



LATINO INITIATIVE

**Economic & Workforce
Development
2018**



LATINO INITIATIVE

- Started in **1998**
- 850+ North Carolina leaders studied in Mexico
- Focus areas from 1998 to 2014 were:

Education

Health

Policy and Community



LATINO INITIATIVE

- **Focus areas today:**

Education

Health

Law Enforcement

Economic & Workforce Development

PROGRAM OBJECTIVE

- To increase understanding of the Latino/Hispanic community.
- To promote economic development including untapped economic resources.
- To learn from Mexican models combining Private/Public/Institutional partnerships.
- To learn from the automobile and aerospace manufacturing industry in Mexico.

NUTS AND BOLTS

- Traveling in **August 6-14, 2018**
- Visiting Mexico City for Historical and Cultural content
- Traveling to rural communities in Guanajuato state
- Ending in Guanajuato City



PARQUE INDUSTRIAL CASTRO DEL RIO





LATINO INITIATIVE

Three major phases of program:

- Community Assessment
- Immersion Study
- Action Planning and Implementation

WHY MEXICO?

- Mexico is the second largest market for goods from North Carolina.
- Mexico is the country from which North Carolina has received the most immigrants in the past two decades.
- In 2013, 183,377 jobs in North Carolina depended on trade with Mexico.
- In 2015 \$3.19 billion worth of N.C. goods were exported to Mexico.

WHO SHOULD PARTICIPATE?

- Government officials
- Community College and higher education officials
- Manufacturing industries and economic developers
- Any leader in your community that is key in helping create the adequate environment for economic growth

TEAM COMMITMENT

- Participation in Community needs assessment
- Participation in a full day pre-departure orientation workshop
- Travel to Mexico for immersion study
- Participation in a full day follow-up workshop to develop action plan
- Application of action plan by county
- Check-in meeting six months after returning from travel
- Host a one year reunion



YEAR PROGRAM COST

- The cost of the program is \$6,375 including airfare

Year Program includes:

Meetings, Orientation and follow-up workshops
in North Carolina

Lodging

Ground transportation

Meals in Mexico

International health insurance

Spanish – English interpreter fees

Mexican partners administrative fees and other expenses



Questions?



Thank you! Gracias!

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