

Hispanic Heritage Month 1996

PREFACE

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SCOPE

The Topical Research Intern Program provides the opportunity for Servicemembers and DoD civilian employees to work on diversity/equal opportunity projects while on a 30-day tour of duty at the Institute. During their tour, the interns use a variety of primary and secondary source materials to compile a review of data or research pertaining to an issue of importance to equal opportunity (EO) and equal employment opportunity (EEO) specialists, supervisors, and other leaders throughout the Services. The resulting publications (such as this one) are intended as resource and educational materials and do not represent official policy statements or endorsements by the DoD or any of its agencies. The publications are distributed to EO/EEO personnel and selected senior officials to aid them in their duties.

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FOREWORD

A presidential proclamation in 1968 identified a week each year to recognize the role Hispanics have played in building this great nation of ours. This role reaches deep into the past from our exploratory and colonization period, when we were writing a new chapter in the history of the world, and extends to the present as Hispanics help prepare America to meet the next millennium. Realizing that a week was not enough time to recognize Hispanic achievements and contributions, Congress passed a bill effective January 1, 1989, which extended this time to a month. We now have what is known as

Hispanic Heritage Month. (18:1) Every year a theme is associated with the celebration to help us focus on a particular area of achievement. This year, 1996, the theme for celebration is, "Hispanics: Challenging the Future."

INTRODUCTION

The history of the United States and the history of Hispanics on this continent are so intertwined that they are almost inseparable. The quest that led the first group of Spanish explorers to the "New World" was one that changed the course of history forever. That very first quest was one that challenged the future, as those first explorers set out with the bold courage of their conviction that the world was round. They hoped that by sailing west they could end up in the east, a very counter-intuitive thought for the period they lived in. With faith in their Creator and armed with the geography and science they had learned from their Jewish, Arab, and Christian teachers, they set sail for the future in their rickety ships and placed into motion a series of events that changed history forever.

Hispanics have always challenged the future. They did it in the past when they set sail on an uncharted sea. They did it in their many countries of origin exploring and building nations, and they continue to do so in the present. As this country steps into the twenty-first century it will find Hispanics keeping in step, if not, in some cases, leading the way. To help us understand the gauntlet that the Hispanic community is throwing out in challenge of the future, we must first understand a little about their past challenges and achievements, where they are today demographically, socially, economically, and how they want to take and mold the future for themselves and their children. We will see that, as with all other ethnic groups in this fabric of diversity we call America, their success in meeting their future will be everybody's success.

HISTORICAL BACKGROUND

Every elementary school child knows that the Spanish were one of the many ethnic groups involved in the early exploration and settling of this "New World" called America. They had explored and set up settlements in the early 1500s in the territory known today as California, Colorado, New Mexico, Texas, and Florida. The first permanent settlement they established in the New World was Isabela on the island of Hispaniola in 1494. They established the earliest European settlement in North America in 1563 at Saint Augustine, Florida. (14:xxi) It should be noted that they explored much of the American South and Southeast many years before this.

To sustain their settlements and to justify future exploration and settlement of these lands, they had to make their colonies economically lucrative enterprises for their sponsors back home. To do this they either mined for precious metals or produced high profit crops such as sugar or livestock. To maximize profits they exploited the native population for labor. As time went on, the native population was decimated by the foreign diseases their immune systems could not handle or through forced labor and abuse. As Nicolas

Kanellos writes in *The Hispanic Almanac*, "Unfortunately, European disease and the forced labor in the mines took a grim toll and many Indians became ill and died, or were virtually worked to death." (14:6) To solve this labor shortage problem, African slaves were introduced into the New World to replace the native population in the mines and fields.

Since there was a shortage of European women available for marriage in the early period of settlements, the Spanish explorers and settlers entered into relationships with the native women or female African slaves for companionship and sometimes started families. Kanellos explains that "The prodigious sexual appetite of the Spaniards led to numerous liaisons with the native women. From the moment they set foot on...soil, the conquistadors violated the women of the conquered tribes and took them as concubines, with only a few marrying among the Indians." (14:11) Due to their obsession with racial lineages, the Spanish developed categories of racial mixing. Kanellos tells us that "...the possible variations of mixture became so profuse that over one hundred categories existed by the end of the colonial rule in 1821." (14:11) What is interesting is that the Spaniards at this time were also a mixture of many bloods and cultures. Spain, by the time America was discovered, was exposed to a mixture of Celtic, Greek, Roman, Arab, and Jewish peoples, at a minimum. This mixing of the gene pool of these great peoples, the European Spaniard, the Native American and the African, would have a profound effect on what the term "Hispanic" would mean 500 years later.

This scenario played itself out in most of the Spanish settlements--in particular, Puerto Rico, Cuba, Mexico, and many of the Caribbean, South and Central American settlements. In many ways, this is the first common Hispanic experience in the New World. Besides the obvious tie of language, this diverse racial and cultural makeup of early Hispanics has extended itself into the present and has often challenged demographers in their definition of "Hispanic." It was from this strength of racial and cultural diversity, found in their very blood, that the first Hispanics forged their lives in new lands under very difficult conditions. They met the challenges of the past to bring their children to the present.

DEMOGRAPHICS

GROUP IDENTIFICATION

The question of who and what is an Hispanic has challenged census takers. In trying to get a picture of America's racial background, the Office of Management and Budget (OMB) under Statistical Directive 15 adopted in 1978, had developed five racial categories; White, Black, Asian, American Indian, and "Other Race." Using these racial categories in the 1990 census they discovered a surprising fact. As Gabrielle Sandor writes in *American Demographics*, "The number of people who checked that box ["Other"] increased 45% between the 1980 and 1990 censuses, to 9.8 million. That's about 1 in 25." (19:3) It is not that those people did not know who they were, they just had no category listed with which they could identify. In light of the Hispanic genetic mixture, Gabrielle Sandor does not find it surprising that "...over 40 percent of the

nation's 22 million Hispanics aren't willing to identify themselves as Black or White." (19:3) It turned out that 98% of the people who checked the "Other Race" box identified themselves later on in the survey as of Hispanic origin. (19:3)

This being the case, it would seem simple enough just to add the category "Hispanic" to the census. Doing so still leaves us with the question, What are the defining characteristics to have for one to be placed in the group Hispanic? Is it language? Not all Hispanics speak Spanish. Is it the religion? Though a large number of Hispanics are Roman Catholic, a significant portion of them are members of Protestant, Muslim, Jewish, Buddhist, and other faiths. What about using race as a discriminator? The Hispanics themselves will not allow that. It is not uncommon to have Hispanic families with multi-racial members. Here we see Hispanics challenge America's way of thinking when it deals with people just in terms of race. Using race as the sole discriminator in characterizing people, as was done in the past, fails miserably when dealing with Hispanics. As the 1990 census has already shown, Hispanics do not identify with any of the racial categories set forth by the government. We cannot even use the concept of Spanish-surnamed to define them because it is not uncommon to find Hispanics with English-, French-, or German-sounding names. It appears that the best way to define them is by letting them define themselves. As Gerardo and Barbara Marín point out in *Research With Hispanic Populations*, "For Hispanics, the central element to define group membership seems to be the national origin of the individuals or of their families or ancestors." (16:19) As a consequence, the Maríns give us OMB's definition of Hispanic: "'Hispanic' refers to 'a person of Mexican, Puerto Rican, Cuban, Central or South American or other Spanish culture or origin, regardless of race.'" (16:23)

GROUP NAME

Closely associated with the problem of defining the category "Hispanic," is the problem of the name of the category. The term "Hispanic" reflects a wide spectrum of cultures, beliefs, practices and traditions. As wide as this spectrum is, it is wonderfully bound together by common history, language, values and experience. This word, however, is not universally accepted by all Hispanic groups. This word comes from the ancient Latin word for Spain, Hispania. At times it was also used to describe the entire Iberian peninsula, i.e. Spain, Andorra, and Portugal. One of the driving forces that lends credence to this term is the fact that the Royal Academy of Spanish Language uses the term of "Hispanoamericanos" to define those populations living south of the Río Grande. The Maríns tell us other terms used, both by researchers and the groups themselves, are "...Latino, Raza, Spanish-speaking, Spanish-surnamed, Latin, Spanish, Latin American, Chicano." (16:19) These terms do not include popular local ones such as Tejano, or Nuyorikan. We should not think that these names are interchangeable and that Hispanics really do not care what they are called. The Maríns report that a recent survey of Hispanics in San Francisco showed that "...very few respondents (3%) felt that it did not matter which label was used to describe Hispanics in the United States." (16:23)

DATA AND PROJECTIONS

The United States Census Bureau tells us that as of March 1, 1996 there was an estimated 27,614,000 Hispanics living in the United States out of a total population of 264,349,000. (27:2) Those numbers tell us that about 1 in 10 Americans today claim to be of Hispanic origin. These innocuous statistics not only have tremendous ramifications for us as a Nation but, we will see, they will both challenge and lead America into the next millennium.

The U.S. Census Bureau has made projections of our population into the future based on data it acquired in the 1990 census and updated periodically through the decade with sample tests. Some of their projections for the Hispanic community have turned many heads. As Steven Holmes writes for the N.Y. Times News Service,

Fueled by immigration and higher birth rates among Hispanic women, the United States is undergoing a profound demographic shift, and by the middle of the next century only about half of the population will be non-Hispanic whites, the Census Bureau predicted.... By 2050, the bureau said, immigration patterns and differences in birth rates, combined with an overall slowdown in growth of the country's population, will produce a United States in which 53 percent of the people will be non-Hispanic whites, down from 74 percent today. In contrast, Hispanic people will make up 24.5 percent of the population, up from the current 10.2 percent, and Asians will make up 8.2 percent, an increase from the current 3.3 percent. The percentage of the black population will remain relatively stable, rising to about 13.6 percent by the year 2050 from the current 12 percent. (12:1)

Placing numbers on some of these projections and putting them in perspective with other elements of our population we see the following:

- The projected Hispanic population in America in the year 2050 will be approximately 88 million people, up from the 1995 number of 27 million. (Figure 1) (25:14)
- By the year 2025, it is estimated that the Hispanic population will increase more than 100 percent over the 1995 population. This will be concurrent with only a 28.5 percent increase in the general population. (Figure 2) (25:9,14)
- The Census Bureau has broken down Hispanics into the following ethnic groups as defined from places of origin; Mexican, Puerto Rican, Cuban, Central and South American, Other Hispanic. Other Hispanic includes all others of Hispanic heritage not previously listed, i.e. from Spain, the Philippines, etc. The March 1994 numbers (Figure 3) show that 64.1 percent of Hispanics are Mexican, 10.4 percent Puerto Ricans, 4.2 percent Cubans, 14.0 percent Central and South Americans, and 7.3 percent Other Hispanic. (30:1-2)
- The percentage of population of Puerto Ricans, Cubans, and Other Hispanics has declined during the last decade. (Figure 4) This is attributed to their lower birth rate. On the other hand we see that Hispanics from Mexican origins have had a steady increase in percentage of population over the decade. (30:1-2)

- With regard to region of the country where Hispanics live, in 1995, 45 percent of Hispanics lived in the West, followed by 31 percent in the South, 16 percent in the Northeast, and 8 percent in the Midwest. (Figure 5) (25:37)
- The 1992 estimates of the Census Bureau tell us that there were four states that contained more than one million Hispanics, California, Texas, New York, and Florida. The states that contained the lowest number of Hispanics (fewer than 10 thousand each) were Maine, Ohio, North Dakota, South Dakota, and West Virginia. (28:1)
- Nine states have over 10 percent Hispanic population. (Figure 6) Four of them have Hispanic populations over 20 percent. They are New Mexico with 40.0 percent, California with 27.3 percent, Texas with 27.3 percent and Arizona with 20.2 percent. By the year 2020 the population estimates for New Mexico will be 55.4 percent, Texas 40.3 percent, and California 36.5 percent,. (29:6-9)
- Hispanics have the lowest median age of any identified ethnic group. It is 26.3 years compared to 36.8 years for White, non-Hispanic. (Figure 7) (27:2)

RAMIFICATIONS

What does all this data mean? What is its impact and how will it affect the future of Hispanics and America? What is clear is that something very significant is happening to our population. As Steven Holmes, writing for the *N.Y. Times* News Service and reacting to a March, 1996 report from the Census Bureau puts it,

...the report suggests that the United States is experiencing one of the most dramatic shifts in its racial and ethnic makeup since the trade in slaves transformed the racial composition of the South and the waves of immigration from the Eastern and Southern Europe in the late 19th and early 20th centuries gave an ethnic flavor to industrialized urban areas of the Northeast and Midwest. (12:1)

We could think that this is just another standard population surge like the Baby Boom. Steven Holmes makes it very clear that it isn't as he continues,

"The world is not going to be the same in 30 years as it is now," said Gregory Spencer, director of the Population Projections Branch at the bureau. To put the growth rates of the Asian and Hispanic population in perspective, the report noted that the two groups were expected to have annual growth rates of 2 percent to the year 2030. In comparison, even at the zenith of the Baby Boom, the country as a whole never grew by 2 percent a year. (12:1)

What should be made clear is that we are talking about the future. These projections are assuming a continuance in the birth and immigration rate of populations involved. Either could change due to unforeseen or planned circumstances. These numbers represent statisticians' best mid range projections. That means the numbers could be lower. It

should be noted, however, that there are some who believe these numbers are conservative and could go even higher. (3:2)

America is on the threshold of a new era where cultural and ethnic diversity is on the rise as it has never been in the past. One of the challenges for America is to view this increase of diversity as a positive event. There are those who feel threatened by this change in social and ethnic climate. Besides a higher birth rate, one of the things that is fueling the rise in American-Hispanic population is immigration. Unfortunately, many of the things said about Hispanic immigrants were said about the Irish, Italian, Chinese, and other immigrants of the past. (3:2) The past has always shown us that a rise in diversity has always proved a boom for us as a nation. To strip America of the contributions of its diverse ethnic groups would strip it of its glory. This new addition to the quilt of our diversity will be no different if we work together as a nation to meet the challenges of the future.

There are many positive things to focus on as a result of this projected addition to our society. Properly trained and educated, Hispanics will be an addition to our labor force which means an increase in our production as a nation. New workers will also add to our tax base which translates as an increase in government revenue. There is no way to put a value or measure on the increase in quality of life that will be obtained through Hispanic contributions in the arts, science, or medicine. We do not have to look very far in the past to see the contributions of other immigrant scientists like Enrico Fermi or Albert Einstein, immigrant actors like Desi Arnaz or Anthony Quinn, or the children of immigrants like the baseball player Keith Hernandez or the actress Rita Hayworth to understand that this is not just possible but probable.

CHALLENGING THE FUTURE

The Hispanic population, whether new immigrant, native born, or old citizen, has made, continues to make, and will make tremendous contributions to America in all fields of endeavor. As they challenge the future, they will take this country of ours into the next century and millennium. Because of their numbers, influence, and contributions, they will take more of a leading role in guiding where we will be as a nation than they have ever in the past. We will now look at several areas where important challenges lie for Hispanics and see how they have met and continue to meet them.

EDUCATION

Education is perhaps the most important challenge, for Hispanics in attaining it, and for America in helping to make it accessible to all its people. The importance and benefits of education for Hispanics are made more tangible in a study by the Rand Institute. Their study shows that "...Hispanics complete college at much lower rates than other ethnic groups do and are much more likely to drop out of high school... In fact, Hispanics are among the most severely underrepresented groups in higher education." (20:1,2)

The Rand study also translates degrees into earning potential. According to their calculations, "...the premium for a bachelor's degree over a high school diploma is about \$500,000 for Hispanic men and \$400,000 for Hispanic women. More striking, the premium for a Hispanic with a professional degree is about \$1.7 million, over 200 percent more in lifetime earnings." (20 :3) Their estimate is that if Hispanics increased their college participation rates to that of whites that the increase in tax revenue alone would be in the neighborhood of \$10 billion annually. (20:4) Not only do we lose financially as a nation, but we also lose the intellectual wealth and the many contributions this wealth can produce for us.

The statistics of Hispanic participation in education show that we have a challenge that must be addressed. The statistics used in this paper are from a number of sources that vary in how they collect and compute their data, so inconsistencies may appear in the numbers. Despite this, the general trends are consistent.

- Hispanics in the age group 22-24 have only a 64 percent high school completion rate as compared to 84 percent for blacks and 91 percent for whites. (20:1)
- According to some studies, only 4.9 percent of all college enrollments are Hispanics. (13:96)
- Hispanics receive only 2.9 percent of all bachelor's degrees and 1.8 percent of all doctoral degrees. The concentration of these degrees are in education, with almost none in math, science, or engineering. (13:96)
- About 2.2 percent of full-time college faculty and 2 percent of college or university presidents are Hispanic. (13:16)
- Only 1.9 percent of law school teachers are Hispanic. (8:16)
- Hispanics will make up 20 percent of all school age population within the next decade. (23:403)

Hispanics have been working and are continuing to work very hard to meet the challenge of education. Looking at the number of students enrolled in college from 1980 to 1992, Hispanics have outpaced the general population in percentage increase from 1978. (Figure 8) (25:179) It is clear that more and more Hispanic youth, realizing the importance of education, are enrolling in college.

When we consider college enrollment as a percent of their perspective population, we see the Hispanic community again endeavoring to meet the challenge. Except for the drop in 1984, the percent of Hispanics enrolling in college has been increasing over the last twelve years. (Figure 9) (25:19,179) This increased voracity for education again is borne out when we consider Hispanic enrollment as a percentage of total college enrollment. Hispanics are the only group, of the three main ethnic groups in this country, whose percent of total college enrollment has never declined from 1978 to 1992. (Figure 10)

When we look at degrees awarded, we see the same upward trend. In almost all degree categories, Associate's, Bachelor's, Master's, Doctoral, or professional degree (medicine, law, theology, or dentistry), Hispanics have been working to attain a higher and higher percentage. (Figure 11) (25 :192) In 1994 it was reported that 14 percent of all Hispanics acquired at least an Associate's degree. (8:16)

As upward-moving as all of these numbers and percentages are, they are not enough. The Hispanic community has established community groups and professional organizations to promote and sponsor education for Hispanic youth. The Latino Education Coalition is an example. Based in Colorado, it had its first annual retreat in 1995, during which a blueprint for Hispanic education was outlined that could well reflect the attitudes of most Hispanic groups across the nation. Goals in that blueprint include:

- Initiate and promote institutional changes that will increase the decision-making capabilities of the Chicano/Latino community.
- Ensure that Chicanos/Latinos start school prepared to learn.
- Ensure their youth's academic achievement is at a level that enables them to enter college prepared to be successful without remediation or enter the workplace with the necessary skills to participate productively.
- Significantly increase the participation of students in higher education, with emphasis on the study of mathematics, science, engineering, and technology.
- Strengthen and increase the number of Chicano/Latino teachers and administrators of our students. (15:7)

Besides this, there are many other Hispanic organizations/programs that work to increase education among the young. Other similar organizations/programs are the Colorado Hispanic Youth Leadership Awards, the Hispanic Engineer National Achievement Awards, the "Salute to Education" program, the Mexican-American Engineering Society, and the Society for the Advancement of Chicanos and Native Americans. (24:1;9:46;21:22) The list could go on and on, but what is clear is that the Hispanic community is meeting the challenge of educating youth head on.

But the Hispanic community cannot solve the challenge of education by itself. During President Clinton's State of the Union Address on January 23, 1996, the second challenge he offered America was to make sure that a good education was accessible to all. As he said, "Our second challenge is to provide Americans with the educational opportunities we will all need for this new century... Higher education is more important today than ever before." (32:1)

POLITICS, GOVERNMENT, AND THE MILITARY

Hispanics have always met the challenge of serving this nation with great fervor. In every war, in every battle, on every battlefield, Hispanics have put their lives on the line to protect freedom. They have sought to serve on school boards, in local legislative bodies, in the governors' mansions, in the local and federal courts, in the House of Representatives, in the Senate, and even the oval office. Because of past racism and discrimination, Hispanics have had only limited success in serving in these roles, but the civil rights movement and affirmative action have opened many of the doors that were closed to them in the past. Backed by better educational opportunities and laws, Hispanics now serve in many positions their parents would not have thought possible.

Some of the achievements Hispanics have made and some of the challenges they still have in politics, government, and the military:

- The number of Hispanics elected to the House of Representatives has generally risen since 1981. Their percentage of the House remained in the neighborhood of 2.4 percent from 1985 to 1993. In the 1993 elections this increased to 3.9 percent and it remained there in the 1995 elections. (Figure 12) For the 104th Congress, this translates to 17 Hispanics out of a total House of 435 elected officials. (25:281)
- Since at least 1981, no Hispanic has been elected to the U.S. Senate. (25:281)
- The number of Hispanic public officials in the United States has steadily increased from 3,063 public officials in 1984 to 5,170 in 1993. A large number of these offices, however, are related to education or school boards. In 1993, 45.1 percent of the public offices Hispanics held were education or school board related. (Figure 13) (26:1-3)

Hispanics have made great strides in the military. This is in large part due to the military's Equal Opportunity Program which serves to minimize barriers due to racism or discrimination. Using September 1995 data, we note some of their accomplishments and challenges.

- Where once there were no Hispanic general/flag officers, now there are nine. There are five in the Air Force, two in the Army, and two in the Navy. (7:12-17)
- Our reserve forces (National Guard and Reserve) have 15 Hispanic general officers. Twelve are O-7 (one-star), two O-8 (two-star), and one O-9 (three-star). (7:19)
- Hispanics comprise 2.8 percent of active duty officers, and 6.4 percent of the enlisted ranks, a total Hispanic active force of 5.8 percent. (7:12)
- Hispanic women comprise 2.9 percent of all active duty female officers and 5.9 percent of all active duty female enlisted, or 5.4 percent of all active duty females in the armed forces.

- Hispanics comprise 3.0 percent of our reserve officer force, and 7.0 percent of the enlisted ranks. The total Hispanic reserve force is 6.3 percent. (7:19)
- Hispanics are 5.9 percent of the civilian force in the Department of Defense. There are 1.8 percent Hispanics working at the level GS -10 or above. (7:31)
- Hispanic women make up 5.6 percent of the female civilian force in the Department of Defense. Hispanic women make up 1.1 percent of all female Department of Defense personnel working at the level GS-10 or above.. (7:32)

Hispanics have done much and achieved many firsts over the last decade in the fields of politics, government, and the military. In 1981 the first Hispanic judge was appointed to the Superior Court, Washington D.C. (31:30) In 1992 the first Puerto Rican woman was elected to the House of Representatives. (17:457) In Illinois the first Hispanic federal judge was appointed. (33:1) There is much more to be done, however, if America is to meet the challenge of the next century

ART, LITERATURE, AND MEDIA

Hispanic achievement is perhaps nowhere as visible as in the arts, literature, and media, where they have put their indistinguishable stamp of success. What is considered the first modern novel, *Don Quixote*, was written in Spanish by Miguel de Cervantes Saavedra in 1605. With the New World and Broadway, that famous novel was turned into a successful Broadway play, *Man of La Mancha*. Spanish language radio and film has been available ever since the inception of those media. Since the early days of television Hispanics have been involved. Desilu Productions, led by Desi Arnaz, had a major influence in television during the fifties and sixties. The first full-time Spanish television station in the United States was KCOR based in San Francisco in 1946. (22:207)

In films, Hispanics have always graced the silver screen. Who can forget the performances of stars like Rita Hayworth, Anthony Quinn, Raquel Welch, Ricardo Montalbán, or silent and sound film star Dolores del Rio? This proud tradition is continuing today in such performers as Charlie Sheen (his father Martin Sheen was an Oscar-winner), Edward Olmos, Paul Rodriguez, and Rosie Perez. (2:21-28)

Hispanics have also commanded a strong presence in the performing arts. In music, hardly an American does not recognize the names of Joan Baez, Linda Ronstadt, Julio Iglesias, Gloria Estefan, or Ritchie Valens of "La Bamba" fame. Many of these musicians and vocal performers have attained international recognition. Less generally known, but important to Hispanic music, were such early performers as Tito Puente and Celia Cruz. One cannot think of famous opera tenors without coming across the name of Justino Díaz. In ballet, performers such as Lourdes Lopez and Fernando Bujones have attained international recognition. (17)

Literature has always been close to the Hispanic heart. The stereotype of the illiterate Hispanic usually only considers literacy in English and never appreciates the rich literary

experience that exists in Spanish. This stereotype was reinforced in the past because most of the English-speaking world was never exposed to the great Latin writers. This has changed, partly due to the international recognition given these writers, partly due to the rapid proliferation of translated materials, and partly due to the maturation of America's view towards diversity. Ilan Stavans in "The Hispanic Condition: Reflections on Culture and Identity in America," points out some of the more noted Hispanic writers.

...writers who reside on the Mainland can be divided into three groups: those who, involuntarily or by choice, embrace English as their creative language; those who didn't; and those, a solid number, who oscillate between English and Spanish. Although some critics would hesitate to include him, William Carlos Williams...exemplifies the first group, alongside Nicholasa Mohr, Judith Ortíz Cofer, and New York Criminal Court Justice Edwin Torres. Luis Rafael Sanchez...belongs to the second group, together with Rosario Ferré and Julia de Burgos. Burgos, Puerto Rico's greatest female poet.... Ed Vega, who has written novels in English and Spanish (or Spanglish), leads the third group along with Miguel Algarín, who, together with playwright Miguel Piñero, was the first to identify the group of writers known today as Nuyoricans. (22:47)

Other writers such as Piri Thomas or the writer-poet-playwright Cherrie Moraga could be included. In the vanguard of Cuban-American writers we have Roberto Fernández and also Reinaldo Arenas, who came to America during the Mariel boat lift in 1980. The first Chicano novel in English was written by José Antonio Villarreal in 1959. (22:207-210) The list could go on and on and with the discovery and recognition of new Hispanic writers, their influence on the American scene will continue through the next century.

As we move into the 1990s and beyond, Hispanics are trying to move from in front of the camera to behind the camera, from the writer's desk to the publisher's desk, from the artist to the art critic or gallery owner. In short, Hispanics are trying to achieve more success in the decision-making processes. We can see this in the actor/producers such as Edward Olmos and Paul Rodriguez. One of the more noted success is Galán Entertainments, led by Nely Galán, that signed an important deal with Fox TV in 1994. (2:24) Hispanics have had success and failures in this endeavor, but as they gain more opportunities their success will begin to be more consistent.

BUSINESS AND LABOR

Hispanics will be adding to the diversity of the labor force and business in America if most population projections occur. Marta Tienda, writing in the *Hispanic Journal of Behavioral Sciences*, states that, "...Department of Labor projections indicate that between 1990 and 2005, the Latino labor force will grow by 75%, well in the excess of the national average of 21% (U.S. Bureau of Labor Statistics, 1991). As a result, the Latino share of the U.S. labor force will increase to 11% by 2005, as the proportion of non-Hispanic whites falls by 6 percentage points...." (23:404)

Applied Management Training, Inc., a company that conducts diversity management workshops for businesses, feels that "Companies who ignore these dramatic changes in

the cultural makeup of the workforce will find themselves with an internal environment of poor communications, conflict, low morale, and low productivity. Businesses who recognize diversity as a reality, see it as an asset, and learn to change the corporate culture to utilize this asset, will succeed in improving their overall performance..." (1:1) Besides the many technical, business, and professional skills that Hispanics will offer, one of the most important contributions that they will make will be in the field of diversity.

Foresighted business leaders are beginning to realize that not only will the workforce show a greater diversity, but so will the marketplace. Competing in tomorrow's market means competing on a global level and here Hispanics will prove a boon to America. As Darcy de Leon writes,

...the consumer base is growing more diverse, so by having people with different backgrounds within the company, we're better able to produce and market products effectively... Latinos are a tremendous asset to a corporation... They have dealt with an awful lot of adversity... They're familiar with things going wrong, and therefore they've learned to have back-up plans... When you have diversity in your workforce, you have people with different coping skills who can help a corporation be flexible. (6:1)

Hispanics are preparing to meet the challenge of the workforce and the workplace for 2000 and beyond. As they do, there are many challenges they must overcome. Many of these challenges, if not met, will adversely affect their ability to meet the future with success. Some of these challenges are:

- The median family income for Hispanics in 1972 (expressed in current dollars) was \$25,858 and \$23,901 in 1992. This represents a decline of 7.5 percent. In the same time period, Non-Hispanic whites reported a 9.3 percent increase and African-Americans a 2.4 percent decrease. (23:408)
- The Hispanic family poverty rate increased 33.7 percent from 1972 to 1992. In the same period the White family poverty rate increased 2.9 percent and the African-American family remained stable. (23:409)
- In 1992, 46.6 percent of African-American children, 39.9 percent of Hispanic children, and 16.9 percent of White children live in poverty. The greatest increase in Hispanic poverty was experienced by Puerto Rican children. (23:408-409)
- Looking at median weekly earnings, in 1995 for every dollar that a man brought home, African-American women brought home 66 cents and the Hispanic women brought home 57 cents. (5:1)

Despite these challenges, Hispanics are making progress in business and labor. They have formed organizations to help and guide minority-owned businesses. They have formed alliances with major corporations to help them recruit qualified Hispanics. They have formed student organizations to encourage and guide students through the maze of big

business. Through their own efforts and with the assistance of these organizations, Hispanic-owned business will become the fastest growing minority business community in the country. (10:B11) As time passes, Hispanics will take more of a leading role in business and labor. In 1995, the first Hispanic woman was nominated for an important national post in the AFL-CIO. (4:D1) This is just an example of things to come and contributions to be made.

COMPUTERS AND TECHNOLOGY

We live in an age of technology. An age where the understanding and control of technology is synonymous with the understanding and control of information. The proper use and control of information can improve the life of everyone on this planet. The widespread distribution of computers and their role in technology and shaping the future make them important to anyone wishing to master his or her destiny.

Computer mastery is and will be critical to the ever-expanding market and shrinking world. As Anthony Wilhelm, in *Latinos and Technology*, points out:

The workforce of the 21st century is one in which computer literacy will be an essential tool to compete. A recent Michigan State survey of 525 businesses, industries and governmental agencies found that young persons without computer skills need not apply for the new service sector jobs cropping up. According to the Labor Department, many of the 6.5 million new jobs that Hispanics will fill between 1992 and 2005...will require high levels of education and training. (34:2)

Hispanics realize that this presents a tremendous challenge

- At work, 47.1 percent of non-Hispanic Whites use a computer while only 29.3 percent of Hispanics do. (15:10)
- A little more than 13.1 percent of Hispanics own or have access to a home computer while 28.6 percent of non-Hispanics do. (15:10)
- Approximately 52.7 percent of Hispanic students use a computer at school while 62.7 percent of non-Hispanic Whites students do. (15:10-11)

The Hispanic community is meeting this challenge with imagination and aggressiveness. One way to get Hispanic youth to use computers is to make it relevant and interesting to them. One of the hottest lures for computer use is the Internet. As Enrique Gonzáles writing for *Hispanic* magazine explains, "For Latinos, as with others with common ties here in the United States and in other parts of the world, the Internet has become a means to strengthen cultural connections, discuss issues of importance, communicate, research, reach customers, and just have fun." (11:26)

Some very exciting sites have been established that are directed towards Hispanics, Hispanic history, culture, and language (Appendix A). Many magazines directed toward

the Hispanic market are emphasizing sites on the Internet for consumers, educators, teachers, and students. There are Internet sites that offer Latino music, Latino shopping, the chance to brush up on Spanish, learn some of the latest vocabulary in Spanglish, and a myriad other things. Some of these web sites are so popular that it is not unusual for them to get 150,000 hits (a web term for the number of people accessing a site) a month. (11:26) Many of these web sites are in English, but with Latin America coming on line, the number of web sites in Spanish are rapidly increasing. Just as we can tour the Louvre, we now can tour the Argentinean Museum of Art, or the Chilean site for science and technology. (11:32)

Enrique Gonzáles sees this growth in the Latino Internet as something that is only natural. He explains that, "It seems not only right but imperative that resources for Latinos be part of the mix. The Web now is beginning to burgeon with resources designed for and by Latinos." The Latino sites are just one avenue available challenging Latino youth to develop the computer skills they need to enter the Web, join the fun, and challenge the future.

CONCLUSION

The future is now. The challenge given to this generation of Americans is to forge a unified nation out of the fountain of diversity. We, to survive the next century, the next millennium, must allow all of our parts to work for us. Hispanics, like all Americans, look to the future with great expectations. Our challenges are their challenge, their successes ours. There is one word that best characterizes the Latino outlook for the future. It is a word that we all can share as we as a nation challenge the future. That word is "**ADELANTE,**" **FORWARD.**

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APPENDIX A

SELECTED LATINO WEB SITES

Listed are just some of the many outstanding web sites that are available on Latino subjects. Those listed do not mark the best or the worst but just a good starting point to do some surfing in diversity. Since the web is a very fluid media, the address listed may change without notice. As any experienced web surfer knows, often the best sites are the ones that you discover by accident. Many of the topic explanations are taken from the sites.

WEB ADDRESS TOPIC

<http://www.hisp.com> This site not only offers *Hispanic* magazine on line but is a great starting point for links to other Latino sites.

<http://www.cgs.edu/inst/trc.html> This site is the "Tomás Rivera Center. The center is dedicated to conducting timely and objective policy-relevant research on issues of concern to the nation's Latino community."

<http://www.ondanet.com:1995> This web site keeps up with the latest happenings in Tejano/Mexican music. A very popular site.

<http://www.mercado.com> This web site describes itself as a "online magazine and marketplace showcasing the richness and color of Latino culture."

<http://www.hispanstar.com> This is a home site for Hispanic businesses. "In this site you will find information and data on the U.S. Hispanic market, and interactive avenues to use this intelligence to navigate your way to entrepreneurial and professional achievement."

<http://www.hispanic.org> This site is a reference site for Hispanic institutions.

<http://www.hacr.org> This is the site of the Hispanic Association on Corporate Responsibility (HACR). "It serves to provide Corporate America access to the Hispanic community, while maximizing economic opportunities for Hispanic Americans."

<http://www.latinolink.com> It describes itself as the web site "con sabor," with flavor. It offers web links into Latino news, business, entertainment, lifestyles, dating, and much more.

<http://www.clark.net/pub/jgbustam> This web site offers links into databases of /heritage/heritage.html Hispanic countries, Spanish language magazines, Hispanic culture, lists of Who's Who in the Latino web, and much more.

APPENDIX B

SELECTED DATES IN HISPANIC HISTORY

<u>Year</u>	<u>Event</u>
1000	Mayan civilization flourishes in the Yucatán peninsula and Guatemala
1492 have	The native American population of the Western Hemisphere may have reached between thirty-five and forty-five million.
August 3, 1492 Moguer with his flagship.	Christopher Columbus sails from the Spanish port of Palos de three ships: the Pinta, the Niña, and the Santa Maria,
October 12, 1492 Bahamas.	The Spaniards land on an island called San Salvador--either present-day Watling Island or Samana Cay in the eastern
October 27, 1492 Columbus sends gold-domed cities, only to living in bohios (huts).	Columbus and his crews land on the northeastern shore of Cuba. Convinced that it is either Cipango or Cathay (in Asia), representatives to the Great Khan and his find impoverished Arawák
November 1493 Puerto	On his second voyage Columbus discovers the Virgin Islands and Rico.

- 1494 After establishing Isabela on La Española (Hispaniola), the first permanent European settlement in the New World, Columbus sets sail and encounters Jamaica in the summer of 1494.
- 1508 Juan Ponce de León sails in a small caravel for Puerto Rico, where he establishes friendly relations with the native chieftain, Agueibana, who presents him with gold.
- 1513 Juan Ponce de León lands on the shores of Florida, exploring most of the coastal regions and some the interior. At the time, there were an estimated 100,000 Native Americans living there.
- September 27, 1514 Ponce de León is granted a patent, empowering him to colonize the island of Bimini and the "island" of Florida.
- 1515 Diego Velázquez becomes a virtual feudal lord of Cuba, and establishes what are to become Cuba's two largest cities, Santiago and Havana. He also directs the explorations of the Mexican Gulf coast by Francisco Hernández de Córdoba and his nephew Juan de Grijalva. These expeditions betray the existence of civilizations in the interior of Mexico.
- 1518 Hernán Cortés sets out from Cuba to explore the mainland of Mexico in order to confirm reports of the existence of large, native civilizations in the interior.
- 1519 Alonso Alvarez de Pineda claims Texas for Spain.
- 1520 Explorer Alvarez de Pineda settles the question of Florida's geography: He proves it is not an island, but part of a vast continent.
- July 1, 1520 Under the leadership of Cuitlahuac, Moctezuma's brother, the Aztecs force the Spaniards out of Veracruz, just a year after the Spaniards had come into the city. The Spaniards called this La noche triste (The sad night). Moctezuma was stoned to death by his own people during this debacle.
- May 18, 1539 From Havana, Cuba, Hernando de Soto sets sail for Florida; he eventually crosses the Great Smoky Mountains into Tennessee. From the mountains, the expedition heads southwest through present-day Georgia and Alabama.
- 1540 There are an estimated sixty-six Pueblo villages in the area of New Mexico, growing such crops as corn, beans, squash, and cotton. On April 23, 1541, Coronado sets out to reach Quivira--thought to

be the legendary Cities of Gold--near present-day Great Bend, Kansas.

1563 Saint Augustine, Florida, the earliest settlement in North America, is founded. It remains a possession of Spain until 1819.

1580s Diseases have all but wiped out the Indians of Puerto Rico. The flourishing of sugar production will now have to await the importation of large numbers of African slaves.

May 1690 The first permanent Spanish settlement in Texas, San Francisco de los Tejas, the Neches River, is established.

September 17, 1766 The presidio of San Francisco is founded, becoming Spain's northernmost frontier outpost.

July 3, 1769 Fray Junípero de Serra establishes the first mission of Alta California in what would become San Diego.

1770-1790 At least 50,000 African slaves are brought to Cuba to work in sugar production.

1774 Pedro de Garces, a Spanish Franciscan missionary, founds the first overland route to California.

1776 Americans declare their independence from England, and thirty four years later Hispanics declare their independence from Spain. The thirteen former British colonies come to be known as the United States of America in 1781, and the newly independent people of New Spain name their nation the Republic of Mexico.

1819 Andrew Jackson leads a U.S. military force into Florida, capturing two Spanish forts. Spain sells Florida to the United States for \$5 million under the Onis Treaty.

1829 Slavery in Mexico is abolished by the new republican government that emerges after independence.

1836 The Anglo settlers declare the Republic of Texas independent of Mexico.

1836 The Texas constitution stipulates that all residents living in Texas at the time of the rebellion will acquire all the rights of citizens of the new republic, but if they had been disloyal, these rights are

- forfeited. Numerically superior
their property, and many cross the border to
- Anglos force Mexicans off
Mexico.
- 1845 Texas is officially annexed to the United States.
- 1846 The United States invades Mexico under the banner of Manifest
Destiny. The treaty of Guadalupe Hildago ends the Mexican
War that same year. Under the treaty, half the land area of
Mexico, including Texas, California, most of Arizona and New
Mexico, and parts of Colorado, Utah, and Nevada is ceded to
the United States. The treaty gives Mexican nationals one year
to choose U.S. or Mexican citizenship. Seventy-five thousand
Hispanic people choose to remain in the United States and become citizens
by conquest.
- 1857 Anglo businessmen attempt to run off Mexican teamsters in south
Texas, violating the guarantees offered by the Treaty of
Guadalupe Hidalgo.
- April 27, 1867 Spanish troops stationed on Puerto Rico mutiny, are executed by the
colonial governor.
- 1868 Cubans leave for Europe and the United States in sizable numbers
during Cuba's first major attempt at independence.
- 1868 Fourteenth Amendment to the U.S. Constitution is adopted, declaring
all people of Hispanic origin born in the United States are U.S.
citizens
- September 17, 1868 A decree in Puerto Rico frees all children born of slaves after
this date. In 1870, all slaves who are state property are freed, as
are various other classes of slaves.
- September 23, 1868 El Grito de Lares, "the shout for Puerto Rican independence,"
takes place, with its disorganized insurrectionists easily defeated
by the Spanish.
- 1873 Slavery is finally abolished in Puerto Rico.
- 1880s In Cuba, slavery is abolished by Spain in a gradual program that takes
eight years. The influx of new European immigrants has made
Cuba more heterogeneous, leading to the social diversity
that is still apparent today.
- 1880s Mexican immigration to the United States is stimulated by the advent
of the railroad.

- 1892 and The Partido Revolucionario Cubano is created to organize the Cuban and Puerto Rican independence movement.
- 1894 quickly The Alianza Hispano Americana is founded in Tucson, Arizona, and spreads throughout the Southwest.
- 1895 battle José Martí and his Cuban Revolutionary Party (PRC) open the final battle for independence.
- 1897 Spain grants Cuba and Puerto Rico autonomy and home rule.
- May 1898 independence. The U.S. military invades San Juan in pursuit of Spaniards, and is welcomed by the cheering crowds, longing for independence.
- December 10, 1898 and Spain signs the Treaty of Paris, transferring Cuba, Puerto Rico, and the Philippines to the United States.
- 1900 under U.S. The Foraker Act establishes a civilian government in Puerto Rico under U.S. dominance. The law allows for islanders to elect their own House of Representatives, but does not allow Puerto Rico a vote in Washington.
- 1902 Americans. The Reclamation Act is passed, dispossessing many Hispanic Americans.
- 1902 Cuba declares its independence from the United States.
- 1910 The Mexican Revolution begins, with hundreds of thousands of people fleeing north from Mexico and settling in the Southwest.
- 1914 to President Woodrow Wilson orders the invasion of Veracruz in an effort to depose Victoriano Huerta, who soon resigns.
- 1917 laborers, During World War I, "temporary" Mexican farm workers, railroad laborers, and miners are permitted to enter the United States to work.
- 1917 and The Jones Act is passed, extending U.S. citizenship to all Puerto Ricans and creating two Puerto Rican houses of legislature whose representatives are elected by the people. English is decreed the official language of Puerto Rico.
- February 1917 requirement on Congress passes the Immigration Act, imposing a literacy requirement on all immigrants, aimed at curbing the influx from southern and eastern Europe, but ultimately inhibiting immigration from Mexico.

- 1921 Limits on the number of immigrants allowed to enter the United States during a single year are imposed for the first time in the country's history.
- 1925 The Border Patrol is created by Congress.
- 1933 The Roosevelt Administration reverses the policy of English as the official language in Puerto Rico.
- 1941 With the U.S. declaration of war in 1941, Hispanics throughout the country enthusiastically respond to the war effort.
- 1946 The first Puerto Rican governor, Jesus T. Pinero, is appointed by President Harry Truman.
- 1947 The American G.I. Forum is organized by Mexican-American veterans in response to a Three Rivers, Texas, funeral home's denial to bury a Mexican-American killed in the Pacific during World War II.
- July 3, 1950 The U.S. Congress upgrades Puerto Rico's political status from protectorate to commonwealth.
- 1954 In the landmark case of *Hernandez v. Texas*, the nation's highest court acknowledges that Hispanic Americans are not being treated as "whites." The Supreme Court recognizes Hispanics as a separate class of people suffering profound discrimination, paving the way for Hispanic Americans to use legal means to attack all types of discrimination throughout the United States.
- 1954-1958 Operation Wetback deports 3.8 million persons of Mexican descent. Only a small fraction of that amount are allowed deportation hearings. Thousands more legitimate U.S. citizens of Mexican descent are also arrested and detained.
- 1959 The Cuban Revolution succeeds in overthrowing the regime of Batista; Fidel Castro takes power.
- 1961 Aspira (Aspire) is founded to promote the education of Hispanic youth by raising public and private sector funds.
- 1962 The United Farm Workers Organizing Committee in California, begun as an independent organization, is led by Cesar Chavez.

- 1964 Congress enacts the first comprehensive civil rights law since the Reconstruction period when it passes the Civil Rights Act of 1964.
- 1966 A program is initiated to airlift Cubans to the United States. More than 250,000 Cubans are airlifted to the United States before the program is halted by Castro in 1973.
- 1970s-early 1980s The rise in politically motivated violence in Central America spurs a massive increase in undocumented immigration to the United States.
- 1971 La Raza Unida Party wins the city elections in Crystal City, Texas.
- 1972 Ramona Acosta Bañuelos becomes the first Hispanic Treasurer of the United States.
- 1973 The Labor Council of Latin American Advancement (LCLAA) forms to promote the interests of Hispanics within organized labor.
- 1974 Congress passes the Equal Educational Opportunity Act to create equality in public schools by making bilingual education available to Hispanic youth.
- 1975 The Voting Rights Act Amendments of 1975 extend the provisions of the original Voting Rights Act and makes permanent the national ban on literacy tests. Critical for Hispanic Americans, the amendments make bilingual ballots a requirement in certain areas.
- 1979 Political upheaval and civil wars in Nicaragua, El Salvador, and Guatemala contribute to a large migration of refugees to the United States.
- 1988 Ronald Reagan appoints the first Hispanic Secretary of Education: Dr. Lauro F. Cavazos.
- 1990 George Bush appoints the first woman and first Hispanic Surgeon General of the United States: Antonia C. Novello.

All dates and explanations are from *The Hispanic American Almanac*, by Nicolas Kanellos. (14::xix-xxix)

**POPULATION PROJECTIONS OF HISPANIC AMERICANS
FROM 1995-2050**

FIGURE 2 (25:9,14) (Not Available On Line)

**PROJECTED PERCENTAGE POPULATION INCREASE (2000-2050)
OF GENERAL AND HISPANIC POPULATION**

FIGURE 3 (30:1-2) (Not Available On Line)

**COMPOSITION OF THE HISPANIC POPULATION IN THE UNITED
STATES**

MARCH 1994

FIGURE 4 (30:1-2)

THE HISPANIC POPULATION, BY TYPE OF ORIGIN

MARCH 1982, MARCH 1992, MARCH 1994

Origin Percent	March 1994		March 1992		March 1982	
	Estimate	Percent	Estimate	Percent	Estimate	
Mexican	17,090	64.1	14,062	63.6	9,642	62.8
Puerto Rican	2,776	10.4	2,352	10.6	2,051	
13.3						
Cuban	1,111	4.2	1,041	4.7	950	
6.2						
Central and						

South American 9.9	3,725	14.0	3,084	14.0	1,523
Other					
Hispanic 7.8	1,944	7.3	1,557	7.0	1,198

Total Hispanic

Population 100.0	26,646	100.0	22,096	100.0	15,364
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FIGURE 5 (25:37) (Not Available On Line)

**HISPANIC AND OVERALL POPULATION DISTRIBUTION
BY REGION (1995)**

FIGURE 6 (29:6-8) (Not Available On Line)

**HISPANICS AS PERCENTAGE OF TOTAL
STATE POPULATION (STATES MORE THAN 10% HISPANIC)
1993 AND 2020**

FIGURE 7 (29:2) (Not Available On Line)

**MEDIAN AGE OF POPULATION
BY ETHNICITY
(MARCH 1996)**

FIGURE 8 (25:179)(Not Available On Line)

PERCENT INCREASE IN COLLEGE ENROLLMENT FROM 1978

OF GENERAL AND HISPANIC POPULATION

(1980-1992)

FIGURE 9 (25:19,179)(Not Available On Line)

COLLEGE ENROLLMENT AS PERCENT OF

POPULATION FOR GENERAL AND HISPANIC POPULATION

(1980-1992)

FIGURE 10 (25:179)(Not Available On Line)

ETHNIC COLLEGE ENROLLMENT AS A PERCENT

OF TOTAL COLLEGE ENROLLMENT

(1978-1992)

FIGURE 11 (25:192)(Not Available On Line)

DEGREES EARNED BY HISPANICS AS A

PERCENT OF TOTAL GRANTED

(1981-1992)

FIGURE 12 (25:281)(Not Available On Line)

HISPANIC REPRESENTATION IN CONGRESS

BY PERCENTAGE

(1981-1995)

FIGURE 13 (26)

HISPANIC PUBLIC OFFICIALS

IN THE U.S.

Year	#	# Education School Board	% Education School Board
1984	3063	1173	38.3
1985	3147	1185	37.7
1986	3202	1188	37.1
1987	3317	1199	36.1
1988	3360	1226	36.5
1989	3783	1341	35.4
1990	4004	1458	36.4
1991	4202	1588	37.8
1992	4994	2308	46.2
1993	5170	2332	45.1