

Clark County Latino Youth Conference 2020 ANNUAL REPORT





A Letter to the Community

What an extraordinary year it has been. As I take a moment to reflect and prepare for a new year ahead, I am humbled by 2020 and this learning journey we have all been on together. I've been reflecting on what this year has meant for the world and for me personally, and I would like to take a page or two to share what I am learning and where it is leading me.

Solidarity Makes Collaboration Sustainable

The challenges we've collectively faced in 2020 called for a new kind of leadership and collaboration. As Latinos, we tend to look more to issues of immigration, education, and family wellbeing. We watch our children stolen and our women in uniform unavenged. Meanwhile, our Black and Indigenous neighbors are facing continued genocide at the hands of police and policy, and our LGBTQ youth abandoned by their families and communities. People of color faced the same hatred, bigotry, and racism we always have – but we experience those things in different ways. Solidarity requires us to acknowledge the pain and suffering of the moment – to hold “their” pain as sacred and important as “our” pain. To act on behalf of one another and respect the culture of one another – even if we don't fully understand it. That wisdom holds true even more so within our collective response to the pandemic.

Our local partners faced unprecedented challenges – and solidarity allowed for deeper and more impactful collaboration. We came together with a sense of urgency to pursue our common purpose—to mitigate the social and health inequities for communities of color and change the rules of outreach and engagement. The pandemic created the necessity and opportunity for collaboration in new areas, new approaches, and deeper integration. It is one of the things I am grateful for in a year of continued adversity.

Resilience is All About Relationship

If you told me a year ago that in 2020, we'd take our Conference and other programming virtual, I'm not sure I would have believed you. But in the face of COVID-19, our dedicated team pulled it off and worked tirelessly to ensure BIPOC communities could access culturally relevant information and stay connected. This kind of shift or response during the pandemic was especially important for Clark County Latino

A Letter to the Community (cont.)

Youth Leadership. I'm proud of the ways our team innovated and overcame challenges to ensure we could deliver the information, resources, and support needed. They built and maintained strategic relationships with each other and our partners to ensure we could adapt, grow, and show up for our community.

We Need Intentional Connection – With Self and Others

2020 has been filled with challenges as individuals, as families, and as a community. What we have seen this year has been a turning point. There is a wide understanding that racism exists not just in individual acts, but within entrenched and largely invisible systems that perpetuate inequality. This saturation impacts our collective thinking and our individual wellbeing, whether we are white, brown, Black, or any shade between. The most pervasive impact: isolation.

COVID-19 created a physical distance that made everything feel more disconnected. As I adjusted to working virtually, I also had to adjust to newfound isolation. While I was fortunate to work from home, I was not immune to the effects of loneliness and longing for what we've all lost. I spent hours at a time alone in a room with a computer. Like so many others, I discovered the weight of isolation in the context of social unrest, oppression, fear, and turmoil.

I quickly realized the connections and routines we take for granted now had to be planned for and prioritized in ways I never imagined. I had to find ways to move my body regularly and connect with things that gave me purpose and joy, and I had to make the excruciating choice of severely limiting and modifying my time with my grandkids. It has been painful and I have felt grief in ways I did not anticipate. Mindfulness and staying present in the moment became an important part of my daily routine. These quiet shifts have helped, but nothing about this is easy - for any of us.

As I reflect on the wisdom of this tempestuous, lonely year, I find myself deeply grateful. For my well-being and stability, for a family that has the capacity to adapt, for small joys and mindful moments that get me through the day. I am also humbled by the work we do and who I get to work alongside. Our partners and collaborators walk the talk of compassion and solidarity. They come to the table when it is hard, and they are a constant reminder that our resilience is found in Community connection and relationships most of all.

Diana Avalos-Leos

Director and Founder of CCLYC

Covid Rapid Response and Collaboration

In response to the overwhelming challenges facing our community and especially our Latino and BIPOC families during the pandemic, local organizations mobilized to coordinate efforts and pool resources. In March of 2020, CCLYC joined with LULAC, LCRG, and NAACP to form the rapid response team addressing unmet needs of undocumented and mixed status families who did not qualify for CAREs funds or resources. Project leaders, and support teams - your generosity and wisdom are deeply appreciated!



Targeted Services:

- Housing Stability Assistance
- Utilities
- Medical supplies
- Basic Needs and Referrals



Community-wide Activities and Services:

Initial drive through testing site in the region

Culturally health and prevention info

Weekly charlas addressing mental health and community resources for Spanish speaking community

Organizational capacity building and support for partner projects specific to BIPOC communities

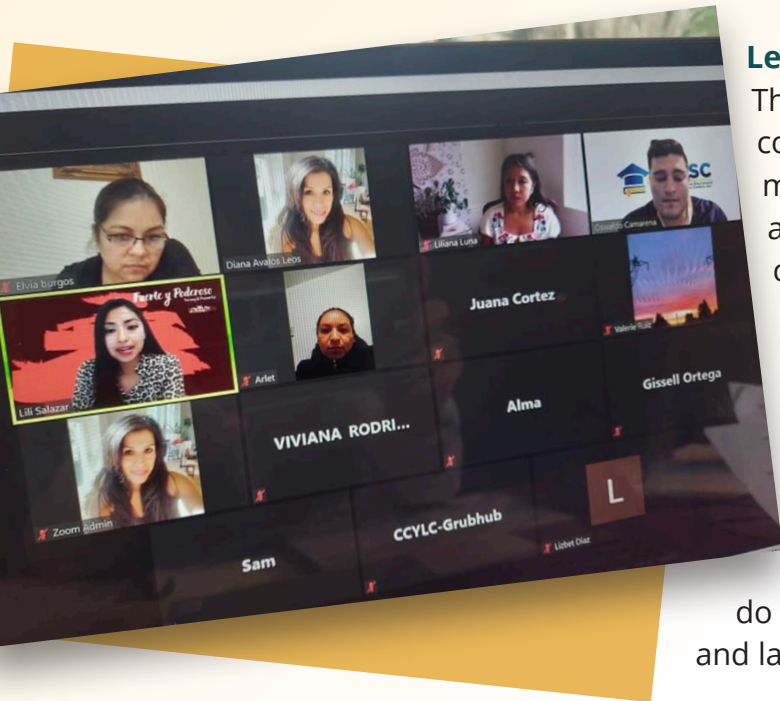
Compliance and management information and custom signage for Latinx-owned businesses along the Fourth Plain corridor

We are strong and powerful together. Our families and communities are safer, healthier, and more resilient when we join together. Thank you to our organizational leaders, project leaders, and support teams - your generosity and wisdom are deeply appreciated!

Conference Summary

In October 2020, the Clark County Latino Youth Conference celebrated its 9th year supporting youth, parents, and young professionals. While this year has had its challenges, we were determined to model the type of resilience, strength, and values that we bring to our community. Through the integration of virtual platforms as part of our outreach methods, and help from supporting partners and volunteers, we were able to present *Fuerte y Poderoso: Youth Leadership Conference*.

Our first virtual conference was held over two separate weekends. Attendees received valuable information from Keynote presenters, as Tyler Monk dazzled youth with his motivational poetry, Isabel Azcarraga taught parents the importance of supporting our virtual learners. Attendees engaged in discussions about mental and emotional well-being as well as financial aid/ college prep. The first weekend of the sessions was youth-focused and predominantly in English. Parent sessions, which took place the following weekend, were entirely in Spanish. We have always done this work on a college campus and for CCLYC it was a learning opportunity to explore different ways of providing the youth conference in a way that was safe and continued to support our Latinx families.



Lessons learned/Success:

The pandemic impacted every element of the conference, but our team, our speakers, and more than 20 families worked together to create a meaningful experience where our Latinx community could find mutual support, connection, and growth. Though our attendance was lower than in previous years, families were able to utilize information immediately and expressed gratitude towards presenters. While this year may have looked different, it was a major learning experience for everyone involved. We learned what not to do in the future, areas to improve, and built new and lasting connections along the way.

Conference Feedback:

Presenters:

Community stakeholders came together because they continue to see the value and outcomes our organization brings to our community. Here's what some of them had to say:

"LYC is an opportunity for our young leaders to connect, grow together, and develop their leadership skills to make true impact in their community. For the last 6 years, I am grateful to be a part of this work!"

- Tyler Monk, 2020 Youth Keynote Presenter

"I am grateful to be a part of this work!"

Participant Feedback:

"Justo lo que necesitaba muchas gracias" "Just what I needed, thank you very much" - Parent Attendee

"Muchimas gracias a todos por todo la Informacion"

"Thank you all very much for all the information"

-Parent Attendee

"That was beautiful!" - Youth Attendee

"That was amazing!" - Youth Attendee

Quotes from MECHA Youth:

"I think that even though the conference was definitely different, it was good! I only wish we had more time "

- MECHA Member/Student Attendee

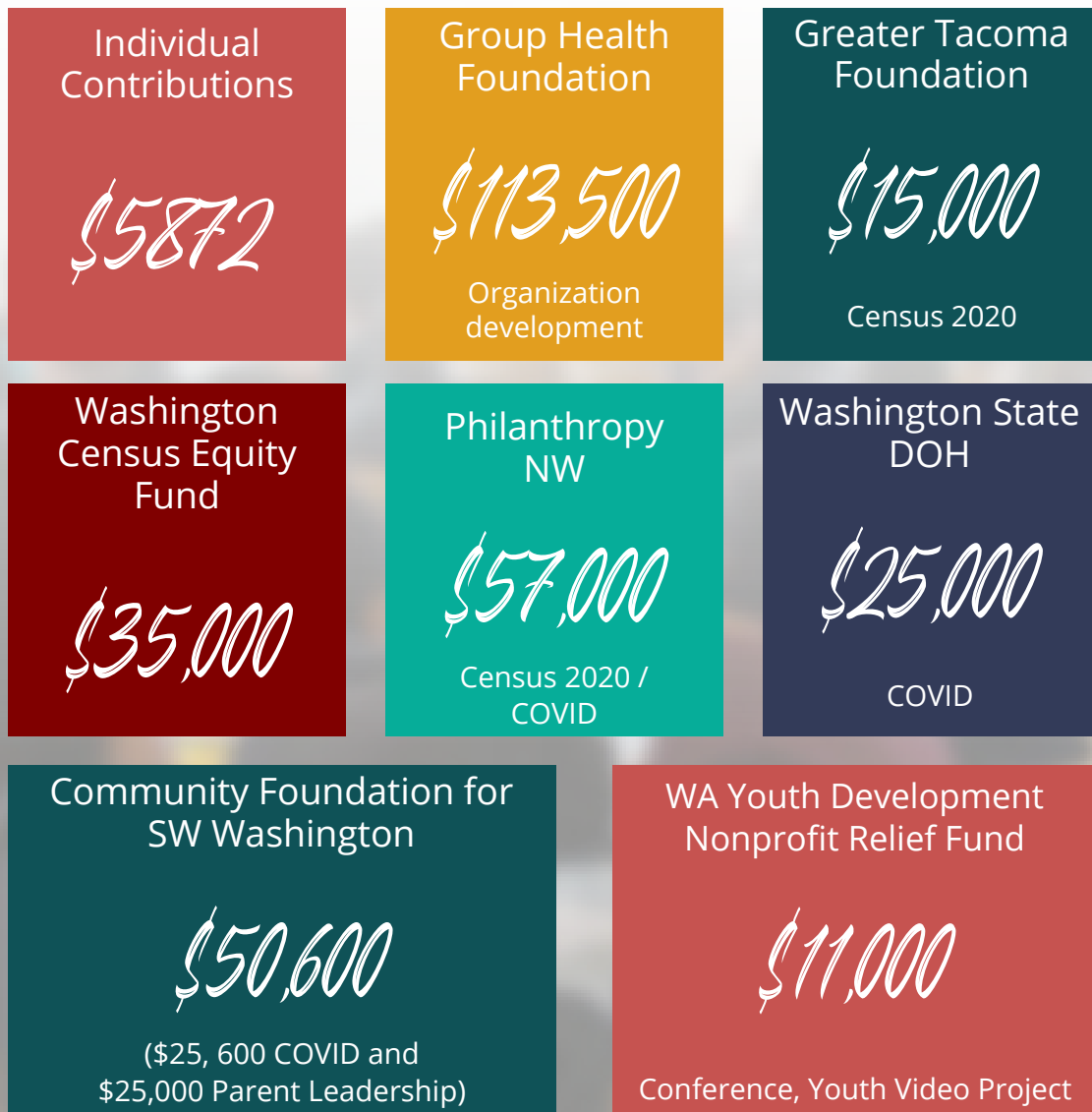


By The Numbers

Funding & Expenses

Total 2020 funding: *\$312,972*

Funding Sources



By The Numbers

Funding & Expenses

Program Spending



Total number of participants:



125 youth and 35 parents may be disheartening compared to previous years...until you consider that even during national crisis, political and social unrest, chaos and disruption, more than 150 Latino families felt supported, connected, and better equipped to face the challenges before them. Covid may have impacted our attendance - but not our impact!

Social Media Outreach and Impact

In 2020, Clark County Latino Youth Conference saw a need for culturally centered and targeted health information. Working with local leaders and parents in the Latino community, we partnered with Way Enough Decision Coaching and Spry Digital Media to create a public health campaign to inform the Latinx community about COVID-19 symptoms, mandates, guidelines, and resources.

Topics ranged from distance learning, social distancing, and navigating the emotional aspects of living through a global pandemic to basic illness prevention. Solidarity and support are essential to community health and wellbeing. The content was developed with Fourth Plain Forward to provide Latino-owned businesses information about COVID-19 relief funding and guidelines.

We are humbled and honored to stand in solidarity with the NAACP and Black communities as we all fight for safety and equality. We provided voting resources, solidarity action opportunities, and partnered on campaign messaging to reach BIPOC youth.

Clark County Latino Youth Conference's social media following has more than doubled in size this year. The content published by CCLYC was seen over half a million times throughout the year. Our content consumers engaged more than 40,000 times over our 528 posts.



Social Media Outreach and Impact

2020 Community Growth
+113%
(Jan 1, 686 – Dec 31, 1,460)

Total Messages Sent
528

Total Reach
579,495
Our content was seen over 500,000 times in 2020.

Total Engagements
40,867

Average Post Reach
1,098

Average Number of People Engaging per Post
59

Average Engagements per Post
77

20 posts Reached Over
5000 people

Most Popular Post Reached Over
9000 people

Page Likes
1358
+657 likes since March 2020

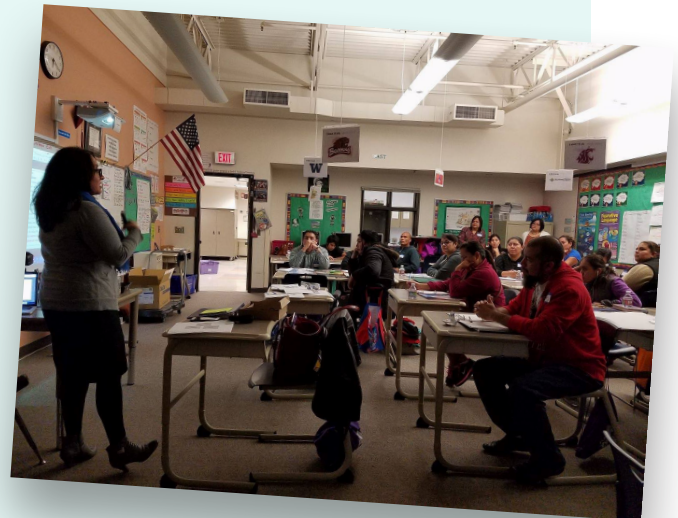
Page Follows
1537
+ 856 Follower growth since

Parent Leadership Outreach Project



SW Washington Latino Parent Leadership Institute
by: Dr. Katherine Rodela

The SW Washington Latino Parent Leadership Institute was founded in 2015 by CCLYC Executive Director Diana Avalos Leos and WSU Vancouver professor Dr. Katherine Rodela, in partnership with a strong team of community leaders, including Esmey Farias, Luis Nava, Carla Feltz, Adriana Garcia, and Milagros Quiñones Herrera. We are a bilingual, multicultural, multiracial and inclusive community of educators, leaders, researchers, and parents. We promote and help develop the leadership and advocacy of all parents and family caregivers, especially Latinx families in our local schools and communities. Since our founding, we have led and offered bilingual, culturally responsive leadership workshops in Vancouver Public Schools and Woodland Public Schools, working in partnership with over 45 parent leaders from districts across Clark and Cowlitz County. As we move forward and in response to the current challenges facing Latinx youth and families in our community, we have begun discussions on how to create intercultural partnerships with other communities of color disproportionately impacted by COVID-19. We have recently submitted a national research grant with WSU Vancouver Nursing professor Dr. Connie Nguyen-Truong and the Micronesian Islander (MI) Community organization to potentially launch intercultural workshops on healing and leadership for MI and Latinx families. We are eager to re-launch our workshops in response to Latinx parent interests and needs towards greater equity and justice for all underserved students and communities of color in the Pacific Northwest. Youth Leadership. I'm proud of the ways our team innovated and overcame challenges to ensure we could deliver the information, resources, and support needed. They built and maintained strategic relationships with each other and our partners to ensure we could adapt, grow, and show up for our community.



Hummingbirds and Humans: Strength in the Struggle

In ancient Aztec mythology, the hummingbird was a symbol of strength and as a reminder of ultimate resilience – in battle and beyond. We’ve been battling many things this year. We continue to fight for something of great power and worth: our children, our families, our connections, our future.

As we enter into our 10th year in 2021, you’ll see our resilience as we follow our dreams in the midst of life’s struggle. Our programs, team, and even our name will transform and take in a new life as the ancient hummingbird legend. But you won’t see us waver from our values or our goals of providing youth and their families the training and support they need to navigate systems, advocate for themselves and each other, and engage in their communities with power and knowledge.



Our founding mission to motivate youth to pursue higher education or technical careers, seek opportunities, and engage in positive behaviors is being realized: our youth and families are learning, leading, and engaging in advocacy at all levels of the community. 2021 brings the deep honor of serving in new ways as we continue to provide Latinx emerging leaders the skills, support, and social capital to achieve their goals and support their families and their future.



Thank You

Juntos Fuerte y Poderosos! Strong and Powerful - Together!

This work would not be possible without a diverse network of committed people and organizations:

PARTNERS

LULAC
NAACP
LCRG
Fourth Plain Forward
LNEsc Upward Bound
Central Vancouver Coalition
Clark County Public Health
Tyler Monk, The Underdog Mentality
Javier Navarro, State Farm Insurance

DONORS

Community Foundation for SW Washington
Greater Tacoma Foundation
Group Health Foundation
Philanthropy NW
Washington Youth Development Nonprofit Relief Fund
Washington Census Equity Fund
Washington State Department of Health

COLLABORATORS

Aaron Birch, Graphic Art & Design
Alma Melchor Burgos, MeChA
Bethany Rivard, Fort Vancouver High School
Blaire Hervey, The Corporate Strategist
Christian Conseco, COmmunity Leader
Delena Meyer, Way Enough Decision Coaching
Gabriela Ewing, Pasitos Gigantes Southwest Washington
Genie Gomez, Community Volunteer
Hilda Lail, Translation and Messaging
Jair Carlos, MeChA
Lacey Faight, Spry Digital Media
Lili Salazar, Uniweb Digital
Liliana Luna, Esperanza Health Center
Luis Huerta, MeChA
Rosalinda Mendoza, CCLYC Program Coordinator
Samantha Meza Rodriguez, MeChA



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