



Greater Austin Hispanic  
Chamber of Commerce



**GAHCC Hispanic Austin Leadership (HAL)  
Education Team  
2019-2020**

**Evan Ortiz** • Google

**Alina Ortega Bustamante** • Austin Energy

**Erica Cardenas** • Texas Mutual Insurance

**Daniela Hardin** • Austin American Statesman

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# Executive Summary

There exists a pronounced educational attainment gap between young Latino men and women, and this gender disparity has significant ramifications for the future across the United States, and most certainly, across the Central Texas area.

***“In recent years, Hispanic women have eclipsed Hispanic men in college education.”***

— eMarketer report, *US Hispanics 2019*, August 2019

Several Central Texas nonprofit organizations and initiatives focused on young Latinas have gained prominence and momentum (Con Mi MADRE, Latinitas, Code Chica, etc.). However, organizations and community efforts focused on young Latino men, unfortunately, have not been able to replicate similar traction.

Our Team, **Project HOMBRES**, is created to help organizations build a stronger pipeline of young Latino men and boys in preparation and readiness for post-secondary education. Our goal is to strengthen collaborations with various organizations in the Austin area working with middle school and high school Latinos and work with them to develop outreach efforts to help them grow their mentor and volunteer base.

After much research and discussion, the GAHCC’s Hispanic Austin Leadership *Education* Team chose to focus on developing a strategy and initiatives for nonprofit organizations and community leaders working closely with young Latino males to help positively impact high school and college graduation rates for these young men.

# Meet the Team

Prepared for Tomorrow

**Alina Ortega Bustamante**



**Erica Cardenas**



**Evan Ortiz**



**Daniela Hardin**



**Casilda (Casi) Clarich, Mentor**





# Community Project

## Project Timeline

<i>September 2019</i>	Project Team Assignments
<i>October 2019</i>	Team Brainstorming Session
<i>November 2019</i>	Assignments
<i>December 2019</i>	Research
<i>Jan-March 2020</i>	Workshop Content <i>(see Action Plan below)</i>
<i>April 2020</i>	Finalize Materials
<i>May 2020</i>	Community Project & Graduation

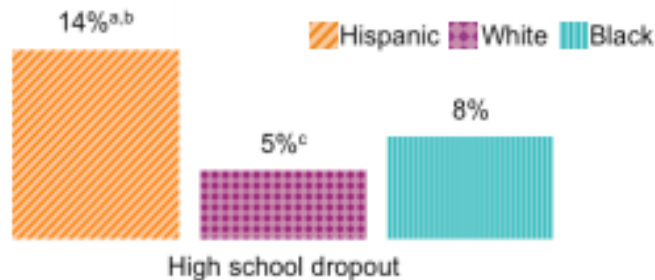
## WORKSHOP CONTENT ACTION PLAN

January 2020				February 2020				March 2020			
1/6	1/13	1/20	1/27	2/3	2/10	2/17	2/24	3/2	3/9	3/16	3/23
Develop content											
		Field pre survey									
				Host workshops							
						Field post survey					
								Launch Event			
									Monitor press mentions, website activity, mentorship inquiries <sup>1</sup>		

<sup>1</sup>Impacted by Covid-19

## Identifying the Problem

**Figure 11: Hispanic young adult males have higher rates of high school dropout than white and black young men do.**



**High school dropout rate among young adult males,\* by race/ethnicity, 2015**

Source: Current Population Survey, 2015

\* Dropout rate for ages 16 to 24

<sup>a</sup> Hispanics are statistically different than whites at the  $p < 0.05$  level.

<sup>b</sup> Hispanics are statistically different than blacks at the  $p < 0.05$  level.

<sup>c</sup> Whites are statistically different than blacks at the  $p < 0.05$  level.

Hispanic young adult males have higher rates of high school dropouts than white and black young men do. (Reference: Figure 11) From the very onset of their youth, Latino boys are often at a disadvantage than their peers as a result of the norms within their family.

- Hispanic boys are less likely to be read to by a family member than other boys and the impact of this is evident in school.
- By fourth grade, roughly 1 in 5 Hispanic male students (19 percent) are proficient in reading a rate half that of white male students (43 percent).
- Only a third of Latino males in fourth and eighth grade are proficient in reading, math, and science.
- Hispanic eighth grade male students are half as likely as their white peers to be proficient in reading (18 versus 38 percent).

A similar pattern is observed in math and science, in which 28 percent and 15 percent of Hispanic male students are proficient, compared with roughly half of white male students.

Disparities between Hispanic and white boys in reading, math, and science continue into eighth grade. As poor outcomes in school are experienced, the overall impact is ultimately illustrated in that Latinos have the highest high school dropout rate.

***Among young Hispanic men ages 16 to 24, 14 percent have dropped out of high school (i.e., are not enrolled in school and do not have a high school diploma or equivalent credential such as a GED), compared with 8 percent of young black men and 5 percent of young white men (see above Figure 11).***

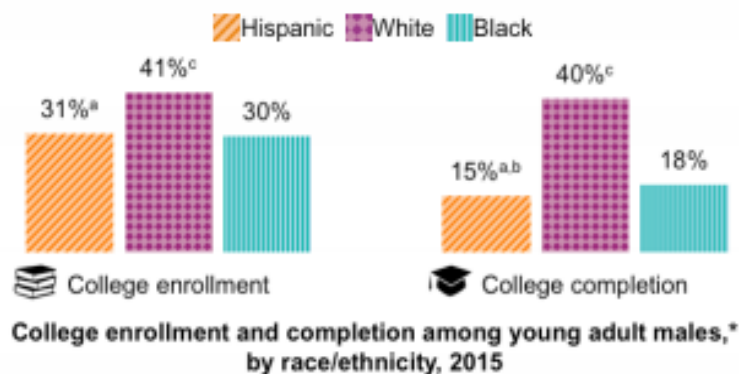


The research also shows that after high school Latino young men, like black young men, are less likely to be enrolled in college than their white peers. Three out of 10 Latino and black men ages 18 to 24 without a bachelor's degree are enrolled in a college or university, compared with 4 out of 10 of their white counterparts (Figure 12).

Latino men's college completion rate is a third that of their white peers. Fifteen percent of Latino men between the ages of 25 and 29 have earned a bachelor's degree, compared with 40 percent of white and 18 percent of black men.

## DEGREE ATTAINMENT

**Figure 12: While roughly a third of Hispanic young men are enrolled in college, only 15 percent have completed college.**



Source: Current Population Survey, 2015

\* College enrollment and completion for ages 18 to 24 and 25 to 29, respectively

<sup>a</sup> Hispanics are statistically different than whites at the  $p < 0.05$  level.

<sup>b</sup> Hispanics are statistically different than blacks at the  $p < 0.05$  level.

<sup>c</sup> Whites are statistically different than blacks at the  $p < 0.05$  level.

Latino males, unfortunately, have lower levels of degree attainment than other males. As of 2014, 20% of Latino males had earned an Associate degree or higher, compared to Asians (62%), Whites (45%), and African Americans (30%).

Moreover, fewer Latino males earned college degrees than Latino females. As of 2014, 20% of Latino males had earned an associate degree or higher, compared to 25% of Latino females, and the gap seems to be on a trajectory to increase year by year.



## Developing a Solution

As a solution to this problem, our strategy was to create, develop, and implement a Customized workshop providing a marketing communications strategy, including a sustainable social media kit, to non-profits and community leaders who work with young Latino males and their educational aspirations. We reached out to organizations Breakthrough and Project MALES as Subject Matter Experts who confirmed the need for more mentors and community involvement to address this problem.



***Workshop attendees in action – building their social media kit***

## Project Delivery – Interactive Free Workshop

Hosted by Google Facility, the Education team partnered with organizations who serve Latino young men and hosted a free interactive workshop to help attract a larger mentor and volunteer base for their organizations. The workshop included media training by local television journalists, a Marketing /Communications strategy, social media kit, and an opportunity for networking with other community leaders while touring the Google downtown office.

### WORKSHOP INVITATION

#### Hispanic Leadership Austin - 2/28 Workshop

As an organization dedicated to the education and mentoring of young men and boys the HAL 2020 Education Community Impact team would like to cordially invite you to a free interactive workshop that will equip you in attracting a larger mentor and volunteer base for your organization.

When: Friday 2/28 @ 10 AM - 3 PM

Where: Google - 500 W. 2nd St. Austin, TX 78701

Will you attend? \*

☐

Yes

☐

No

Full name \*

Short answer text

## JOURNALIST PANEL

**Ben Philpott**, KUT  
**Cesar Flores**, Univision  
**Melissa Taboada**, Austin-American Statesman  
**Seema Govil**, TV Asia-Texas Bureau  
**Yvonne Nava**, KVUE



*Yvonne Nava, KVUE television news journalist and anchor woman.  
Cesar Flores, Univision television reporter*

## Metrics – Survey Results



Sixteen attendees were surveyed before and after the event to measure their confidence and ability to pitch their organization’s mission to media/stakeholders and engage in media relations tasks (i.e. speaking on camera about their organization, using a media kit, engaging with media on their organization’s behalf).

Results reported an average **29% positive change** among attendees’ perceived competencies, measured pre and post event.

Most notably, there was a **52% positive change in comfort** using a media kit; **+ 30% in feeling equipped** to engage media on their organizations’ behalf; **+22% in feeling comfortable on camera speaking** about their organization; and **+16% in feeling comfortable articulating their organization’s mission** and message specifically to volunteers.

Personal testimonies of what attendees found most compelling, interesting, or helpful about the workshop included the following:

- “The **media panel**, conversations/connections with others and the group leaders, practice, practice, practice and framework for message map/value proposition”
- “Connecting **directly with media**. Thank you so much! This was great. We don't yet have a formal **media kit**. I am so excited to set one up.”
- “**Listening to journalists**, learning the framework for messaging”
- “Opportunity to **develop program** message with use of templates and **media kit** provides “
- “The **self-recording video** learning practices were very helpful”
- “**Networking**”



# Budget

CATEGORY	BUDGET	ACTUAL	VARIANCE
<b>Revenue</b>			
Team Donations	235	231	4
In-Kind Donations			
Google*	750	750	-
Jason White	250	250	-
Jameson Cardenas	300	300	-
<b>Total Revenue</b>	<b>1,535</b>	<b>1,531</b>	<b>4</b>
<b>Expenses</b>			
Advertising	100	100	-
Business Meals*	375	375	-
Graphic Design	300	300	-
Photography	250	250	-
Print Materials*	50	50	-
Speaker Gifts	60	56	4
Venue	400	400	-
<b>Total Expenses</b>	<b>1,535</b>	<b>1,531</b>	<b>4</b>
<b>Net</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

\* Estimates



# Acknowledgements





# Special Thanks!

## Journalist Panel



## Workshop Participants



**Project MALES- Rodrigo Aguayo  
Jason White  
Jameson Cardenas**



# Appendix A: References

U.S. Census Bureau, Current Population Survey, 2014 Annual Social and Economic Supplement, Table 1: Educational Attainment

U.S. Census Bureau, Current Population Survey, 2014 Annual Social and Economic Supplement, Table 1: Educational Attainment

U.S. Census Bureau, Current Population Survey, 2014 Annual Social and Economic Supplement, Table 1: Educational Attainment

U.S. Department of Education, National Center for Education Statistics (NCES), Digest of Education Statistics 2015, Table 321.20

U.S. Department of Education, National Center for Education Statistics (NCES), Digest of Education Statistics 2015, Table 322.20

A National Portrait of the Health and Education of Hispanic Boys and Young Men Natasha by Cabrera, Lina Guzman, Kimberly Turner, Jenessa Malin, and P. Mae Cooper September 2016

Changing Deficit Narratives about Young Latino Men in Texas through a Research-Based Mentorship Program, Emmet E. Campos, Rebekah Van Ryn, and Ty J. Davidson VUE 2018, no. 48





# Appendix B: Media Tool Kit

# HAL Education Workshop



## MEDIA TOOL KIT

# Greater Austin Hispanic Chamber of Commerce Austin Leadership Team (HAL 2020)- Education Team

Erica Cardenas- Texas Mutual Insurance

Daniela Hardin- Austin American Statesman

Alina Ortega-Bustamante- Austin Energy

Evan Ortiz- Google

Casilda (Casi) Clarich- Mentor, HAL Class of 2017

# Purpose

This Media toolkit will provide a summary of best practices and tips on working with various forms of media.

Sources are referenced at the end of this guide.

Overall message should be a personalized one demonstrating positive impact to further engage target audiences.



# BREAK OUT IN FIVE GROUPS

- **Start with your message first**
- **Work with different types of media**
- **Social Media Strategy**
- **Event Timeline**
- **Tips On Imagery**

# How to leverage working with the Media

- **Start with YOUR MESSAGE FIRST**

- It's all about storytelling
  - Connect with your audience
  - Differentiate yourself from others- value added

- **Different types of media channels**

- TV and Radio
  - Print Media and E-Newsletters
  - Social Media

- **Social Media Strategy**

- Creating a Social Media Policy
  - Event timeline using social media platforms
  - Use hashtags, list all platforms your organization uses

- **FAQ'S Frequently Asked Questions**

- List most Q&A about your organization
  - Cite contacts for additional information
  - Share statistics and data about the population you serve

- **SAMPLES FOR YOUR USE**

- Solicitation (The Ask)
  - Friendly reminder/follow up emails
  - Thank you email templates
  - Sample Twitter and Facebook posts

- **OTHER**- References, tips, examples

tip

## Start with YOUR MESSAGE FIRST

### It's **all about storytelling**

Before approaching any type of media platform, you must determine what the significance of your message is.

For example, if your main message is looking for volunteers, remember that most people volunteer for a variety of reasons. For some, it **offers the chance to give something back** to the community.

Still, for others, it's simply because they make a connection with a certain organization or non-profit, and are motivated to help **based on a non-profit's story and mission.**



Your Media campaign is where you want to tell your story and share your goals and mission. People love hearing about and reading about other people.

**Remember, your most effective strategy is to have a human interest story.**

## Connect with your audience

Be sure to use high impact, meaningful content. In order to connect with your audience, keep **language short and simple.**

Share your mission statement and /or vision of the organization. **Emphasize your need for volunteers.** What has a volunteer meant in the life of a young male?

Testimonials- **Always use testimonials** from actual students, clients, etc. that have benefited from being mentored by a volunteer.





# Differentiate yourself from others

Highlight how your organization **has positively impacted** certain individuals within your community that show successful, poignant stories.

Include **why you are different** from other organizations and what you offer that is distinctive.

What makes your organization different?  
What's **the differentiating factor**?  
What is your organization's **value added**?  
What do you want your volunteer/audience **to know about your organization**?



If you have **data, statistics**, now is the time to highlight those numbers.

# Different Types of Media Channels

- TV
- Radio
- Print Media
- E-Newsletters
- Social Media



# TV and Radio

## Talking to the Media

It is important to show confidence whenever you speak to a journalist. You are the resident expert on the matter which is why they chose you to speak. Use that knowledge and pride you have for your organization. Use personal stories you know frequently and regularly.

## Interviewing Tips:

- Have your message ready and prepared to talk about and stick to one or two strong, main points.
- Show confidence, and be personal and friendly
- Practice with a friend or co-worker until you are comfortable speaking.



# Print Media and E-newsletters

**Printed articles and Email newsletters** can be highly effective tools to engage your target audience. They allow you to share information at specific times that you schedule and that can be personalized.

## **Here are a few tips for effective newsletters:**

- Personalized testimonials can help fully engage your audiences.
- Email newsletters have higher engagement rate than other types of digital marketing. Always use strong visuals
- Email newsletters provide you the ability to study ROI and metrics effectively.



# Social Media

## The impact of Social Media

With 2.45 billion worldwide users in 2019, 500 million Instagram users, and 203 million active Snapchat daily users, to reach the masses, you **MUST** actively engage in Social Media.

Continue reading for tips on effectively communicating about your organization's impact via social media. You'll want to use any or all of these platforms; but first, **CREATE YOUR OWN SOCIAL MEDIA POLICY.**





# Social Media Strategy

## Creating a Policy

### **ROLES**

- Define person in charge and communicate
- Define who is posting to what channels
- Determine who is creating what content for each platform/channel
- 

### **TOPICS**

- What topics work or do not work well
- What topics are off limits
- What is the approval process
- 

### **PRIVACY**

- Who approves photos and videos to post
- Review and double check sensitive personal information
- Copyrighted materials, cite references if used
- 

### **PERSONAL VS. PROFESSIONAL**

- Is there a place for personal information on an organization's site.



# Social Media Event TIMELINE- Outline

Here are some general guidelines on when to **promote your event** on **social media**.

Base your social media campaign on what you know about your audience/followers. The most effective social media campaigns **know what their audience wants and desires**.

Define your audience (s) and speak to them in a personal way that further engages their interest, and ultimately, their actions.

- How many times will they want to hear from you?
- What kind of posts have had the most engagement in the past?
- Which ones resulted in the most clicks?
- Define a **timeline**



# WEEK ONE

**As soon as you have the specifics of your event:**

**Set up** an event page on all the social media you use and post the event

**Create** a Facebook event

**Create** a Twitter page for the event

**Post** the event on LinkedIn to reach the business community

**Create** a video or slideshow invitation to your event and post on Facebook

**Update** your Facebook cover photo to promote the event  
Add your event to email signatures

**Create** a hashtag for your event

**Go to** Twitter and search for the phrase you want to use, starting with the pound sign (#)

If you find a phrase that is not already in use, start posting to it immediately to **“reserve”** it for your event



# ONE MONTH IN ADVANCE

## One month in advance of your event:

- Post reminders of the event once a week
- On a day other than the event reminder, post weekly statistics on your organization's issue (s)
- Always using the hashtags for your event and your organization's mission and goals
- Remind your partners to promote the event



# TWO WEEKS IN ADVANCE

## Two weeks in advance of your event:

**Continue posting** reminders of the event once a week  
Post statistics on mental health two to three times a week on days other than the event reminder

**Always use the hashtags** for your event and the state program

**Post weekly** pictures from last year's event(s)

**Place Facebook ads** If you have the budget

**Select** your audience based on who you want to reach:

- Type of individuals  
(fathers, athletes, community organizers, etc.)
- Area you want to reach
- Occupations and Interests



# ONE WEEK IN ADVANCE

## One week in advance of your event:

- One week in advance of your event
- Post **once to twice** a day with:

Reminders about the event

Statistics about your  
organization's mission

Pictures/videos from previous  
events

TIP: Use pictures from other sites  
if you do not have any



# DAY OF EVENT

## Day of the event:

- Post the event in your feeds and remind people to come out
- Post Live Video on Facebook during the event

# AFTER EVENT

## After the event:

- Post photos from the event
- Recognize and thank supporters and partners.



# Include all platforms- use hashtags

See most commonly used:

Facebook

Twitter

Instagram

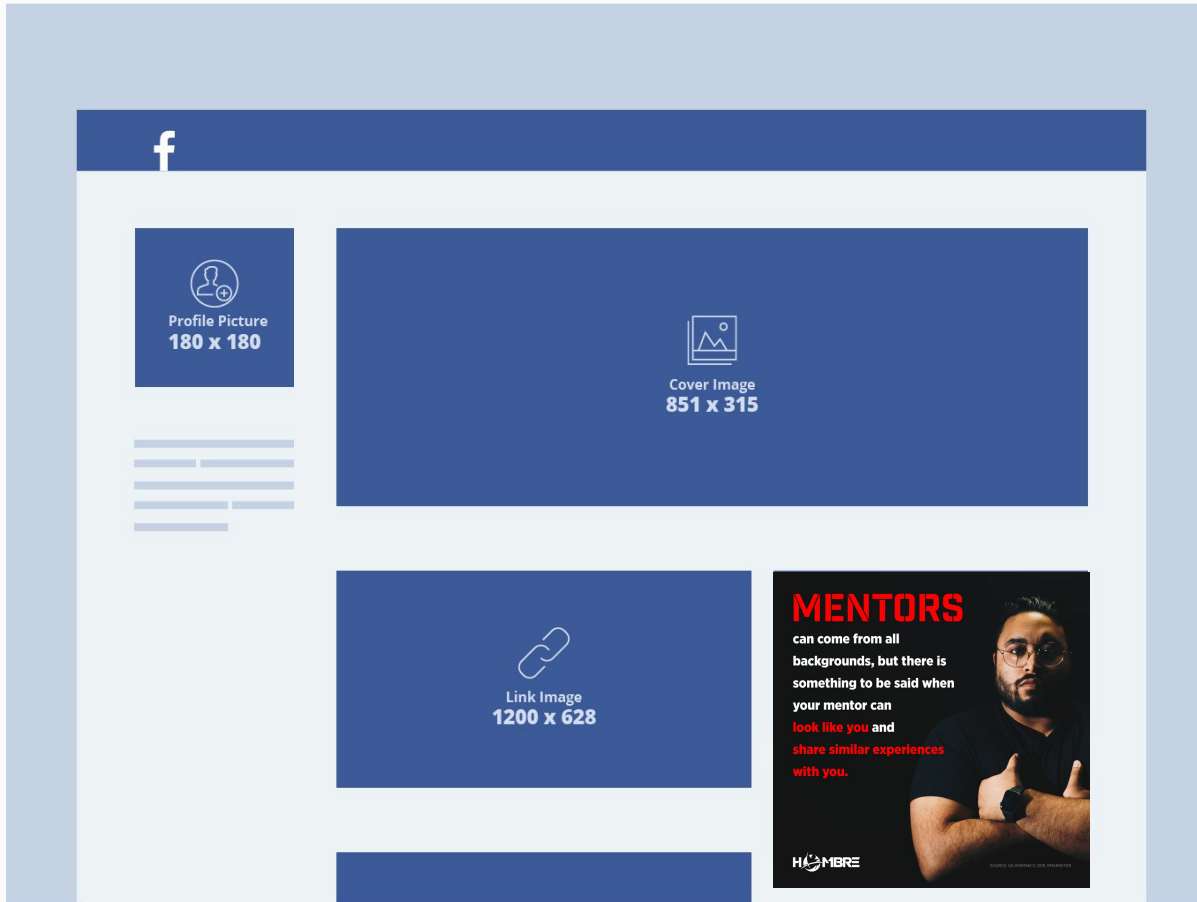
LinkedIn



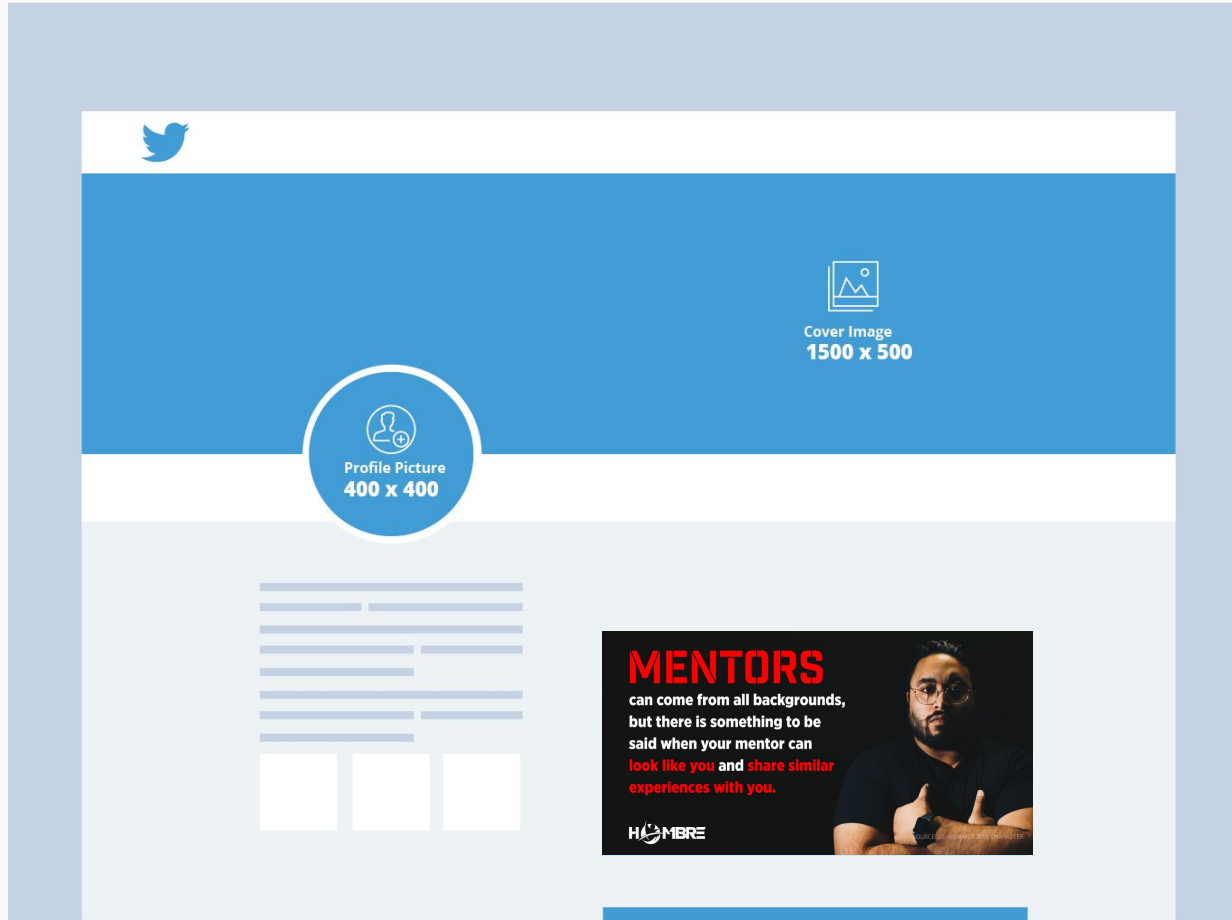
# Include all platforms- Facebook

## Recommended Facebook image sizes:

- Facebook profile picture size: 180 x 180
- Facebook cover photo size: 851 x 315
- Facebook link image size: 1200 x 628
- Facebook image post size: 1200 x 900
- Facebook highlighted image size: 1200 x 717
- Facebook event image size: 1920 x 1080
- Facebook video size: 1280 x 720
- Maximum Facebook video length: 240 minutes
- Facebook ad size: 1280 x 628



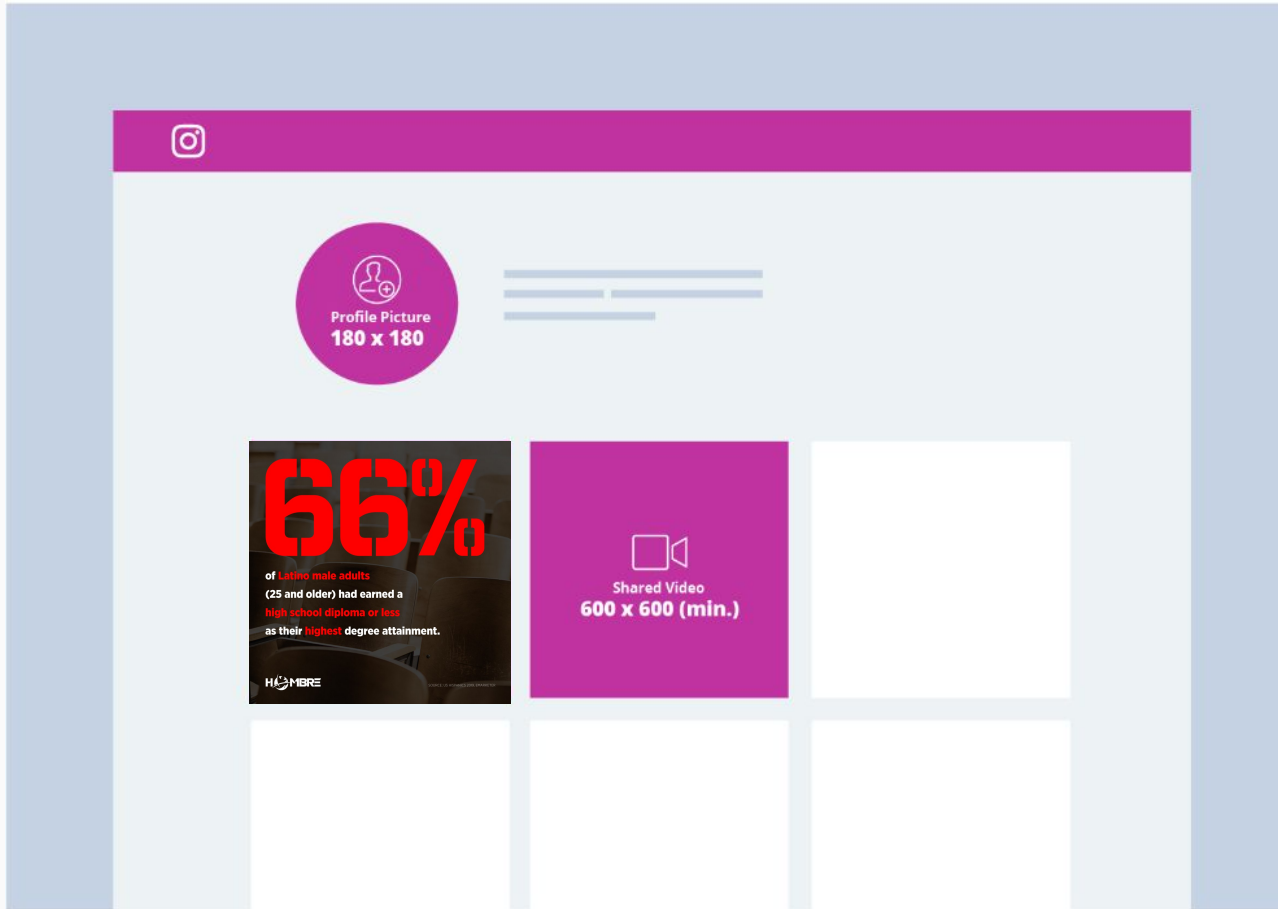
# Include all platforms- Twitter



## Recommended Twitter image sizes:

- Twitter profile picture size: 150 x 150
- Twitter header size: 1500 x 500
- Twitter post image size: 1024 x 512
- Twitter card image size: 1200 x 628
- Twitter video size: 720 x 720 (square), 1280 x 720 (landscape), 720 x 1280 (portrait)
- Maximum Twitter video length: 140 seconds
- Twitter ad size (image): 1200 x 675
- Twitter ad size (video): 720 x 720 (square), 1280 x 720 (landscape), 720 x 1280 (portrait)

# Include all platforms- Instagram

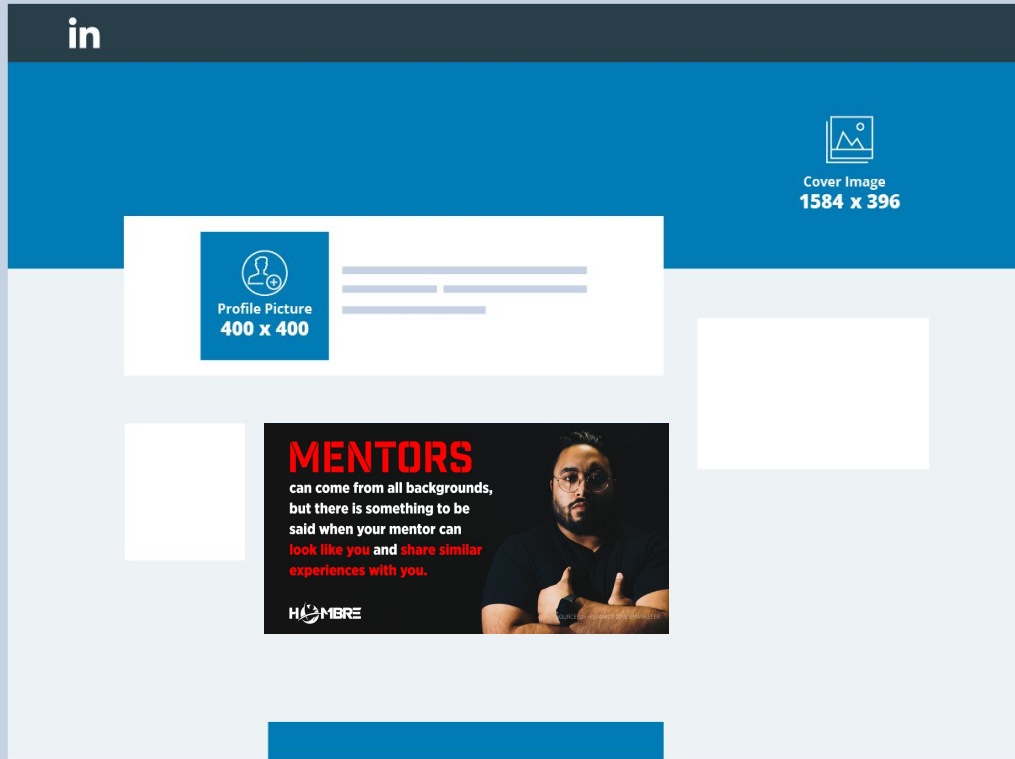


## Recommended Instagram image sizes:

- Profile picture size: 180 x 180
- Instagram photo sizes: 1080 x 1080 (square), 1080 x 566 (landscape), 1080 x 1350 (portrait)
- Instagram Stories size:
  - 1080 x 1920
- Minimum Instagram video sizes: 600 x 600 (square), 600 x 315 (landscape), 600 x 750 (portrait)
- Maximum Instagram video length: 60 seconds
- Minimum Instagram image ad size: 500 pixels wide



# Include all platforms- LinkedIn



## Recommended LinkedIn image sizes:

### Company pages:

- LinkedIn company logo size: 300 x 300
- LinkedIn cover photo size: 1536 x 768
- LinkedIn Dynamic Ads size: 100 x 100 (company logo)
- LinkedIn Sponsored Content image size: 1200 x 628

### Personal pages:

- LinkedIn profile picture size: 400 x 400
- LinkedIn background photo size: 1584 x 396
- LinkedIn post image size: 1200 x 1200 (desktop) 1200 x 628 (mobile)
- LinkedIn link post size: 1200 x 628
- LinkedIn video size: 256 x 144 (minimum) to 4096 x 2304 (maximum)
- Maximum LinkedIn video length: 10 minutes



# Frequently Asked Questions

## FAQ's

- You'll want to have readily available, preferably on your website, the most frequently asked questions.
- Cite contacts for additional information.
- Always have individual contact information and/or an email that serves to receive any questions, inquiries, requests, etc. for information.
- Share statistics and data about the population you serve.
- If you have positive data, statistics that show high impact your organization has achieved.
- Note the numbers and quantify results as much as your organization allows you to.

# TIPS on imagery for photos and videos

## IMAGES AND PHOTOGRAPHS

It is important to have consistency with your imagery. You'll want to use up to 6 real life images/photographs that show your organizations serving its clients.

Use those images frequently and regularly.



# TIPS on imagery for photos and videos

Here are a few tips for effective imagery

- Show your clients in action working with a volunteer, rather than a pose with people standing smiling for the camera.
- Imagery has positive impact that evokes emotions.
- Establish a set of images that become your standard visual message



# TIPS on videos

## VIDEO

Ensure to upload videos on your organization's website. A standard practice is having both short and long videos, ranging from one minute to up to three minutes.

Testimonials are the most impactful. Have one of your clients videotaped expressing what your organization has done for them and how it has impacted their lives.



# EXAMPLES

See sample letters

See Reference Citations

# SAMPLE FIRST/ INTRODUCTORY EMAILS- Solicitation (The Ask)

Dear NAME,

It was great seeing you at last week's event. Hope you're enjoying this spring weather in beautiful Austin!  
I'd like to present you with a new opportunity that will benefit us both. As a leader in the community, your influence is highly regarded, and we'd be honored to work with someone who is passionate about serving our communities. *your organization's name* is hoping to develop a growing partnership with you and your organization/company.

I'm reaching out to you today to see if you'd be interested in collaborating with us and supporting our community efforts, specifically for *(type your specific ask here. Attach a form, if you have one)*

In the past several years, our organization has been able to *(list goals achieved, quantifying successes.)* allowing our population served to be able to *(list your goals achieved past few years)*. I would appreciate the opportunity to visit and chat within the next few weeks to see about potential collaborations.

Would you have any available time week after next to sit down and discuss?

I look forward to hearing back from you and excited about working with you in the future.

Your Name and title

Organization name

Address

Tagline



## SAMPLE FOLLOW UP/CIRCLING BACK EMAIL

Dear NAME,

It's been a few weeks since we last spoke. Hope this email finds you well in our beautiful city!

I wanted to circle back regarding a previous email I sent you couple of weeks ago. I'd like to present you with a new opportunity that will benefit us both. As a leader in the community, your influence is highly regarded, and we'd be honored to work with someone who is passionate about serving our communities. *your organization's name* is hoping to develop a growing partnership with you and your organization/company.

I'm reaching out to you today to see if you'd be interested in collaborating with us and supporting our community efforts, specifically for *(type your specific ask here. Attach a form, if you have one)*  
In the past several years, our organization has been able to *(list goals achieved, quantifying successes.)*  
allowing our population served to be able to *(list your goals achieved past few years)*. I would appreciate the opportunity to visit and chat within the next few weeks to see about potential collaborations.

Would you have any available time week after next to sit down and discuss? Or, if more convenient for you, feel free to offers some date/time options that work best for you.

I look forward to hearing back from you,

Your Name and title

Organization name

Address

Tagline





# SAMPLE FOLLOW UP THANK YOU EMAILS AFTER AN EVENT

You want to send a personal email (and an organization's email) within a day or two after any event, including visuals like a photo from the event.

Dear NAME,

It was wonderful seeing you Saturday night! Thank you for taking the time to help with our **state your organizations' needs. (volunteer call out, gala event, etc. )**

At our **event/campaign, etc....**, we were able to positively affect and influence **your client (i.e., single moms)** because of your continuing support and help.

Your assistance helps us to **insert your goal, mission, etc.**

**Your organization's name** is fortunate to have supporters and community advocates such as yourself that will help us achieve our goals and build a sustaining legacy in the Central Texas area.

Feel free to reach out to me if you have any questions or further ideas on how we can collaborate.

Thank you for sharing a part of yourself that helps our community. We look forward to working with you in the future.

Your Name and title

Organization name

Address

Tagline



# TAKEAWAY

Your message begins and  
ends with a human interest  
story

# Thank You

## 2020 HAL Education Team

### Erica Cardenas

Texas Mutual Insurance

### Daniela Hardin

Austin American Statesman

### Alina Ortega-Bustamante

Austin Energy

### Evan Ortiz

Google

### Casilda (Casi) Clarich

Mentor, HAL Class of 2017



**Erica**



**Daniela**



**Alina**



**Evan**



**Casi**





# Appendix C: Workshop Materials



# HAL Education Workshop

February 28, 2020

## Sign-In Sheet

<input type="checkbox"/>	Survey	Full name	Title	Organization	Email
		Amy Calo	Ta Programs Leader	AWS	Amy.Freelancer@Gmail.Com
<input type="checkbox"/>		Brenda Lindfors	Vp Of Marketing And Communications	Big Brothers Big Sisters Of Central Texas	Blindfors@Bigmentoring.Org
<input type="checkbox"/>	x	Ceinna Little	Volunteering Services Intern	American Red Cross	Ceinnalittle@Utexas.Edu
<input type="checkbox"/>	x	Christopher L Llewellyn	Ae	Adia	Cllewellyn1507@Gmail.Com
	x	Crystal Peña	Community Manager	Soma Vida / Mindful Strategies	Penacrystal@Gmail.Com
<input type="checkbox"/>	x	Debra Joiner	Sr. Director Of Communications	Communities In Schools Of Central Texas	Djoiner@Ciscentraltexas.Org
		Diana Caballero Kerlin	Diversity Recruitment And Branding	Austin Energy	Diane.Kerlin@Austinenergy.Com
<input type="checkbox"/>	x	Dulce Montoya		Communities In Schools Of Central Texas	
		Estevan Delgado	Program Manager, Hispanic Impact Fund	Austin Community Foundation	Edelgado@Austincf.Org
<input type="checkbox"/>		Jay Jayasuriya	Cinematographer	@Jayjayasuriya Productions / Tv Asia	Jayjayasuriya.Info@Gmail.Com
	x	Jennifer Landa	Social Scientist/ Committee Chair	Gsctx	Jen.Landa@Gmail.Com
<input type="checkbox"/>		Lourdes Zuniga	Executive Director	Financial Literacy Coalition Of Central Texas	Lzuniga@Flcct.Org
		Luis A Rodriguez	Ceo	Greater Austin Hispanic Chamber Of Commerce	Luisr@Gahcc.Org
<input type="checkbox"/>	x	Mariana Salazar	Census 2020 Project Director	United Way For Greater Austin	Mariana.Salazar@Uwatx.Org
<input type="checkbox"/>		Melissa S. Acosta	Program Administrator	City Of Austin	Coavolunteers@Austintexas.Gov
<input type="checkbox"/>		Ria Ullal	Pr Assistant	Cosmo City Media	Ullal.Ria@Gmail.Com
	x	Rodrigo Aguayo	Program Coordinator	Project Males	Rodrigo@Austin.Utexas.Edu
<input type="checkbox"/>		Rosa Martinez Suazo	Vista Leader	Onestar Foundation	Rosa@Onestarfoundation.Org
<input type="checkbox"/>		Seema Govil	Ceo	Cosmo City Media	Govilseema@Gmail.Com
<input type="checkbox"/>		Shelby Thomas	Program Specialist, Americorps Vista	Onestar Foundation	Shelby@Onestarfoundation.Org
<input type="checkbox"/>	x	Val Rios	Director Of Operations	Partners In Parenting	Val@Pipaustin.Org



# HAL Education Workshop

## Narrative Building – Now You Try!

### Value Proposition Exercise

#### **Instructions:**

- 1) Pair off into groups of 2 or 3.
  - Try to work with people you haven't worked with before.
- 2) Complete this template for your individual organization.
  - You can choose to focus on the overall mission or use this as a time to craft an engaging message to recruit volunteers.
- 3) Once complete, share your value proposition with your partner.
  - If comfortable, please share feedback (e.g. How can it be more compelling? Or What part was compelling?)

#### **Template:**

The purpose of \_\_\_\_\_  
(organization, program volunteers)

Is to provide/produce \_\_\_\_\_  
(The What - service or product)

For \_\_\_\_\_  
(The Who – customer or those impacted)

So that \_\_\_\_\_  
(The Why – result or benefit)



# HAL Education Workshop

## Narrative Building – Now You Try!

### Message Map Exercise

#### **Instructions:**

- 1) Pair off into groups of 2 or 3.
  - Try to work with people you haven't worked with before.
- 2) Complete this template for your individual organization.
  - Use full sentences to address each component of a message map.
  - Choose to focus on a different perspective (e.g. recruiting volunteers, marketing an upcoming event, etc)

#### **Template:**

Context	
Challenge	
Opportunity	
Value Proposition	
Evidence	
Call to Action	



# HAL Education Workshop

February 28, 2020

## Pre-Event Survey

Email Address: \_\_\_\_\_

1. How equipped do you feel engaging with the media on your orgs behalf?

	1	2	3	4	5	
Not at all equipped	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Equipped

2. How comfortable are you on camera speaking about your organization for 30 seconds?

	1	2	3	4	5	
Not comfortable at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very comfortable

3. How comfortable do you feel articulating your organization's mission and message specifically to volunteers?

	1	2	3	4	5	
Not comfortable at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very comfortable

4. How comfortable are you using a media kit?

	1	2	3	4	5	
Not comfortable at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very comfortable

5. What do you hope to take away from the workshop?





# HAL Education Workshop

February 28, 2020

## Post-Event Survey

Email Address: \_\_\_\_\_

1. How equipped do you feel engaging with the media on your orgs behalf?

	1	2	3	4	5	
Not at all equipped	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Equipped

2. How comfortable are you on camera speaking about your organization for 30 seconds?

	1	2	3	4	5	
Not comfortable at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very comfortable

3. How comfortable do you feel articulating your organization's mission and message specifically to volunteers?

	1	2	3	4	5	
Not comfortable at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very comfortable

4. How comfortable are you using a media kit?

	1	2	3	4	5	
Not comfortable at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very comfortable

5. What did you find the most compelling/interesting/helpful from the workshop?



# Appendix D: Survey Results

Overall Submission Counts	
Survey	Count
Both	11
Post Only	1
Pre Only	4
<b>Grand Total</b>	<b>16</b>

Pre vs Post Survey Results All (16 respondents)			
Question	Pre	Post	% Change
How comfortable are you on camera speaking about your organization for 30 seconds?	3.1	3.8	22%
How comfortable are you using a media kit?	2.8	4.3	52%
How comfortable do you feel articulating your organization's mission and message specifically to volunteers?	3.7	4.3	16%
How equipped do you feel engaging with the media on your orgs behalf?	3.4	4.4	30%
<b>Grand Total</b>	<b>3.3</b>	<b>4.2</b>	<b>29%</b>

What do you hope to take away from the workshop?
Engagement tools & technique to effectively reach volunteers Here with friend Seema/TV Asia Have more tools to better engage the media. Confidence in recruiting the right volunteers
New insights about working with media and new connections. New volunteer recruitment strategies. Learn marketing/ outreach/ recruitment strategies specific to my unique program's needs. Expanding my professional network. More ways to engage members, stakeholders and constituents. Ideas for engaging media and gaining visibility for our organization Learn how to better engage with the Hispanic volunteers
Tools for engagement and to assist as I develop my org, including policies and procedures. Latest strategies and trends, practice, and community. Open to learning How media works and become comfortable speaking in front of people To learn more about how to use media as a tool to connect, recruit, and engage with the community/potential volunteers. I would also like to learn how organizations are adapting/can adapt with the media landscape.

Pre vs Post Survey Results Completed Both (11 respondents)			
Question	Pre	Post	% Change
How comfortable are you on camera speaking about your organization for 30 seconds?	3.1	3.8	24%
How comfortable are you using a media kit?	2.7	4.2	53%
How comfortable do you feel articulating your organization's mission and message specifically to volunteers?	3.5	4.3	21%
How equipped do you feel engaging with the media on your orgs behalf?	3.5	4.4	26%
<b>Grand Total</b>	<b>3.2</b>	<b>4.2</b>	<b>30%</b>

What did you find the most compelling/interesting/helpful from the workshop?
The tips and message mapping Information shared Listening to journalists, learning the framework for messaging The activities were really helpful
The media panel, conversations/connections with others and the group leaders, practice, practice, practice and framework for message map/value proposition Opportunity to develop program message with use of templates and media kit provides The panel and the 1:1 work with others The self recording video learning practices were very helpful Networking Variety of activities, candid camera activities, panel of media celebrities/experts Connecting directly with media. Thank you so much! This was great. We don't yet have a formal media kit. I am so excited to set one up. The hands-on exercises