

# INCLUSION2022

SAN DIEGO, CA & VIRTUAL | OCT 24 - 26

**Hispanic, Latinx, Latine, Latina/o:  
What Every DEI Leader Needs to Know  
About The Hispanic Workforce**

**MIGUEL JOEY AVILÉS**

DEI KEYNOTE SPEAKER | CONSULTANT | COACH

INCLUSION 2022

#SHRMINCLUSION





A vibrant portrait of Celia Cruz, the Queen of Salsa, with her signature blonde bob haircut and a joyful, wide-mouthed smile. She is wearing a traditional, ornate, fringed orange and red outfit. The background is a solid, bright orange-red color.

*Celia  
Cruz*

*The Queen of Salsa*

**Ay, there's no need to cry, because life  
is a carnival,  
It's more beautiful to live singing.  
Oh, Ay, there's no need to cry,  
For life is a carnival  
And your pains go away by singing.**

**Anyone thinking that life is cruel,  
Needs to know that's not the case,  
That there are just bad times, and it will  
pass.**

**Anyone thinking that things will never  
change,**

**Needs to know that's not the case,  
smile to the hard times, and they will  
pass.**

***¡Azúcar!***

**UNIDOS: DIVERSITY FOR A STRONGER NATION**



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EXCLUSIVE BONUS CONTENT

 HISPANIC, LATINX, LATINE, LATINA/O:

WHAT EVERY DEI LEADER NEEDS TO KNOW ABOUT THE  
HISPANIC WORKFORCE



**WHAT EVERY DEI LEADER NEEDS TO KNOW  
ABOUT THE HISPANIC WORKFORCE**

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# FAMILIA

(Family)

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**BREAKING NEWS**

**"THE ISLAND IS DESTROYED"**

**abc WORLD NEWS TONIGHT | DAVID MUIR**







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# As Long As We Are Alive: Let's Make it Count



# Hispanic Core Values

*Love, Hope & Community*

█  
*Faith*

Fe

*Family*

Familia

*Friends*

Amigos

*Self-Improvement*

Superación

*Education*

Educación

*Hard-work*

Echarle Ganas

█

*Love, Hope & Community*

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Scorecard 

\_\_\_/100

\_\_\_/300

\_\_\_/500

\_\_\_/800

\_\_\_/1700

“  
Becoming Fluent in  
Human  
”





1

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***CATEGORY 1***

**100**

***Question:***

**Which are the top 3  
Latin American countries with  
the largest representation in the  
United States?**

***Answer:***

**Mexico, Puerto Rico, Cuba**

Mexico + Puerto Rico + Cuba + Dominican Republic + Venezuela + Colombia + Salvador + Chile + Argentina + Spain + Brasil + Peru + Ecuador + Paraguay + Bolivia + Costa Rica + Honduras + Panama + Guatemala + Nicaragua +





# AFRO-LATINOS ARE MAKING AN IMPACT

**14.4 MILLION**  
**LATINOS**  
identify as *Afro-Latinos*

**1 IN 3**  
**AFRICAN AMERICANS**  
are *Latinos*

73% of Afro-Latinos  
**ARE U.S. BORN**  
**★★ CITIZENS ★★**

**79.5%** OF AFRO  
**LATINOS**   
participate in the *workforce*






  
**Most common**  
**ORIGINS**

- CUBA
- PUERTO RICO
- COLOMBIA
- DOMINICAN REPUBLIC
- BRAZIL
- VENEZUELA

**+ 500 BILLION USD**  
**AFRO-LATINO GDP**  
= top 25 global economies =

We can find   
**CULTURAL LEGACY**  
OF AFRO-LATINOS IN  
Music, sports, politics,  
literature, food & more

## FAMOUS AFRO-LATINOS

- ★ Zoe Saldaña
-  Ariana Brown
-  Carmelo Anthony
-  Celia Cruz
-  Roberto Clemente
-  Dascha Polanco

 For more info go to  
[hispanicstar.org](http://hispanicstar.org)





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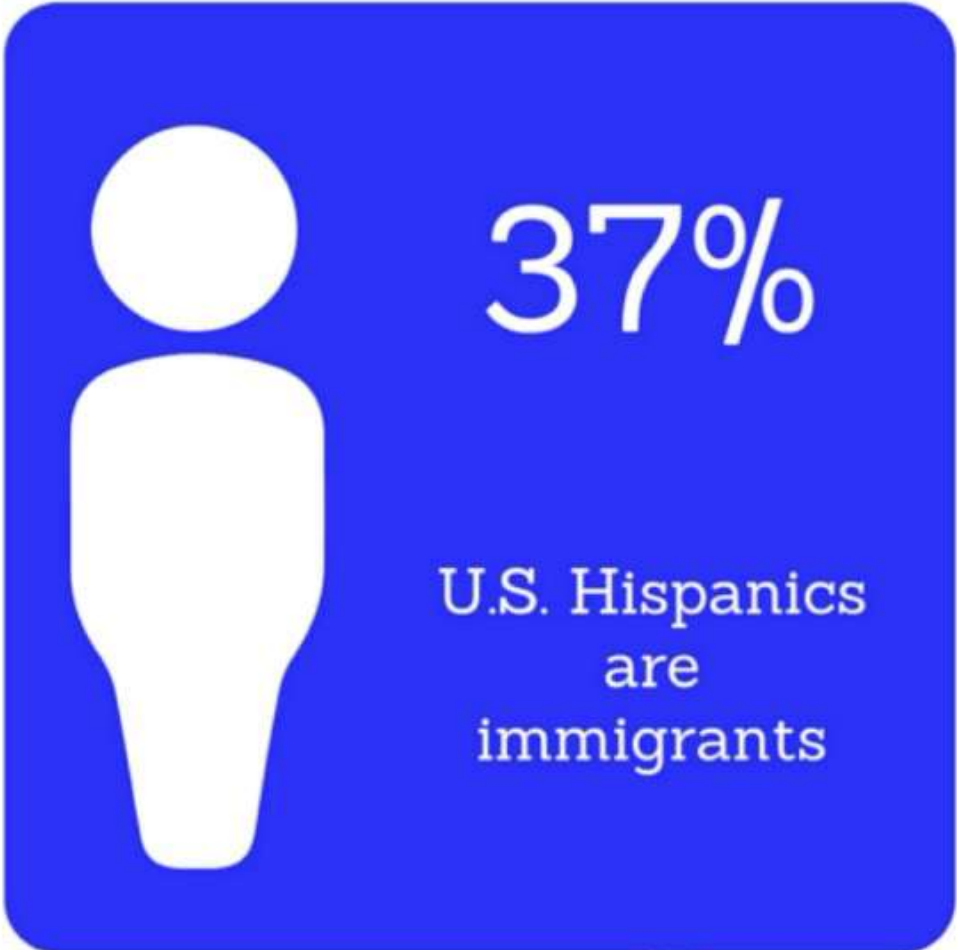
**CATEGORY 1**

**300**

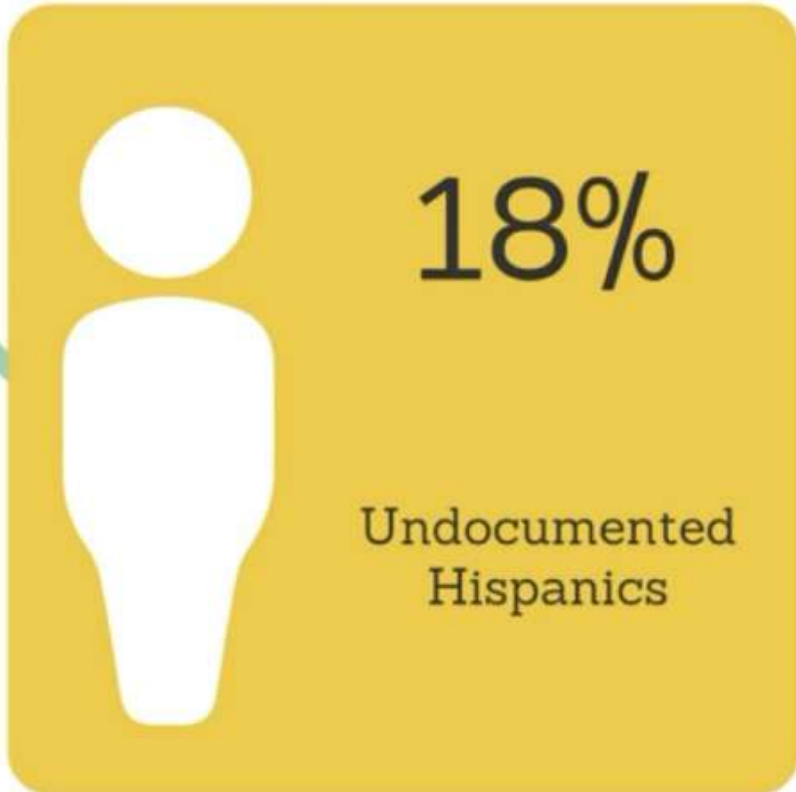
**Question:**

**Which statement is correct?**

- A) The vast majority of Hispanics in the US are Immigrants
- B) 37% of Hispanics in the US are Immigrants
- C) Over 70% of Hispanics living in the US are undocumented



Immigrants no longer the Majority of Hispanic Workers.



Pew Hispanic Research Center





**48% OF ESSENTIAL  
WORKERS IN THE U.S.  
ARE HISPANIC**

Source: The Latino community stepping up for and how they will drive American's recovery- Latino Donor Collaborative - May 2021



**THIS IS MORE THAN  
29 MILLIONS U.S.  
HISPANICS WORKING**

in agriculture, construction,  
commercial cleaning services and more.



Source: The Latino community stepping up for and how they will drive American's recovery- Latino Donor Collaborative - May 2021



**THE TOTAL NUMBER OF  
U.S. HISPANIC ESSENTIAL  
WORKERS IS ALMOST AS  
BIG AS THE POPULATION  
OF TEXAS**

Source: HispanicStar.org



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1

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**CATEGORY 1**

**500**

**Question:**

**Hispanics are the fastest-growing ethnic minority group in the United States.**

**True or False?**

**Answer:**

**False.**

*According to the Census Bureau Asians remain the fastest-growing racial group in the United States.*

Hispanics

&

Finance

The Future of Banking  
**UNIDOSUS**  
STRONGER COMMUNITIES. STRONGER AMERICA.  
**PolicyLink**

Underrepresented

Hispanic workers make  
12.8% of all Financial  
Services jobs

but 17% of the total  
workforce.

US Bureau of Labor Statistics 2020

Progress is Evident

3.6 Million  
Hispanics acquired  
a new financial  
product in the last  
12 months

43% of Latino  
households are  
unbanked or  
underbanked  
74% of NH have a  
banking relationship



The lack of language access services at mainstream banks, both in terms of their staff and written materials, is an impediment to accessing financial services



Compared to the average costs and fees paid by White consumers for checking accounts, financial institutions charge Latinos \$262 more



Nearly 30% of consumers in low-income neighborhoods are credit invisible, meaning they have no record with the three nationwide credit reporting agencies



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**Hispanics**

in

**Tech**

**12%**

of people working in technology in the US identify as Latinx

2020 People of Color in Tech Report

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# Representation Matters

Hispanics

in

Tech

"I would tell myself, I can't have this job. There's nobody else that looks like me here,"  
There weren't other Latinas in these teams, I was always the only one."

*Michelle Villagran – Latinas in Tech*



# Hispanics & STEM

The representation gap in STEM jobs is largest among Hispanic workers

We Must Close the Gap

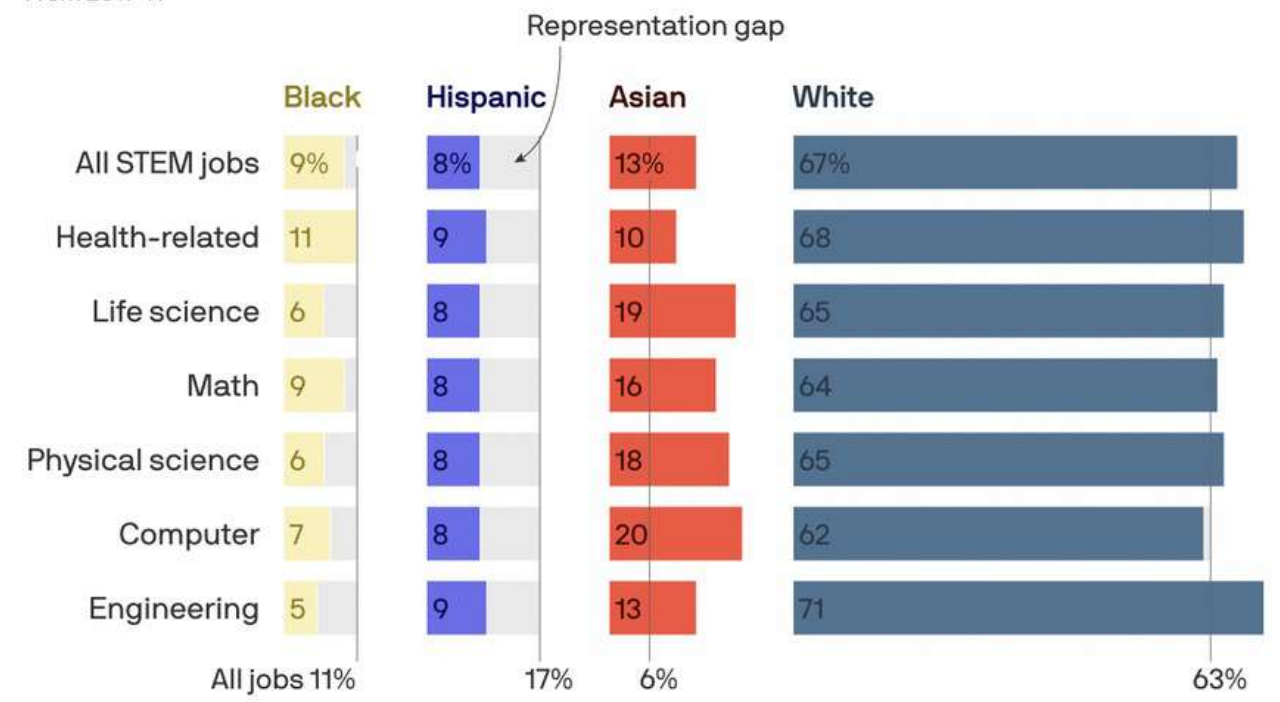
Hispanic workers make 8% of all STEM jobs but 17% of the total workforce.

There's a Need

3.4 Million skilled technical jobs are expected to be unfilled by 2022.

## Percent of U.S. STEM jobs by race/ethnicity

From 2017-19



Reproduced from Pew Research Center; Chart: Axios Visuals

"I was told growing up, 'You don't look like a scientist,'" she says. "It was never about my capacity or creativity or ability to understand science. It was about the features of being female and Hispanic. It wears on you."



Dr. Pamela Padilla, the dean of the College of Science at the University of North Texas and president of SACNAS, the Society for Advancement of Chicanos/Hispanics and Native Americans in Science



1

100

2

300

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4

800



***CATEGORY 1***

**800**

***Question:***

**What term is preferred by members of the Hispanic Community – Hispanic, Latin@, Latinx, Latine or Country of Origin?**



800

## Latin@ vs Hispanic vs Latinx



### Hispanic

- Refers to the language spoken. Spanish-speaking people from Spanish-speaking countries.
- The term Hispanic was first used by the U.S. government in the 1970s after Mexican American and other Hispanic organizations lobbied the federal government to collect data on the population.
- "Hispanic" is preferred over Latino by more than a two-to-one margin - 33% versus 14%.

PEW Research Center

### Latina/Latino

- People from Latin America including Central America, South America and the Caribbean.
- Focuses on the geography of where someone comes from.
- The 1990s brought resistance to the term Hispanic, as it embraced a strong connection with Spain, and an alternative term emerged: Latino.

PEW Research Center

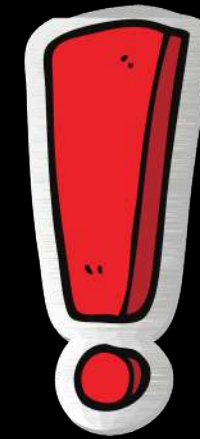
### Latinx - Latine

- Gender-neutral or nonbinary alternative to Latino or Latina
- Latinx is a more inclusive term to use for those who do not choose to identify with a certain gender. The terms Latino and Latina are very limiting for certain people.
- 23% of U.S. adults who self-identify as Hispanic or Latino have heard of the term Latinx, and just 3% say they use it to describe themselves.
- Latine, created by LGBTQIA+ community in Spanish speaking countries.

PEW Research Center



53% of Hispanics prefers  
to identify with their  
exact country of origin.





**PART 1 ENGAGE:**



**Scorecard**



\_\_\_/100

\_\_\_/300

\_\_\_/500

\_\_\_/800

\_\_\_/1700

Lined area for writing scores

“  
*Becoming Fluent in  
Human*”

# What's Your Score?



# To Become Fluent in HUMAN ENGAGE

1. Gift people your full presence and attention
2. Listen & share personal stories
3. Seek to connect at a human level





“You’re Latino,  
so you *must* speak Spanish.”



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“You, like, LOVE to bathe your food  
in hot sauce, Tabasco?”



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“You only drink tequila, right, bro?”



# Latinas are Crazy



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“All men are über-macho Latin lovers.”



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# GANA MAS

JEOPARDY  
WITH  
MIGUELITO





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# Miedo al Fracaso

*Toma el Riesgo*



**BOOM!**





# Journal of Managerial Psychology "The effect of Hispanic Accent on Employment Decisions"

Spanish accented individuals:



Disadvantaged when applying for the job



Rated as less suitable for the job



Less likely to be promoted.

## LET'S TALK ABOUT

# "Accents"

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# SYSTEMIC BARRIERS

*Require*

# SYSTEMIC SOLUTIONS



**Honorable Sonia Sotomayor**  
Associate Justice of the Supreme Court of the  
United States



**Do law firms do a disservice by hiring minority students who the firms know do not have the necessary credentials and will then fire in three to four years?**



**Would you have been admitted to the law school if you were not a Puerto Rican?**



**Were you culturally deprived?**



# 1 IN 4

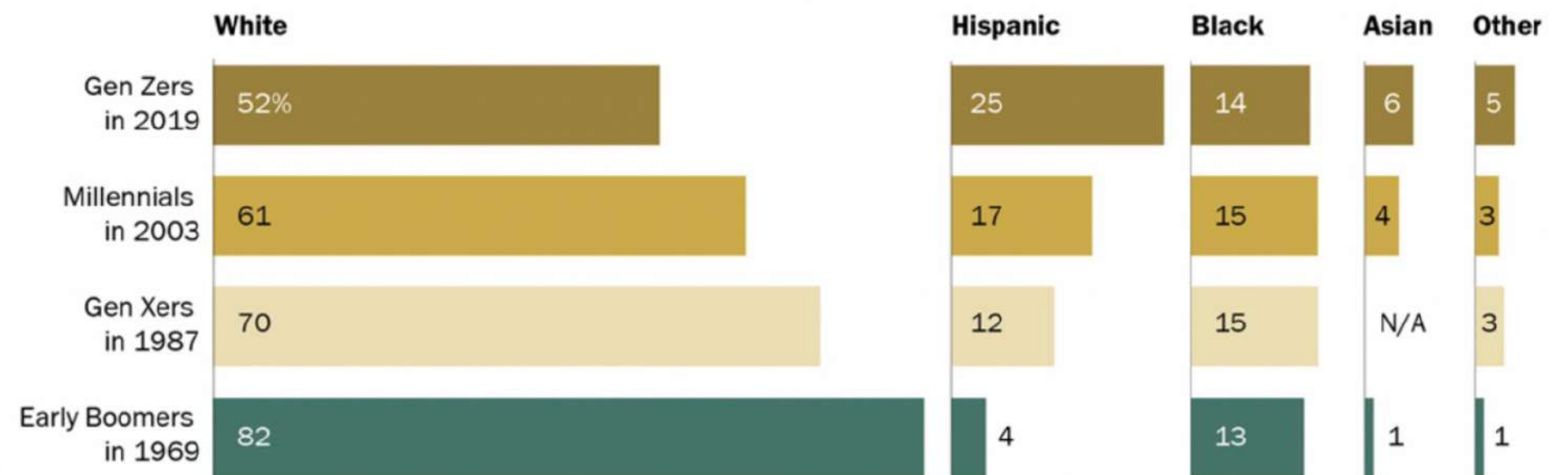
## GEN ZERS Are Hispanic

Members of Gen Z are more racially and ethnically diverse than any previous generation, and they are on track to be the most well-educated generation yet.

United States Based Data

### One-in-four members of Gen Z are Hispanic

*% of 7- to 22-year-olds who are ...*



For Latinx Gen Z job seekers, diversity and inclusion in the workplace aren't a preference. They're a requirement.



# A Raising Superpower: Latinx Gen Z

Personal Mission:

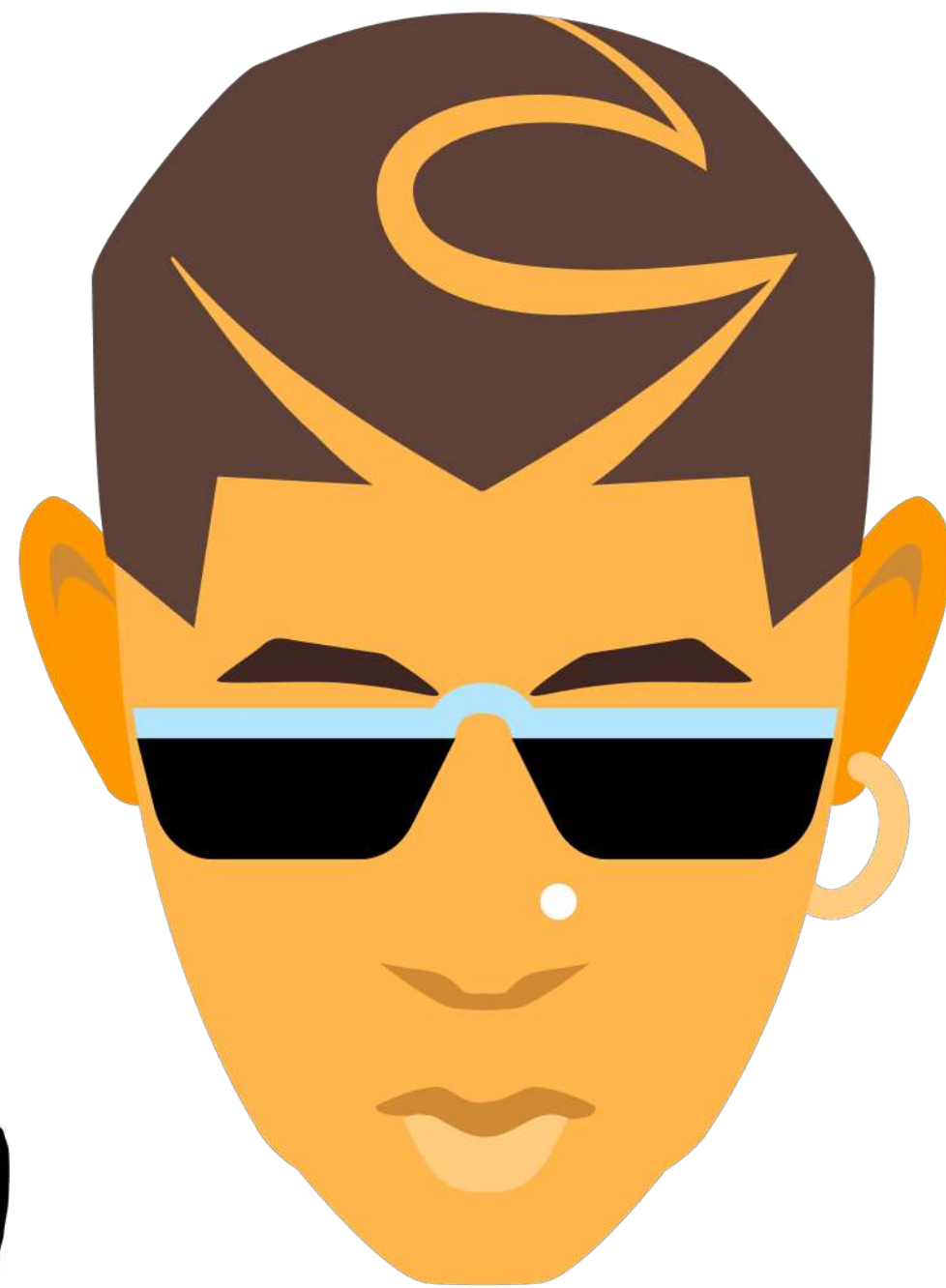
to become heroes, healers, rescuers as well as small business owners.

**YHLQMDLG**

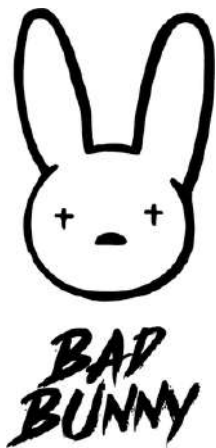
(Yo Hago Lo Que Me De La Gana)

I Do Whatever I Want

- 1 Fastest growing group within Gen Z
- 2 Disruptors
- 3 Strong Family Roots
- 4 Social Media Influence
- 5 Positive Overall Attitude
- 6 Want to Stand Out



Bad Bunny has been named as the most-streamed artist in the world on Spotify, for the second year in a row.



# How to EMPLOY by Becoming an OF THE HISPANIC COMMUNITY

# ALLY



**When it comes to the Hispanic community: Examine your assumptions & justify your decisions**



**Support Hispanic BRGs/ERGs**



**Volunteer as a mentor**



**Listen, understand, and acknowledge Hispanic perspectives**





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# Every day AIM to Elevate ↗

*Two Janitors, Two Different Careers*



Marta Ramos, Janitor  
@ Apple

Gail Evans,  
Former Janitor @  
Kodak

Elevating people pays off  
in business and life

- 1 Amabilidad (Kindness)
- 2 Intentional Inclusion
- 3 Hispanic-Minded  
Mentoring

# More than a Fiesta, HISPANIC HERITAGE MONTH is a Call to Continuous Action to

## ENGAGE

- Gift people your full presence and attention
- Listen & share personal stories
- Seek to connect at a human level

## EMPLOY

- Support Hispanic BRGs/ERGs
- Listen, understand, and acknowledge Hispanic perspectives
- When it comes to the Hispanic community: Examine your assumptions & justify your decisions

## ELEVATE

- Amabilidad (Kindness)
- Intentional Inclusion
- Hispanic-Minded Mentoring



**LOVE**



**BIAS**

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