



**UNITED STATES HISPANIC  
LEADERSHIP INSTITUTE**

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**39th**

**NATIONAL  
CONFERENCE**

**February 18-20, 2021**



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## About USHLI

USHLI is an award-winning Chicago-based national, non-profit, non-partisan organization. The four pillars of its work are education, servant leadership development, civic engagement, and research. USHLI is recognized as an official source of demographic, economic, and social statistics produced by the U.S. Census Bureau.



## Mission & History

The mission of the United States Hispanic Leadership Institute (USHLI) is to fulfill the promises and principles of democracy by promoting education and leadership development, empowering Latinos and similarly disenfranchised groups through civic engagement and research, and by maximizing participation in the electoral process. Over the last 38 years, the United States Hispanic Leadership Institute (USHLI) has empowered minorities and similarly disenfranchised groups through leadership development, civic engagement, and research. Most importantly, USHLI has:

## Track Record

- Trained over 1,025,000 present and future leaders
- Awarded over \$1.4 million in scholarships and internships
- Registered 2.3 million voters
- Published 425 reports on Latino Demographics, including the Almanac of Latino Politics
- Organized 38 national conferences attended annually by leaders representing 40 states



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## About the Conference

The USHLI Conference has become the premier Hispanic leadership conference in the nation, attracting a complete cross-section of our leadership community and involving all ancestry groups. Over 6,500 present and future leaders representing 40 states have historically attended various events throughout a three-day conference. Our 2020 conference demographic survey included over 1,300 participant surveys; 83% were between the ages of 18-34; 67% were female; and 78% were attending or had completed college. The survey also found that 6.5% of our attendees are pursuing an advanced degree. Participants included high school and college students and graduates, young professionals, public officials, and senior citizens representing a cross section of America's \$2.5 trillion Latino consumer market.



Our 2021 National Conference will be presented in a virtual format for the first time in our 39-year history, which provides a unique opportunity to reach additional participants. This leadership conference provides an extraordinary opportunity for students and young professionals to interact with recruiters, national policy-makers, and future employers. Participants will hear nationally prominent, standing-ovation quality speakers and expert presenters in highly interactive workshops and forums.

The goals of the conference are to develop and/or strengthen participants' leadership skills, provide access to resources and opportunities, strengthen their cultural identities and pride, and to promote growth as servant leaders.

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## Population Overview



**90%**

*Ages 18-35*



**93%**

*Identified as  
Hispanic*



**67%**

*Identified  
as Female*



**58%**

*Part-time or  
Full-time job*



**69%**

*Undergraduate  
Students*



**12%**

*Community  
College  
Students*



**82%**

*Eligible to  
Vote*



**78%**

*Registered to  
Vote*

## Top 10 Majors

In our survey, attendees selected over 156 different majors. Below are the top 10 majors:

- 1 | Education / Early Childhood**
- 2 | Psychology**
- 3 | Biology/Biological Sciences**
- 4 | Business & Management**
- 5 | Engineering (All types)**

- 6 | Nursing**
- 7 | Political Science**
- 8 | Criminal Justice & Law**
- 9 | Communications**
- 10 | Health Sciences/Management**



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## PROGRAM AGENDA

### 2021 NATIONAL STUDENT LEADERSHIP SERIES

Thursday, February 18

09:00 AM - 09:10 AM	Opening Remarks
09:10 AM - 09:30AM	Entertainment   Slam Poetry
09:30 AM - 10:15 AM	2021 NATIONAL STUDENT LEADERSHIP SERIES LAUNCH
10:30 AM - 11:10 AM	Financial Aid Workshop (High School Students)
10:30 AM - 11:10 AM	Workshop Cycle I (All Participants)
12:00 PM - 02:00 PM	Undergraduate Recruitment Fair
12:00 PM - 02:00 PM	Graduate School Recruitment Fair



02:00 PM - 03:00 PM	LATINO EDUCATION: The Past and The Future Two Perspectives from Latino Educators
03:00 PM - 04:00 PM	LATINO EDUCATION   Roundtable Discussion



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## **2021 NATIONAL CONFERENCE**

**Friday, February 19**

<b>09:00 AM - 09:50 AM</b>	<b>CAFECITO con LATINAS</b> Followed by Q&A
<b>09:50 AM - 10:00 AM</b>	<b>Entertainment Break</b>
<b>10:10 AM - 11:00 AM</b>	<b>Latina Empowerment   Roundtable Discussion</b>
<b>11:00 AM - 11:30 AM</b>	<b>Entertainment Break</b>
<b>11:30 AM - 12:15 PM</b>	<b>Workshop Cycle II: Workforce Development</b>
<b>12:30 PM - 02:00 PM</b>	<b>CAREER CONNECTION</b> Career Talks with Sponsors   CAREER FAIR
<b>12:30 PM - 03:30 PM</b>	<b>Interview Chat Rooms</b>



<b>02:00 PM - 02:45 PM</b>	<b>Workshop Cycle III</b>
<b>03:00 PM - 4:30 PM</b>	<b>Chicano Civil Rights Documentary</b> Followed by Q&A

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## **2021 NATIONAL CONFERENCE**

**Saturday, February 20**

**09:00 AM - 09:30 AM**

**IT'S MORNING IN AMERICA**

Keynote followed by Q&A

**09:30 AM - 10:20 AM**

**COVID-19 | Roundtable Discussion**

- The Damage
- The Vaccine
- Living with COVID - The New Normal

**10:20 AM - 10:30 AM**

**Entertainment Break**

**11:30 AM - 11:15 AM**

**Workshop Cycle III**

**11:15 AM - 12:00 PM**

**Entertainment Break**

**12:00 PM - 12:30 PM**

**A NEW BEGINNING**

Keynote followed by Q&A

**12:30 PM - 01:30 PM**

**The Latino Vote of 2020 | Roundtable Discussion**

- The Numbers
- The Gains
- The Losses
- Going Forward

**01:30 PM - 02:20 PM**

**The Census and Redistricting | Roundtable Discussion**

- The Numbers
- The Potential
- The Obstacles
- The Plan

**02:20 PM - 02:30 PM**

**Entertainment Break**

**02:30 PM - 03:20 PM**

**LATINO LEGENDS AWARD PRESENTATION**

**03:20 PM - 04:00 PM**

**Closing Remarks | Concert**