



# GANAS

**GateWay's Latinx Leadership Institute**

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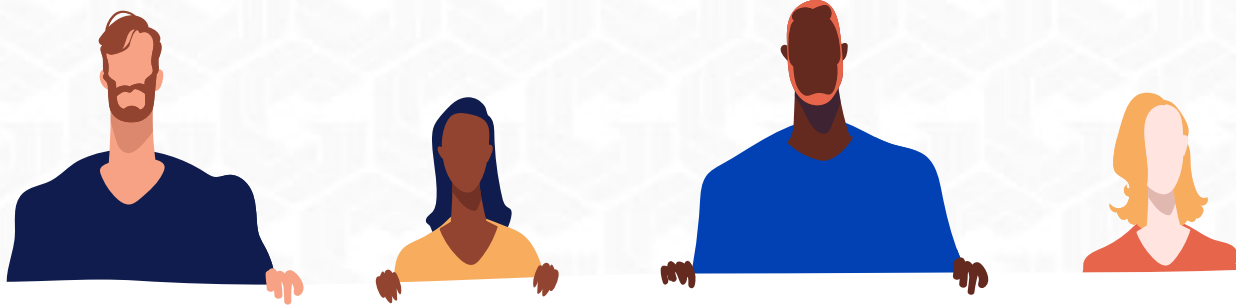
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# Agenda

- Welcome & Introductions
- Intro to GANAS
- Program Overview
- Community Cultural Wealth Mapping Activity
- Program Success
- Q&A

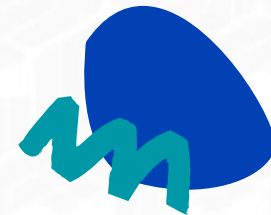




## Introductions

- Turn to someone close to you and discuss:
  - Who are you? What is your role/institutional affiliation?
  - What knowledge are you entering this space with?
  - What knowledge are you hoping to leave this space with?





# Why GANAS?

- **Create an intergenerational network of latinx/a/o leaders** in an environment where we have historically have faced obstacles in the form of laws, policies, and social attitudes that work to minimize and erase our cultural imprint.
- Nationally, Hispanic men make up just **1.3%** of executives and Hispanic women make up just **1.5%**.
- Locally, Phoenix metro area is ranked **256th out of 359** U.S. Metropolitan Areas in equitable outcomes for Hispanic or Latinos in top executive positions in the private workforce. (UMASS Center for Employment Equity)
- **You** are key to closing this gap!



# Proposed Learning Outcomes

1. Students will gain knowledge of diverse cultures, cross-cultural communication, the dynamics of privilege and oppression, and the uses of power between groups in leadership contexts.
2. Students will gain direct insights on strategies and approaches to set them up to succeed in their field of interest.
3. Students will be able to integrate their lived experiences into their leadership development process.
4. Students will engage with the greater community as a means to explore one's civic responsibility as a leader.
5. Students will learn to explore and actualize their personal values.
6. Students will develop critical thinking skills.
7. Students will learn how to communicate effectively (utilizing written and spoken word, non-verbal language, electronic tools, and listening skills) in order to develop relationships, manage conflicts, and work across differences.
8. Students will develop a sense of confidence and belief in themselves, and develop skills to advocate for their educational success.

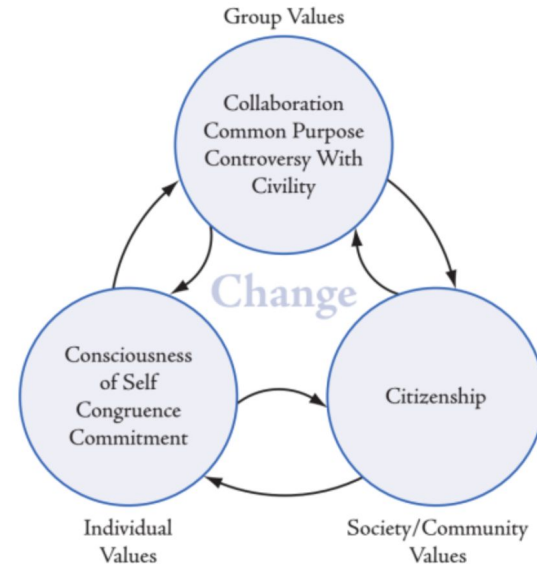
# Guiding Principles of GANAS: Leadership

Not just a title or position of authority...

Social Change Model describes leadership as:

- Socially responsible
- Collaborative
- Processional, not positional
- Inclusive and accessible to all people
- Values-based
- Oriented around facilitating positive social change

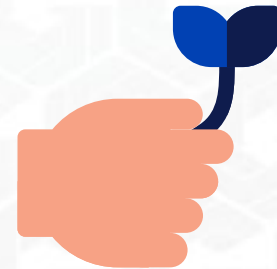
**FIGURE 2.1** The Social Change Model of Leadership Development



Source: Adapted from *A social change model of leadership development* (3rd ed., p. 20) by Higher Education Research Institute [HERI]. Copyright © 1996, National Clearinghouse for Leadership Programs. Reprinted with permission of the National Clearinghouse for Leadership Programs.

# Guiding Principles of GANAS: Community Cultural Wealth

- 3 types of “capital” from original theory: economic, social, and cultural capital (Bourdieu et al., 2021)
- Historically marginalized groups have other forms of “capital” that uniquely position them to lead and succeed ([Yosso, 2005](#)):
  - Aspirational
  - Linguistic
  - Familial
  - Social
  - Navigational
  - Resistant



# Fall Semester: Individual & Group Exploration

## Session 1: Welcome & Identity Reflection

- Timeline of Latinidad
- Community Cultural Wealth mapping
- Latinx identity development

## Session 2: Exploring Personality & Strengths

- Values inventory
- Alignment to career and goals

## Session 3: Creating Your Leadership Brand

- VIA Strengths
- Personal brand audit
- Alignment to Career & Goals

## Mentorship

- Relationship & rapport building
- Goal setting and getting

## Mid-Point Student & Mentor Check-In

- Optional meetings to share success or struggles
- Mid-point evaluation



# Spring Semester: Action and Implementation

## Session 4: Business Acumen

- Case study competition with local business owners
- Issues come from current challenges Latine business owners in Phoenix face

## Session 5: Networking & Communication

- Importance of networking and tips
- Elevator speech creation & practice

## Etiquette Dinner

- Tips and practice for business meals

## Session 6: Leading in Your Own Community

- Stories & advice from local community leaders
- Insight on Social Change Model of Leadership in use

## Session 7: Navigating Cultures & Moving Up

- Stories & advice from local community leaders
- Discuss navigating various feelings or conflicts that arise involving family, home culture, work colleagues, and work culture.

## GANAS Closing Celebration

- Student Reflection
- Family, mentors, & guest presenters invited

## Mentorship

- Relationship & rapport building
- Goal pivoting, getting, completing
- Shadowing opportunity

## Final Student & Mentor Check-in

- Optional meetings with mentors
- Exit interviews with students
- Final evaluation

# Business Case Study Session with Alejandra Ruiz, The Funky Latina - Elyssa Bustamante, and Veronica Flores



# Civic Engagement Session with Aliento



# Navigating Cultures & Moving Up Session

with Ray Maldonado - Ybarra Maldonado Law Group



# Etiquette Dinner

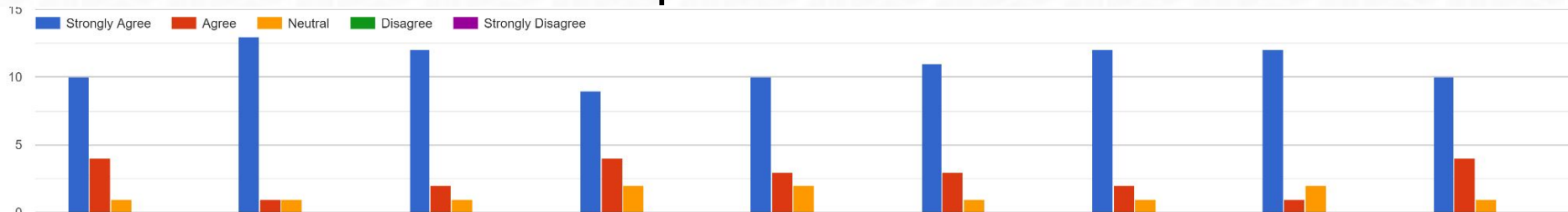
with Ila Washington - GWCC Center for Student Life & Leadership



# Community Cultural Wealth Mapping Activity



# GANAS: Latinx Leadership Institute Y3 & Y4 Success



I have more knowledge of Hispanic/Latinx/a/o culture in the region.

I better understand my personal values and how they connect to my desired career.

I learned information and strategies to help me succeed in my desired career.

I have thought critically about how I can use my strengths to lead in modern workplaces and team settings.

I can describe how my life experiences and strengths shape my leadership style.

I can communicate more effectively with others to build and manage relationships.

I explored my role as a leader in the greater Phoenix/Arizona community.

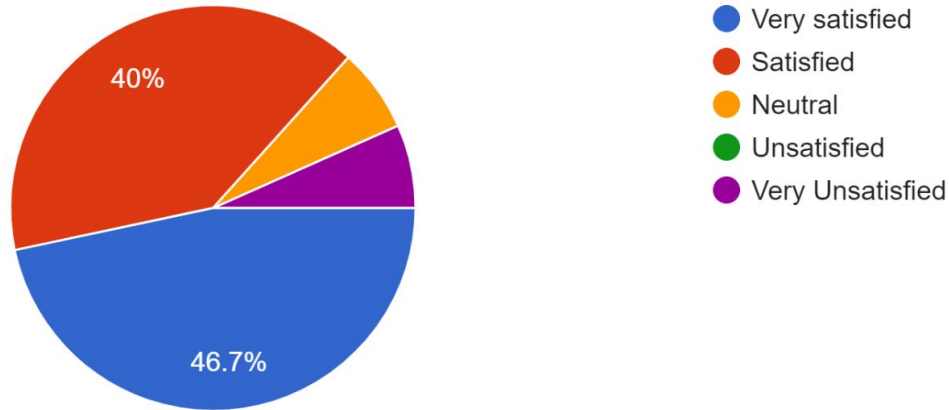
I feel more confident in my ability to succeed in my desired career.

I feel more confident in my overall ability to lead.

# GANAS: Latinx Leadership Institute Y3 & Y4 Success

How satisfied are you with your mentorship experience?

15 responses



“I had an amazing mentor that not only helped me to reach my future goals but help me make new goals farther on in life to better myself and my community.”

“I will not only become a nurse but a nurse practitioner. To show the new generation that they can do it too.”



# GANAS: Latinx Leadership Institute Y3 & Y4 Success

What was the most valuable part of GANAS for you?

15 responses

Making a path for my future and seeing someone just like me my mentor pursuing it.

I really liked getting to learn so many new things to help me for my career. Also my mentor gave me a study book for the nursing exam that will help me out a lot

The meetings every month that shared important history and information

Having a helpful mentor and learning helpful skills/things I don't think I'd learn anywhere else

The monthly meetings and getting to grow closer with my peers

Meeting new people and the food

Mentor

networking and connecting with others

The ability to meet and share experiences with everyone.



# GANAS Closing Celebration



Y3 2021-2022 GANAS Cohort



Y4 2022-2023 GANAS Cohort



# ¡Gracias!

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