



National Hispanic/Latinx Heritage Month

For All Employees

Hispanic/Latinx Heritage Month takes place from Sept. 15–Oct. 15. To foster a supportive, inclusive and thriving work environment, it is crucial to learn about and celebrate the history and diversity of those who identify as Hispanic and Latinx. We are giving you a valuable tool to share with your employees as you continue your company's education in cultural competence. This packet has information on the distinctions between race and ethnicity, Hispanic and Latinx, and a timeline of notable happenings and milestones concerning Hispanic/Latinx people. It also provides facts and figures on Hispanic/Latinx people in the U.S., including data on population, finances, education and business. We will also provide a fact sheet on common stereotypes and microaggressions used against people of Hispanic/Latinx descent. Finally, we feature the story of Julieta Collart, a Latina business leader from Accenture, No. 7 on DiversityInc's Top 50 Best Companies for Diversity.

1 HISTORIC TIMELINE

Over the years, Hispanic/Latinx people have worked to overcome the effects of colonization and prejudice. The community's journey toward rights and self-determination continues today. It is vital for your workforce to be culturally competent and understand the importance of equality for Hispanic/Latinx people, who make up one-sixth of the U.S. population. We recommend you begin your cultural competence discussion by using the timeline, which documents both obstacles and triumphs the Hispanic and Latinx communities have faced. It is important to discuss the intricacies of identity, culture and nationality and how inclusivity benefits everyone.

Discussion Questions for Employees

- ? What do we do in our workplace to make sure we foster an inclusive environment for Hispanic/Latinx employees, giving them room to grow and advance their careers?
How can we be sure to celebrate Hispanic/Latinx employees?
- ? Why is it important to celebrate Hispanic/Latinx cultures and milestones specifically?
With Hispanic and Latinx being broad terms that define a wide range of people and cultures, how can we be sure not to pigeon-hole or group all Hispanic and Latinx people together?
- ? Why are "firsts" important to note? What other barrier breakers have you witnessed in your lifetime?
This is a personal discussion designed to help the employee note other barrier breakers historically. (Cite Latinx CEOs at www.DiversityInc.com/fortune-500-ceos.) This discussion can be further explored after the Facts & Figures section below is discussed.



2 DEFINING HISPANIC VS. LATINX

While the terms Hispanic and Latinx are often used interchangeably, they refer to two different — albeit sometimes overlapping — things. The definitions can be intricate, but in short, “Hispanic” refers to those whose native language is Spanish and/or are descended from Spanish-speaking populations and “Latinx” refers to those who are from or descended from people of Latin America. The recent adoption of the -x instead of or in addition to the traditional -o and -a masculine and feminine endings used throughout the Spanish language is the result of the LGBTQ movement, making space for gender non-binary people to identify within the Latinx umbrella, without defining themselves as masculine or feminine. People of different races and cultures can identify as Hispanic or Latinx, with people who identify as Hispanic/Latinx descending from any combination of people of Indigenous, African, European or even Asian heritage. It is important to discuss how understanding the intricacies of identity for Hispanic and Latinx people can help create a more inclusive environment.

Discussion Questions for Employees

- ? How can a misunderstanding regarding the differences between Hispanic and Latinx and how they relate to race lead to environment that makes employees feel alienated?
Have you ever felt one part of your identity conflicted with another? How can we create a workplace that honors and celebrates people's complex identities?
- ? How does racism affect Hispanic and Latinx people of color disproportionately to white Hispanic and Latinx people?
This is an opportunity to discuss how race, color, ethnicity and culture can affect different people with Hispanic/Latinx identities differently.



3 FACTS AND FIGURES

After discussing Hispanic/Latinx history and identities, the next step is to look at the available data to understand why equality for Hispanic and Latinx people has profound demographic, financial, education and business benefits and what we can do to address issues these communities face and overcome.

Discussion Questions for Employees

- ? Looking at these statistics holistically, what kinds of patterns do you see?
How does privilege — or lack thereof — play into these statistics? What progress has been made and where is there room for more?
- ? How does your company's inclusion of Hispanic/Latinx people in leadership positions compare with the DiversityInc Top 10 and Top 50 and Fortune 100 and 500 statistics?
How can you improve?



4 MICROAGGRESSIONS AND MISCONCEPTIONS

Microaggressions — subtle or seemingly lighthearted disparaging comments about someone's identity — may seem insignificant when isolated, but compound to create a toxic environment for employees. This section serves to call out prejudiced and offensive comments people make and dispels harmful myths about Hispanic and Latinx people. It is crucial to discuss how your workplace handles microaggressions and hate speech.

Discussion Questions for Employees

- ? How can we build an atmosphere of inclusion for diverse people from different backgrounds? What are some stereotypes we need to dispel? How can we speak out against them? Have you ever heard anyone making prejudiced comments in the office? What are our policies on microaggressions and hate speech in the workplace?
- ? What is the individual and the company's role in curbing microaggressions and hateful speech against Hispanic and Latinx people? At what point should the company become involved? Does the company have a process for reporting discriminatory speech and actions that makes the person reporting it feel safe and validated? How can we improve?



5 HISPANIC/LATINX LEADERS IN DIVERSITYINC'S TOP 50

A DiversityIncBestPractices.com reader survey found that 68% of non-white people feel strongly about receiving career advice from individuals who look like them, while whites don't mind who the advice comes from.

Below is the story of Accenture's (no. 7 on DiversityInc's 2019 Top Companies for Diversity) Julieta Collart, Technology Research Associate Principal at Accenture Labs in San Francisco. To see her story in full, visit DiversityIncBestPractices.com.



Discussion Questions for Employees

- ? How does our company help promote representation across the board in various areas of expertise? In what ways can we improve?

Collart has over a decade of experience as a systems thinker, entrepreneur and human-centered business designer. She was born in Honduras, studied architecture in Alabama and owned her own architecture firm in Honduras. She then decided to change her career path and study design thinking at the California College of the Arts and worked for the San Francisco's Mayor Office of Civic Innovation.

Collart joined Accenture in 2017, where she applies strategic foresight to keep tabs on opportunities and discoveries on growing technology trends. Being well-versed in systems thinking and emerging technology, she also does work in non-profit and advocacy work to empower young women and Hispanic/Latinx people in her field. She does work with Girls Who Code to promote women in STEM fields and is a member of Accenture's Hispanic Employee Research Group.

She told DiversityInc in a 2018 interview that she believes solutions of underrepresentation of Hispanic and Latina women in tech lie in bringing STEM programs to underrepresented populations and emphasize diversity's benefit in the workplace.



"My hope is that young Latina women embrace their heritage, culture and traditions as positive differentiators in the workplace."

Timeline



1494



1519



1898



1922

- 1494 After Columbus reaches the Americas, the Treaty of Tordesillas divides conquered areas overseas between Portugal and Spain.

- 1501 The encomienda system brings Indigenous people to Spanish encomenderos as slaves. The Spanish settlers are tasked with converting them to Christianity. Abuses are rampant.

- 1519 Spanish conquistador Hernán Cortéz captures the Aztec city of Tenochtitlan and conquers it in 1521. The area will later become Mexico.

- 1532 Francisco Pizarro invades the Incan empire in Peru.

- 1565 Saint Augustine becomes the first European settlement in the U.S.

- 1691 Texas becomes a Spanish province.

- 1776 Spanish found San Francisco.

- 1810 Separatist movements begin in Latin America.

- 1821 Mexico declares independence.

- 1846 Mexico and the U.S. go to war over Texas. In 1848, Mexico surrenders.

- 1868 Cubans revolt 300 years of Spanish rule. Many leave for the U.S. 14th Amendment declares all people of Hispanic origin born in the U.S. as citizens.

- 1878 General Antonio Maceo Grajales, second-in-command of the Cuban army of independence, refuses to surrender without winning Cuban independence from Spain and the abolition of slavery, but is ultimately forced out of Cuba.

- 1897 Spanish government grants Cuba and Puerto Rico autonomy and home rule.

- 1898 The U.S. declares war on Spain over Cuba. The Cuban Revolutionary Party strikes a deal with the U.S.: In return for Cuban rebels' cooperation, the U.S. agrees to leave Cuba at the end of the war. The U.S. usurps Puerto Rico as a territory through war.

- 1901 Under the Platt Amendment, the U.S. government declares the right to build a naval base on Cuba and dictates that Cuba cannot sign treaties with other countries or borrow money without U.S. approval. With these parameters, the U.S. government grants the government of Cuba to its people.

- 1902 The Reclamation Act is passed, taking land away from many Hispanic Americans. Cuba declares independence.

- 1917 Puerto Ricans granted U.S. citizenship. Congress imposes a literacy requirement on immigrants. "Temporary" Mexican workers are permitted into the U.S. to work during WWI. The Selective Service Act becomes law and Mexicans, among others, are forced to register for the draft even though they are not citizens.

- 1922 Arturo Alfonso Schomburg, a Black Puerto Rican-American writer, activist and collector becomes president of the American Negro Society.

- 1925 The U.S. creates Border Patrol.

- 1932 The U.S. government begins deporting Mexicans.

- 1933 Roosevelt reverses the policy of English as the official language in Puerto Rico.

- 1940s Many Latino-Americans enlist in WWII. The Fair Employment Practices Act is passed.

1943 Racial tensions in California become apparent as the Zoot Suit riots take place. Authorities view young Chicanos wearing loose “zoot suits” as criminals. Anglo Sailors beat several young Chicano men.

1944 Mexican-American veterans struggle to receive settlements for veterans. Operation Bootstrap, a program Puerto Rico initiates to encourage industrialization and to meet U.S. labor demands, fuels a large wave of migrant workers to the United States.

1947 Puerto Rico becomes a U.S. commonwealth. Sylvia Mendez sues — and wins — after being turned away from a “whites only” public school in California. Her case, *Mendez v. Westminster* paves the way for the later *Brown v. Board of Education*.

1954 The case *Hernandez v. The State of Texas* becomes the first Supreme Court case Mexican-American attorneys brief and argue. The Supreme Court recognizes that Latinos are suffering discrimination, paving the way for Hispanic Americans to fight for their equality in court. The U.S. government puts “Operation Wetback” into place to locate and deport undocumented workers. Ultimately, 3.8 million people of Mexican descent are deported.

1956 Nearly a dozen bills are introduced into the Senate to preserve segregation. Henry B. Gonzalez stages an effective filibuster, speaking for 22 straight hours in an effort to stop them.

1958 “West Side Story” premieres on Broadway, highlighting racial tensions in the U.S.

1960 After Fidel Castro takes over Cuba, many Cubans begin fleeing to the U.S. The Young Lords, a Puerto Rican activist movement, launches in Chicago. The Mirabal sisters, three Dominican sisters, remembered as political and feminist icons for their resistance of corrupt leader Generalissimo Rafael Leonidas Trujillo Molina, are assassinated for their activism.

1961 U.S. is defeated in Bay of Pigs invasion in Cuba.

1962 César Chávez and Dolores Huerta found National Farm Workers Association to advocate for migrant worker rights. It later becomes the United Farm Workers of America.

1963 President John F. Kennedy is assassinated, leaving Lyndon B. Johnson as successor. Johnson appoints more Mexican-Americans to positions in government than any president before and passes landmark legislation advocating desegregation.

1964 Congress passes the Civil Rights Act.

1965 The Delano Grape Strike begins as workers in Delano, California, along with the National Farmworkers Association lead protests.

1966 Striking Delano grape workers face attacks. The Senate Sub-Committee on Migratory Labor holds hearings in Delano. On the morning following the hearings, César Chávez gathers 100 farm workers to march to the San Joaquin Valley. The number of demonstrators rises into the thousands.

1968 Hispanic and Latino students walk out of high schools in L.A. and San Antonio to protest inequalities. President Lyndon B. Johnson creates Hispanic Heritage Week starting Sept. 15. It later becomes Hispanic Heritage Month, running from Sept. 15–Oct. 15, encompassing many dates significant to various Latin American countries.

1970 Herman Badillo becomes the first Puerto Rican American to serve in Congress. In Texas, Jose Angel Gutierrez is elected county judge.

1973 U.S. government officially recognizes the term “Hispanic.” Roberto Clemente becomes the first Black Latino/Caribbean athlete to be inducted into the Baseball Hall of Fame.

1974 Congress passes the Equal Educational Opportunity Act, offering bilingual education to Hispanic students.

1975 Voting Rights Act of 1975 makes bilingual ballots a requirement in many areas.



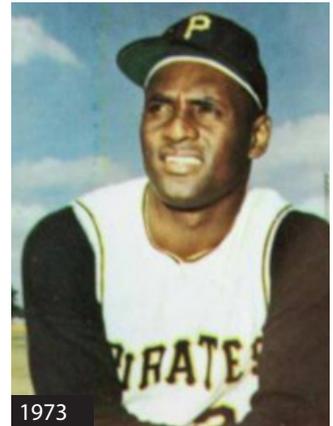
1947



1960



1968



1973

1986 President Ronald Reagan signs the Immigration Reform and Control Act that puts three million people on the path to citizenship.

1987 The National Hispanic Leadership Institute addresses lack of representation of Latinas in corporations, politics and nonprofits.

1988 Hispanic Heritage Month (Sept. 15–Oct. 15) becomes official under President Reagan.

1989 Ileana Ros-Lehtinen becomes first Hispanic woman elected to Congress.

1990 Antonia C. Novello becomes the first woman and Hispanic surgeon general of the U.S.

1993 Ellen Ochoa becomes the first Hispanic woman to go to space. President Bill Clinton appoints Federico Peña as Secretary of Transportation and Henry Cisneros as Secretary of Housing and Urban Development, making them both the first Hispanics to hold those positions. He also appoints Norma Cantú, former Director of the Mexican American Legal Defense and Education Fund, to the position of Assistant Secretary for Civil Rights within the Department of Education. Twenty-five other Hispanics are appointed to positions needing Senate confirmation under this presidency.

1994 Californians pass Proposition 187, which bans undocumented immigrants from receiving public education and other public benefits. The U.S., Mexico and Canada sign NAFTA that allows money to cross borders but not people, hurting Mexican farm workers as cheap U.S. imports put them out of business.

1995 Proposition 187 deemed unconstitutional.

1997 The U.S. government officially adopts the term Latino.

1998 Carlos Santana becomes first Hispanic musician to be inducted into the Rock & Roll Hall of Fame.

2001 Representative Luis Gutiérrez proposes the first version of the DREAM Act, which would grant citizenship to those who entered the

U.S. undocumented as children.

2003 Hispanics become the nation's largest minority group.

2004 In Arizona, an anti-immigration group called "The Minutemen" take patrolling the border into their own hands, reporting unauthorized border crossings to the Border Patrol.

2009 Puerto Rican Sonia Sotomayor becomes the first Latina Supreme Court Justice.

2010 Marco Rubio, a second-generation Cuban-American becomes Florida U.S. Senator.

2012 The Deferred Action of Childhood Arrivals (DACA) begins under President Obama. It allows those who entered the U.S. undocumented as children to have eligibility for a work permit and a two-year deferred action from deportation.

2015 Afro-Mexicans are finally included in the Mexican Census.

2016 The term "Latinx" becomes more widely used as a gender-neutral alternative to "Latina" or "Latino," making more space for LGBTQ members of the community.

2017 "Day Without Immigrants" protests take place across the nation with the intention of showing businesses how valuable immigrants are to the economy

2018 Epsy Alejandra Campell Barr becomes Costa Rica's first Black Vice President.

2019 Puerto Rican American Alexandria Ocasio-Cortez joins the House of Representatives, representing a district in NY. Her outspokenness earns her hate from Republicans, especially President Trump. More people are in custody at the U.S./ Mexico border than ever before, raising human rights concerns for the facilities' inhuman conditions. Puerto Rican protesters lead Governor Ricardo Rosselló to resign over corruption and the leak of thousands of offensive text messages between him and his cabinet. Activists consider the unprecedented resignation a victory.



1993



2009



2017



2019

Defining Hispanic vs. Latinx

Often used interchangeably, these terms refer to two slightly different, but often related things. Basically, the term “Hispanic” refers to those whose native language is Spanish and/or two descended from those of Spanish-speaking populations. “Latinx” refers to those who are from or are descended from people of Latin America. Not every country in Latin America was colonized by the Spanish. Anyone from Central or South America or the Caribbean may identify as Latinx. For example, Brazil’s official language is Portuguese and Haiti’s French Guiana’s is French.

Hispanic refers to language — an element of culture, which makes it similar to an ethnicity, or a group of people who share a common culture. Even still, many different ethnic groups with very different cultures can identify as Hispanic. Just think: People from Argentina, the Dominican Republic and Mexico all practice different cultures, but share the common cultural element of language.

On many U.S. documents, Hispanic and Latinx are considered races. While many people do view these identities as racial, many still check the Hispanic/Latinx box and note an additional race. In the U.S., Hispanic and Latinx people are often associated with having “brown” skin and many do consider Latinx to be their primary race. However, Hispanic and Latinx people can be of any color or race: Black, white, Indigenous, mixed or even Asian. Some Black Hispanic/Latinx people identify as Afro-Caribbean or Afro-Latinx to differentiate from other populations of Hispanic/Latinx people with European and/or Indigenous heritage.



People of different races and cultures from around the world identify as Hispanic and/or Latinx. Saying Hispanic/Latinx people can come from any race does not erase the reality of racism and colorism for those who are not white or light-skinned. European colonization and white supremacy uphold race as a construct with very real implications. Hispanic/Latinx people with lighter features often have privilege over those with darker features. Not everyone who identifies as Hispanic/Latinx is treated the same.

The -x ending of “Latinx” is a newly-adopted LGBTQ-alternative to using the traditional gendered Spanish -o and -a endings. With the LGBTQ movement drawing attention to non-binary or genderqueer individuals who do not identify as male or female, “Latinx” acknowledges the intersection, or combination, of being LGBTQ and of Latin American descent. The term, which sprung from academic circles, offers an alternative to the gendered grammar of the Spanish language, which ends adjectives with either feminine -a or masculine -o endings, depending on the “gender” of the accompanying noun. Many news outlets such as NPR have already adopted the term into their stylebooks. While some argue this amending of the language erases an element of Spanish-speaking culture, it is part of a larger movement to adopt more gender-neutral terms in the ways we speak (similar to adopting the singular “they” or the term “police officer” instead of “policeman” in English). Linguists also point out that the -x in Latinx makes a political statement that, historically (think, Malcom X), signifies resistance to the mainstream.

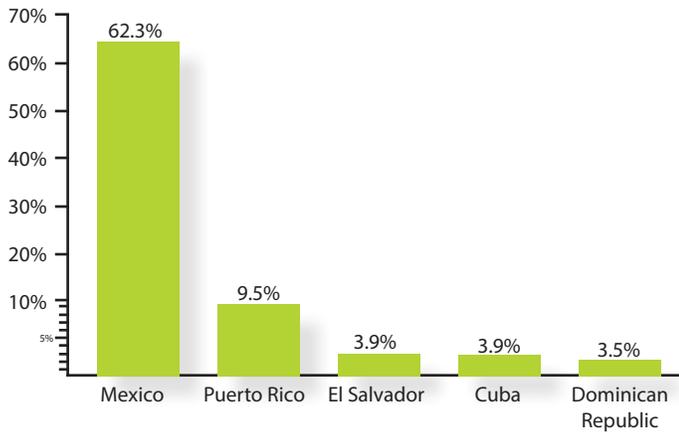


Facts & Figures

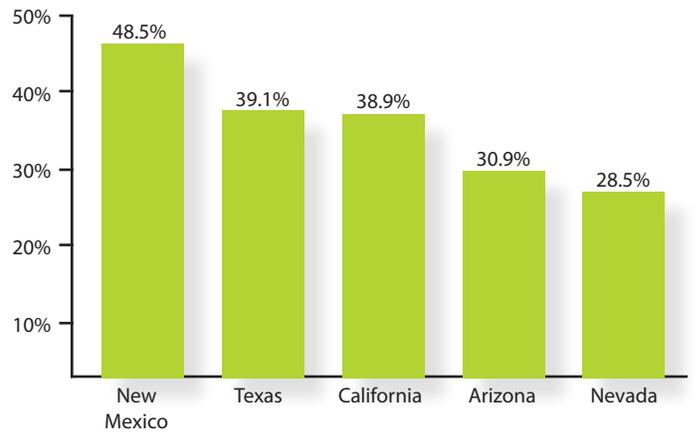
POPULATION



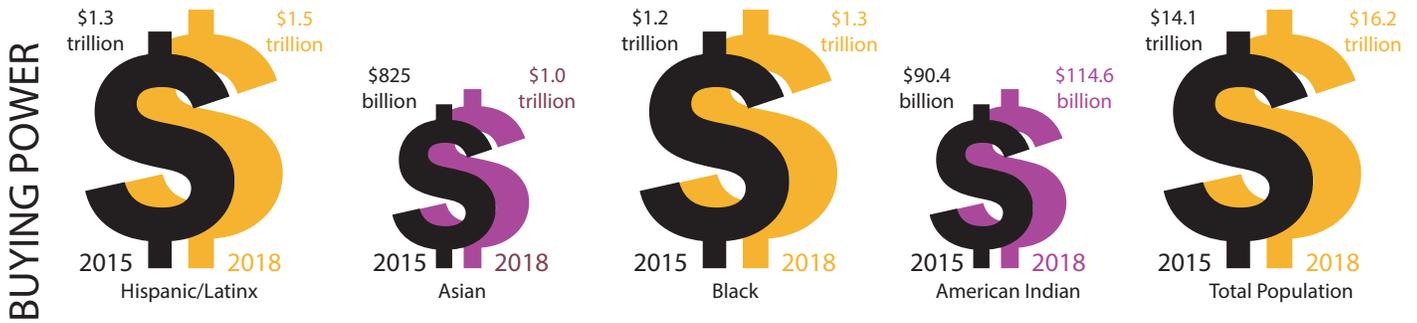
Top Countries of Origin for U.S. Latinx Population



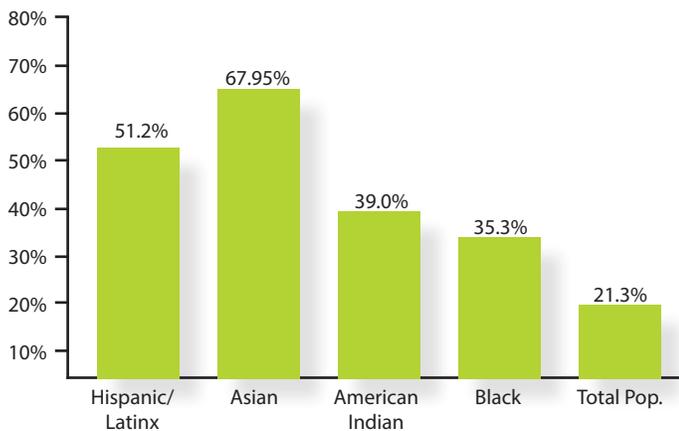
States with Highest Concentration of Latin Population



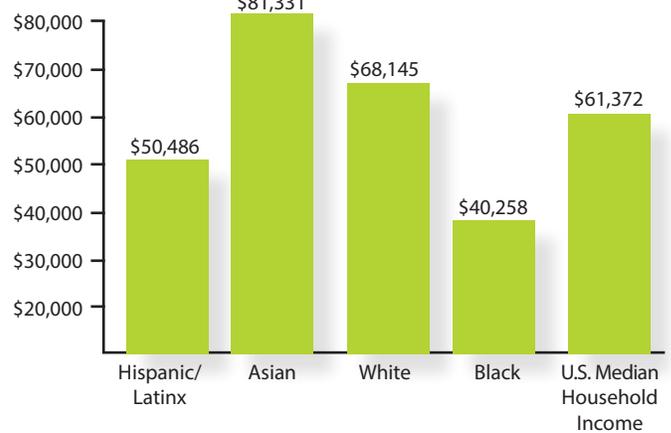
FINANCES



Percent Change in Buying Power (2010–2018)

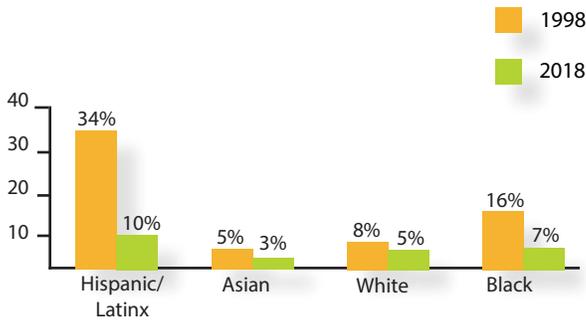


Median Household Income (2017)

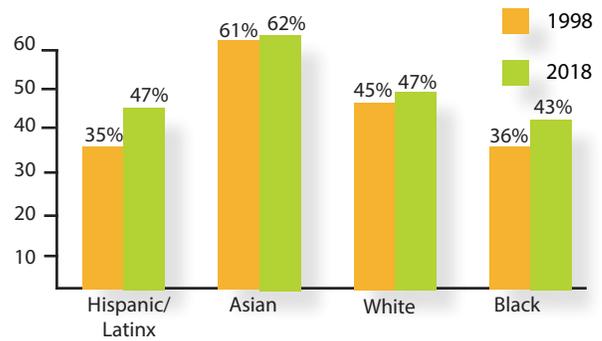


EDUCATION

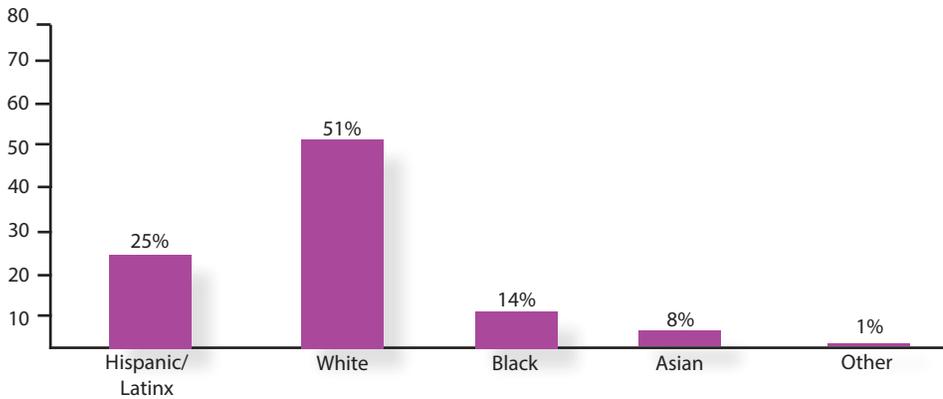
Hispanic/Latinx High School Dropout Rates as of 2018 Significantly Down from 1998



Hispanic/Latinx High School Graduates Enrollment in College As of 2018 Significantly Up From 1998



PROJECTED DEMOGRAPHICS OF HIGH SCHOOL GRADUATES FOR 2025



ADDITIONAL FACTS

73% of U.S. Hispanics say it's important for them that their children continue their family's cultural traditions, and that their ethnic cultural heritage is an important part of who they are, meaning their language, culture, and familial ties are a foundation in understanding the Latinx path to purchase.

Latinx people are the youngest ethnic group in the country, making many digital natives.

Via Nielson

BUSINESS

HISPANIC/LATINX ON BOARDS OF DIRECTORS

2019 DiversityInc Top 10 & Hall of Fame Companies: 7.1%

2019 DiversityInc Top 50 & Hall of Fame Companies: 6.2%

Fortune 100: 4.4%

Fortune 500: 3.8%



Misconceptions of and Microaggressions Toward the Hispanic/Latinx Community

Below are just a few examples of misconceptions about the Hispanic/Latinx communities as well as common microaggressions many Hispanic/Latinx people face — and information to disprove and denounce them.

MISCONCEPTION: To be considered Hispanic or Latinx, you must be of a certain race.

FACT CHECK: As discussed in our “Hispanic vs. Latinx” section, both terms refer most closely to ethnicities, however, span even broader than ethnicity to encompass people throughout the world. People who identify as Hispanic or Latinx can be Black, white, Indigenous, Asian, or a mix of any races. Though people of different colors may experience what it means to be Hispanic or Latinx differently, telling a person what their identity should be takes away their agency and connections to their heritage.

MISCONCEPTION: All people who are Hispanic or Latinx are from Mexico.

FACT CHECK: It sounds silly, but many Hispanic and Latinx people recall others automatically assuming they are Mexican. Twenty countries make up Latin America, and Hispanic and Latinx people come from different cultures and backgrounds. Grouping all Hispanic/Latinx cultures into one category erases diverse cultures, histories and identities.

MICROAGGRESSION: Hypersexualizing Hispanic/Latinx women

This toxic trope (which can lead to sexual harassment) is a stereotype, perpetuated largely by the media. Never assume anyone’s sexuality. It’s none of your business!

MICROAGGRESSION: Claiming migrants or people of color are “stealing jobs”

Everyone has the right to work here. Scapegoating people who come from different backgrounds than you for taking your opportunities is a xenophobic way to avoid taking control and responsibility of your own actions.

MICROAGGRESSION: Assuming Hispanic/Latinx people cannot speak English

Many Hispanic/Latinx people are bi- or multi-lingual, or may know English as their first language.

MISCONCEPTION: All Hispanic and Latinx people speak Spanish.

FACT CHECK: Whereas Hispanic refers to people of Spanish-speaking or ancestrally Spanish-speaking origin, Latinx refers to people with origins in South and Central America, where not everyone speaks Spanish. For example, the official language of Brazil is Portuguese. Belize and Guyana’s national language is English, French Guiana’s national language is French and Suriname’s national language is Dutch. Additionally, not everyone whose ancestors spoke Spanish knows the language. Many Hispanic/Latinx-Americans were born in the U.S., where their parents and relatives may not have spoken Spanish to them or at home.

MICROAGGRESSION: Assuming Hispanic/Latinx people come from poverty-stricken or violent areas

Another toxic stereotype perpetuated by the media. Hispanic and Latinx people come from a plethora of backgrounds. Just like people from all over the world, some Hispanic and Latinx people have overcome violence and poverty, while others haven’t. Instead of condemning others’ backgrounds and struggles, we should celebrate their achievements.

MICROAGGRESSION: Telling a Hispanic/Latinx person (or anyone, for that matter) to “go back” to where they came from

To many Hispanic/Latinx people, “where they came from” is the U.S. Those who are migrants belong here just as much as anyone else.