



• **NATIONAL
HISPANIC
HERITAGE MONTH**

September 15 to October 15



WAKE COUNTY
PUBLIC SCHOOL SYSTEM

Hispanic/Latino Population in the U.S.A

- ❑ 60.6 million Hispanics/Latinos as of July 1, 2019, making people of Hispanic origin the nation's largest ethnic or racial minority.
- ❑ Hispanics/Latinos constituted 18.5% of the nation's total population.
- ❑ 12 is the number of states with a population of one million or more Hispanic/Latino residents in 2019: Arizona, California, Colorado, Florida, Georgia, Illinois, New Jersey, New Mexico, New York, North Carolina, Pennsylvania and Texas.



Hispanic/Latinos in NC

- Over the last decade, NC's Hispanic/Latino population has grown by 25%, now greater than one million people, with 1,026,000 residents in 2019.
- 364,000 Hispanic/Latino students in NC public schools.
- Hispanics/Latinos comprise 1 in 10 NC residents, 17.9% of students enrolled in NC public schools and 14% of first-time, full-time students in NC community colleges are Hispanics/Latinos.
- 29,393 WCPSS students are Hispanics/Latinos.



<https://www.ncdemography.org/2021/02/05/north-carolinas-hispanic-community-2020-snapshot/>



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‘Nos Vamos Local’

“The Importance of Equity within the Hispanic/Latino Community”
Documentary on Local Hispanic/Latino Businesses

Why Did We Create This Documentary?



- To combine our interests for a meaningful project (Kavya is interested in Business and Spanish; Alanah has an interest in film production)
- To promote immigrant Hispanic/Latino businesses and bring awareness in light of COVID-19 when many small, more specifically Hispanic/Latino businesses, in the area were struggling to market and stay afloat.



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What Did We Learned?

Challenges: COVID- All the businesses were affected by the virus and pandemic in some way.

- The La Tapatía, Vida Dulce, Amparos and Mambo Dinamico all struggled to keep customers coming in.
- At La Ley all three radio announcers got coronavirus and had to work from home because their listeners depend on them for news and entertainment.

Strengths: Building strong relationships with community customers.

- Because most of the owners/workers primarily speak Spanish and live in an English-speaking country/city, the owners formed a deeper bond with the community.
- Their customers tend to be regulars because there aren't many Hispanic/Latino businesses like their around.
- We observed how friendly the owners/workers communicated with customers. At the grocery store they were talking and laughing with customers. They were building community!
- Long-term experience- All owners have been in the businesses for years and have a strong consumer base and clientele, many of whom are regulars. This also improves their quality of service.


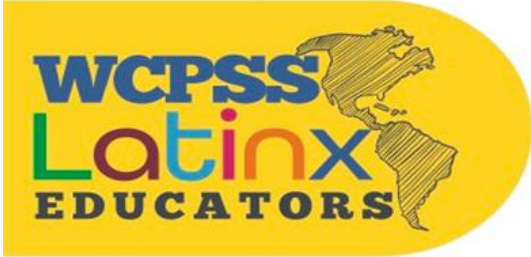



Why is This Important for The Hispanic/Latino Community?

- We want to lift marginalized businesses in the Hispanic/Latino community and focus on inclusion efforts within the immigrant Hispanic/Latino owners as part of the Hispanic/Latino Heritage Month.
- Particularly promote these small businesses during the pandemic time, when racial inequity has exacerbated.



You are Invited to
Attend!!!



INVITES YOU TO OUR VIRTUAL CELEBRATION

HISPANIC
HERITAGE
▶ **MONTH** ◀

SHOWCASING WCPSS & WAKE COUNTY LATINO RESOURCES

14 | **OCTOBER**
THURSDAY | 05:00 PM - 06:30 PM

<https://forms.gle/iw5sY4ZRia7a7HAr7>

For more information contact:
Dr Rangel at mrangel1@wcpss.net

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