

Results of the LatinoLEAD 2022 Survey

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Key findings

LatinoLEAD serves a broad diversity of members with the majority identifying as belonging to the Latinx community. Between July and August, Wilder Research surveyed 170 individuals, the majority identifying as Latina, Latino, or Latinx, about their familiarity, experiences, and interests moving forward with LatinoLEAD. These individuals identified with various racial and ethnic origins, including ties to more than 23 cultures and countries of origin. Moreover, these respondents offered important insights about how LatinoLEAD as an organization could be an influential voice in shaping structures, removing barriers to access, and improving the experience of the Latinx community in Minnesota.

LatinoLEAD respondents are primarily interested in programming and events focused on relationships, community building, and the uplift of the Latinx community.

Recommendation:

Prioritize informal social events for organization participants to get to know each other and build a stronger community.

- ✓ Overall, 75% of LatinoLEAD survey respondents said that they have or would want to participate in programming and events where the focus is to **give back to the Latinx community**.
- ✓ Additionally, 73% of LatinoLEAD survey respondents said that they have or would want to participate in programming and events where the focus is to **connect or spend time with Latinx individuals**.
- ✓ Another 73% of LatinoLEAD survey respondents said that they have or would want to participate in programming and events where the focus is to **help make Minnesota a place where all Latinx individuals can thrive**.
- ✓ More than half of survey respondents said that they have or would want to participate in programming and events where the focus is to expand or strengthen **“my connection to people who can help me reach my goals”** (56%), and over a quarter said they have or would want to **“grow my network and/or find a mentor/sponsor”** (29%) .

LatinoLEAD participants are diverse in their programming desires.

Recommendation:

Utilize multiple strategies and continue to offer a diversity of programming tailored to a diverse group.

- ✓ The most frequent advice given by 45% of LatinoLEAD survey respondents for increasing or encouraging participation was to **increase and/or improve advertisement** about activities.
- ✓ Many LatinoLEAD survey respondents indicated interest in the organization offering other opportunities that deal with a variety of important issues (41%). More specifically, they expressed interest in having more age-specific opportunities (38%), programs that incorporate a meal-centered component (38%), and programming opportunities that are offered with consideration of location equity (36%).

As a growing organization, LatinoLEAD is interested in learning more about the Latinx community it serves and offering services and programming that are relevant to its participants. This summary covers the responses of some of those individuals, including describing the characteristics, goals, and interests of some of the current and prospective future participants. The summary additionally offers insights about potential barriers to community members’ participation with the organization, strengths of the organization, and recommendations about how LatinoLEAD can use this data to continue growing and improving in the services and programming that it provides.

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Overview of evaluation

LatinoLEAD works to advance Latinx Minnesotans into positions of leadership and influence by providing personal and professional leadership development, and fostering the use of culture as an asset for advancement. LatinoLEAD works with their network and its allies to promote equity, provide resources to meet their community's needs, and highlight a culture of achievement in Minnesota's Latinx community (<https://www.latinoleadmn.org/about>).

Because they are a growing organization, and as a way to inform future planning, LatinoLEAD asked Wilder Research to develop a survey to better understand their organization's participant population. This included information on participants' characteristics and goals, current and prospective barriers to program participation, additional supports needed by current and prospective participants, and participants' perceptions of organizational aptitude to support pressing community needs. The survey more specifically addressed the following questions:

1. Who are the people participating in LatinoLEAD activities and services? What are their characteristics and goals?
2. What agenda would stakeholders like to see LatinoLEAD pursue over the next few years, within the frame of the organization's overall goals?
3. What are the characteristics and goals of the people LatinoLEAD would like to be serving, but currently is not?
4. What other organizations are specifically serving Latinx individuals, what do they offer, and where does or can LatinoLEAD fit into this work?

Survey participants

In July and August 2022, Wilder Research conducted web-based (N=157) and phone-based (N=13) surveys with a total of 170 individuals (Figure 1). To be eligible, respondents were required to be at least age 18 and residents of Minnesota. All but one respondent were eligible to participate (N=169, or 99%) (Figure 2). Individuals were asked a number of questions detailing their demographic backgrounds, familiarity with LatinoLEAD as an organization, current participation with the organization, and prospective participation with the organization based on interests and topics that the organization is considering focusing on over the next few years.

To accommodate language needs, the survey was available in both English and Spanish. In order to further expand access, a participant could opt for an English or Spanish phone call, allowing people to have the survey read to them in one of those languages, rather than completing any/some of the survey in writing.

1. Survey method (web survey or phone survey) [Método de encuesta] (encuesta de internet o teléfono) (N=170)



2. Minnesota residency [Residencia de Minnesota] (N=170)

| Response | N | % |
|---------------|------------|-------------|
| Yes | 169 | 99% |
| No or Missing | 1 | 1% |
| Total | 170 | 100% |

Who are the people participating in LatinoLEAD activities and services? What are their characteristics and goals?

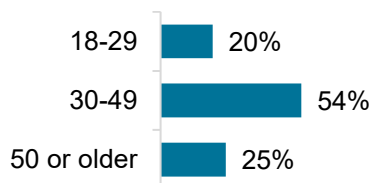
Demographics and characteristics of respondents

By and large, the results of the survey reflect that LatinoLEAD serves a diverse community of current and prospective participants. The desires and needs of the individuals currently taking part or considering taking part in the organizations' programming and services are also diverse.

The vast majority of respondents (96%) ethnically identified as Latina, Latino, Latinx, or as having culture and/or heritage from Latin America. Only 4% of individuals who completed the survey did not identify with having any Latin identity or Latin cultural and/or ancestral origins (see Appendix for more information).

Aggregated, approximately 20% of respondents were age 18-29, 54% were age 30-49, and 25% were 50 or older (Figure 3).

3. Age of respondents [Edad] (N=169)



Note. Total percentages may not equal 100% due to rounding

Survey respondents were given the option to openly identify their gender identity. Fifty-seven percent of respondents identified as female and 22% identified as male. Nearly 1 in 5 respondents either chose not to answer or selected another gender identity (Figure 4).

4. Gender identity of respondents [Identidad de género] (N=169)

| Response | N | % |
|----------------------------------|----|-----|
| Identified as female | 97 | 57% |
| Identified as male | 38 | 22% |
| Chose not to answer | 30 | 17% |
| Selected another gender identity | 5 | 3% |

Note. Total percentages may not equal 100% due to rounding.

Survey respondents came from a broad array of racial and/or ethnic backgrounds. Forty-six percent of respondents choose “other,” indicating that they identified with a different racial or ethnic background than those listed. Among the specifications for “other,” some expressed feeling that Latin/Hispanic is a race of its own. Some others identified with countries of origin but not race, selecting “Mixed/Mestizo/Multiracial.” Forty-six percent identified as White, followed by Native American, American Indian, or Alaska Native (14%); African American or Black (9%), Asian American or Asian (4%), and Native Hawaiian or Pacific Islander (2%) (Figure 5).

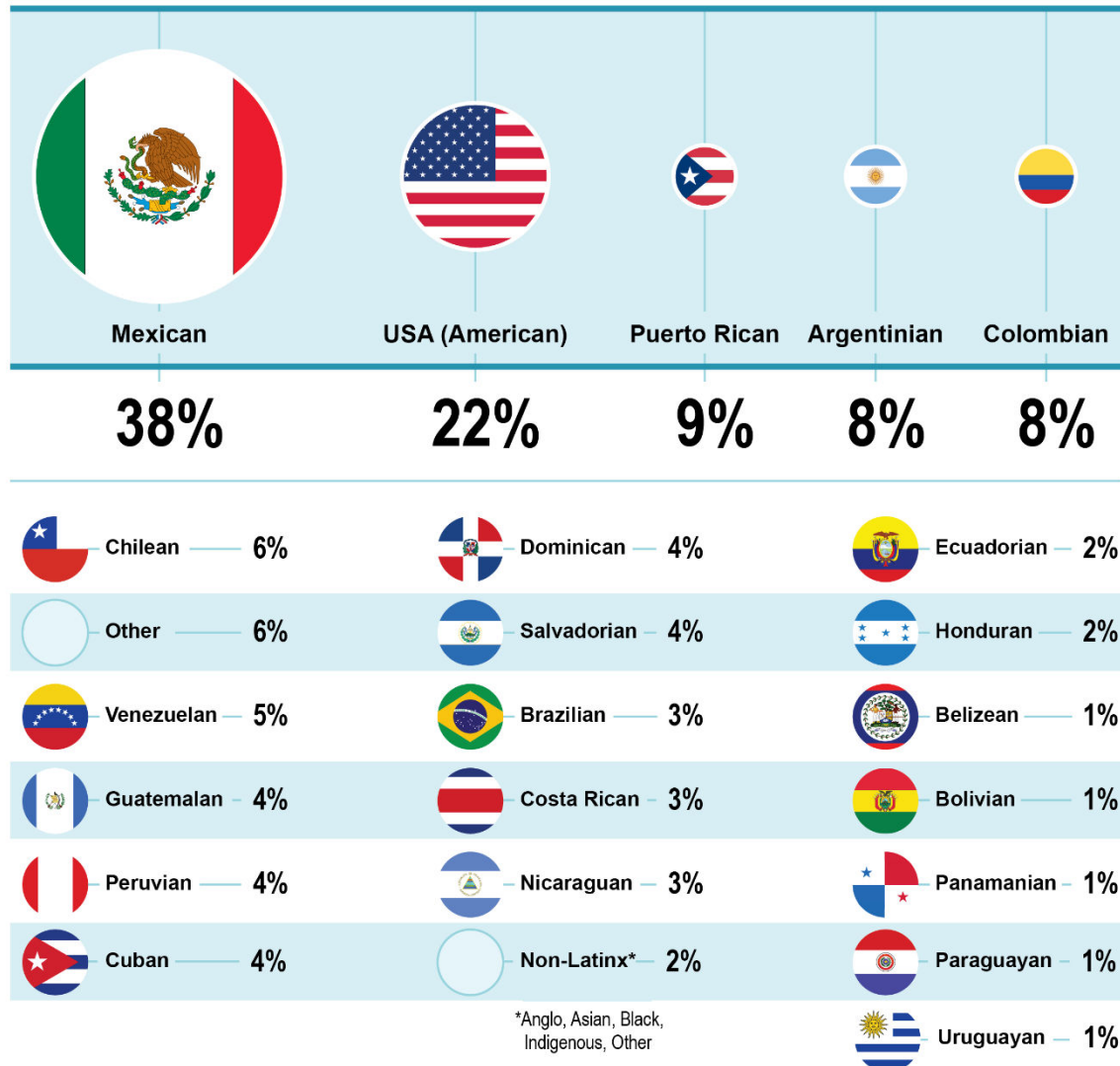
5. Race of respondents [Raza] (N=130)

| Response | N | % |
|--|----|-----|
| Other | 60 | 46% |
| Caucasian or White | 59 | 46% |
| Native American, American Indian, or Alaska Native | 18 | 14% |
| African American or Black | 11 | 9% |
| Asian or Asian American | 6 | 5% |
| Native Hawaiian or Pacific Islander | 2 | 2% |

Note. Respondents could select multiple answers so percentages do not add up to 100%.

Respondents identified with a wide range of ethnic origins representing 23 countries. Of the 144 individuals who responded to this question, 38% identified with origins from Mexico, followed by 22% USA, 9% Puerto Rico, 8% Argentina, 8% Columbia, 6% Chile, 5% Venezuela, 4% Guatemala, 4% Peru, 4% Cuba, 4% Dominican Republic, 4% El Salvador, 3% Brazil, 3% Costa Rica, 3% Nicaragua, 2% Ecuador, 2% Honduras, and another 2% by racial categories but not by countries of origin (Figure 6).

6. Ethnicity of respondents [Etnicidad] (N=144)



The respondents were additionally diverse in terms of their work sector/occupational fields. Thirty-two percent of respondents were employed in the education sector, followed by 18% in nonprofits, 16% in the public sector or local government, 16% in entrepreneurial businesses, 11% in health care and wellness, 10% in technical and/or engineering, 10% in corporate and/or finance, 6% in administrative roles, 6% in social services, 5% were not employed, and 3% in hospitality (Figure 7).

7. Work sector of respondents [Tipo de trabajo] (N=142)

| Response | N | % |
|------------------------------------|----|-----|
| Education | 46 | 32% |
| Nonprofit | 26 | 18% |
| Public sector and local government | 23 | 16% |
| Entrepreneurship | 22 | 16% |
| Health care and wellness | 15 | 11% |
| Tech and engineering | 14 | 10% |
| Corporate and finance | 14 | 10% |
| Administrative | 9 | 6% |
| Social services | 8 | 6% |
| I am not employed | 7 | 5% |
| Hospitality | 4 | 3% |

Note. Respondents could select multiple answers so percentages do not add up to 100%.

Survey results

The survey gathered information about respondents' vision or agenda for LatinoLEAD as an organization by assessing respondents' current awareness of and involvement with the organization. It also assessed their ideas about how and why they might become involved or increase their involvement in the future.

Recent and future LatinoLEAD participants

Most survey respondents (91%) said they were aware of LatinoLEAD and its work, whether or not they had been involved with the organization in the past year. Sixty-four percent of respondents reported participating in a LatinoLEAD event over the past year, 32% said they had not, and 4% were unsure (Figure 8). A majority of responses are coming from individuals who have some recently rooted knowledge and experience with LatinoLEAD programming, services, and or staff. A third of respondents who said they had not been involved in an event in the past year offered their thoughts about the type of LatinoLEAD programming that might encourage them to participate in the upcoming year.

8. Participation with LatinoLEAD in the last year [Participación con LatinoLEAD en el año pasado] (N=161)

| Would you say... | N | % |
|------------------|------------|-------------|
| Yes | 103 | 64% |
| No | 52 | 32% |
| I don't know | 6 | 4% |
| Total | 161 | 100% |

Characteristics and goals of the people who have participated in LatinoLEAD in the past year

About a third of survey respondents (35%) who reported participating at least once in the past year said that they are involved with LatinoLEAD one to two times a year (Figure 9).

9. Frequency of participation in the last year in LatinoLEAD activities or interactions with LatinoLEAD staff [Participación en el año anterior con actividades o interacciones con LatinoLEAD] (N=96)

| Participation frequency... | N | % |
|----------------------------------|-----------|------------|
| Once a month | 18 | 19% |
| Two or three times a month | 10 | 10% |
| One or two times per year | 34 | 35% |
| Three to five times per year | 21 | 22% |
| Six to ten times per year | 13 | 14% |

Of those who had participated in LatinoLEAD programming, events, or services within the past year, almost half (48%) said that one or more of the events that they participated in focused on networking (e.g., Conecta y celebra at la Doña, the Latinx Entrepreneur: Change, Adaptability, and Innovation). Approximately one-third said that they attended an event focused on community (e.g., Back to school 2021 panel of teachers, professors, administrators, or that they interacted with LatinoLEAD staff outside of the above events (Figure 10).

10. Activities offered by LatinoLEAD that were participated in [Actividades ofrecidas por LatinoLEAD en las que se participó] (N=104)

| I participated in... | N | % |
|--|----|-----|
| Networking Events (e.g., Conecta y celebra at la Doña, the Latinx Entrepreneur: Change) | 50 | 48% |
| Community events (e.g., Back to school 2021 panel of teachers, professors, administrators) | 33 | 32% |
| Interacting with LatinoLEAD staff outside of the above events | 32 | 31% |

Survey respondents provided different reasons why they currently participate in LatinoLEAD activities and programming. The top reasons given were to give back to the Latinx community (75%), to connect or spend time with Latinx individuals (73%), or to help make Minnesota a place where all Latinx individuals can thrive (73%) (Figure 11).

11. Reasons to participate in LatinoLEAD activities [Razones para participar en actividades de LatinoLEAD] (N=96)

| Participated or would want to participate in order to.... | N | % |
|---|----|-----|
| Give back to the Latinx community | 72 | 75% |
| Connect or spend time with Latinx individuals | 70 | 73% |
| Help make Minnesota a place where all Latinx individuals can thrive | 70 | 73% |
| Expand or strengthen my connection to people who can help me reach my goals | 54 | 56% |
| Grow my network and/or find a mentor/sponsor | 50 | 52% |

Note. Respondents could select multiple answers so percentages do not add up to 100%.

Increasing participation of current and prospective stakeholders

Survey respondents indicated that it is a good idea for LatinoLEAD to use multiple mediums of communication to advertise events as well as reach them. Respondents were allowed to select multiple forms of communication preference. In doing so, it is clear that the vast majority prefer email (84%) communication. Other supplemental forms of communication are social media, text message, and the website, but based on respondents' preferences, these forms should not be utilized in place of email (Figure 12).

Communication preference

12. Preferred form of communication [Comunicación preferida] (N=146)

| Communication style.... | N | % |
|------------------------------|------------|------------|
| Email | 122 | 84% |
| Facebook, Twitter, Instagram | 56 | 38% |
| Text message | 47 | 32% |
| LinkedIn | 31 | 21% |
| LatinoLEAD website | 11 | 8% |
| Other | 0 | 0% |

Note. Respondents could select multiple answers so percentages do not add up to 100%.

A majority of survey respondents said that the most convenient times for them to be involved or participate in LatinoLEAD programming would be during weekday evenings (76%). The most inconvenient time, according to a majority of respondents, would be on a weekday morning; only 18% of respondents stated that weekday mornings work best for them. Forty-two percent of respondents said that weekend afternoons also work well for their schedules (Figure 13).

13. Times/days that work best for event or activity participation [Horas/días que trabajan mejor para participar en un evento o actividad] (N=94)

| Day/time ... | N | % |
|-------------------------|-----------|------------|
| Weekday mornings | 17 | 18% |
| Weekday afternoons | 26 | 28% |
| Weekday evenings | 71 | 76% |
| Weekend mornings | 31 | 33% |
| Weekend afternoons | 39 | 42% |

Perceptions of LatinoLEAD as a Latinx-serving organization

Of those survey respondents who said they were currently actively involved with LatinoLEAD, 93% agreed or strongly agreed that they would recommend LatinoLEAD to others. Additionally, 87% agreed or strongly agreed that the organization plays an important role among Latinx-serving organizations in Minnesota. Finally, 82% agreed or strongly agreed that the organization should support Latinx leadership on a national level. Responses indicate that the majority of respondents who have recently participated with the organization have a largely positive perception of LatinoLEAD and the work it does. These individuals see LatinoLEAD as a desirable or necessary Latinx and Minnesota-based organization. Additionally, the majority of these respondents believe that LatinoLEAD should have a more instrumental role in supporting Latinx leadership across the country. The range of respondents who are undecided is relatively small (7-12%), and those who disagree are in the clear minority (1-6%) (Figure 14).

**14. Please rate the extent to which you agree or disagree with each statement.
[Por favor clasifica a la medida que está de acuerdo o no de acuerdo con
las siguientes declaraciones] (N= 89-91)**

| Statement | Strongly agree/ Agree | | Neither agree or disagree | | Strongly disagree/ Disagree | |
|--|----------------------------------|----------|--------------------------------------|----------|--|----------|
| | N | % | N | % | N | % |
| I would recommend LatinoLEAD to others | 84 | 92% | 6 | 7% | 1 | 1% |
| I think LatinoLEAD plays a unique and important role among Latinx-serving organizations in Minnesota | 78 | 87% | 9 | 10% | 3 | 3% |
| I think LatinoLEAD should encourage and support leadership among Latinx people across the U.S.A. | 73 | 82% | 11 | 12% | 5 | 6% |

Note. Total percentages may not equal 100% due to rounding.

Characteristics and goals of future LatinoLEAD participants

Respondents who said they had not been involved in a LatinoLEAD event over the past year were asked similar questions about their interests and perceptions. Some of their suggestions to increase or encourage participation over the next few years overlapped with their beliefs about what the goals of the organization should be moving forward. These suggestions focus on **content changes and organizational efforts needed to reduce barriers to participation**.

Survey respondents felt that LatinoLEAD could encourage greater participation by increasing advertising and awareness of programming (45%), offering more leadership opportunities (41%), and having activities or opportunities aimed at specific populations based on factors such as age, gender identity, or work sector. Respondents said that having meals (38%) or offering more activities specifically for people in my age group (38%) would encourage them to participate (Figure 15).

15. What would encourage participation in LatinoLEAD activities [Que podría alentar la participación en actividades de LatinoLEAD]

| Activities | N | % |
|--|----|-----|
| Advertise the activities more so I am aware of them | 42 | 45% |
| Offer more opportunities to provide leadership about issues that are important to me | 38 | 41% |
| Offer more activities specifically for people in my age group | 35 | 38% |
| Provide a meal as part of the activity | 35 | 38% |
| Offer events and activities near my city/hometown | 33 | 36% |
| Offer more activities for people who identify as a woman | 32 | 34% |
| Offer more activities specifically for people in my career | 32 | 34% |
| Offer more virtual activities | 31 | 33% |
| Have more topics of interest to me | 31 | 33% |
| Offer more activities in languages other than English | 22 | 24% |
| Offer more activities for queer communities | 16 | 17% |
| Offer child care options at events and/or activities for my kids | 16 | 17% |
| Reimburse me for my travel to the event or activity | 14 | 15% |
| Other ^a | 13 | 14% |
| None of the above | 3 | 3% |

^a Of those who provided other suggestions (N=13), a majority (77%) were individual comments that did not tie together to provide a theme. One theme that emerged from a few respondents (N=3) was that they would like to see more events around the inclusion and identity in reference to Afrolatinidad and the use of the term Latinx.

Note. Respondents could select multiple answers so percentages do not add up to 100%.

Topics to focus on over the next few years

Both current and future survey respondents were asked about topics that are important to them. Respondents most frequently selected economic development (38%), culture and identity (36%), and immigration and citizenship (35%); however, all of the topics on the list were fairly close in terms of respondents' valuation of their importance (Figure 16). While these three topics could receive slightly more focus than the others on the list, it is also clear that survey respondents vary in their interests, and as a whole, are not decided that there needs to be a decisive agenda for the organization.

16. Over the next three years, the most important topics for LatinoLEAD to focus on [Sobre los próximos tres años, los temas más importantes para que LatinoLEAD se enfoquen en] (N=144)

| Topics such as.... | N | % |
|--------------------------------------|----|-----|
| Economic development | 54 | 38% |
| Culture and identity | 52 | 36% |
| Immigration and citizenship | 51 | 35% |
| Education and academic leadership | 42 | 29% |
| Politics and public policy | 39 | 27% |
| Leadership development | 39 | 27% |
| Diversity, equity, inclusion | 37 | 26% |
| Health care, mental health, wellness | 33 | 23% |
| Career advancement | 23 | 16% |
| Housing and homeownership | 21 | 15% |
| Entrepreneurship | 18 | 13% |
| Latinx LGBTQIA+ communities | 8 | 6% |
| Other | 3 | 2% |

Note. Respondents could select multiple answers so percentages do not add up to 100%.

Interests and goals by respondents' characteristics

To offer a more in-depth assessment of LatinoLEAD survey responses, Wilder Research ran a few cross tabulations to see how respondents from different demographic backgrounds and with different key characteristics compare in their thinking about the role of LatinoLEAD as an organization. For example, examining the top three topics of interest, economic development (38%), culture and identity (36%), and immigration and citizenship (35%), we found that age matters in terms of individual's valuation of culture and identity. Factors like race and work sector, however, were less significant influencers amongst the respondents.

The cross-tabulation data suggests that interests, even among the most popular topics, varies by demographic characteristics, especially age. The trends of these survey respondents suggest that younger adults (specifically those age 18-29) are likely to be more excited and affirmative about all of the topics in comparison with older groups.

- According to survey responses, **younger adults are most eager to be in community with other Latinx community members, while those age 30-49 are more interested than other age groups on matters of economic development.**
- Overall, 37% of all survey respondents expressed interest in economic development as a priority topic, with **nearly half (47%) of individuals in the 30-49 age group expressing interest in economic development as a priority topic.**
- While the majority of respondents did not consider LatinoLEAD focusing on culture and identity as a top priority, **55% of survey respondents age 18-29 say culture and identity should be a top priority for the organization.**
- Similarly, regardless of age, work sector, or race, only a small percentage overall believe that LatinoLEAD should **prioritize immigration and citizenship as a top priority, with 45% of survey respondents age 18-29 agreeing.**

Other Latinx-serving organizations

Most of the survey respondents were familiar with and moderately to highly involved with the work happening at LatinoLEAD. Questions asking respondents about other organizations serving Latinx individuals suggest that these respondents are also broadly aware of other Latinx-serving organizations across the state and still think favorably of LatinoLEAD as an important Latinx organization.

Of about a dozen other organizations that primarily serve the Latinx community, the three most commonly cited were Comunidades Latinas Unidas en Servicio (CLUES) (67%), Latino Economic Development Center (LEDC) (42%), and Minnesota Council of Latino Affairs (MCLA) (37%) (Figure 17).

17. Other organizations that specifically serve the Latinx community you have used/engaged with in the last year [Otras organizaciones que están en servicio específicamente para la comunidad Latinx que ha tenido uso o participación en el último año] (N=123)

| Organizations | N | % |
|--|----------|----------|
| Comunidades Latinas Unidas en Servicio (CLUES) | 82 | 67% |
| Latino Economic Development Center (LEDC) | 52 | 42% |
| Minnesota Council of Latino Affairs (MCLA) | 46 | 37% |
| Other ^a | 36 | 29% |
| Latino Chamber of Commerce | 32 | 26% |
| UNIDOS MN | 28 | 23% |
| Esperanza United | 27 | 22% |

^aOther includes a mix of responses for different organizations such as HACER, Copal, Centro Tyrone Guzman, and Urban Ventures.

Final thoughts

It is clear that survey respondents are interested in community building and relationship building, culture and identity, economic development, and immigration and citizenship among other topics. The results of the survey offers data to show that **LatinoLEAD's Latinx participants, along with its prospective future participants, are both diverse in their backgrounds and diverse in what their interests and goals are** for the organization.

By and large, the majority of survey respondents, regardless of their demographic backgrounds, are interested in participating in a LatinoLEAD that is focused on cultivating community, creating opportunities to give back to the Latinx community, and continuing to grow Minnesota into a place where Latinx people can thrive.

Other topics such as economic development, Latinx leadership on a national platform, and immigration and citizenship are important to the current and prospective participant base, and LatinoLEAD should be intentional not to lose sight of the Latinx community culture and uplift agenda to continue to reach a broad audience.

Current stakeholders and prospective stakeholders see LatinoLEAD as a respected Latinx organization that should continue to broaden its base. LatinoLEAD should continue to grow its base while closely monitoring participant interest and opportunities for the organization to gain influence on a national platform potentially on matters such as economic development, and culture and identity.

Recommendations

Based on the results of the survey outlined in this report, Wilder Research offers the following recommendations to help guide LatinoLEAD in its strategic planning over the next three to five years.

- To reach the majority of current and prospective participants, **LatinoLEAD should use email as the primary form of communication.** Social media such as Facebook, Twitter, and Instagram can also be used as secondary communication forums, followed by text messages and then LinkedIn. Only about 8% of individuals suggest that the website would be the best source of communication for them. This may mean that **the website could use more frequent and exciting updates that might encourage and attract higher site traffic** for LatinoLEAD participants and Latinx individuals more broadly.

- LatinoLEAD should consider **continuing their evaluation efforts**, which may include creating a logic model and developing an evaluation plan that will include qualitative methods such as interviews or focus group discussions. These methods would help LatinoLEAD to build on the knowledge gained from this survey, including current stakeholder versus prospective stakeholder needs, interests, and barriers to participation, and allow LatinoLEAD to gain a more in-depth look at existing stakeholder experiences and thoughts about social barriers preventing prospective stakeholders from participating.
- Exploring the extent to which current and prospective participants personally feel impacted by barriers limiting their participation is beyond the scope of this survey. However, **two things that respondents mentioned were wanting meals and child care at events**. Trying to implement one or both of these suggestions into one or two events and then measuring the impact of it on attendance could be a relatively easy way to increase accessibility for those who might otherwise not be able to or discouraged from attending.

- LatinoLEAD survey respondents are primarily interested in programming and events focused on personal relationships, community building, and the uplift of the Latinx community.
LatinoLEAD should prioritize offering informal social events for organization participants to get to know each other and build stronger community.
- The survey respondents of LatinoLEAD participants come from a diverse array of backgrounds and are diverse in their characteristics, goals, and programming desires.
LatinoLEAD should continue operating with a broad array of programming, accompanied by clear communication to its intended audiences.
- The 18-29 year old population currently involved or possibly interested in becoming more involved may represent the group most seeking spaces to be in community.
LatinoLEAD should develop efforts to track and or recruit this population's involvement.
- Respondents who are age 30-49 appear to be the most interested in the opportunities for professional networking and economic development.
LatinoLEAD should continue to offer intentional networking opportunities that promote community and economic development.

Appendix

A. Respondent demographics and characteristics

A1. Participants who identify as Latina, Latino, Latinx or as having come from a culture or heritage within Latin America [Participantes que se identifican como Latina, Latino, Latinx o como ver venido de una cultura o patrimonio entre Latin America] (N=168)

| Response | N | % |
|--------------|------------|-------------|
| Yes | 162 | 96% |
| No | 6 | 4% |
| Total | 168 | 100% |

A2. Participants have heard of LatinoLEAD [Participantes han escuchado de LatinoLEAD] (N=168)

| Would you say... | N | % |
|------------------|------------|-------------|
| Yes | 153 | 91% |
| Maybe | 9 | 5% |
| No | 6 | 4% |
| Total | 168 | 100% |

A3. Ethnicity [Etnicidad] (N=144)

| Response | N | % |
|----------------|----|-----|
| Mexican | 54 | 38% |
| USA (American) | 31 | 22% |
| Puerto Rican | 13 | 9% |
| Argentinian | 11 | 8% |
| Columbian | 11 | 8% |
| Chilean | 8 | 6% |
| Other | 8 | 6% |
| Venezuelan | 7 | 5% |
| Guatemalan | 6 | 4% |
| Peruvian | 6 | 4% |
| Cuban | 5 | 4% |
| Dominican | 5 | 4% |

A3. Ethnicity [Etnicidad] (N=144) (continued)

| Response | N | % |
|---|---|----|
| Salvadorian | 5 | 4% |
| Brazilian | 4 | 3% |
| Costa Rican | 4 | 3% |
| Nicaraguan | 4 | 3% |
| Non-Latinx (Anglo, Asian, Black, Indigenous, Other) | 3 | 2% |
| Ecuadorian | 3 | 2% |
| Honduran | 3 | 2% |
| Belizean | 1 | 1% |
| Bolivian | 1 | 1% |
| Panamanian | 1 | 1% |
| Paraguayan | 1 | 1% |
| Uruguayan | 1 | 1% |

B. Summary of the open-ended survey responses

This section provides a summary of some of the open-ended survey questions, as a supplement to the tables and narrative in the main section of the report.

What are the three most important resources and activities for LatinoLEAD to offer?

When asked to list off what were the three most important resources and activities for LatinoLEAD to offer, respondents expressed they would like to see the continuation of resources and activities related to networking events (N=31/66) in relation to topics such as assistance and advocacy, attend social and cultural events to continue community connectedness (N=18/66) and join events related to professional development or leadership (N=34/66). These were the three key themes that respondents brought up and commented.

What impact has LatinoLEAD had on you, your leadership, and/or your network?

When asked what impact LatinoLEAD has had in terms of leadership or network respondents identified the key theme of having a better overall community connection especially in terms of community engagement, providing networking, advocacy, and passion around the Latinx community (N=42/70). A smaller amount (N=13/70) also identified leadership in relation to professional, personal, or community growth.

What do you think are the three greatest needs facing your community?

When asked to provide three of the greatest needs facing the Latinx community, two key themes emerged: economic development (N=20/50) and assistance with political policy (N=19/50). Factors of economic development that respondents identified relate to jobs, basic resources, entrepreneurship/leadership, and finances. Factors for assistance with political policy include advocacy and aid around immigration status and DACA.

What do you think are the three greatest strengths of your community?

When asked to identify three greatest strengths in the Latinx community, respondents (N=20/47) provided a mix of responses that relate to broader aspects of environment and social factors not necessarily tying to one theme. One theme that did arise from respondents is the identity of being a hard worker (N=17/47) in terms of strong values, perseverance, and grit.

Why do you or would you participate in LatinoLEAD activities? *(Please check all that apply.)*

As a write in, four individuals also wanted to identify that they do participate or would want to participate as a way of having fun, being involved with community, learning, and staying connected.

Which of the following might lead you to participate in LatinoLEAD activities? (*Please check all that apply.*)

Outside of the presented options, two individuals expressed that they would like to support the Latinx community with a defined goal to make concrete impact.

What else would encourage you to participate in LatinoLEAD activities? (*Check all that apply.*)

In response to what would encourage respondents to participate in LatinoLEAD, six individuals brought up aspects of wanting more social events (i.e. soccer games, movie night), more research around Minnesotan Latinx people, community building activities, offering more times/offering, and offering more areas of interest for older participants outside of college age.

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Wilder Research, a division of Amherst H. Wilder Foundation, is a nationally respected nonprofit research and evaluation group. For more than 100 years, Wilder Research has gathered and interpreted facts and trends to help families and communities thrive, get at the core of community concerns, and uncover issues that are overlooked or poorly understood.

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