internships for Mexican students from University of Chapingo
Youth, Families, Communities
Small Group Projects

- Youth Master Gardeners
- Rural/farm safety family events
- Farmworker heat stress prevention training
- Parent/child/teacher education involvement
- EFNEP for Latino families
- 4-H programs
- E-plaza development & communication services
- Community services center, leadership development
Expected Impacts

- **Profitable, Sustainable Food, Forest, Green Industry**
  - New markets, new entrepreneurs, new enterprises, alternative crops, increased agricultural revenue
  - Increased worker productivity, effectiveness, satisfaction, health, safety
  - Reduced risk of disease transmission, increased safety standard compliance

- **Environment and Natural Resources**
  - Increased compliance
  - Reduced environmental risks
  - Increased international cooperation
Expected Impacts

- **Youth, Families, Communities**
  - Improved nutrition, health, safety and preparedness at home and work
  - Increased acculturation
  - Increased youth school success and family involvement
  - Improved family relationships
  - Increased financial literacy and self-reliance
  - Enhanced community leadership
Moving Forward: Extension and County Administration

- Invest in Personnel
- Develop Partnerships
- Invest in Training
# Extension Issues

## Prioritization Scorecard

<table>
<thead>
<tr>
<th>CRITERION</th>
<th>SCORE</th>
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</thead>
<tbody>
<tr>
<td>Aligns with strategic priorities</td>
<td>5</td>
</tr>
<tr>
<td>Based on a current/emerging critical need</td>
<td>5</td>
</tr>
<tr>
<td>Validated through comprehensive environmental scanning</td>
<td>5</td>
</tr>
<tr>
<td>Strong support by key community leaders, decision-makers</td>
<td>4</td>
</tr>
<tr>
<td>Opportunities for regional programming</td>
<td>5</td>
</tr>
<tr>
<td>Cost-effective program with high return on investment of people and public dollars</td>
<td>5</td>
</tr>
<tr>
<td>Successfully changes behaviors</td>
<td>5</td>
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<tr>
<td>Opportunity for integrated team approach</td>
<td>5</td>
</tr>
<tr>
<td>Strong evidence of all components of the Extension programming process</td>
<td>5</td>
</tr>
</tbody>
</table>
What can our county do?