

SER America

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Fall 2020

2020 SER ANNUAL CONFERENCE

PARTNERSHIP FOR PROGRESS IN AN ERA OF INNOVATION



DANNY OLIVAS
RETIRED NASA ASTRONAUT



JÓSE HERNÁNDEZ
RETIRED NASA ASTRONAUT

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 SER America
 c/o Raul Santa
 100 E. Royal Lane, Suite 130
 Irving, TX 75039
 Tel: 469-549-3600, Fax: 469-549-3687
 RSanta@SER-National.org
 Website: www.ser-national.org

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Publisher



SER Jobs for Progress National, Inc.
 100 E. Royal Lane, Suite 130
 Irving, TX 75039
 Tel: 469-549-3600
 Fax: 469-549-3687
 Website: www.ser-national.org

SER National President & CEO
 Ignacio Salazar

SER America Managing Team
 Rafaela Schwan, Raul Santa, Cynthia Gomez

SER America Freelance Writer
 Lauren Dugger, Freelance Writer

Publishing Partner
 Luis Nuño Briones
 LUNUBRI Publishing - www.LUNUBRI.com
 P.O. Box 540474, Dallas, TX 75354
 Tel: 469-855-4774, Email: Luis@LUNUBRI.com

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Feature Story

Merary Simeon



shift our priorities to recruiting, developing and maintaining that pipeline that is already here. The market is full of opportunities out there for people of color. But how hard are organizations willing to work to be the best employer of choice? If companies are only doing the bare minimum to keep talent, they will end up losing that talent.

Consider the Latino community as an example. With a GDP of \$2.3 trillion, Latinos cannot be ignored. While more focus has been given to the Latino

environment does not dictate their future. Your environment is just a temporary part of life. We need to educate our youth that their self-limiting beliefs aren't true. The power is within us. I support SER to that front," she said.

Simeon is an inspiring example of how a role model, sponsor or mentor can alter someone's trajectory.

"For me, it was one high school teacher that changed my life. The potential she saw in me allowed me to dream and imagine a better me, which allowed me to escape poverty," said Simeon.

Some teachers looked at her as just another Latina who would get pregnant early and abuse drugs and relayed that disheartened message to the young woman. But Jackie Bolden at Silver High School in New Jersey saw something different.

Bolden understood some of her student's negative behaviors as a result of her environment, but she looked past that. She observed Simeon's leadership skills

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Message from the Chairman of the Board



Raul Villarreal
Chairman of the Board
SER Jobs for Progress National, Inc.

Welcome to the 2020 SER National Conference, where we form partnerships for progress in an era of innovation.

I am honored to chair the 2020 SER National Board of Directors, a diverse group of leaders focused on community and individual advancement. I am proud to work alongside these leaders who continue to build on the future with integrity and open minds. I plan to spur the board to continue expanding its reach in today's world of technology and innovation.

As an Executive Director at the General Motors assembly plant in Arlington, Texas, I've been engaged with SER National through General Motors' sponsorship and on my own. One of General Motors' goals is to develop communities where its employees live and work. Many other companies also take on that responsibility, but alone they can only do so much. SER is a key part of the equation, a crucial partner in building an economy that supports growth and development.

In the Hispanic community, SER is uniquely positioned to help Latinos find their voice and the motivation to step out into a world that is constantly evolving. With a national SER affiliate network of 200 locations, we are serving more than one million people in their own communities. We are not developing products, we are developing people – our nation's most valuable resource.

SER serves senior citizens, adults, children, and infants. Through programs like SER MUJER, SER STEM Robotics, SCSEP, Early Head Start, and training/retraining, SER and its affiliate network propel individuals to a level where they can compete in a global economy. We partner and collaborate to provide opportunities to all age groups. Our foundation lifts people towards self-sustainability, a prosperous future in income, health, and wellbeing.

I have a 43-year history in manufacturing and I can see that what seemed to be the future a decade ago is already here: STEM – science, technology, engineering, and math, is changing our lives rapidly, and its impact is only beginning. STEM jobs are now in high demand, and this will only grow with time. That is why I promote STEM careers and degrees and support STEM education on a local and national level. While I work hard with local universities to help low-income students pursue STEM studies, it is not enough. Our communities need more STEM education programs to meet current and future demands.

SER National recognizes the decisive role of STEM training in providing true equal opportunity. We understand that the communities we serve must attain STEM proficiency to compete with the rest of the world. With this in mind, our foundation is now implementing STEM education programs, teaching young people to manipulate technology and communicate about it. We bring students to this conference to engage with the military, local universities, and community colleges. We open doors to a STEM-based, creative, exciting, and brighter future.

Thank you fellow board members, SER National staff and leadership, and all our affiliates and supporters. Please take advantage of all the opportunities this conference has to offer as you build your own partnerships in this era of innovation.



WHAT WE MAKE IS A REFLECTION OF WHO WE ARE.

General Motors is proud to be a pioneer in driving diversity first in our industry. We believe that diversity and inclusion are crucial to fostering a culture of innovation. We are proud to support initiatives that make our communities stronger.

G E N E R A L M O T O R S



Message from the President and CEO



Photo by Luis Nuño Briones

Ignacio Salazar President & CEO

SER Jobs for Progress National, Inc.

Welcome to the 2020 SER National Conference! I'd like to extend our sincere appreciation to our many sponsors that have made this conference and Community Day possible.

SER has a lot to celebrate. Each year we impact the lives of more than **one million people** through **more than 200 affiliate locations** across the country because of our strong "Partnerships for Progress in an Era of Innovation". Those partnerships are with our affiliate network, fellow service organizations, government agencies, educational institutions, corporations, and of course, our clients. Unfortunately, it is hard to celebrate today when the majority of the news we hear as a nation is bleak. Hatred, despair and fear cloud common sense and drown hope. Of those currently employed, 42.4 percent are earning less than \$15 an hour. That's nearly half of working Americans. That's not a living wage. Where are the 37 percent of Americans who have opted out of the workforce? They

are on disability, battling mental illness or addiction, serving time in prisons, etc.

Please know this: Hope Remains!

There are solutions. SER has identified what works. We see each person as a valuable creation with endless capabilities. SER is the connection to resources that can help an individual regain his or her life and secure a steady income and become a contributing member of society. We continue to make progress because of our partnerships. One such partner, Cisco, is providing SER with over one million dollars of in-kind gifts of state-of-the-art products along with relevant training programs. Our new Cisco equipment allows us to have face-to-face meetings with affiliates, funders, and clients faster than you can make a cell phone call. Our impact can grow exponentially. Cisco is providing SER with high demand occupational training such as -- networking, programming, cybersecurity, coding and much more, which will change how we do business at SER. The new skills and certifications will result in individuals being ready to work in high-demand high-wage occupations.

As a nation we need to invest in reskilling our population. We need high-quality early childhood education to remove the disadvantages certain children face instead of playing catch-up the rest of their lives. We need our youth to attend postsecondary education and participate in training programs for employment today and for the future. We need to support entrepreneurship as well as ensure our seniors find job options to help them find financial security and provide a sense of purpose. That's what we do at SER!

SER's 200-strong affiliate network locations are still the arms and legs of the organization, working in the community. There's a level of trust there that can only be found between neighbors. SER affiliates are the bridge to reach those one million individuals who need hope and an

opportunity.

Latinos are the fastest growing population in the nation. Joined by African Americans, we currently represent a third of the U.S. population. Yet throughout U.S. history, there has been a disparity in opportunity for millions of young men and women in our Latino and African American communities. SER addresses underserved populations. We all need a sense of belonging to better our own lives and in turn reach out to help others. We go where others don't and do what others won't. Beyond the humanity of SER programs, SER's work is meaningful and supports the goals of our entire country -- economic development, job security and stability, and the transition of people from a hopeless situation to one where there are clear options and a future full of promise.

Thank you to all of our partners who understand that we can't just toss aside our most valuable resource -- our people! Thank you for the investments you are making in SER.

Please enjoy the conference.



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this is how
empowered
becomes

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SER SCSEP

Rick Seiler has experienced a lot in his 62 years. He couldn't catch a break and eventually found himself sleeping in a tent in Johnson County, Texas, with no job,



*Rick Seiler - Assistant Maintenance
Greg Kauffman - Chief of Operations*

homeless, and no stability. Seiler refused to let these hardships get him down. He started to feel hopeful again when he met Dorothy Cunningham, Participant Staff Trainee at the SER SCSEP Johnson County office.

Cunningham helps seniors secure a place in our training program to get them back into the workforce. She interviewed

“It takes a village, it takes people like Dorothy to find Rick, to then come to me, and we can help build a better and stronger society,” said Kauffman.

Seiler, confirmed he was eligible for the SER Senior Community Service Employment Program (SCSEP) and got him started on his paperwork. Seiler's skills met the needs of a maintenance vacancy at Kauffman Leadership Academy (KLA), which was an answered prayer for Greg Kauffman, Chief of Operations at the school.

KLA invites students that have not

succeeded in traditional schooling environments to find a second chance at an education. These kids have often felt like the world was stacked up against them, and Seiler could relate. “I had a bad attitude because society kept pushing me down and I didn't think I could be anything,” Seiler said.

Seiler was interested and needed training as a janitor or maintenance position, which Kauffman Leadership Academy (KLA), was able to provide.

As apprehensive as Seiler initially was to work at the school, he now has become an integral member of the team. He serves as a perfect example of what it means to persevere despite adversity to the students that also face struggles in

Mary Kraus and Christina Sotero

When you meet Mary Kraus and Christina Sotero, you would assume they have been lifetime friends. However, their friendship began in October 2019 when Kraus began working at World Relief in Fort Worth, Texas, and started shadowing Sotero, who had been there since July 2019. Kraus and Sotero began working at World Relief after going through the SCSEP program.

Kraus and Sotero have leaned on each other as they transitioned into new jobs, going through the learning curve together.

“If there is ever a senior that needs or wants a job, they should look at SER and it will help them get a job,” said Dorothy Cunningham.



Mary Kraus and Christina Sotero

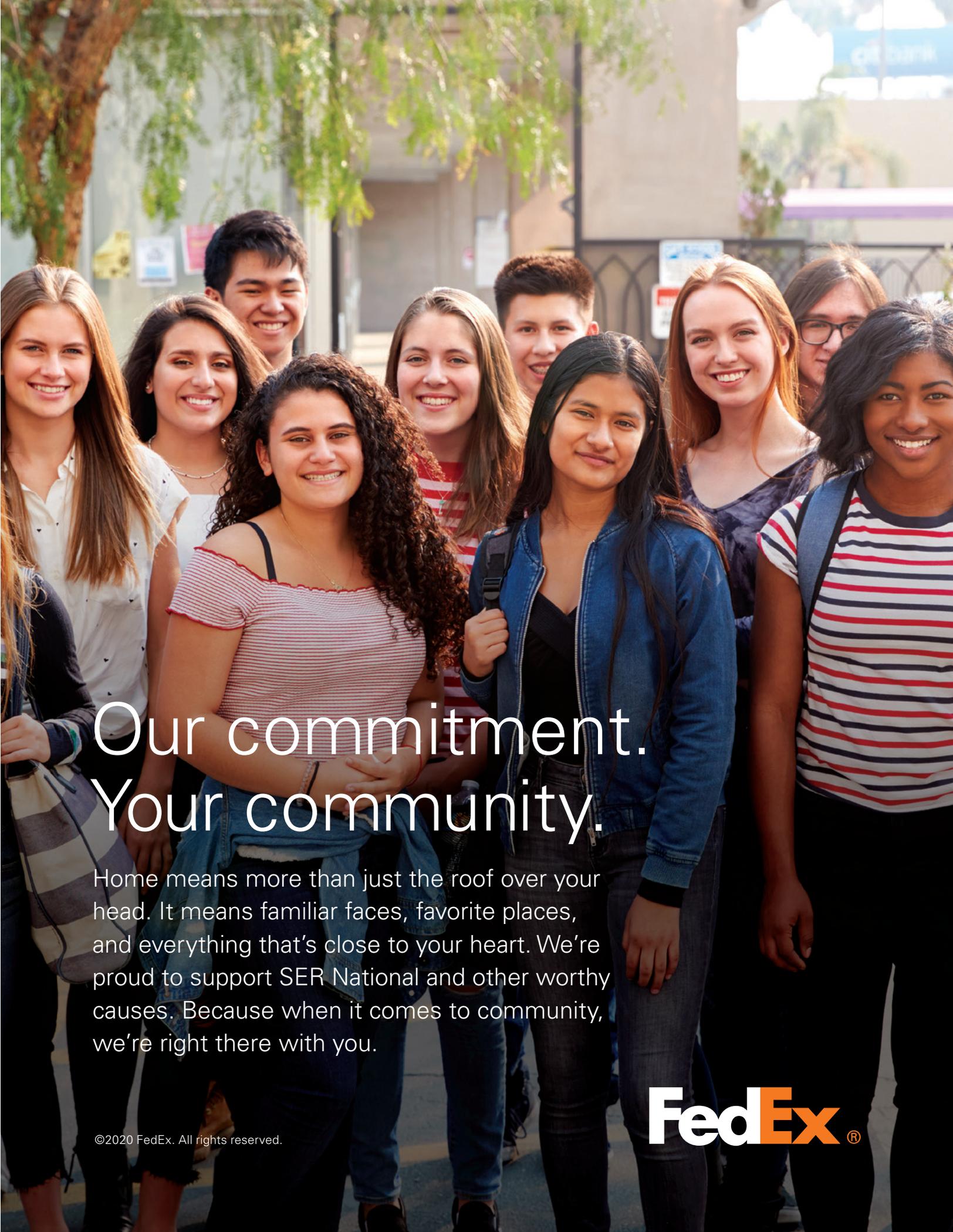
life. Seiler felt hopeful again because of the ways both SER SCSEP and KLA made him feel not only needed but wanted. A homeless man who walked all the way to the SER Fort Worth office in icy weather to fill out paperwork now owns his own home and has a steady job. Seiler is living proof that SER SCSEP works, bringing hope and dignity to seniors that still have so much to contribute.

Kraus needed something to get her out of her home and give her purpose. After losing her husband of more than 50 years, Kraus plunged into a state of grief and depression that kept her from moving forward. However, she met Ruth Espinoza at SER and everything changed.

Ms. Ruth, as the women lovingly call her, “has a gift to know where to place people,” according to Sotero. She was able to see both

Sotero had a background in receptionist and secretarial work through past jobs in the hospital system. Kraus didn't have the same work experience, but she did have the heart and passion to help others, aligning perfectly with World Relief's mission.

Kraus and Sotero came to SER SCSEP in different states of need. Both had financial needs, but



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SER SCSEP

women right where they were, what their gifts were, and in which agency they would thrive. For these two women, Ms. Ruth knew that World Relief was exactly where they belonged.

As the two oldest people in an office filled with employees that could be their grandchildren, they have always felt needed and wanted. Working with World Relief has given them purpose, a beautiful friendship and a deep gratitude for SER SCSEP that they will always have. "This program really helps people get out of that misty and smoky state of mind," Kraus said.

SCSEP Program

SER SCSEP serves to re-train and place senior workers into nonprofit and government agencies to provide participants with training opportunities to update their skills. These participants come from all walks of life, with different life experiences and different skills to offer. SER SCSEP has been successful in placing individuals in full- and part-time jobs which benefit them economically and socially.

SER SCSEP helps individuals find their purpose again and makes them feel needed. In addition, SCSEP participants begin making a steady income. "Folks aren't making it just on social security, they need more income, which is where we come in," Emma Trevino, National Director of SCSEP.

This program has helped 40,000 people since its inception in 2003 and as SER increases partnership with new host sites, the potential impact will continue to grow.

Proud to pitch in on the projects that matter most. Grateful for the opportunity to serve the local community.

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La diversidad y la inclusión son las bases de nuestra innovación y nos impulsan a seguir hacia adelante.

They also inspire a deep connection to the Latino community,
and to all the communities we serve.

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the 56th SER National Annual Conference.





SER Early Head Start

Ivan Garcia has a long history with the Head Start Program. As a teen, he drove his brother and sister to the local program in California where they lived, he helped



program is the communication between the parents and the teachers. It's a team effort, and we are both focused on the betterment of the children. My son's teacher has a saying that 'teamwork makes the dream work,' and he has accomplished so much in the short time that he has been here," said Garcia.

Garcia would recommend the SER Early Head Start program to anyone that will listen, including his various veteran networks. As an Army veteran, he knows the difficulty in re-acclimating into day-to-day life once one's service is over, but the SER Early Head Start program has taken the weight of worrying about his child's education completely off his

grandchildren in the program and know firsthand what the program can do. Both women have full confidence in the program to not only teach their grandchildren academic and life skills, but to also cater to their emotional needs.

"When I drop my granddaughter off in the mornings, there's just a peace I feel. I know she is going to be well taken care of and I know she is going to be learning in the time that she's there. She's just done great and the program has helped in so many ways," Baca said.

"I trust that my child will be in good care. When I am at work, I don't have to worry about if she is being taken care of. I just feel that my child is in good hands," Henderson said.

Both women had to step up to help take care of their grandchildren, but because of the program, they have been able to continue working to support their families. They know that the children will come out of each school day better than how they came in, and they are always reassured that the children are in good hands when they hear the happy squeals of the kids when they are dropped off every morning.

"As a grandparent, you feel almost guilty not being able to take care of your grandchild, but knowing that a program like this exists and that they are going to thrive and learn and be well taken care of, it just helps ease the guilt and puts me at ease," Baca said.



teachers take care of the children, he prepared meals, and he provided constant support to the school. Garcia was recognized as a role model in high school and received the Male Image Award in 2001.

Now, Garcia is a parent himself and his son attends Little Dragons Learning Center in Grand Prairie, Texas. The center is an Early Head Start-Child Care Partnership program operated by SER National in partnership with the Grand Prairie Independent School District. Because Garcia feels confident in the Little Dragons Learning Center, he has been able to spend time growing his company and gain more tangible skills to help in his son's development.

"One thing that stands out about the

shoulders.

Grandparents are benefiting from the SER Early Head Start program as well. Yolonda Henderson and Connie Baca have

Araceli Paniagua, the SER National Early Head Start Director, has seen countless success stories of the Early Head Start program in Grand Prairie. Together, Little Dragons and Little Coyote Learning Centers support 72 children between the ages of six weeks to three years.





SER Early Head Start

In order to qualify for the program, families must meet eligibility requirements.



Eligibility is based on family income at or below the poverty level. Children in foster care, homeless children, and children from

families receiving public assistance (TANF or SSI) are eligible regardless of income.

SER National provides funding to Grand Prairie ISD to hire the teachers to work at the bilingual centers—teachers that have anywhere from an associate’s degree to a master’s degree. “Our children are being taught by highly-qualified teachers, they’re passionate and they have really focused on the development of the children,” Paniagua said.

The program has great partnerships in Grand Prairie, from local health clinics to local colleges to Catholic Charities. These

partnerships help with referrals, serve the families, and provide additional resources to the parents and children that were previously inaccessible. The SER Early Head Start program’s Policy Council meets monthly and comprises parents of students in the centers. The Policy Council is where “leaders are built among parents,” according to Paniagua. This is the space where they can share ideas, review program goals and bring new ideas.

From the “cradle to career” is the mantra of Early Head Start. The child care partners’ main objective is to provide safe child care, particularly for working families. Early Head Start also enriches services by providing comprehensive child development through a bilingual curriculum and family support services that enhance the physical, social, emotional, and intellectual development of participating children.

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SER STEM Robotics

Community Day

Community Day, part of SER National's STEM programs, is a day where 2,000 middle and high school students take over a local

community college and hear from a number of different speakers and panelists about careers in STEM, higher education and much more.



These students learn about the possibilities that are available to them once they graduate from high school, possibilities that they didn't think they could take advantage of due to financial constraints. So many of these students believe that their only option is to get a job and start helping their families.

"A lot of these kids don't see beyond high school," said Raul Santa, Director of Network Relations. Students at Community Day hear from Jose M. Hernandez, a former migrant worker turned NASA Astronaut. Hernandez decided as a child that he wanted to travel to space and he later lived out that dream. Along with Hernandez, students hear from female professionals to speak to the underrepresentation of females in STEM—a statistic SER is working hard to change. Hands-on activities engage them in the application of STEM principles.

When Community Day is over, Santa and the rest of the SER National team receive letters from some students that "will put tears in your eyes," according to Santa. One student wrote, "Why did you do this for us?" The answer? These young people may not see

FIRST Robotics Program

The SER FIRST Robotics program, a part of SER STEM programs, is a series of robotics competitions where high school students plan, design and actually create robots for competitions with other high school teams. Sunset High School and L.G. Pinkston High School in Dallas are two of SER's 10 participating teams.

SER National finds sponsors to provide funding so teams can buy the parts and supplies that the school districts often cannot afford. Sponsors include the AT&T Foundation, GM, FedEx, and the Fiat Chrysler Automobiles Foundation, among others. SER's goal is to continue growing the number of its FIRST Robotics teams because of the good it does for the students and the schools. These competitions have \$80 million worth of scholarships available for the students that participate. "It's a huge

competition, it's like the Super Bowl for robotics," said Santa.

Many former SER First Robotics students have gone on to the University of Notre Dame, MIT and other Ivy League schools with the scholarships they earned through the program.

Sunset High School has had incredible success with its FIRST Robotics team. Based on their performance at the Regional Championship in 2019, Sunset earned an invitation to compete at the UIL 5A-6A State Championships for Robotics in Austin. There they won their match in the finals and became part of the new UIL 5A-6A State Champions for Robotics. All of the students' hard work and dedication to their robots paid off, and they will forever be remembered as state champions.

FIRST Robotics has introduced countless students to the exciting world of STEM, allowing the students to use their critical thinking skills, creativity and ingenuity.

Pinkston High School

"I think that if FIRST Robotics wasn't a thing, I would still have a very closed mindset on what could be accomplished through subjects like math and science. I've



really been able to see that the world isn't as little a place as you see in school. FIRST Robotics has definitely helped me broaden my thoughts on what I could become," said



SER STEM Robotics

Edwin Gallegos, a sophomore at L.G. Pinkston High School.

Pinkston High School's FIRST Robotics team has opened so many doors for the students at Pinkston and the school as a whole since SER National became a partner last school year.

Marlon Brooks, Pinkston principal, believes that the partnership between Pinkston and SER is "a perfect match." This program gives students the opportunity to "engage in a level of work that will potentially set their life on a trajectory that will be beneficial to them and their families for generations to come," he said.

Brooks continued, "Thank you to SER National and FIRST Robotics. We haven't been afforded these opportunities over time. Now, having this opportunity for our students is great not just for the school but for the entire West Dallas school community."

Remembering the school's first year of competition just last year, Pinkston senior Ta'jir Ford-Foy said, "The biggest accomplishment that we did was actually being able to finish it. We had been working on it for so long. We had so many setbacks. To be able to actually compete in the competition was amazing," she said.

Eric Smith, a Pinkston physics teacher and the FIRST Robotics coach, defined the program's primary goal as creating a cohesive team that builds a workable robot that they can use in competition.

"Through SER FIRST Robotics, we are creating an active learning environment where students are excited and engaged to design and build with machine parts and utilize coding," Smith said.

Even as a rookie, Gallegos has stepped up as a leader on the team. He said, "Mr. Smith trusts me and tells me to direct the team a lot, gets my

thoughts on plans that we have for the robot and what our next steps should be in getting stuff built."

The life lessons learned through this team experience will stay with the students long after the competitions. Students are learning engineering skills in the classroom and applying them in a real-world context. They're developing the skills needed to successfully launch a product and to be successful as a team.

"I've seen them develop their own collaborative ability to listen to each other and be empathetic. I've also seen them understand failure. There have been builds that just aren't working or we just did incorrectly, so we've had to accept that failure, learn from it quickly and stay motivated," he said.

Smith says that he hopes his students on the SER FIRST Robotics team have learned to feel confident in the face of technical challenges. "Building this robot and programming it from



scratch is pretty intimidating. I hope that in their own life, when they have a challenge in the workplace or with their family, they take a solutions-oriented, problem-solving approach to solving that challenge, just like they did in robotics," he said.

According to the U.S. Department of Education, National Center of Education Statistics in 2019, young adults with bachelor's or higher degrees in the fields of science, technology, engineering, and mathematics (STEM) tend to have more positive economic outcomes, such as higher median earnings, than do those with degrees in non-STEM fields.

Between 2017 and 2027, the number of STEM jobs will grow 13 percent, compared to 9 percent for non-STEM jobs—with positions in computing, engineering, and advanced manufacturing leading the way. (Via Change the Equation)

Overall, since 1990, employment in STEM occupations has grown 79%—increasing from 9.7 million to 17.3 million. (Via Pew Research Center)

Only 36% of all high school grads are ready to take a college-level science course. (Via the National Math & Science Initiative)

U.S. universities are expected to produce only 29% of the required number of grads to fill the 1.4 million computer specialist job openings. (Projected by the US Department of Labor)



Partnerships for Progress in an Era of Innovation

SER *Mujer* A SER National Program



Melissa Hernandez

In its sixth year, SER MUJER (Mastering and Understanding Jobs and Entrepreneurship Relationships) continues to help and encourage women to successfully launch their own businesses. This year SER National has appointed Melissa Hernandez as the new SER MUJER Program Manager. Hernandez brings her experience as a business owner and a passion for serving underserved communities.

“As a business owner, I can relate to the challenges and struggles aspiring women entrepreneurs have in my community and that is why I jumped at the opportunity to help women start their own businesses,” Hernandez states.

The SER MUJER program offers online classes that focus on entrepreneurship, marketing and loans. To enhance our online training, SER MUJER has also launched SER MUJER Virtual Series, which brings entrepreneurs: business development training, Q&A with business community leaders, and educational speakers right into the safety of their home every month. At SER MUJER, we strive to provide knowledge, services and resources to help women succeed not only as business owners, but as community leaders.

“Having the opportunity to be a part of SER MUJER has been a blessing and being involved with this program has made being a business owner, have a greater purpose. I look forward to helping women start and

develop their own businesses.”

Community Partnerships Help Provide More Resources

As an experienced and respected entrepreneur and attorney, Claudia Herrmann is an inspirational example for Latina business women with big dreams and the drive to take action. However, Herrmann recognized a void many years ago—there



Claudia Herrmann

was not an avenue in place for women to network and learn about business in Spanish. So, along with Irene Keegan, they launched AMEP USA in 2012 – The Association of Professional and Entrepreneurial Women.

Herrmann met Emma Trevino and saw partnering with SER MUJER as a perfect relationship: “Ultimately, I want women to start their own businesses, so we are a great fit for each other. It’s a win-win situation when everyone works together. You can share resources and information,” she said.

AMEP educates and advises women



in marketing, business culture, human development, legal processes and more. They have seen women open their own

restaurants, launch jewelry companies, become realtors and insurance agents, participate in multi-level marketing companies and other ventures.

Herrmann is hopeful about the future of Latina entrepreneurs: “I think there will be more opportunities. The Latina market is growing and when you have a strong economy like Texas does, even when there is down time, there is still an opportunity,” she said. The partnership of SER MUJER and AMEP will continue to provide opportunities for women to get the proper counsel, mentorship and support necessary to succeed in their own ventures.

A SER MUJER Success Story

Mercedes Novell became introduced to SER MUJER in

2018 when she heard Emma Trevino speak at an event for Latina entrepreneurs. As a teacher, Novell loved the opportunity she had every day to inspire and lead the people around her. This passion led her to want a career change—she wanted to be a life coach.

Novell knew that she needed to be certified if she really was going to begin this endeavor, and through the timely work of SER MUJER, she was able to get her certification at no cost. Now, as a part-time life coach, she encourages women and talks to them about issues like depression, addiction and anxiety.

Her hope is to eventually leave teaching so she can pursue her true passion once her business is fully equipped and financially secure.

Novell’s business is going well, and in fact, she is helping other women earn life coach certificates. “SER MUJER is a wonderful opportunity to learn how to start your business- get education, get resources, even a little bit of seed money to help begin your business,” Novell said.

Without SER MUJER, Novell could not have chased her dream—now, she is living it.



We're putting the needs of people, communities and the planet at the heart of how we work today, to help build a better tomorrow.





Partnerships for Progress in an Era of Innovation

Esperanza

In October 2019, the Cleveland, Ohio-based nonprofit organization Esperanza strengthened the chain as a new SER affiliate. Focused on the Hispanic community in Cleveland, Esperanza is a comprehensive, education-focused organization that focuses on helping students graduate from high school through mentorship, academic support and youth leadership. The organization was founded in 1983 and began awarding scholarships, but they soon realized they needed to help students graduate from high school first – the pool for scholarship recipients was too dry.

Esperanza has adapted and diversified over the years to meet the needs of its community, focusing on more than just the students. They also engage parents by helping them navigate the educational system, find resources to help them be successful, and teach them how to be the number one advocate for their child.

“SER is a strong organization with a strong network, and Esperanza is honored to join that network,” said Victor A. Ruiz, Executive Director of Esperanza. “We noticed the work SER has done promoting STEM and robotics as well as their workforce mission, and that appealed to us. We are excited about the possibilities that SER opens up for our organization, and we are hopeful this partnership will bring some attention to our Hispanic communities in Ohio.”

Latino numbers continue to grow while the rest of Cleveland declines in population. The majority of the youth Esperanza serves are Puerto Rican, and that ranges from parents who were born in Cleveland to students just arriving from Puerto Rico.

The Youth Leadership program offers

in-school and after-school group-based curriculum that helps students navigate and graduate high school – requirements, credits, volunteer obligations, tutoring and shining a light on all the options students have after graduation. College is not the best option for everyone, and Esperanza makes sure to introduce other options like community college, vocational school, certificate programs, gap year, study abroad and more. Esperanza also helps those interested in researching universities, helping with applications and finding college scholarships.

Over the past five years, Esperanza has seen the fruit of its work in Cleveland. An alumni association was created to sustain



computer lab has been set up where students who have dropped out of school can earn an actual high school diploma rather than a GED. Next year, Esperanza will begin offering credit-earning college classes through this unique collaboration.

Future plans including launching an internship program so junior and senior college students can gain career exposure and make connections for their future careers.

Our Programs

Providing free personalized mentoring, leadership building, comprehensive post-secondary and family support to the Hispanic students and families of Northeast Ohio.



the organization long-term. Esperanza is developing more professional development for alumni, connecting them to leadership opportunities on local boards and leadership programs. “As a result of the work we’re doing, we are starting to see more Latino leadership in Cleveland, and we are becoming more visible, despite our smaller numbers,” said Victor.

Not only does Esperanza open doors for students after high school, the organization also partners with the local community college to bring college into the neighborhood. Instead of facing obstacles to make it to a local college, the community college is collaborating with Esperanza in its community access center in west Cleveland. Community members can take basic classes, work with an advisor and complete testing at their own community access center. A

Victor encourages more corporations to have formal internship programs for high school and college students. Companies have a hard time accessing diverse talent, and SER affiliates are in a good position to be that conduit to the diverse students Esperanza serves.

Where does Victor see the growing need? “Cleveland has high-quality schools but not in the neighborhoods where our students live. We must advocate for that and provide our students and their families with more wraparound support services. Yes, academics are key, but so are mental and physical wellbeing. Esperanza is moving forward with these efforts on a small scale. Organizations like ours need to scale those support services to touch more lives and have a greater benefit in the community,” he said.

Esperanza

Franchesca and her family moved to Cleveland three years ago from the Dominican Republic. She spoke little English when she arrived and found the transition to be difficult without her extended family who remained in the Dominican Republic. Franchesca got involved in Esperanza's high school mentoring and youth leadership program and found there the family she needed to help her succeed. She quickly began to master the English language and began earning straight A's in her second year of high school. Through the guidance of the Esperanza mentoring team, Franchesca is working toward her associate degree in nursing at Tri-C so she can secure a job and then work toward finishing her goal of earning her bachelor's degree in psychology.

Michael Ortiz has been a scholarship recipient of Esperanza for four years and has consistently volunteered his time and efforts to the community that gave so much to him. He said, "The reason why I serve in this capacity is to impact somebody in the same way I was impacted through

the Esperanza community. Aside from the financial support, it was the countless relationships that I cultivated that served me in many different ways. It was the energy of the volunteers at the earlier events I attended that really showed their dedication to better our college experience as well as our personal lives as scholars." Michael is a student at Cleveland State studying Organizational Leadership and Biology and serves as the VP of the Esperanza Alumni Association.

Issue: Feeling of isolation in areas where Latino numbers are smaller, like cities in Ohio and Rhode Island. Lack of Latino leadership from these communities on a local, state and federal level. Meet grant requirements but are often left off the "qualified cities" list to even apply for funding.

Solution: Becoming a SER affiliate allows even the smallest communities to benefit from a nationwide network connected to government, corporate and nonprofit leadership at all levels.

2018-2019 IMPACT

For more than 36 years, Esperanza has been making a positive impact on the educational opportunities for Hispanic students in the Cleveland area. Here are a few of our recent successes:



SCHOLARSHIP

100

students received a college scholarship to help bridge the gap for things like tuition, room and board, transportation, textbooks and/or parking fees



SCHOOL OF CHOICE

57

students K-12, have made an informed decisions with their parent, about what school would be best for the student to attend



HIGH SCHOOL GRADUATION

98%

of Esperanza's seniors graduated! Additionally, the Hispanic graduation rate of the Cleveland Metropolitan School District (CMSD), moved to 78%, a more than 50% jump in the past decade



ENGLISH LANGUAGE LEARNING

96%

of students in the English as a second language class, improved their language skills



COLLEGE PERSISTENCE

84%

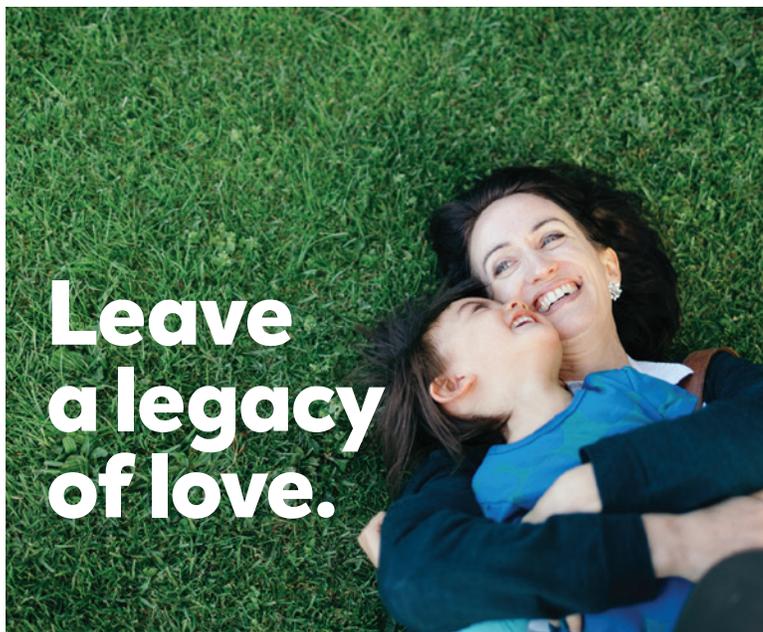
of college students that were served with Post-Secondary support programming, have persisted to the next semester



MENTORING

259

students were matched with a positive role model that foster a positive self-image, and help develop post-high school plans and expand career awareness



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Latino Community Development Agency (LCDA) Oklahoma City

Raul Font grew up in Oklahoma as a street kid in a single parent home. He dropped out of school in sixth grade, but a coach believed in him and changed Font's perspective and his life forever. A basketball scholarship allowed Font to pursue a career in education and community impact.

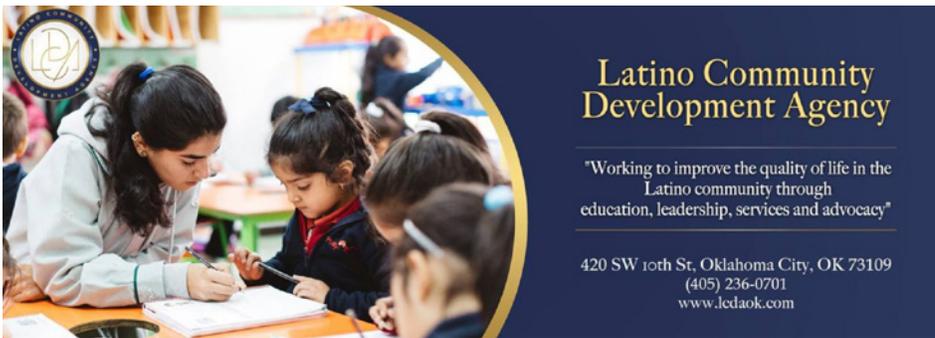
As the Executive Director of the Latino Community Development Agency (LCDA), Font sees the same incidents and issues that surrounded him as a child in those he serves today. However, he knows from personal experience that there is always hope.

LCDA, one of SER's newest affiliates, has been in existence for nearly 30 years and offers 26 programs focused on helping families with treatment, prevention, health

can't accept help if they don't have trust, particularly in a time where so many Latino families are living in fear. The trust factor is extremely important for LCDA to be effective, and that comes with being a true part of the community and listening to clients. Neighbors walk through the doors of LCDA knowing that papers or not, with money or without, they will be served.

"I feel the pain of our clients because I've been there, and I've seen it. It's personal to me. I was saved for a purpose. It's a ministry, not a job anymore," Font said.

At the center of all LCDA services are more than 50 bilingual therapists onsite. These talented and experienced professionals help understand the client's true situation



and education. LCDA serves more than 50,000 clients each year and at least 100 families are on the waiting list.

The Latino population is the fastest growing population in the state of Oklahoma, with numbers close to 450,000. In Oklahoma City, 54 percent of students are Latino, which is a low estimate. Over 90 percent of the schools in major Latino-populated areas are failing schools.

LCDA is housed in a single, 30,000-square-foot, 109-year-old building, where lack of space means fewer people served. A capital campaign will fund another 20,000-square-foot building next door as well as a remodeling of its current historical building.

While the organization does not exclusively target Latinos, LCDA is the only organization that does address a variety of needs in the Latino community. Clients

and how LCDA programs could benefit them and meet their needs. Home visitations are often a part of the program to determine the progress the family is making, whatever the situation. And the situations vary widely – job insecurity, mental health issues, addiction, domestic violence, formerly incarcerated and more.

Some clients are from other countries where they had professional certifications or credits that are not valid in the U.S. The goal is to help them achieve the American dream by retraining, refocusing and reinserting clients back into the market. While some clients seek out the help LCDA provides, many are referred to LCDA by the Department of Human Services, the police and other nonprofit agencies.

As a former school administrator, Font understands the challenges cities and schools face when it comes to budgets. But he also

Recognizing the Value of LCDA Programs in Oklahoma City

- *Tony Reyes Child Development Center*
 - *Achieved a five-year term of accreditation by the National Association for the Education of Young Children, recognizing the program's use of best practices.*
 - *The only bilingual infant-toddler program in the state with a Three Star quality rating designation from the Oklahoma State Department of Human Services*
- *Oklahoma City Public Schools Parents as Teachers Program received a Blue Ribbon designation from the Parents as Teachers National Center. Led by LCDA prevention staff, the exemplary designation recognizes the high-quality services the program provides to children and families.*

Community Partnerships Ensure All Needs Are Met

If LCDA can't help a client with a specific service, it connects them to another organization that can.

- *Direct families with immigration needs to Catholic Charities, a supportive and like-minded partner.*
- *Provide mental health services to domestic violence victims and partner with the YWCA for shelter.*
- *Send an advocate to translate at a breast cancer program that gives many pro bono hours to help LCDA clients.*

(LCDA) Oklahoma City

knows something has to change.

“Our largest budget line item is treatment. It’s crucial to understand that prevention and development have a better return on investment. If we put more money into prevention, we don’t have to spend that money on treatment. These are the same kids that schools didn’t reach. The city, their schools and society has failed them,” said Font.

Font reiterates that the work of LCDA supports the community, but they can’t do it alone. Corporations need positions filled. Individuals and companies are needed to provide the human capital and necessary funding in developing a changing workforce.

“At LCDA, we think of our work as a movement, because we offer healing and changed lives. Our staff go out of their way to make sure families are all right, taking calls from clients after hours and connecting with them in their neighborhoods. They all recognize that somebody has to do this work because nobody else is, and they have stepped up,” said Font.

A Father’s Determination

LCDA’s Wraparound program has helped many families get back on their feet and on a steadier, healthier path. Young Marcelino and his siblings were removed from their home by the Department of Human Services (DHS.) Marcelino’s mother was embroiled in addiction. There was a strong possibility the children would not return to their parents.

However, the DHS worker saw the willingness of Marcelino’s father to fight for his children and contacted the Wraparound program at LCDA.

Marcelino’s father was completely on board with the Wraparound program to regain custody of his children, but his wife’s substance abuse kept her from committing. At that point, the father chose to start the Wraparound program on his own with his three children.

At first, the three children held resentment towards their parents for allowing them to be taken by DHS. Engagement was slow and painful, partly because the process began with accepting responsibility for mistakes and constantly working to make changes.

Marcelino’s father completed all DHS and Wraparound requirements while learning to be a better parent and advocate for his children. Marcelino’s family has begun the reunification process and are moving forward with the help of the Wraparound program. Parent educators have helped countless families adjust to difficult circumstances and grow to be better parents and stronger families.



Altria’s companies promote economic development in the communities we call home.

We support initiatives that attract capital investment and create new jobs. We’re committed to leadership development programs that prepare future leaders for community service.

Altria salutes SER Jobs for Progress National, Inc.



Altria

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Rhode Island Affiliate

Since its founding over 50 years ago, SER's extensive network of exceptional grassroots affiliates has fulfilled its promise of transforming lives and communities through education, employment and empowerment.

Because of these affiliates, SER is serving more than one million people each year, positively impacting the lives of pre-school children, youth, high-school dropouts, the unemployed and seniors. Each of those 33 SER affiliates serve a unique role both in their own communities and as part of the SER National family.

"Some of our own employees have come through the system and our programs and have a better understanding of this difficult road. Other staff have been working with individuals and families at SER for over 30 years. We are a family helping families," said Craig Baker, the Executive Director of SER-Jobs for Progress, Inc.

SER Rhode Island works with multiple government, nonprofit and education partners, always focusing on the specific needs of its clients. SER remains interconnected with the community to make

me and my family from being homeless and hungry. It changed my life."

SER Rhode Island, with focused programs and a passion for helping clients succeed, have helped thousands of disadvantaged Rhode Islanders like Tammy over the years.

"We empower clients with knowledge leading them to self-sufficiency. In an ideal world, our clients' success is sustainable. Their lives are changed for the better," said Baker.



In Rhode Island, SER-Jobs for Progress serves the disadvantaged and hardest to serve, focusing on helping the unemployed find and retain long-term, unsubsidized employment. SER Rhode Island's mission is to provide literacy and job training services for economically disadvantaged Rhode Islanders so that they may improve their quality of life. Their primary goal is for clients to earn a living wage for their families.

The staff's sensitivity, compassion and service with humility helps to make successful connections with our clients. Ultimately, clients' success in reaching their employment goals is what the SER team celebrates while recognizing that the road to success is very challenging. Homelessness, domestic violence, lack of transportation and childcare are just some of the challenges their clients live with every day.

sure their staff can refer, cross-refer and track individuals to ensure they receive the proper services they need.

SER also offers work-based learning at local companies that host youth primarily during the summer. The companies provide training and hands-on experience while SER subsidizes their wages. The companies participate in SER job fairs, serve as guest speakers and are employment partners that hire SER participants.

Former SER Rhode Island client Tammy was a mother of four who was determined to get out of the system. She went to SER and found the help she needed to become a stable provider for her family.

She said, "This is a positive program for those who work hard and are driven. Not having SER's program would handicap those who just need a break. This program kept

There is one word that ties the challenges of the clients at SER-Jobs for Progress all together - lack. SER serves Rhode Islanders who lack:

- Education
- Current work skills
- Communication because of language barriers
- Housing
- Childcare
- Transportation
- Mental healthcare
- Safety in their home



PepsiCo is focused on improving the foods and beverages we sell, protecting our planet, and empowering people around the world.

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SER JOBS FOR PROGRESS

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Alex Martinez

Alex Martinez was born and raised in the Chimayo community in New Mexico. In that community, Martinez changed the education and workforce development landscapes, gaining national recognition and impacting countless individuals throughout his tenure at SER.



Martinez will be retiring this year and as a believer in new people and new ideas, he trusts that SER New Mexico will only continue to grow and feels that now is the time to step back.

Martinez began his work with SER as a new University of New Mexico graduate in September 1980. He started as a Management Information System Specialist and in just three short years, he was promoted to Executive Director/CEO, a position he has held for the last 37 years. The transition to ED/CEO was not easy for Martinez—in fact, at his first meeting with the board of directors, the board chair told him he was not cut out for the role and half of the board resigned. If only those individuals could have known how Martinez would transform SER New Mexico for the better.

Martinez and his team paved the way for education reform in New Mexico. Concepts and curricula like project-based learning that are often treated as novel and revolutionary took root in New Mexico decades ago. Martinez understood that students needed to be viewed as individual learners with various strengths and weaknesses. Martinez knew he “really had to identify different learning systems and structure curriculum to meet those needs. We were able to actually help these people graduate and move into the workforce and be successful, or we were able to even send some of them to college,” he said.

Martinez had many opportunities to take his talents out of New Mexico, but he never took them. “My family is here, and this is the community I want to help,” he said. Two different national presidents of SER offered

him the vice president position, but he turned them down. He began serving on the national board in 1993, and it was there that he was constantly amazed at his SER peers.

“My experience with the national board—the story of SER is priceless. These are the people that started the fight so long ago.



Alex Martinez with family

They made sure to fight for the Hispanic Americans who needed job training. When I was able to serve on the SER National Board at a very young age, I was proud to be in a room with them— they were the ones that blazed the trail for people like me to come after them,” Martinez said.

Martinez has a long successful career to reflect on with SER. He has received national recognition for his efforts, helped SER New Mexico receive thousands of dollars in grant money, supported countless students and other individuals in their education and professional lives, and so much more. Whenever one congratulates Martinez on his decorated career, he is quick to shift the focus back to his team. He knows that he could not have done all that he did without his staff. On a more personal note, Martinez looks to Ignacio Salazar, President and CEO of SER National, as an impactful mentor and friend.

He said:

“I have always cherished the relationship I have with Ignacio Salazar, SER’s National President. When I was promoted to the role of Executive Director in Santa Fe, Ignacio was the first person to come visit with me, learn a little about me and determine how

SER National could help me.

Shortly after, Ignacio left SER National for SER Metro-Detroit, where he became a role model for all of us while being the calming force among the SER Affiliate Directors across the country. I feel that Ignacio has worked hard as our National President and re-established SER National’s footprint with Corporate America and in Washington. I will be forever grateful for him and his mentorship.”

What’s next for Martinez? He isn’t completely sure yet. He knows he wants to embark on another career, but the specifics are still undecided. He is looking forward to spending more time with his family and his grandchildren—Zach and Zane. He is also hoping to better his golf game. He believes that he is leaving SER in capable hands, and as hard as it may be, he knows it’s time to step back.

McDonald's is Happy to Support SER National on its 56th Annual Conference and Community Day!

Our espoused values are the foundation of our beliefs as a System that celebrates Gender Balance and Diversity with a focus on the advancement of all women in every area of our enterprise. At the core of our values are customers and our people:

We place the customer experience at the core of all we do.

We are committed to our people.

We give back to our communities.





Feature Story

Merary Simeon



As Vice President of Diversity and Engagement for North America at PepsiCo, Merary Simeon knows how vital it is to develop the talent this country already has and open a door for those whose environments limit their potential.

“I believe that we must stop saying the talent isn’t available. We either give people the opportunity or we don’t,” she said.

She believes we don’t have a workforce shortage in America and only need to

shift our priorities to recruiting, developing and maintaining that pipeline that is already here. The market is full of opportunities out there for people of color. But how hard are organizations willing to work to be the best employer of choice? If companies are only doing the bare minimum to keep talent, they will end up losing that talent.

Consider the Latino community as an example. With a GDP of \$2.3 trillion, Latinos cannot be ignored. While more focus has been given to the Latino consumer, Latino talent must also be developed and nourished. Many organizations are starting to do that now, even if it is a little behind the ball. Despite the growth of the Latino

community, there remains a big gap in role models.

PepsiCo has partnered with SER over the last 15 years because the organization is well aligned with the company’s diversity and inclusion priorities. Simeon is involved and continues to support this organization because SER reaches and inspires people that society often overlooks.

“SER gives hope to youth that their

environment does not dictate their future. Your environment is just a temporary part of life. We need to educate our youth that their self-limiting beliefs aren’t true. The power is within us. I support SER to that front,” she said.

Simeon is an inspiring example of how a role model, sponsor or mentor can alter someone’s trajectory.

“For me, it was one high school teacher that changed my life. The potential she saw in me allowed me to dream and imagine a better me, which allowed me to escape poverty,” said Simeon.

Some teachers looked at her as just another Latina who would get pregnant early and abuse drugs and relayed that disheartened message to the young woman. But Jackie Bolden at Silver High School in New Jersey saw something different.

Bolden understood some of her student’s negative behaviors as a result of her environment, but she looked past that. She observed Simeon’s leadership skills and leveraged that in a positive way. This teacher gave her student the chance to lead and garner recognition in the classroom by having Simeon ensure all students completed their assignments so the whole class could have 15 minutes of free time.

And her mentorship went beyond the classroom, introducing her to job opportunities. Ms. Bolden talked to managers on Simeon’s behalf and convinced them to take a chance on someone not because of her experience, but because of her potential.

“Mrs. Bolden stuck her neck out for me. She helped me imagine a better me in every situation. She changed my life. My children’s lives look nothing like my own childhood because of what she did for me. The rest was up to me, but she opened the

Continued on page 27

Merary Simeon

door for me. I have other family members who didn't have that door opened, and their story is different," said Simeon.

Simeon has not been able to reconnect with Bolden but says, "I would love for Ms. Bolden to see what she has done. It's my goal in life to give those opportunities to those who wouldn't have a chance otherwise."

Simeon urges teachers and any adult in authority to speak words of life, future and hope to youth rather than words of condemnation. SER shares hope and opportunity by bringing leaders to speak to youth that look like them, that came from where they came from and can relate to their life experiences.

It's different when a young person can see themselves in a successful adult, knowing that adult can relate to the challenges they face. It's crucial they see adult leaders that look like them.

At the same time, Simeon encourages the engagement of non-minorities as

mentors. She had many mentors in her career that didn't look like her and contributed to her success, and she urges everyone to invest in youth.

She goes on to say that every young person needs someone who can look them in the eye and say, "I got you. You can do this."

Simeon feels like companies have come a long way since she started her career 20 years ago. She sees more focus on women and people of color. However, she believes we still have a long way to go.

"As Latinas like me climb the ladder, it is our responsibility to give opportunities to others. I want people to see – you can make it. Addressing a large group recently made me remember attending a conference years ago with no Latina speakers. I want my kids to look up and see people like them. If there is not one, I'm going to create one. I go out there and I speak until my throat is sore. You can't give up," she said.

According to the Latino Donor Collaborative:

- The Latino GDP in the U.S. at \$2.3 trillion
- If the Latino GDP were a country, it would be the 8th largest in the world
- The Latino GDP is projected to account for 24.4% of total U.S. GDP growth in 2020.
- Latinos are responsible for 82% of the growth of the U.S. labor force since the past financial crisis.
- Latinos are the "calvary coming to the rescue" of the insufficient workforce in America. They provide quantity and quality of workforce. They pay taxes, believe in education, have a strong family culture, are law-abiding, optimistic, young and they serve our country. They are creative, resourceful risk-takers.
- Latinos create 87% of all news businesses in America.



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SER Welcomes New Leadership

The SER Jobs for Progress National, Inc., Board of Directors has welcomed three new members:

- Natalie Hall- Assistant Vice President, Senior Counsel AT&T Corporate Litigation
- Mirtha Villarreal-Younger- President, Agile Construction Inc. MAJ (Ret), COL (CA)
- Angel Uruchima- Base Business Manager Latin America Business Unit, Chevron

Natalie Hall is currently responsible for AT&T's Corporate Litigation where she handles parent company litigation, including securities lawsuits, shareholder demands and shareholder litigations. Ms. Hall has supported strategy, business development and business transformation for AT&T Communications Company. She has also supported Corporate Communications and Media Relations for AT&T's Global Marketing Organizations. She has trial experience both



in Federal and State Courts throughout Texas and is active in her community and local Bar Association programs. She received her bachelor's degree from The University of Texas at San Antonio and her J.D. from Baylor University School of Law.

Mirtha Villarreal-Younger is an energetic and decisive leader with more than 30 years of military and state government service. She is an entrepreneur and an active volunteer within the veteran, minority and underrepresented communities. She has served in both Active Army and the California Army National Guard, with a combat tour to Afghanistan as one of the first female training



mentors for the Afghan National Army. Currently, Ms. Villarreal-Younger is the President of Agile Construction Inc., in Carmichael, California. She received her bachelor's degree from Texas State University and her master's degree in executive leadership from the University of Southern California.

Angel Uruchima manages business improvement processes as well as Chevron's digital innovation and acceleration initiatives



across operations in Latin America. Prior to his assignment in Chevron Latin America, he was the Project Execution Manager at Chevron's Upstream Wheatstone Project in Perth, Australia. In addition to his regular work responsibilities, Angel has held roles managing Chevron Diversity Recruiting Initiatives where he served a four-

year term as the Team Lead for the Chevron Hispanic Recruiting Team, collaborating with Society of Hispanic Professional Engineers (SHPE), the Hispanic Engineer National Achievement Awards Conference (HENAAC), and establishing the partnership between Chevron and the University of Puerto Rico at Mayaguez. Angel is the Vice-President of Chevron's Hispanic and Latin America "Somos" Employee Network and the recipient of multiple Hispanic awards and recognitions. Most recently he was part of the Hispanic Association for Corporate Responsibility (HACR), Young Hispanics Corporate Achievers program. Angel graduated from the University of Missouri-Rolla with a bachelor's degree in electrical engineering, earned advance education certificates from the University of Columbia and completed the Board of Directors Corporate Governance program.

"We welcome three new board members to our Board of Trustees at SER National. Their diverse experience and expertise will benefit SER National greatly, and we look forward to the positive impacts they will make as our newest leaders," said Ignacio Salazar, President & CEO of SER Jobs for Progress National, Inc.

COMMITTED TO OUR YOUTH

AT&T is committed to supporting organizations and projects that strengthen the Hispanic community and ensure the STEM skills for the future technology workforce are part of our support today. That's why we are a proud sponsor of **SER - Jobs for Progress.**

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SER *National 2019 Conference*



Photos by Luis Nuno Borges



SER Network Directory

SER National - Headquarters

100 E. Royal Lane, Suite 130
Irving, TX 75039
Tel: 469-549-3600

SER National Program Dev. Office

1133 19th Street, N.W., Suite 1000
Washington, DC 20036
Tel: 202-833-3384

Arizona

HERO Life Network
Goodyear, AZ

California

American GI Forum Education Foundation of Santa

María
Santa María, CA

Barrio Station
San Diego, CA (3)

Campeños Unidos
Brawley, CA
San Diego, CA

Centro CHA Inc.
Long Beach, CA

Centro Latino de San Francisco
San Francisco, CA

El Sol Neighborhood Educational Center
Riverside, CA
San Bernardino, CA

Latino Educational Fund
Pomona, CA

Project SOY
Inglewood, CA

Pueblo y Salud, Inc.
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Chowchilla, CA
Chula Vista, CA
El Cajon, CA
El Centro, CA
Escondido, CA
Fresno, CA (6)
Guadalupe, CA
Hayward, CA
Inglewood, CA
Kerman, CA (2)
Lompoc, CA
Madera, CA (2)
Mendota, CA
Merced, CA
Modesto, CA
Moreno Valley, CA
Oceanside, CA (2)
Orange Cove, CA
Oxnard, CA
Parlier, CA
Pasadena, CA
Pomona, CA
Raisin City, CA
San Diego, CA

San Rafael, CA
Santa Ana, CA
Santa María, CA (2)
Santa Rosa, CA
Stockton, CA
Sun Valley, CA
Vallejo, CA
Visalia, CA

Colorado

SER SCSEP
Denver (Lakewood), CO
Grand Junction, CO
Loveland, CO
Pueblo, CO
Trinidad, CO

Connecticut

Casa Otoñal
New Haven, CT (3)

District of Columbia

Multicultural Career Intern Program
Washington, DC
SER Jobs for Progress National, Inc.
Washington, DC

Florida

Bridge for Hope Inc.
Doral, FL
SER Jobs for Progress, Inc.
Miami, FL

Georgia

LaAmistad, Inc.
Atlanta, GA (8)
Austell, GA
Decatur, GA
Doraville, GA
Marietta, GA
Sandy Springs, GA

Illinois

Central States SER
Aurora, IL
Chicago, IL (7)
SERCO, Inc.
North Riverside, IL

Kansas

SER SCSEP
Dodge City, KS
Kansas City, KS
Pittsburg, KS
Topeka, KS
Wichita, KS

Maryland

Mission of Love Charities
Capitol Heights, MD

Massachusetts

- La Alianza Hispana
Boston, MA
- Southeastern Massachusetts SER-Jobs for Progress, Inc.
Fall River, MA
Taunton, MA
- Spanish American Center, Inc.
Leominster, MA

Michigan

- SER Metro-Detroit, Jobs for Progress, Inc.
Dearborn, MI
Detroit, MI (6)

Missouri

- SER SCSEP
Columbia, MO
Saint Joseph, MO

New Jersey

- Puerto Rican Unity for Progress
Camden, NJ

New Mexico

- SER-Jobs for Progress, Inc.
Albuquerque, NM
Bernalillo, NM
Espanola, NM
Farmington, NM
Gallup, NM
Grants, NM
Las Vegas, NM
Los Lunas, NM
Moriarty, NM
Raton, NM
Santa Fe, NM (2)
Taos, NM

New York

- Neighborhood Association for Inter Cultural Affairs, Inc.
Bronx, NY (12)
Brooklyn, NY
Elmhurst, NY
- Southside United Housing Development Fund Corp.
Brooklyn, NY (7)
- SER of Westchester, Inc.
White Plains, NY

Ohio

- Esperanza Inc.
Cleveland, OH

Oklahoma

- Latino Community Development Agency
Oklahoma City, OK (2)

Oregon

- Consejo Hispano
Astoria, OR

Pennsylvania

- Hispanic American Organization
Allentown, PA (3)

Rhode Island

- SER-Jobs for Progress, Inc.
Pawtucket, RI
Providence, RI
Warwick, RI

Texas

- SER EHS
Grand Prairie, TX (2)
- SER Jobs for Progress National, Inc.
Irving, TX
- SER SCSEP
Beaumont, TX
Cleburne, TX
Fort Worth, TX
Houston, TX
- SERCO Workforce Solutions
Alice, TX
Bandera, TX
Beeville, TX
Boerne, TX
Brenham, TX
Bryan, TX
Caldwell, TX
Centerville, TX
Corpus Christ, TX (3)
Falfurrias, TX
Floresville, TX
Hearne, TX
Hebbroville, TX
Hondo, TX
Kennedy, TX
Kerrville, TX
Kingsville, TX
Laredo, TX
Madisonville, TX
Navasota, TX
New Braunfels, TX
Pearsall, TX
Pleasanton, TX
Seguin, TX
Sinton, TX
Zapata, TX
- SERJobs
Houston, TX
- Tejano Center for Community Concerns
Brownsville, TX
Houston, TX
- Virginia
La Cocina VA
Arlington, VA
- Washington
Centro Latino SER
Tacoma, WA
- Wisconsin
SER SCSEP
Delavan, WI
Fond du Lac, WI
Kenosha, WI
La Crosse, WI
Madison, WI
Rhineland, WI
Spooner, WI
Waukesha, WI
West Allis, WI



Honoring Joe Campos' Dedication

When Joe Campos commits, he commits.

He just celebrated 50 years of marriage in early July, as well as 50 years with SER National. The same commitment he shows to his wife and four kids is what he showed daily in his work with economically-



disadvantaged communities in Texas and across the country.

Joe came to Dallas in 1969. He worked in retail as a 100% commission salesman while going to school at night. Starting off, he was the youngest on the floor, so when a blind man walked in with a little girl helping him, the other salesmen said "Campos, that's your prospect."

The blind man was interested in a TV, so Joe offered a black and white table model for \$299. The customer asked about color TV because he wanted to show his guests the best when he entertained. So, Joe showed him a Magnavox system with color TV, record player, entertainment center – the

works. Impressed by the system, the man purchased it all for about \$1,000. Joe made sure to thank the other salesmen for the prospect they so kindly offered him.

Word of Joe's ability to sell a color TV to a blind man reached a Sears vendor, and next thing he knew, he had a job with Sears & Roebuck with a base salary plus commission and a management training program. Joe quickly climbed the ladder. After committing 20 years to Sears, Joe retired after a doctor told him his fight with colon cancer would only last another six

months. Thankfully, that doctor was wrong!

During his time at Sears, he became involved with SER National, supporting the organization with his time and in-kind donations from the company. Little did he know that his post-retirement life from Sears would include a new career with SER. Joe felt some hesitation when he was offered the position of Vice President of Corporate Development, but he accepted because SER

gives people a second chance at life, and he wanted to be a part of that.

"SER is close to my heart. It's an organization that really goes out into the community and helps people attain education and training to better their lives," said Joe. "I am proud to be a part of SER."

Joe opened up new corporate funding opportunities by making SER an asset to the companies instead of a simple donation. He knew SER's partnerships were an essential part of their work.

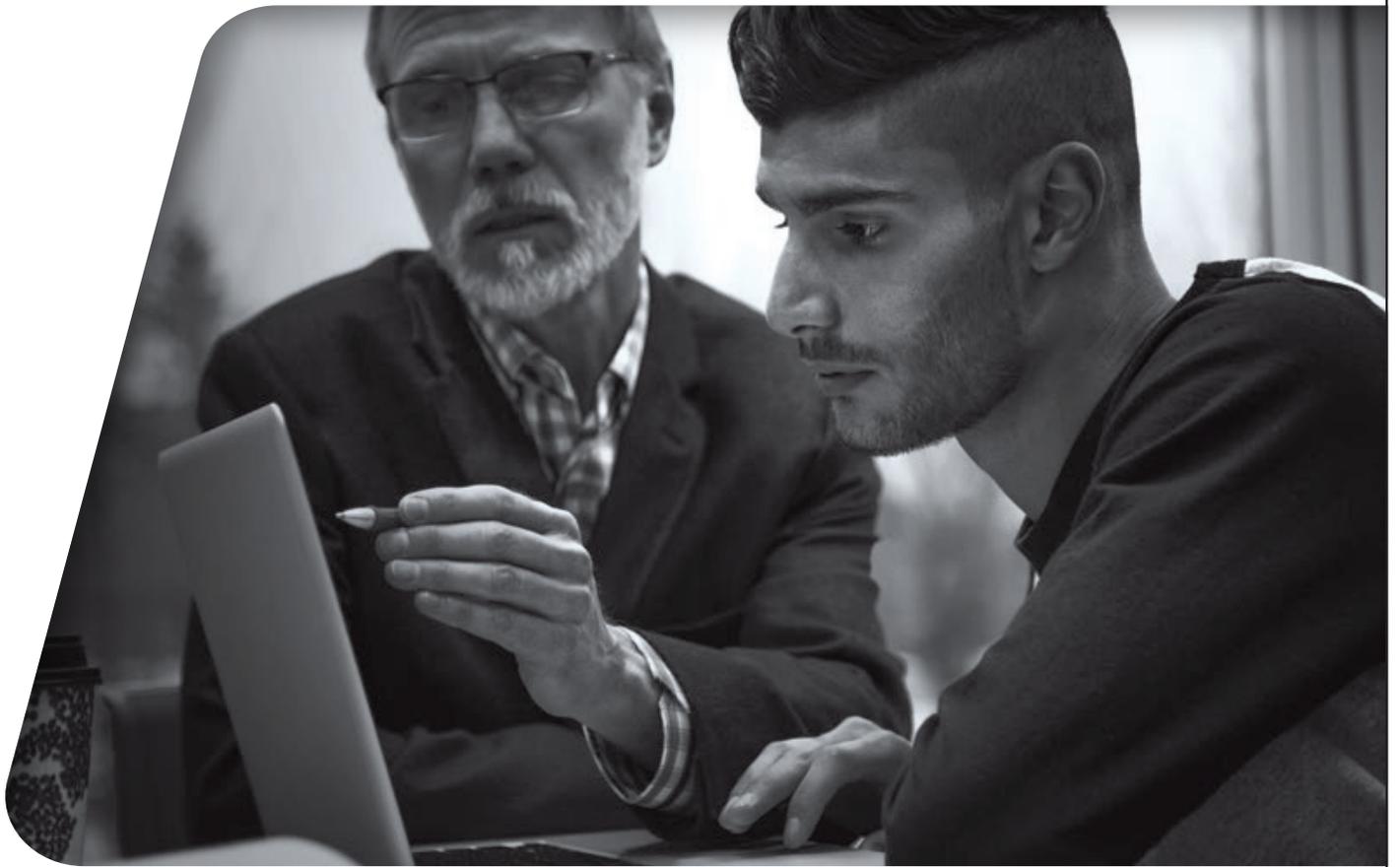
Joe established and promoted programs that helped its corporate partners. SER developed a training for American Airlines for employees behind the desks. The concept was simple – American Airlines trained SER staff and then SER staff trained people in the community, saving the company millions in training. SER replicated this concept with other corporations like Pepsi and Coca-Cola, placing hundreds of people in jobs throughout the process.

Joe has seen the progress SER has made over the decade and is confident that SER will continue to progress with innovation and technology, especially in programs like SER STEM.

Over his years of service at SER, both as staff and as a board member, he helped the organization stretch to even higher aspirations. The value Joe placed in education and employment training spurred him on, even in poor health. His additional contributions to the Hispanic community as a leader in LULAC illustrate how Joe has always been all in.

As he reaches another well-deserved retirement, this time from the SER National Board, Joe is looking forward to taking it easy and spending time with his loving wife and family.

Thank you, Joe, for all that you have given SER and this nation. Your legacy enables SER to stretch even further into the future after benefiting from the passion and hope you had for our work.



Let's raise expectations of what our community can be.

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of how great our community can be.



RAISE YOUR EXPECTATIONS®

56th SER National Annual Conference

Partnerships for Progress in an Era of Innovation

November 18-19, 2020

Agenda - November 18, 2020



**Welcome
Remarks**

Ignacio Salazar
President and CEO, SER Jobs for Progress National, Inc.



**Chairman
Remarks**

Raul Villarreal
*Chairman, SER Jobs for Progress National, Inc.
Director, General Motors*



Conversation

Chancellor Dan Arvizu
New Mexico State University System
Ignacio Salazar
President and CEO, SER Jobs for Progress National, Inc.



**Motivational
Speaker**

José M. Hernández
Astronaut (Ret.)

Video Break



**SER MUJER
Presentation**

Tarsha Polk
*Director of the LiftFund Dallas Fort Worth Women's
Business Center*

Review Next Day Agenda

56th SER National Annual Conference

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**Welcome
Remarks**

Ignacio Salazar
President and CEO, SER Jobs for Progress National, Inc.



Conversation

William Clay Ford, Jr.
Executive Chairman of the Board, Ford Motor Company
Ignacio Salazar
President and CEO, SER Jobs for Progress National, Inc.



**Motivational
Speaker**

Dr. John "Danny" Olivas
Astronaut (Ret.)

Video Break



**Motivational
Speaker**

Calvin Mackie
STEM NOLA CEO



**Diversity and
Inclusion**

Merary Simeon
VP of Diversity & Engagement, PepsiCo

Community Day

November 20, 2020

Agenda



Introduction

Rafaela Schwan
VP of Program Operations, SER Jobs for Progress National, Inc.



Conversation

Anthony López and Chester Elton
Motivational Speakers

Questions

Students



Motivational Speaker

Dr. Marla Pérez-Davis
Director, NASA John H. Glenn Research Center

Questions

Students



Motivational Speaker

DJ Vanas
Member of the Odawa Nation, Decorated Fomer USAF Officer

Questions

Students



Motivational Speaker

Dr. Calvin Mackie
STEM NOLA CEO



Introduction of STEM Activity

Rafaela Schwan
VP of Program Operations, SER Jobs for Progress National, Inc.

Dr. Calvin Mackie
STEM NOLA CEO

STEM Activity

Students Engineering Activity

Questions for students for Giveaways



Partnerships for Progress in an Era of Innovation



SER Jobs for Progress National, Inc.

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Since 1949, Ford Motor Company Fund has invested more than \$2 billion in programs that support education, promote safe driving, enrich community life and encourage employee volunteering.



Ford Motor Company Fund salutes SER-Jobs for Progress National on 56 years of service! Thank you for your continued dedication to the Hispanic community.



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