



## **Media Kit**

Hispanic CREO

Thursday, November 14 - 16, 2013

Program Manager: Luana Goncalves

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## About Hispanic CREO

Founded in 2001, Hispanic Council for Reform and Educational Options is the only national public policy Hispanic organization dedicated solely to K-12 education reform to advocate for parents and children. The most recent research and studies available today along with the 2010 U.S. Census solidifies the crisis that exists in Hispanic student achievement. Currently, Hispanics are the most undereducated minority group in the United States.

Hispanic CREO address the crisis in Hispanic education by providing parents with free information and resources to guide them in becoming advocates for their children. Hispanic CREO has been able to educate, inform and mobilize parents on the issues surrounding educational opportunities. By creating coalitions with parents, schools, community leaders, faith-based organizations and many other concurrent groups, we are making revolutionary changes to the education system to enhance our children's futures.

### **Mission:**

Hispanic CREO mission is to create awareness of the educational crisis that exists within the Hispanic community nationally by empowering Hispanic parents to become advocates for their children. We believe that education is a civil right for every child in this great nation and by advocating for parental and school choice, it ensures a better future for our children.



## About Futuro2020

Hispanic CREO recently launched a national awareness and take-action campaign called *Futuro2020: Educate. Empower. Achieve.* The purpose is to raise awareness of the low academic achievement of Hispanics, to educate people on why this is bad for America, and to identify how we can find a new path to solutions for this crisis.

Futuro2020 is the leading voice for Latino educational achievement that promotes solutions to the education crisis by rallying the public to action, and creating an environment that fosters academic opportunities that will result in economic progress and innovation for America's future.

### **Educate**

- *Knowledge is Opportunity:* By raising awareness and understanding among students and parents in the Hispanic community, Hispanic CREO through Futuro2020 helps Hispanic students access the best K-12 education opportunities.
- *Collaboration is Vital:* Partnerships and cross sharing of information with community organizations and key influencers will strengthen the execution of Futuro2020, ensuring maximum campaign energy, impact and success, resulting in economic prosperity and a strong future for America.

### **Empower**

- *Education trumps poverty:* With a quarter of the U.S. Hispanic population living below the poverty line, efforts through Futuro2020 help Hispanic students access quality education to improve their chances for success.
- *Improved Participation:* Hispanic CREO, through Futuro2020, is working to improve the currently low percentage of Hispanics exercising innovative education opportunities by increasing parental involvement to improve academic achievement.

### **Achieve**

- *Share your story:* Visit [www.Futuro2020.org](http://www.Futuro2020.org) for more information regarding the movement.
- Sign up to receive updates via text texting FUTURO to 52886, upload videos and share your photos.
- *Get Involved:* Use your personal connections and social media networks to let others know the importance of being proactive in ensuring all children receive a high quality education. Use @futuro\_2020 to share valuable information and to spread the word.

## Executive Board



**Julio A. Fuentes** is President & CEO of Hispanic CREO. He currently serves as the President of the Florida State Hispanic Chamber of Commerce and founded the organization in response to the tremendous growth of Florida's Hispanic population.

**Christina M. Martínez** is the Owner and CEO of Adelante Public Affairs and Communications, a company specializing in corporate and community positioning, government advocacy and multi-media marketing solutions at the local and national level for Fortune 500 companies and nonprofit organizations.



**Albert Collazo** is the Program Director Hispanic CREO. Mr. Collazo has vast experience in multicultural marketing and communications with extensive networks at the national, local and state levels.

**Lorena Castillo** is Chairwoman of CHISPA and a proud teacher with 17 years experience in the public school system.





**Dr. Rene Rodriguez** is a Board Executive of Hispanic CREO. He founded the Interamerican College of Physicians and Surgeons in 1972 and continues to serve as president.

**Melissa Myers** is a Board Executive of Hispanic CREO and a founding trustee and Houston businesswoman with 10 years of experience gratefully serving inner-city, predominantly Latino communities working in the Real Estate and mortgage industries.



**Edwin Rodriguez** is Board Executive of Hispanic Creo and president of Connectiv Solutions, LLC, a government relations, business development, general management, and management consulting firm as well as Connectiv NMTC Solutions, LLC. Ed's career spanned the public, private and non-profit sectors as well as military service.

## Event Information

### Event Background

The 2013 Hispanic CREO Summit is the premier national gathering of education reformers with the goal to *Educate, Empower and Achieve*. Each year, the summit attracts parents, students, educators, Latino leaders, elected officials, and advocacy organizations to discuss innovations in K-12 education reform and raise awareness of the low academic achievement of our Hispanic youth. The theme for this summit calls on leaders of organizations and systems to drive change toward lasting, high-quality educational opportunities for all children.

As Americans, we unite around the shared goal of making our future bright and prosperous. The education of our children is an American issue that affects us all. We need an education system that provides an array of options and gives parents the power to choose the schools that are best for their children.

We invite your participation at our event taking place November 15th and 16th, 2013 at the InterContinental at Doral Miami. On November 15 at 8:00am, we will have a Futuro2020 Press Conference and invites all media associations and outlets to learn about Futuro2020, a national awareness campaign, and the existing educational crisis with our Hispanic youth.

It will be our pleasure to welcome you to the Hispanic CREO 2013 Summit and look forward to working with you. MEDIA REGISTRATION: There is no admission fee for media\*. Please register here: <http://bit.ly/19zNaJY>

\*Media representatives will be asked to provide credentials at the event's registration booth.

Name of Event: Hispanic CREO 2013 Summit

Date of Event: Thursday, November 14-16, 2013

## Event Outline

The purpose of the event is to reach and engage education reformers nationally to network, connect and discuss education reform impacts and opportunities, while promoting and providing information on educational options for Hispanic students.

The summit will have over 200 participants and approximately 30 invited speakers. Sessions will convene in the mornings and afternoons. Each session will include 3-4 speakers. Each speaker will speak for 15-20 minutes, leaving ample time for group discussions. Keynote addresses will be held during breakfast, lunch, and dinner, which consist of 1-2 VIP speakers. The event will have vendors to hand out free information to attendees, and networking receptions on Thursday and Friday night.

Name of Event:	Hispanic CREO 2013 Summit
Date of Event:	Thursday, November 14-16, 2013
Time of Event:	Begins on Thurs. at 6:00pm and ends on Sat. at 2:30pm
Location:	InterContinental at Doral Miami, 2505 NW 87th Avenue, Doral, FL 33172-1610
Audience:	Parents, Students, Teachers, Faith-Based Community, Media, Business Owners, Advocacy Organizations, Elected Officials *Estimate 200 people

## Event Engagement

The goal of this event is:

- Connect education leaders, parents, and stakeholders around educational opportunities
- Empower parents at this event to be more involved in their child's education
- Create awareness and inform the audience the power of educational options
- To bring forth policy solutions that promote improved educational opportunities
- Discuss innovations in K-12 education reform
- Raise awareness of the low academic achievement of our Hispanic youth and pose solutions to this crisis
- Identify innovations, best practices, and a new path to improve quality education opportunities





This will ensure the end goal of Hispanic CREO's mission; improve Hispanic students' educational outcomes.

## **Event Logos and Images**

You may download Hispanic CREO, Futuro2020, and Summit logos and images here: <http://bit.ly/GNrJ1Q>

## **Event Agenda**

Please go to [www.hcreo.com](http://www.hcreo.com) to download an updated agenda.

**Please DO NOT alter the logos or images.**

***Thanks to our Sponsors:** Step Up for Students, Alliance for Catholic Education, American Federation for Children, ConnCan, Ford Motor Company, The Friedman Foundation for Educational Choice, The Walton Family Foundation. **Thanks to our Partners:** Infinite Scholars Program, Dynamic Network Results, Florida State Hispanic Chamber of Commerce, Zambrano Foundation, Black Alliance for Educational Options (BAEO), P.A.L.s, Foundation for Florida's Future, Community Networker*

## Summary

If the right to an adequate education for America's most vulnerable and largest minority population is denied, everyone's rights are imperiled. The annual Hispanic CREO Summit breaks down barriers and provides the opportunity for education reformers to connect with networks, alliances and Hispanic families.

Together we can break the vicious cycle of our children falling through the cracks in failing schools. Hispanic CREO focuses on addressing and increasing the awareness that this is an American issue that affects us all.

We appreciate your consideration for support and delivering the message that Hispanic CREO is involved in the community and cares about a critical issue within the Hispanic population and wants to ensure a better future for our children; a quality education that prepares students for life.

Hispanic CREO is designated by the IRS as a 501(c)(3) charitable organization and contributions are tax deductible. Please do not hesitate to contact us if have any questions, comments and suggestions. We value your input on our work.

## Contact Information

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