

NEWS AND PROFILES CONNECTING THE LATINO AMERICAN COMMUNITY IN MINNESOTA

April 2017 Issue 356

Latino American Today

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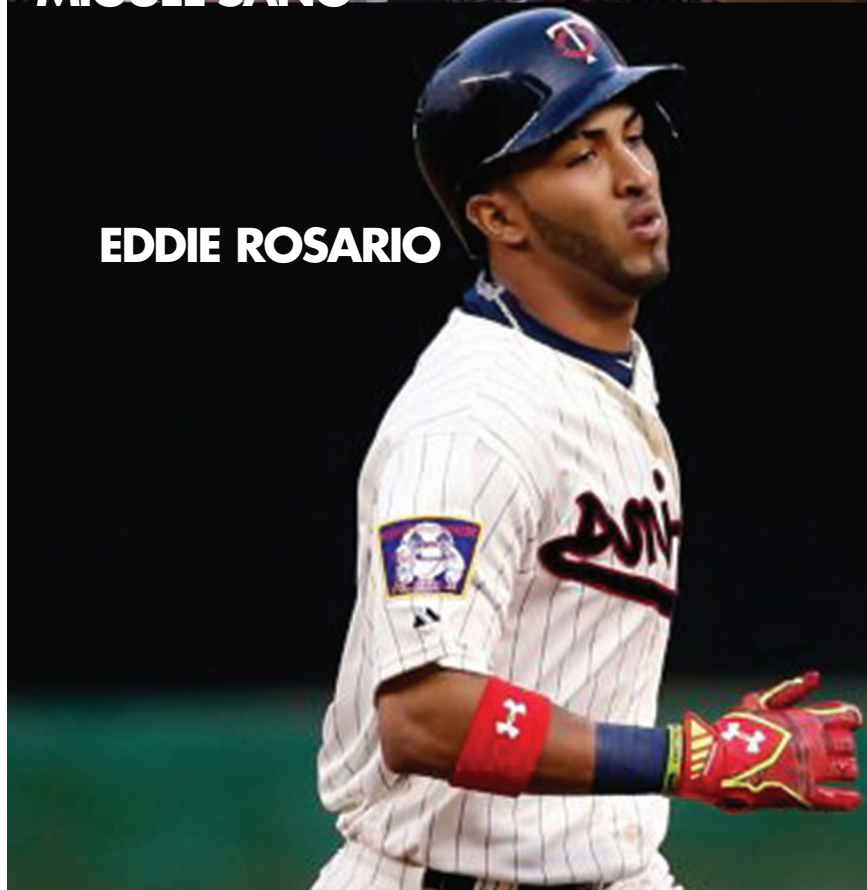
Play Ball!



MIGUEL SANO



DANNY SANTANA



EDDIE ROSARIO



¡VAMOS A JUGAR BÉISBOL!

Minnesota Twins Receive the Multicultural Marketing Achievement Award



Miguel Ramos accepts the award on behalf of the Twins from Rick Aguilar at the 21st Multicultural Marketing & Award Conference

When the Minnesota Twins Take the Field We Play for Everyone

By Claud Santiago

The Minnesota Twins received the Multicultural Marketing Achievement Award at the 21st annual Multicultural Marketing & Award Conference, held on March 25th at the Wellstone Center in St. Paul. The award was presented by Aguilar Productions, the national leader in promoting the Emerging Multicultural markets in the U.S. Aguilar Productions is based in St. Paul.

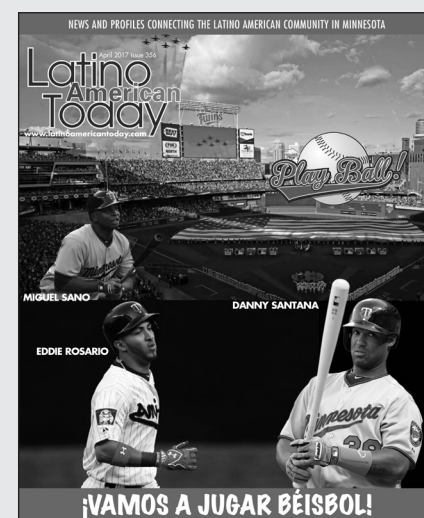
Miguel Ramos, Director of Diversity Marketing for the Twins accepted the award on behalf of the Twins organization. In his remarks, Ramos pointed out that celebrating Diversity “is not just a celebration for a day or a week it’s a yearlong effort for the Twins.” The Twins diversity department led by Ramos is one of the most unique outreach programs in major league baseball and many teams contact the Twins to learn more about their program and how they were able to start and grow their outreach efforts.

Ramos pointed out the many programs and events his Diversity staff is involved with during the year including:

- Twins Fest and the Winter Caravan
- Reading is a Powerful Program
- Networking events during the year
- Jackie Robinson Day
- Diversity Week
- Cinco de Mayo, India Festival
- Roberto Clemente Day
- Twins day at the Global Market and many other celebrations during the year

Ramos closed his remarks by stating that “the challenge for one should be the challenge for all and then we’ll all be successful.”

Congratulations to the Twins for a job well done!



On The Cover
Let's Play Ball!
¡Vamos a jugar béisbol!

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Multicultural Marketing Conference a Success

David Morse, New American Dimensions, Los Angeles, CA Receives an Award

By Claud Santiago

The 21st annual Multicultural Marketing Conference & Awards was held on March 23, 2017 at the Wellstone Center in St. Paul. The conference was presented by Aguilar Productions, the leaders in promoting the multicultural markets in the U.S. This all-day conference drew an audience of marketing professionals from various organizations and businesses who were treated to an outstanding array of presentations by today's thought leaders in multicultural marketing including David Morse, New American Dimensions, Los Angeles, CA and Rico Vallejos, marketing creative director from Minneapolis. Local organizations including the Ordway Theater, USTA Northern and the MNDNR Department of Parks and Trails presented case studies of their outreach efforts to the multicultural communities in the Twin Cities. Tom Gitaa, publisher of Mshale the African Community Newspaper, presented an interesting panel discussing marketing to the Emerging African community in the Twins. Cecilia Stanton Adams, was the keynote speaker at the Luncheon and delivered a very interesting diversity presentation to the attendees. Cecilia is CEO of the Stanton Adams Consulting.

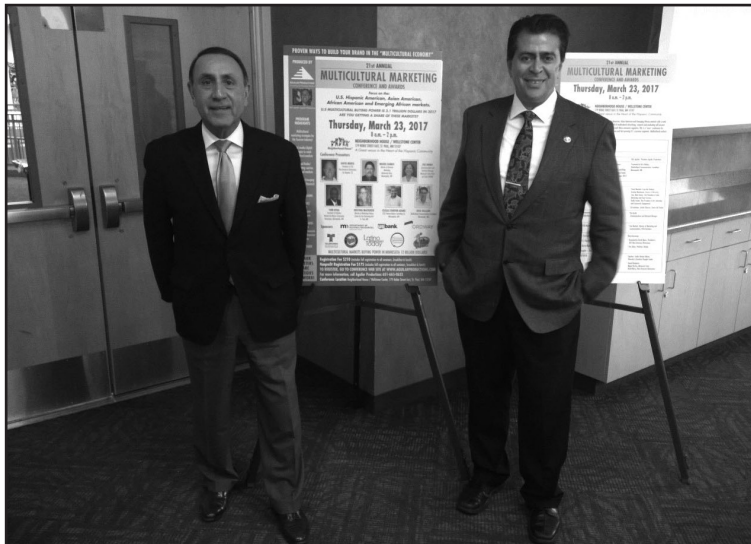
Conference sponsors included, U.S. Bank, Minnesota Twins, La Raza 95.7 FM, Telemundo Minnesota, Latino American Today, Minnesota Multicultural Media Consortium, the Ordway Theater, and MNDNR.



Keynote speaker Cecilia Stanton Adams



David Morse receiving his Multicultural Marketing Achievement Award from Rick Aguilar



Rick Aguilar and Rico Vallejos



The Ordway Theater Panel, L to R: Shelley Quiala, Al Justiniano, and Kristina MacKenzie



The African marketing panel. L to R: Issa Mansaray, Ian Mereri, Amie Dibba, Mahamed Cali, and Tom Gitaa



Attendees at the 21st Multicultural Marketing & Awards



Lisa Mudgett, USTA Northern



Presenter Pat Arndt, MNDNR

Time Management – A Crucial Skill to Survive Today’s Working Environment



Marci Malzahn,
Founder of Malzahn Strategic

By Marci Malzahn

We hear over and over that we all have the same amount of hours in a day. We hear we cannot stretch time. Time is set and that is a truth we cannot change. Therefore, we must learn to manage it or we will live in a constant state of panic. If we don’t learn to manage our time well, our lives become chaotic and we feel like we always have “unfinished business.” We become unfilled individuals. Here are some tips that I have discovered throughout my working life that I think may help you as well:

Know yourself. First things first. Let’s start with you getting to know yourself well as a person and as a worker. What type of environment do you work best in? Are you having a challenge managing your time? Are you naturally an organized person? Do you struggle prioritizing your responsibilities in the various areas of your life?

Know your job. It is extremely important to know what the expectations of your job are. You need to know what the deadlines are. Is your job project driven? If yes, then you need plan way ahead in order to meet your deadlines. Do you have daily deadlines you need to meet? For example, in one of my previous banking jobs, I had to review business customers’ accounts, pay down on their loans, or invest excess funds by 11 a.m. each day. If I missed that deadline then there would be consequences such as the client didn’t earn interest on their accounts or paid too much interest on their loans. Do you have regular meetings you need to attend? If yes, are they in your calendar for the entire year? Doing this in advance will avoid you double booking yourself in the future.

Organizational skills. I believe having time management skills is closely related to having good organizational skills. Organization starts in your mind. Some people are definitely better than others. But it is a skill that we can all improve on with practice. Try organizing small projects first, like organizing a cupboard in your kitchen or one of the utensil drawers. Then you can move on to organizing your desk. It is essential to have an organized work area. I cannot believe the amount of time people spend looking for things on their desks. The same concept applies to your electronic work area. If you don’t organize your electronic folders in a way that makes sense to you, you will never find documents when you need them.

Set your priorities in life. Life is busy enough just because it is. When you have a family and then add work and community involvement, your commitments could overtake you. Therefore, it is very important to have your priorities well defined in your life. Only then will you be able to say “no” to activities and commitments that don’t fall under one of your priorities.

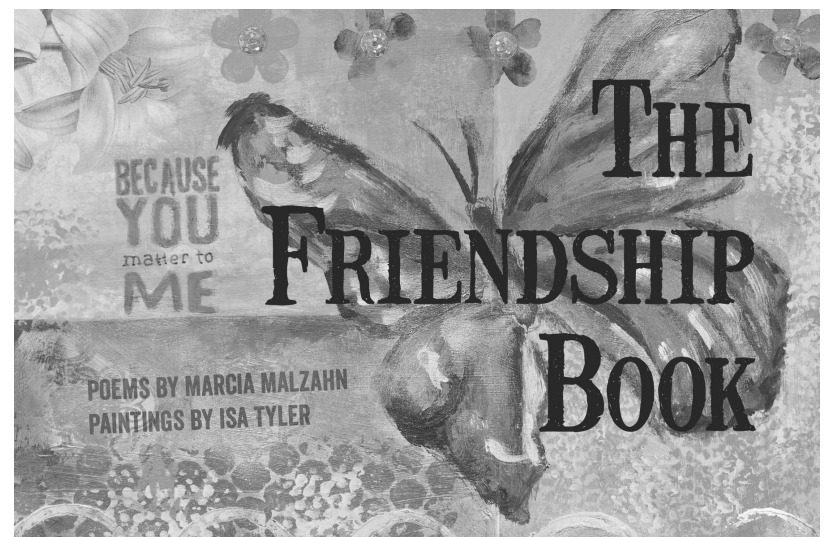
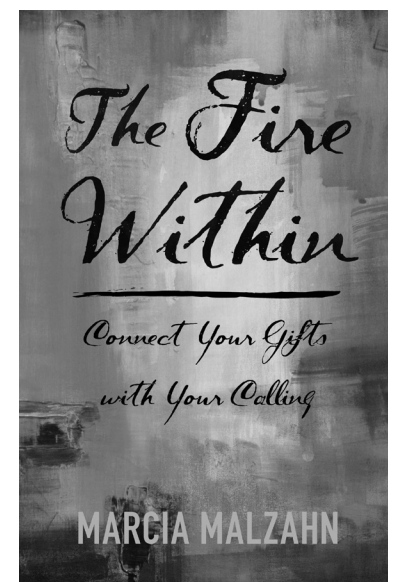
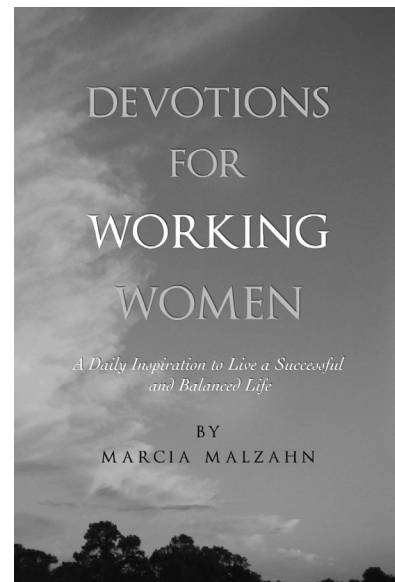
Equipment. Do you have the appropriate tools to do your job well? This includes the appropriate computer systems, calendars, and mobile devices that can assist you in managing your time. Sometimes using the alarm on your phone for example, can help you stay on task or not forget to make an important phone call at the right time. Even though some people may think that printing your calendar in addition to having it on your phone and your computer may be a waste of paper, for me it’s an additional tool to help me stay organized and thus to help me management my time. I also color code my calendar based on the type of activity. For example, business meetings are blue, Board meetings are red, phone calls are yellow, and personal activities are green. So at a glance I can see if my calendar is filled with business, personal, or community commitments. This helps me ensure I’m staying true to my priorities.

Schedule everything—even free time. I learned through the years that I had to schedule even the time I needed to keep free. This included time to work on a specific project to now time to write my books. If you don’t protect

your time by putting it in your calendar, you will fill it up with other activities. Of course, I have also learned to be very flexible with my schedule but you can start by attempting to do certain activities at specific times on a regular basis until they become a habit.

Focus on one task at a time. It is now known and proven by various studies that our minds cannot multitask. So why do we insist in making our brains work so hard when we are not designed to do that? I now simply focus on one activity at a time. This means I only answer emails during a specific time of the day but I’m flexible as to what time of the day that is based on what I have going on each day. I also only make phone calls during a specific time. I also write only one day a week instead of trying to sneak in an article here and there or trying to write one chapter on my book today and another at other times. It takes me at least twice the effort when I write that way versus when I’m in the “mode of writing.”

Marci Malzahn is a banking executive and founder of Malzahn Strategic (www.malzahnstrategic.com), a community bank consultancy focused on strategic planning, enterprise risk management and talent management. Marci is also an author and motivational/ inspirational speaker. You can contact Marci for speaking engagements through her website at www.marciamalzahn.com. You can purchase Marci’s books at www.Amazon.com.



Marci Malzahn is also a published author of three books, and an international bilingual speaker. She speaks frequently at banking conferences and associations, women’s leadership conferences, and faith-based events. Marci has been a regular contributor to our LatinoAmericanToday newspaper since 2015 and today we would like to share about her books and her journey as an author and writer.

Learn New Ways to Have Family Fun with DNR "I Can!" Program

By Harland Hiemstra

Hey Dad, can you canoe? Si, se puede! Hey, Mom, can you catch a fish, or pitch a tent and camp in the woods? Yes, you can.

Even if you've never touched a paddle, baited a hook, or slept anywhere without a solid roof over your head, you can become an outdoors hero to your kids through a program offered by the Minnesota Department of Natural Resources. The DNR's "I Can!" program provides hands-on training that will give you the know-how you need to enjoy a variety of outdoor activities that are fun, low-cost and family friendly.

The "I Can!" program started in 2010 to address one of the main barriers preventing more people from getting out to enjoy nature through activities such as camping, fishing and canoeing: a lack of skills and knowledge about how to do those things. That first season, 582 people spent a night or two at a state park learning how to start a campfire, pitch a tent and other basic skills

through the "I Can Camp" program.

In 2011 and 2012, DNR added program components focused on other outdoor recreational skills:

- "I Can Paddle!" teaches participants how to safely handle a canoe or a kayak;
- "I Can Fish!" covers the basics of angling: what kind of equipment to use, how to use it, fish identification, etc.;
- "I Can Climb!" provides opportunities to try rock climbing;
- "I Can Mountain Bike!" gets participants out enjoying trails on two wheels;
- "Archery in the Parks" gives you a chance to shoot a bow and arrow.

DNR Parks and Trails provides all the equipment needed for these programs, and experienced staff offer training and assistance. With the exception of "Archery in the Parks," the programs require advance registration and charge a small fee for

participation. People are encouraged to sign up early, as some programs, especially those at highly popular parks and those near the metro region, can fill up quickly.

"Anyone who's wanted to learn outdoor skills, but hasn't felt comfortable, they should sign up," says program coordinator Eric Pelto. "They'll learn the skills they need so they can come back and do it on their own."



Try something new, go paddling!



Learn how to fish!



The "I Can" program encourages families to spend time in the great outdoors



Pitch a tent and learn how to start a campfire!

For more information including program dates, times, locations, and minimum age requirements—visit www.mndnr.gov/ican, or contact the DNR Information Center at info.dnr@state.mn.us or 888-646-6367 (8 a.m.-8 p.m. Monday through Friday; 9 a.m.-1 p.m. Saturday). To register for a program, visit www.mndnr.gov/reservations, or call 866-857-2757 between 8 a.m. and 8 p.m. daily (except holidays).

The "I Can!" series of introductory programs is made possible by the Parks and Trails Fund, created after voters in 2008 approved the Clean Water, Land and Legacy Amendment to the Minnesota Constitution. That amendment dedicates a portion of sales taxes to parks and trails of regional or statewide significance. More than 12,800 people have participated in these programs since they were first offered in 2010.

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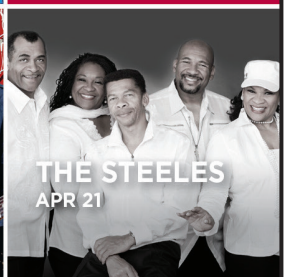
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Semana Santa, Un tiempo que las nuevas generaciones no conocen

Por Saúl Carranza

Los que hemos vivido las tradicionales de la Semana Santa. Recordamos con añoranza las solemnes celebraciones de esta época. Aunque en cada país se celebra de manera particular. Entre nuestros recuerdos de antaño vienen las calles vestidas de fervor religioso con dulce aroma de frutas y flores. Las iglesias llenas de fieles buscando acercarse a Dios y los niños disfrutando la merecida semana de vacaciones escolares.

Y ni que decir de las comidas, postres y conservas que en cada país identifican esta época y hacen las delicias de chicos y grandes. Pescado seco, capirotadas, garbanzos en miel, calabazas, buñuelos y muchos otros deliciosos recuerdos de una época del año en la que se honra y conmemora la pasión, muerte y resurrección de nuestro Señor Jesucristo.

De acuerdo a los estudiosos de la Biblia si tenemos la fecha exacta de la pasión y muerte de Jesús. Esta debe haber sucedido el día 14 del mes de nisán. Una fecha en el calendario lunar que usaban los judíos y que corresponde en nuestro calendario solar a algún tiempo entre el 21 de marzo y el 25 de abril. El domingo de resurrección es siguiente a la luna llena entre esas fechas. La diferencia de calendarios hace que cada año la fecha de la semana santa sea diferente.

En Minnesota, sin embargo, la semana santa pasa casi desapercibida para la mayoría de personas. En este norteno estado de la unión americana el principal significado lo aportan el descanso primaveral para los niños (spring brake) y las canastas y huevos de pascua (easter) que alegran a los pequeños. Pero para la mayoría de adultos no tiene ningún significado especial. Tiene mucho que ver que las fechas no son guardadas ni por el gobierno ni por la empresa privada por lo que siguen siendo solamente tiempo de trabajo con nombre especial y talvez algún recordatorio del domingo de resurrección o Easter.

Si bien es muy preocupante que al absorber los valores de una nueva cultura en la que nos movemos estamos a la vez perdiendo valiosos elementos de nuestra cultura latina y cristiana. Al llamar a las fiestas solamente "holidays" hemos perdido la esencia de cada celebración. Y como en este caso también hemos perdido el sentido y objeto de guardar estas fechas.

Al llegar al domingo de resurrección el 16 de abril de 2017. Sería bueno que cada familia tome un tiempo para unirse y recordar el evento principal de esta época. El Hijo de Dios. Jesús, quien sufrió, murió y resucito para que nuestros pecados fueran perdonados y traer fe y esperanza a este mundo. Que alrededor de una mesa se pudiera degustar alguno de esos deliciosos platillos tradicionales de su país y que en fervoroso espíritu de unidad podamos decir: "Padre Nuestro que estas en los cielos....."

Holy Week: A Time That the New Generations Do Not Know

By Saúl Carranza

Those who have lived the tradition of the good Week. We remember with longing the solemn celebrations of this time. Even though in each country is celebrated in a particular way, among our memories of old are the streets dressed in religious fervor with sweet aroma of fruits and flowers, churches full of worshipers seeking to approach God and the children enjoyed the well-deserved week of school break.

Let us not mention the foods and desserts that in each country identify this time and delight the children and adults equally. Dried fish, capirotada, chickpeas in honey, pumpkins, fritters and many other delicious memories of a time of the year in which the passion, death and resurrection of our Lord Jesus Christ is remembered and commemorated.

According to Bible scholars, we have the exact date of the passion and death of Jesus. This must have happened on the 14th of the month of Nisan. A date in the lunar calendar that the Jews used and that corresponds in our solar calendar to sometime between the 21 of March and the 25 of April. It is the Sunday after the full moon between those dates. The difference of calendars makes the date of Easter is different each year.

In Minnesota, however, Easter is almost unnoticed by most people. In this northern state of the American union the main meaning is provided by the spring brake and baskets and easter eggs that make the little ones happy. But for most adults it has no special meaning. It has a lot to do with the fact that the dates are not kept by either the government or the private company, so it is still only a special work time and maybe a reminder of Easter Sunday.

While it is very worrying that by absorbing the values of a new culture in which we move, we are at the same time losing valuable elements of our Latin and Christian culture. By calling the special days only "holidays" we have lost the essence of each celebration. In addition, as in this case, we have lost the sense and purpose of keeping these dates.

Arriving Resurrection Sunday on April 16 2017. How good it would be for each family to take the time to join in and remember the main event of this era. The

son of God. Jesus, who suffered, died and rose again so that our sins could be forgiven and bring faith and hope to this world. That around a table you could taste some of those delicious traditional dishes of your country and that in a fervent spirit of unity we can say: "Our Father in heaven"

Saúl Carranza es originario de Guatemala. Pastor de la Iglesia: Cristo Para Todas las Naciones. En la Ciudad de Crystal MN. Su misión es servir a Dios y a la comunidad hispana de las Twin Cities enseñando la Palabra de Dios, viviendo en una comunidad de amor y sirviendo a los necesitados. pastorcarranza@gmail.com Teléfono 763-245-2378

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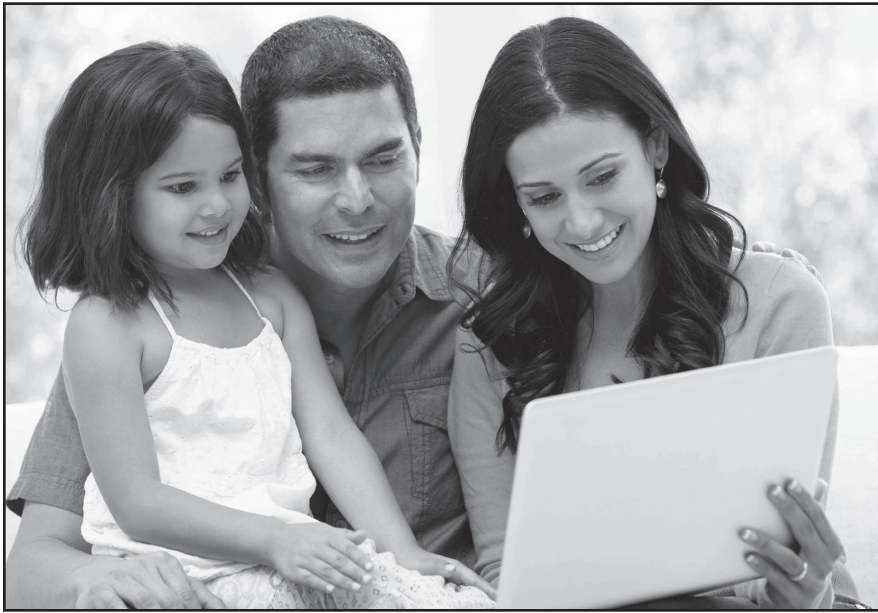
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 Pastor Saúl H. Carranza

Latinas Make Buying Decisions for Families



By Claud Santiago

With a projected buying power slated to reach \$1.5 trillion by 2017, Hispanics are an important group for marketers, and leading the growth within this vital segment are women, according to a new report by Nielsen, a global provider of information and insights into what consumers watch and buy. Nielsen's report, *Latina Power Shift*, highlights the role of Hispanic women, their growing numbers, economic condition, purchasing behavior and consumption.

The Latina Influence

By the year 2060, Latinas will represent thirty percent (30 percent) of the U.S. female population, and will become dominant consumers across many industries. But if 2060 seems too far away, the following current demographics (from the

Nielsen report) make a strong case for today's Latina influence:

Education, Career and Finances

- Latinas are outnumbering their male counterparts in educational achievements, career pursuits and income levels, shifting Latinas to the middle class and above;
- For the first time, Latinas have surpassed non-Hispanic females in college enrollment (73 percent and 72 percent respectively);
- Latinas in households making \$75,000 or more increased by 5 percentage points over the past ten years;
- Latinas are more likely than other females to have bought a first home in the past year, and they are just as likely to have bought a new car, made a major home improvement or refinanced a home.

Motherhood and Household

- Twenty-three percent of all U.S. births in 2011 were to a Latina mom, and 63 percent of Hispanic families have children under age 18 compared to 40 percent for non-Hispanic white females. This high incidence of Latina mothers with young children, paired with gains in educational and economic attainments, positions Latinas in a key role as consumers for an array of household products;

- Eighty-six percent of Latinas report that they are the primary decision makers in their households spending.

Mobile and Internet Technology

- Latinas are adopting all types of technology at a higher pace than U.S. females. Online Latinas are more likely than their non-Hispanic white counterparts to own smartphones at 77 percent (vs. 55 percent);
- The digital Latina depends on mobile devices to connect to family and friends; consume media and entertainment; and to help make smart decisions on products and purchases.

Majority of Latinos Lack Retirement Savings Plans in the U.S.



By Elizabeth Llorente, Fox News Latino

A majority of Latinos have no retirement savings, according to a study by the National Institute on Retirement Security, a nonprofit research group based in Washington.

Nearly 70 percent of Latino working-age households have

no assets in a retirement account, and 62 percent of Latinos between the ages of 25 and 64 do not have employer-sponsored retirement plans. That is higher than the percentage of people in other major ethnic/racial groups. The percentage for whites was 37 percent.

About 38 percent of Latino employees ages 25-74 had a retirement plan through work, compared with 54 percent of blacks and Asian-Americans, and 62 percent of whites, the report said.

The dearth of retirement savings is rooted in myriad factors.

"Labor market and socioeconomic characteristics like education, skill, wage level, occupation, and industry clearly contribute to the overall racial gap in workplace retirement plan coverage," the report said.

"That is, blacks, Asians, and in particular Latinos are less likely than whites to be employed in industries and occupations that provide high wages and workplace benefits, including retirement benefits."

The mean savings rate of minorities who do have assets for retirement is far below that of whites, the report said. For Latino heads of household ages 25-64, the mean was \$17,600. For blacks it was \$20,132. For whites it was \$111,749. "Ultimately, the fact that the labor market is segmented by race, combined with the fact that some employers and jobs offer access to this critical benefit and others do not, puts workers of color at a significant disadvantage in accumulate resources for retirement."

People who work in the private sector are less likely to have a retirement plan than those in the public sector, the report said. This may be another factor in why Latinos lag behind other groups in terms of having retirement assets. The U.S. Dept. of Labor says that more than 8 in 10 employed Latinos work in the private sector, not including the unincorporated self-employed. They are far less likely to work for government than are either whites or African Americans.

"With little to else to depend on besides Social Security when they eventually retire, people of color are especially vulnerable to economic hardship and reliance on public assistance in old age," the study found. "Addressing the lack of readiness among people of color is critical to solving the national retirement crisis."

Cinco de Mayo Festival Sunday May 7th · Minneapolis 2017 · East Lake and 27th Ave South

On Sunday May 7, 2017 we invite the community to celebrate our Annual CINCO DE MAYO FESTIVAL on East Lake St. (between 27th Ave and 29th Ave) in South Minneapolis. This event is hosted by El Nuevo Rodeo, La Raza 95.7 FM & 1400 & 1470 AM, the #1 Spanish Radio in Minnesota, and Telemundo MN, affiliate of the largest Hispanic TV Network in the US.

During this festivities the Mexican Community remembers and celebrates The Battle of Puebla; it took place on 5 May 1862, near the city of Puebla during the French intervention in Mexico. The battle ended in a victory for the Mexican Army over the occupying French soldiers. Now, this is the most famous Mexican Holiday in the United States!

Our Festival this year is from 12 pm-8pm, but the party continues until the wee hours of the morning inside the installations of El Nuevo Rodeo! There are three stages; two on Lake St. and other one inside El Nuevo Rodeo, where there will be full menu and live entertainment all day long!

Beer gardens full of Corona and Micheladas and food vendors will be in abundance as we Latinos mark the beginning of outdoor events in Minnesota, while honoring the Battle of Puebla in Mexico.

All members of the community are invited, this is a free event and we hope that you will join us in this celebration of culture, community, music, and cuisine! For more information on vending at the festival, sponsorship or the festival itself, please call El Nuevo Rodeo at (612) 728-0101 or contact us at maya@elnuevorodeo.com or gricel@elnuevorodeo.com!



Annual CINCO DE MAYO FESTIVAL on East Lake St. (between 27th Ave and 29th Ave) in South Minneapolis)

Tomasa Castillo 2017 Cinco de Mayo West Side Saint Paul Grand Marshal



Tomasa Castillo (center) with Rick Aguilar (left) and former MN Governor Tim Pawlenty

Tomasa Castillo came to the West Side of Saint Paul 71 years ago, at the age of 26 years old with her husband, Nicolas Castillo Sr after his term in the military. A widow for 33 years, she has 6 children, 19 grandchildren, 48 great grandchildren, and 14 great great grandchildren! Tomasa is 98 years old and still lives independently on the West Side. She has been a lifelong member of Our Lady of Guadalupe.

Tomasa has had a huge impact on the West Side community. She is the one of the founders of La Clinica in 1971, La Clinica originally offered free health services for the people of the West Side who couldn't speak English or afford health care. She organized doctors and nurses to volunteer their time and asked for donations of supplies. Since opening in 1971 La Clinica grown into a large health center today.

Additionally, Tomasa helped start the Chicano studies department at the University of Minnesota, which when opened in 1972 was the first Chicano studies department in the Upper Midwest and is still offered at the University today. Tomasa would also speak at different colleges about the Mexican American movement.

Tomasa always had her door opened to homeless people and offered meals to anyone who couldn't afford to eat. She welcomed Cesar Chavez into her home and they organized a protest to boycott the unfair treatment of migrant workers. Tomasa volunteered for schools on the West Side by instructing students how to crotchet and make meals. Her husband played in a Mexican band and she used admission fees collected would be donated to underprivileged families. Tomasa worked at Comunidades Latinas Unidas En Servicio or CLUES a non-profit service organization by Latinos for Latinos, helping seniors attend outings and activities.

After his death, Tomasa advocated with the City of Saint Paul for a park to be named after her husband, Nicolas Castillo Sr, now Parque Castillo. She recently marched alongside the West Side Boosters and community members to ask the city to fund the renovation of the park. This year, shortly after the 2017 Cinco de Mayo festival work will begin to renovate the park including new landscaping, walkways, equipment and a splash pad to create a vibrant space for the West Side community.

Public Charter School Education Proves to be an Excellent Choice for Hispanic Students



Nina Rees

By Nina Rees

Today, one in three Hispanics in the United States are of school-going age, and parents are presented with the difficult task of giving their children the best possible education. In the past choices were limited between traditional public schools and private schools; however, as new public charter schools continue to open in neighborhoods with concentrated Hispanic populations, parents are weighing the benefits of this new opportunity. According to the National Alliance For Public Charter Schools, the leading national nonprofit organization committed to advancing the public charter school movement, there are several key factors for parents to consider before they go the traditional routes.

Charter schools are tuition-free, public schools to open to all children. They are unique because they are given greater flexibility in exchange for greater accountability to student outcomes.

“Across the country, charter schools are working with families and communities to help put students on a path to success,” said Nina Rees, president and CEO of the National Alliance for Public Charter Schools. “The charter school movement is made stronger by the diverse backgrounds, talents, and dreams of our students, including the nearly one-third of all charter school students who identify as Hispanic.”

La educación en las escuelas públicas charter comprueba ser una excelente opción para los estudiantes hispanos

Hoy día, uno de cada tres hispanos en los Estados Unidos está en edad escolar y sus padres deben enfrentar la difícil tarea de dar a sus hijos la mejor educación posible. En el pasado las opciones estaban limitadas a las escuelas públicas tradicionales o las escuelas privadas; sin embargo, a medida que nuevas escuelas públicas charter continúan abriendo sus puertas en comunidades de alta concentración de población hispana, los padres deben sopesar los beneficios de esta nueva oportunidad. Según la Alianza Nacional de Escuelas Públicas Charter, la organización nacional líder no lucrativa, comprometida con el crecimiento del movimiento de escuelas públicas charter, hay varios factores claves que los padres deben considerar antes de escoger las opciones tradicionales.

Las escuelas charter son gratuitas y están abiertas a todos los niños. Son especiales porque tienen mayor flexibilidad, a cambio de una mayor rendición de cuentas por los resultados de los estudiantes.

“A través de todo el país, las escuelas charter están trabajando con las familias y las comunidades para ayudar a ubicar a los estudiantes en el camino hacia el éxito”, dijo Nina Rees, Presidente y Directora Ejecutiva de la Alianza Nacional de Escuelas Públicas Charter. “El movimiento de las escuelas charter se ha hecho más fuerte por los diversos orígenes, talentos y sueños de nuestros estudiantes, incluyendo casi una tercera parte de todos los estudiantes de todas las escuelas charter que se identifican como hispanos”.

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