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For a number of social and economic reasons, groups and corporations have been creating significant programs designed to address minority groups’ lack of access to technology. Some of these efforts are transparently linked to profit margins and market share. But some organizations create programs to support, nurture, and highlight the youth and community and declare their motives in their public mission statements. Career Communications Group Inc (CCG) (1) is one of these groups.

CCG is a minority-owned media company developed to highlight and promote significant minority achievement in engineering, science, and technology. Understanding this is understanding power. The Career Communications Group, makes it clear that social and economic rationale are equally important for the future of the Hispanic community in the United States. Political, social, and personal power in the U.S. are inextricably tied to economic power. And according to CCG, addressing the gap in Internet usage and computer ownership between the U.S. mainstream and the many cultural groups that are Hispanic is both a moral imperative and good business (1).

CCG is specifically focuses on Hispanic youth and families. They are a group with focus and planning with an eye on the long-term support and development of their community. They are keenly aware of the demographic data that show trends pointing to Hispanics playing a crucial role in this country’s future.

In the aggregate, the data that support the call for eliminating the digital divide are convincing. But, like the call for “multicultural education”, the elimination of the digital divide runs the risk of becoming a slogan that slowly falls into the background. But CCG seems intent on preventing this from happening and focusing resources on the Hispanic community. When we look at the demographic characteristics of the Hispanic community in the United States, two compelling statistics highlights the focus on the future. Hispanics are quickly becoming the minority majority in the U.S., and with a median age of 26 years, compared with 35 for the general population, CCG believes that Hispanics are more likely to embrace technology-oriented products than are
With this understanding and long-term vision, during Hispanic Heritage Month in October, CCG and IBM are sponsoring Lafamilia Technology Week from October 5th -11th. To support the week Lafamilia Network is offering grants (3) to organizations who plan activities that fit into five categories outlined in their agenda for the week (4). The agenda highlights five areas. 1. Family activities: The activities are intended to help parents with technology and science education they can help their children out with at home. 2. World wide web connection: These activities are targeted to teach families to use chat rooms, Internet telephony (voice communication over the Internet) and e-mail. 3. Accessing government resources: For these activities groups that provide services to the community like churches and community organizations will be given assistance on enhancing their services. 4. Role models: Parents and teachers will be given materials that highlight the achievements of Hispanic women and men in technology. 5. Community activities: CCG is offering support and activities guides to organizations who desire to hold a wide range of community activities.

Interested individuals and organizations can apply for the grants on-line (3). The grants range from $500 to $2000 and also include in-kind support. I would encourage individuals and community-based organizations to apply. It’s these kind of grass roots efforts supported by larger organizations like CCG that will help to develop the necessary base for future success in the Hispanic community.

References:

(1) http://www.lafamiliannet.net/v2/aboutus.php
(2) http://www.lafamiliannet.net/v2/purpose.php
(3) http://www.lafamiliannet.net/v2/grant_application.php
(4) http://www.lafamiliannet.net/v2/events.php

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2 THOUGHTS ON “LA FAMILIA NETWORK”

acai beere
on January 30, 2014 at 4:33 PM said:

Its like you read my mind! You seem to know so much about this, like you wrote the book in it or something. I think that you can do with a few pics to drive the message home a little bit, but other than that, this is magnificent blog. A fantastic read. I will certainly be back.
Keith Struiksma  
on January 30, 2014 at 6:16 PM said:

You really make it appear really easy with your presentation but I in finding this matter to be really one thing which I feel I might by no means understand. It seems too complicated and very large for me. I’m having a look forward in your next put up, I will try to get the hang of it!