



**UNIDOSUS**  
STRONGER COMMUNITIES. STRONGER AMERICA.

# Diversity, Equity, and Inclusion Toolkit

**External Audience**



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UnidosUS is a nonprofit, nonpartisan organization that serves as the nation's largest Hispanic civil rights and advocacy organization. Since 1968, we have challenged the social, economic, and political barriers that affect Latinos through our unique combination of expert research, advocacy, programs, and an [Affiliate Network](#) of nearly 300 community-based organizations across the United States and Puerto Rico. We believe in an America where economic, political, and social progress is a reality for all Latinos, and we collaborate across communities to achieve it.

For more information on UnidosUS, visit [unidosus.org](https://unidosus.org) or follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

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# Letter from Janet Murguía

## Dear Friends,

The issue of Diversity Equity and Inclusion (DEI) in corporate America is at the forefront of many business conversations happening around the country, spurred in part by professionals, from all backgrounds and ethnicities, who want to work in an environment where they know they belong, and they are equally valued and compensated. At the same time, divisive policies targeting DEI are increasing in government, business, and educational institutions. Now is the time for corporations to take a stand and develop their own proactive DEI policies that impact—and benefit—their workforce, workplace, and the marketplace.

Over our 55-year history, UnidosUS has served as a trusted advisor to Fortune 100 companies, often behind the scenes, and we stand ready to share our expertise more broadly to help accelerate advancement for our community and other underserved communities. Our advocacy work has helped Latinos and others at all levels of the job market reach their dreams in a country we are proud to call home.

Latinos deserve equitable treatment, compensation, and opportunity in the workforce. Hispanics make up nearly [one in five people](#) in the U.S. (19%). We will comprise one-fifth of our country's labor force by 2028, according to the U.S. Bureau of Labor Statistics, and by most estimates, we represent more than \$1 trillion in buying power. Companies must engage Latino employees in their talent pipeline strategy at all levels and across their businesses. Investing in Latino communities, and the intersection of Diversity, Equity, and Inclusion (DEI) in the workforce and business, must be a priority to truly make an impact. To be successful in engaging and connecting with our growing and powerful community, company culture must promote inclusion and cultivate a sense of belonging among Hispanic employees.

This toolkit brings forth our expertise in the area and serves as a resource for our corporate allies, sister organizations and Affiliates. Whether your company is well along in its DEI journey or just beginning, I hope you find the wealth of information in here useful and inspiring.

Sincerely,



Janet Murguía  
President and CEO, UnidosUS



# Purpose and Positioning

With 55 years of advocacy work, UnidosUS is the voice of the Latino\* community. Corporations and organizational partners alike turn to UnidosUS often for guidance, counsel, and collaboration when developing DEI strategies and programming.

This toolkit provides a deep dive into the current DEI landscape with a focus on the Latino community and serves as a guide with important information for corporations looking to make DEI a cornerstone of their business. Our intent is to ensure that the Latinx workforce is well represented and informed on how to intersect with all groups and stand out in ways that shift the mainstream. UnidosUS is a convenor of various partners, sectors, and thought leaders. The tools and resources we have gathered here guide and support our connection to DEI leaders making an impact in the way Latinos are included and integrated in DEI investments, initiatives, programs, and goals. Through our work, our team offers a unique perspective as we serve at the intersection of the local and national community; we help lead the national conversation on Latino inclusion; and we leverage our relationships across several sectors including business, government, policy, education, health and more.

Workforce, Workplace and Marketplace will be used repeatedly throughout the toolkit.

**Our thinking is that all DEI strategies must impact these three areas:**

Workforce	Workplace	Marketplace
How a company recruits, retains, and promotes its employees.	How a company treats its employees. Essentially, this is reflected in company culture.	How a company engages with their business community, vendor relationships, and marketing spend.

\* The terms “Hispanic” and “Latino” are used interchangeably by the U.S. Census Bureau and throughout this document to refer to persons of Mexican, Puerto Rican, Cuban, Central and South American, Dominican, Spanish, and other Hispanic descent; they may be of any race. This document may also refer to this population as “Latinx” to represent the diversity of gender identities and expressions that are present in the community.



# Intended Audience

This toolkit is intended for partners who rely on our expertise and efforts to advance the progress of our Latinx community.

Within these corporations and institutions, senior leadership, allies, and the Latino workforce are key contributors to the progress of the growing multicultural workforce:

- Executive leadership (CEOs/C-suite, corporate board members)
- Corporate foundations, social impact/responsibility teams
- HR teams (recruitment, retention, leadership development)
- Procurement/supplier diversity teams
- Marketing teams
- ERG leadership and allies
- Other Latino organizations



# DEI Landscape



## Latinos in the Workforce

[UnidosUS issue area webpage](#)

- **29 million:** The number of Latinx in the U.S. workforce.
- **1 out of 5:** By 2030, one out of five U.S. workers will be Hispanic.
- **65.6%:** The labor force participation rate of Latinos, among the highest of any race or ethnicity.
- **78%:** The number of projected net new workers between 2020 and 2030 that will be Latino.
- **34%:** Over the past decade, the number of Hispanic business owners grew 34%, compared to 1% of all business owners in the United States.
- **\$0.55:** On average, Hispanic women earn 55 cents on the dollar compared to white men.

Source: UnidosUS calculation using U.S. Bureau of Labor Statistics, “Labor Force Statistics from the Current Population Survey.” Tables 11 and 18, <https://www.bls.gov/cps/tables.htm> (accessed June 23, 2020).

Additional sources compiled in the article [Preparing Latinx Workers for Success](#)



## Latinos as Entrepreneurs

- Latino business owners continue to represent an important segment of the U.S. economy, **generating \$460 billion in revenue and employing 2.9 million workers.**
- Latino-owned businesses (LOBs) continue to **report lower average revenue per company**, \$1.3 million vs \$2.5 million for the average white-owned business (WOBs), **but higher revenue growth than WOBs** (12% vs 7%).
- **The number of jobs created by LOBs has grown** from 1.9 million in 2007 to 2.9 million in 2019, representing a 53.6% growth rate.
- **Latino business owners** are more likely to **build businesses for the long term**—they are twice as likely to report their primary goal as an entrepreneur is to operate a business that can be inherited by their family.

Source: Excerpts from [Stanford Graduate School of Business, Latino Entrepreneurship Initiative](#)





## Latinos in Education

[UnidosUS issue area webpage](#)

- **27%:** The percentage of the nation's 50.6 million public school students who are Latino.
- **33%:** The rise in the number of English learners in the United States between the 2000-01 school year and the 2017-18 school year.
- **35%:** The amount of LGBTQ Latinx students who are more likely to miss school due to feeling unsafe.
- **21%:** The percentage of the country's 16.6 million students enrolled in undergraduate programs who are Latino.
- **70%:** The percentage of Latino college students who are the first in their family to attend college.

Source: [Excerpts from UnidosUS Education Issues page](#)

Additional sources can be found in: [Progress Reports powered by UnidosUS](#)



## Latinos in Health

[UnidosUS issue area webpage](#)

- **30%:** The percentage of Latinos who are fully vaccinated as of July 30, 2021.
- **4 million:** The number of Latinos who gained health coverage thanks to the Affordable Care Act.
- **10.8 million:** The number of Hispanics who still lack health coverage.
- **More than 50%:** The percentage of all Latino workers who don't have access to paid sick leave at their jobs.

Source: [CDC COVID Data Tracker](#)

Excerpts from the [UnidosUS Health initiative: Esperanza Hope for All](#), and [CDC](#)



### Latinos and Housing

[UnidosUS issue area webpage](#)

- **70%:** In the next 20 years, 70% of new homeowners will be Hispanic.
- **65.6%:** The labor force participation rate of Latinos, among the highest of any race or ethnicity.
- **5x:** The typical white family had five times the wealth as the typical Hispanic family, as of 2019.

Source: [U.S. Bureau of Labor Statistics](#)



### Latinos and Voting

[UnidosUS issue area webpage](#)

- **Nearly 1 million:** The number of eligible Latino voters UnidosUS has registered to vote over the past decade.
- **1 million:** The average number of Hispanics who turn 18 each year and become eligible to vote.
- **16.5 million:** The number of Latinos who voted in 2020, a 30% increase over 2016.
- **507,943:** The number of voters we reached in 2020, including registering 127,991 new voters.

Source: [National Survey of Latino Voters](#)



### Latinos and Racial Equity

[UnidosUS issue area webpage](#)

- **\$733:** Schools with 90% or more students of color spend \$733 less per student every year than schools with mostly white students.
- **19%:** Before COVID-19, nearly 19% of Latinos had no form of health care, compared to 6.3% of whites. During the pandemic, it's only gotten worse.
- **\$153K:** In 2019, the average Latino family had about \$36,000 in wealth, compared to white families having \$189,000, a difference of \$153,000.
- **170%:** Latinos are almost twice as likely (1.7 times or 170%) to be killed by police than a white person.

Source: [Toward a More Perfect Union: Understanding Systemic Racism and Resulting Inequity in Latino Communities](#)



## Macro Trends

### Layoffs

Unlike the exponential growth the industry witnessed during 2021 and 2022, DEI corporate roles growth slowed down in 2023, in some cases declined, but commitment to overall progress remains. According to the Society for Human Resources Management, DEI in the Tech industry was hit the hardest, yet the net growth across the broader spectrum remains and there is expected growth as the markets stabilize.

Source: [SHRM Society for Human Resource Management](#)

### Latino Corporate Affinity Organization Momentum

In the Latino sphere of organizations connected to corporate partners, the momentum continues as interest in particular industries seek more insight on how to build their workforce pipelines, encourage upper mobility in their workplace, and understand how to market to the Latino consumer segment or engage with these communities to build corporate social responsibility.

In particular [The Latino Donor Collaborative](#) has built a repository of research by specific industry, which can inform on each particular area of the Latino population. The Collaborative has a library of primary research information from Latino Entrepreneurship to the annual GDP report of the entire US Latino population. The site also houses peer research on DEI efforts and Hispanic market facts from Nielsen, Claritas, and other reputable sources which can inform on the impact or lack of representation the Latino community has across industries.

One sector of the population that has gotten the much-needed momentum across most studies and recognition across sister organizations focusing on Latino issues, is the visibility to Afro-Latinos, which make up 25% of the Latino population, and gained attention during the racial reckoning of 2020-21. Intersectionality has been a US Latino macro-trend expanding awareness to other countries in Latin America.

### Global Interest in DEI

National and global awareness of DEI continues to gain momentum. DEI globally has focused on gender and socioeconomic groups underrepresentation, while in the U.S. the focus continues to be on the disproportionate inclusion of ethnic and diverse minorities in the workforce.

There is also a collective effort by [The Global Parity Alliance \(GPA\)](#) which is a cross-industry group committed to advancing DEI around the world. This organization is a coalition of corporate partners connected to identifying

initiatives to learn and share commonly and widely solutions to advance Diversity, Equity, and Inclusion. In their 2023 report, there were five common success factors across 43 global organizations:

1. Nuanced understanding of root causes
2. Meaningful definition of success
3. Accountable and invested business leaders
4. Solution designed for context
5. Rigorous tracking and course correction

One area to highlight is that while the global trend of advancing DEI will continue to grow, the lack of common measurement is an issue, given the dynamics by every region and collective agreement.

### **Rise of DEI Tech**

Given that much of DEI continues to be driven internally by the human resources department, HR-focused tech is on the rise to combat bias in the workplace. Many established organizations continue to adapt their software and industry approach to include DEI best practices into their platforms. Fortunately, there is a rise of DEI focused Technology lead by minority-owned business and DEI experts that can provide actionable insights to address inclusion in the workplace.

Technology companies such as [Aleria](#), which focus on measuring inclusion in the workplace, can add a layer of empathy to a business model in the human resources space due to their mission driven objective. Or [Reframe](#) which also focuses on workplace diversity and inclusion and has an interface to track marketplace impact in multicultural marketing and supplier diversity.

### **Divisiveness**

The politicization of DEI efforts and the rise of nativism in the United States and abroad are just a few of leading factors driving divisiveness in many communities. Corporations have been criticized due to their effort to become more inclusive environments, in some cases have been silenced, due to a lack of information on how DEI can be a success factor to increase productivity.

### **Benefits of an Inclusive Corporate Environment**

Companies with gender diversity on executive teams were 25% more likely to have above-average profitability.

Companies with an ethnic and cultural diversity team were 36% more profitable.

Source: [Diversity wins: How inclusion matters](#) by McKenzie & Co.

# The Role of UnidosUS, Our Efforts, and How Corporations Can Engage

UnidosUS has been a force for change with corporate partners across five pillars—talent recruitment and employment, governance empowerment, procurement, content and media, and philanthropy, among other areas for 55 years. Our efforts have highlighted and lifted Latino voices across these five areas together with our corporate partners and our close-to 300 Affiliates across the country.



**Examples of UnidosUS DEI efforts are included below:**

## **Workforce Development**

[UnidosUS issue area webpage](#)

### *UnidosUS Workforce Development efforts:*

The UnidosUS Workforce Development and Adult Education team seeks to improve the Latinx community's ability to contribute to and share in the nation's economic opportunities.

### **Our approach in setting up our community for gaining, family-sustaining wages:**

#### *Empower our community:*

- Provide job-specific trainings
- Expand digital equity
- Prepare graduates for in-demand careers



*Empower the UnidosUS ecosystem:*

- Build UnidosUS Affiliates capacity to deliver high-quality job training and skills development programs
- Promote equitable hiring practices
- Build an inclusive workforce ecosystem

*Corporate partner engagement:*

- Adopt a site where corporations can sponsor and co-create training and recruiting programs for their industry
- Become an employer partner and commit to hiring talent from UnidosUS programs
- Lend technical and culturally competent expertise by serving as a panelist, mentor, or participate in UnidosUS-led trainings
- Donate goods, services, or knowledge to our programs

*Our impact:*

Between 2018 and 2020, the Workforce Development and Adult Education team implemented the Latinos in Finance, Latinx @ Work, and the Young Adult Reentry programs across 21 program sites. Programs provided job-specific and digital skills training to job seekers.

- **2,240** Enrolled in training
- **74%** Retained
- **1,019** Positive outcomes\*
- **45%** Women†

Source: <https://unidosus.org/issues/workforce-development/#succeedinworkplace>

In 2021, the **Workforce Development and Adult Education component** expanded existing programs and **launched a total of four new programs:** Latinx in Sales, Latinx in Business, as well as systems change programming under the Rework America Alliance and the U.S. Department of Labor.

*Learn more about UnidosUS's workforce development programs:*

- Latinos in Finance
- Latinxs @ Work
- Comcast Digital Innovation
- Latinos in Sales
- Latinos in Business
- Latinos in Automotive

\* Positive Outcomes refers to individuals that reported new or improved work or continued education.

† Includes Reentry Initiative. Typical Proportion Female between 70-80% for other workforce training.

*UnidosUS's systems change initiatives:*

**Rework America Alliance:** The Rework America Alliance is a unique partnership of civil rights organizations, nonprofits, private sector employers, labor unions, educators, and others working to help millions of workers from low wage roles move into better jobs. Through our committed network of partners, the Alliance is developing data-driven resources and tools to help workers who have built capabilities through experience, but do not have a bachelor's degree to come back to work in better jobs—particularly people of color and women as they have been disproportionately affected by the economic crisis.

- **National Technical Assistance Center for Diversity Equity and Inclusion in Apprenticeships:** UnidosUS has joined forces with Jobs For the Future (JFF) and other DEI champions to provide hands-on training and support to employers, education and training providers, and community organizations to help them increase diversity, equity, and inclusion in U.S. apprenticeships.
- **Workforce Development Summit:** Our 2022 Workforce Development Summit “*Crea, Conecta, Cambia*”—Create Pipelines, Connect People, Change Practices: Investing in the Latinx Workforce took place November 2-4 in San Juan, Puerto Rico. We believe it was a good time to hold this national event in Puerto Rico in light of the economic challenges facing the island, the negative impact that Hurricane Fiona had on the economy, and to show the importance of increasing opportunities for local workers.





### Racial Equity

[UnidosUS issue area webpage](#)

- **Latinos are the largest minority group in the U.S. today** at nearly 19% of the population.
- **Latinos** are contributing to the U.S. in many important ways, and in the **next decade will comprise 75% of new labor market entrants**.
- **Latinos do not experience equal opportunities in the United States.** A long history of racism, not having been considered or heard as a community, and widespread Latino cultural erasure have been embedded in our societal structures. **This has produced disparate outcomes for the largest minority of the country and fuels inequity today.**
- **All UnidosUS initiatives** are founded on the belief that Latinos deserve equitable access and representation across all areas of society, be it healthcare, education, workforce, technology, government policies, culture, marketing, entertainment, and more.
- **Health: 23% of Latinos remained uninsured in 2020**, compared to only 6.3% of non-Hispanic whites.
- **Housing: In 2019, 47.1% of Latinos were homeowners**, compared to 73% of whites.
- **Employment: Latino households earn \$56,113**, compared to \$68,703 for white households.
- **Education: 24% of Latinos have an associate's degree or higher**, compared to 46% of whites.



### *Latinos are being left out of the conversation:*

A major issue identified by UnidosUS and other organizations is that the Latino experience and contributions are nearly absent in the surging public discourse around racial equity and systemic racism. This exclusion is a complex phenomenon that can negatively impact the future of both the Latino community and the entire country.

#### **For example:**

- While Hispanics have the highest risk of contracting or dying from COVID-19 compared to other groups, less than 2% of media stories about the pandemic even mentioned Latinos.
- Although much of the socioeconomic inequalities experienced by Latinos are at least partially attributable to systemic racism, barely over 1% of coverage about structural racism or racial justice mentions Hispanics at all.

Source: <https://unidosus.org/publications/2128-toward-a-more-perfect-union-understanding-systemic-racism-and-resulting-inequity-in-latino-communities/>



### *Our strategy:*

**Weaving the Latino narrative into the American story:** Initiate a narrative-change strategy to expand the nation's discourse on racial equity.

Narratives and stories are the bedrock upon which cultures and societies are built. Imagine if we could truly say that all Americans—including our largest minority—are woven into our nation's story. This is the kind of story and society we should all celebrate.

Building on more than five decades of fact-based research, a network of nearly 300 community-based Affiliate organizations across the country, and a record of leadership on social justice and other issues, UnidosUS is uniquely positioned to lead Latino-focused racial justice efforts and collaborate with national partners to create narrative change.

*How UnidosUS is making an impact:***1. Building the knowledge base**

Developing and publishing content about contributions and systemic barriers that Latinos experience.

- Conduct research on the inclusion of the Latino perspective in high school history and social studies textbooks.\*
- Conduct research on the Latino wealth gap.

**2. Changing the narrative**

Shaping public discourse and advancing changes in the narrative about systemic racism and its effects on the Latino community.

- Develop a set of messages, test them on a pilot basis through a variety of messengers, mediums, and tactics.
- Deploy effective messages to support policy campaigns and program strategies.

**3. Organizing the field**

Building a field of coalitions in five key sectors: education, media, arts and pop culture, communities of practice, and advocacy and policy.

- Formal partnership with the Smithsonian National Museum of the American Latino.
- Collect existing Latino social and political thought in partnership with academic institutions.

*Our Partners:*

- National Museum of the American Latino
- Berkeley Media Studies Group
- Berkeley University of California
- Johns Hopkins University

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\* UnidosUS Position Paper: "[Toward a More Perfect Union: Understanding Systemic Racism and Resulting Inequity in Latino Communities.](#)"

## Other areas UnidosUS is working on to achieve equity for our community:

### Technology policy:

- We are tirelessly working to combat dangerous and rampant misinformation among the Latino Community.
  - **Esperanza Hope for All campaign:** Provides COVID-19 and general health and adult immunization awareness and education in language and in culture to our Latino community.
  - **News and entertainment:** We are working with our media partners to ensure that fact-based, thorough research and journalism regarding important issues affecting our community is shared accurately and often.
- **Consumer privacy protection work:** UnidosUS is working with major corporations and government agencies to better understand what information is tracked, collected, and processed on Hispanics in the U.S. and how it's used to subvert civil rights.
- **Algorithmic tracking:** UnidosUS is researching how companies and technology software targets people based on background to offer lower quality products, programs, and support.
- **Broadband into homes:** Together with our Affiliates, UnidosUS is working to change policy that allows and builds awareness of affordable connectivity programs, monthly benefits for low-income households.







### *Voting:*

Latinos are the second-largest group of voters in the country. UnidosUS reaches out to voters and potential voters to make sure all eligible Latinos are registered, informed, and engaged in the political process every year. The 2020 elections proved what we already knew: if you engage Hispanic voters, they will show up and cast decisive votes. UnidosUS strives for a vibrant democracy that lifts all voices and strengthens civil society. We support policies and programs that make registration and voting accessible to all Americans, particularly those long underrepresented; ensures leaders are accountable to all communities; and foster solutions-driven engagement.

Together with Mi Familia Vota, UnidosUS conducted a national survey of Latino voters across the U.S. In a period that has brought the shock of Uvalde, restrictions on women's rights, and climate-related destruction, this large poll of Latino voters found that their priorities have experienced a seismic shift. Link to the full poll [here](#).

- Inflation/rising cost of living
- Crime/gun violence
- Jobs and the economy
- Health care
- Abortion

[Learn more about our work on voting and political empowerment.](#)

### Education:

Our *Padres Comprometidos* programs have helped over 3,400 parents support their children's academic success. This initiative helps parents:

- Understand the United States public school system.
- Develop goals for their children to ensure they attend college.
- Understand the academic requirements for college readiness.
- Model behaviors at home that encourage and promote learning.

This is just one of the many programs UnidosUS implements to ensure all students in our country have a real opportunity to learn, grow, and thrive. Learn more about the work we are doing [here](#).



### Health:

The [Esperanza Hope for All](#) campaign is an institution-wide initiative to mitigate the health, economic and education effects of the coronavirus pandemic on Latinos. The campaign builds on the organization's national advocacy and public health response to the pandemic. Originally its core focus was on promoting vaccine equity, and over the years has evolved to general COVID-19 prevention, vaccines and booster awareness, general adult immunization education and awareness, and combatting rampant misinformation in the Latino community.

*Esperanza Hope for All* is just one program under our Health component. Learn more about the amazing work we are doing together with our Affiliates [here](#).

*General Statistics:* We recommend saving [this link](#) where we continually update key statistics on U.S. Latinos.







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Tools for  
Implementation  
and References



**Overview**

Here you will find tools and resources compiled by UnidosUS. While we serve as a sounding board to our corporate partners in regard to their DEI journey, in the following pages we serve as an aggregator of information and convener of Latino-led organizations. Whether building your DEI strategy from scratch, or simply staying up to date, here is a suggested roadmap to follow:



**Additional references and thought starters:**

- [UnidosUS Proyecto 20%](#): Latinos represent 20% of the population and 60% are under 34 years old.
- [HACR Corporate Inclusion Index](#)
- [Stanford Graduate School of Business, Latino Entrepreneurship Initiative](#)





### Technology platforms:

- [Aleria](#): focuses on measuring inclusion in the workplace. Categories of inclusion Aleria focuses on: access, skills use and assignments, communication, compensation and benefits, career and growth, work-life balance, respect, and recognition.
- [Reframe](#): focuses on workplace diversity and multicultural marketing in the marketplace. Their proprietary cultural maturity model addresses workforce efforts and marketplace progress in multicultural marketing and supplier diversity.
- [We Spire](#): a software focused on driving DEI through ERG engagement.
- [Bias Sync](#): A science-based solution designed to help organizations more effectively assess and manage unconscious bias in the work environment.

# Content Library and Research

**Focus Pillars:**

Workforce: WF / Workplace: WP / Marketplace: MP

(new) to the list, maybe established, but had not been accounted for in the original list.

Organization	Focus Pillar	New	Established
<a href="#">4A's-American Association of Advertising Agencies</a>	MP		✓ (new)
<a href="#">ALPHA-Association of Latino Professionals in Finance and Accounting</a>	WF		✓
<a href="#">Alliance for Inclusive and Multicultural Marketing (AIMM)</a>	MP		✓
<a href="#">CLEO</a>	WP		✓
<a href="#">Hispanic Alliance for Latino Enhancement</a>	WF/WP		✓
<a href="#">Hispanic Association on Corporate Responsibility (HACR)</a>	WF/WP		✓
<a href="#">Hispanic Marketing Council (Formerly AHAA)</a>	MP		✓
<a href="#">Hispanic Star</a>	WP/MP	✓	
<a href="#">Hispanic Heritage Foundation</a>	WP		✓
<a href="#">Hispanic Scholarship Fund</a>	WF/MP		✓
<a href="#">Latinx MBA</a>	WP	✓	
<a href="#">Latinx in Sports</a>	WF/WP	✓	
<a href="#">Latinos in Bio</a>	WF/WP	✓	
<a href="#">Latino Corporate Directors Association</a>	WF/WP		✓

# Content Library and Research

**Focus Pillars:**

Workforce: WF / Workplace: WP / Marketplace: MP

(new) to the list, maybe established, but had not been accounted for in the original list.

Organization	Focus Pillar	New	Established
<a href="#">Latino Donor Collaborative</a>	WP/MP	✓	(new)
<a href="#">League of United Latin American Citizens</a>	WF		✓
<a href="#">MAES, Latinos in Science and Engineering</a>	WF		✓
<a href="#">National Association of Hispanic Real Estate Professionals</a>	WF/WP/MP		✓
<a href="#">National Center for Education Statistics Data Point</a>	WF		✓
<a href="#">National Hispanic Institute</a>	WF		✓
<a href="#">National Hispanic Corporate Council</a>	WF/WP		✓
<a href="#">Prospanica-Hispanic MBAs</a>	WF		✓
<a href="#">Society for Hispanic Engineers</a>	WF		✓
<a href="#">The Alumni Society</a>	WF/WP	✓	
<a href="#">Techqueria-Latinx in Tech</a>	WF/WP	✓	
<a href="#">TransLatin@ Coalition</a>	WP		✓
<a href="#">United States Hispanic Leadership Institute</a>	WF		✓
<a href="#">United States Hispanic Chamber of Commerce (USHCC)</a>	MP		✓



# Calendar of Latinx and General Diversity Holidays

<b>January</b>	<ul style="list-style-type: none"> <li>• January 6: Día de los Reyes Magos, Día de Reyes (Three Kings Day)</li> <li>• January 10: Birthday of Eugenio María de Hostos (Puerto Rico)</li> <li>• January 26: Juan Pablo Duarte Day (Dominican Republic)</li> <li>• January 28: Birth of José Martí (Cuba)</li> </ul>
<b>February</b>	<ul style="list-style-type: none"> <li>• February 2: Día de la Candelaria (when tamales are due after the <i>rosca</i> on 1/6)</li> <li>• February 5: Día de la Constitución (Mexico)</li> <li>• February 24: Flag Day (Mexico)</li> <li>• February 27: Dominican Republic Independence Day</li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>• March 21: Birth of Benito Juárez (Mexico)</li> <li>• March 22: Emancipation Day (Puerto Rico)</li> <li>• March 31: César Chávez Holiday (California, Arizona, and Texas)</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>• Semana Santa</li> <li>• April 11: Battle of Rivas Day (Costa Rica)</li> </ul>
<b>May</b>	<ul style="list-style-type: none"> <li>• May 1: Día del Trabajo or Día del Trabajador (Labor Day)</li> <li>• May 5: Cinco de Mayo. It commemorates La Batalla de Puebla (The Battle of Puebla) (México, US)</li> <li>• May 10: Día de las Madres (Mother's Day), celebrated this day in Mexico and other Latin American countries (other countries celebrate Mother's Day during the month of May but in different dates). This is one of the most important Hispanic holidays.</li> <li>• May 15: Independence Day for Paraguay</li> <li>• May 20: Cuba gains formal independence from Spain (1902)</li> </ul>
<b>June</b>	<ul style="list-style-type: none"> <li>• June: Día del Padre (Father's Day) – Most Latin American countries celebrate Father's Day in June (date varies)</li> <li>• June 24: Feast of San Juan Bautista, patron saint of San Juan, Puerto Rico's capital. In Latin America this holiday is known as Día de San Pedro</li> </ul>

# Calendar of Latinx and General Diversity Holidays

<p><b>July</b></p>	<ul style="list-style-type: none"> <li>• July 5: Venezuela’s Independence Day</li> <li>• July 9: Argentina’s Independence Day</li> <li>• July 20: Colombia’s Independence Day</li> <li>• July 24: Birth of Simón Bolívar (Venezuela and other Latin American countries)</li> <li>• July 25: Constitution Day (Puerto Rico)</li> <li>• July 28: Perú’s Independence Day</li> </ul>
<p><b>August</b></p>	<ul style="list-style-type: none"> <li>• August 6: Bolivia’s Independence Day</li> <li>• August 7: Battle of Boyacá (Colombia)</li> <li>• August 10: Independence Day for Ecuador</li> <li>• August 17: San Martín Day (Argentina)</li> <li>• August 25: Independence Day for Uruguay</li> </ul>
<p><b>September</b></p>	<ul style="list-style-type: none"> <li>• September 7: Brazil’s Independence Day</li> <li>• September 15: Independence Day for five Central American nations (El Salvador, Costa Rica, Guatemala, Honduras, and Nicaragua)</li> <li>• September 15: start of Hispanic Heritage Month</li> <li>• September 16: Mexican Independence Day</li> <li>• September 18: Independence Day for Chile</li> <li>• September 21: Belize’s Independence Day</li> <li>• September 23: Grito de Lares (Puerto Rico)</li> </ul>
<p><b>October</b></p>	<ul style="list-style-type: none"> <li>• October 10: Grito de Yara (Cuba)</li> <li>• October 12: Indigenous Day</li> <li>• October 15: End of Hispanic Heritage Month</li> </ul>
<p><b>November</b></p>	<ul style="list-style-type: none"> <li>• November 3: Independence Day for Panama</li> <li>• November 5: First Call for Independence (El Salvador)</li> <li>• November 11: Cartagena Independence Day (Colombia)</li> <li>• November 20: Mexican Revolution Day</li> </ul>
<p><b>December</b></p>	<ul style="list-style-type: none"> <li>• December 12: Guadalupe Virgen Day</li> </ul>

# DEI Expert Consultants

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