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2012

### Forum: “The NetRoots Movement: The LEADing edge in Innovating, Applying, and Enhancing Technology to Leverage Latino Education and Advocacy”

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## LEAD Original Programming

### **Forum: “The NetRoots Movement: The LEADing edge in Innovating, Applying, and Enhancing Technology to Leverage Latino Education and Advocacy” (2012)**

*START – 00:00:00*

[ Music ]

>> Dr. Enrique Murillo Jr: Bienvenidos and welcome to the next installment of LEAD Media Programming from studio 54, campus of California State University, San Bernardino, the digital media platform for inspired educators, leaders and community activist and advocates taking our message directly to the people, to the gente. Thank you for sharing our common interests in the analysis, discussion, critique, dissemination and commitment to the educational issues that impact Latinos. I'm your host, Dr. Enrique G Murillo Jr, and this episode is a syndicated replay from season three of LEAD Summit 2012. For decades the inadequacies and shortcomings of Latino education had always been there, but a principle difference was scale, innovation and ingenuity became our community's most valuable resources. LEAD, therefore, served and continues to serve as a primary site for innovative and productive projects in Latino education. Our impact and success are grounded on collaboration, participation and outreach. The various LEAD networks reached agreement that there were very important issues that directly or indirectly affected institutions and the multiple communities we straddle that required us to the action work that is most relevant for the local context and in such a way that they could be used to inform and shape policy. Put simply, the LEAD movement engages and believes that the singular accomplish-able solution to our educational dilemma lies in community activism and democratic participation. Netroots is one way to describe our methods of awareness raising, education promotion, advocacy, activism, analysis, discussion, critique and dissemination of educational issues that impact Latinos. This form showcases LEAD partners who at the time were at the cutting edge of technological innovation and application as factors that help mobilize and increase educational capacity and advocacy, continue and enjoy the full value and complexity of this episode, we extend our appreciation to our LEAD sponsors and partners, planners, volunteers, speakers and panelists, production team, affiliates and town hall chapters and commend them all for lifting their voice and uplifting the plight of Latino's in education. Thank you, gracias, plazo comate.

[ Music ]

Christie [phonetic] Martinez will offer the introduction. Christie is a resource specialist for the Corona-Norco Unified School District and a doctoral candidate here in the Educational Leadership Program at CSUSB. Okay, Christie, all yours.

>> Christie Martinez: Thank you. Good afternoon, I just need to make sure that the podium is low enough so you can see me. I hope everybody is enjoying themselves in being part of this extraordinary educational event. I am absolutely honored to be here. As Dr. Murillo just shared, I am an educator. I've been teaching for 13 years. I'm currently a Special Education teacher in Corona-Norco Unified and I'm also a doctoral candidate here at Cal State San Bernardino in the Educational Leadership Program. As a teacher and a student involved in educational leadership, I find myself in many on-going discussions about making change in education. How can we lead a movement that has a positive impact on education for all students? And the panel that's sitting up here today is a part of that movement. Sitting up here, we have creators who are educators that are at the forefront of technological innovations that will impact children and adults all over the world. They have taken technology and education, combined the two, allowing access to learning in ways that we could never have imagined possible. I'm going to go ahead and start our introductions, and I hope you are all really excited for what you're about to hear. Starting over here, we have Rob Garcia, he's an information technology consultant in the College of Education here at Cal State San Bernardino. Next to him is Armando Sanchez, he is the founder and executive producer of an international educational non-profit organization, latingraduate.net, which he started in 1992. We also have Andrés Orozco, he's an award-winning filmmaker. We saw his film this morning on STEM project. He's a co-founder of Novelas Educativas. His films are innovative communication tool for the Latino community. Over on this side we have Colt Alton, he's the Director of Technology for Learning You, which is an international Hispanic online university. Next, we have David Iberkleid, he's the founder and CEO of WhyEquals and the creator of ReK2, which is a text messaging platform. And we also have Nadja Giuffrida, she is the CEO and founder of Dextro, which is an IT and training consulting company that serves Latin American government and private corporations. Okay Rob, I'm going to go ahead and hand it over to you.

>> Rob Garcia: Thank you, Christie, and we just want to get right into our presentations so Armando would you take it away?

[ Inaudible ]

>> Armando Sanchez: Good afternoon ladies and gentlemen, I'd like to tell you a story and I'm going to start. Star Wars, could you please think of Star Wars for a little bit, you know the little green guy, always speaks backwards. If a Special Ed teacher would have gotten a hold of him he would have never been a major star. Anyway, he always talked backwards, and it took me a while to learn that sentence. Yoda, invention, knew a lot, he was the head honcho, the little guy was supposed to kneel [phonetic] a lot. And then the other character, he was totally lost, Luke Skywalker, sort of. Everything dazzled him, understood nothing. His dad ran the whole world, the bad side, and he didn't know that, and anyway, confusion everywhere. And this little guy walks around, confusing him more since, you know, 'Lift this thing my son,' and he says, 'How in the hell do I do that?' But Yoda changes his life with the force. The force, what the heck does that mean? The force be with you, the force be with you. I share that with you today, that's

part of my presentation today, I'm here to talk about the force. Ladies and gentlemen, I happen to run into three Yodas in my life. I was Luke Skywalker when I was 40 and I ran into three of them. Actually, I ran into them here on this campus, they were both in their 20s. They were a lot smarter than I was back then. Luis Bravo, Sal Mungia [phonetic] and Felix Unica [phonetic] some of you may know, some of them are still on this campus at UC Riverside. They taught me about the force, and I'm here to share with you what they taught me. And I'd like you to take it all in, okay? The force, I want you to, first and foremost, I want you to grab your phone, all of you right now, get your phone, get your phones out, okay. No no, don't read your texts, just grab your phone [laughter], just start texting on me. You're going to learn about the force and let me ask you a quick question, what exactly is this? Today, what exactly is it? And if you tell me it's a phone, I'll say you don't understand the force, let me explain. Let me tell you what I see now as the force. There are two studios and one magazine company inside this one little machine. I can right now, do a television show, a radio show and write a magazine at the same time with this. Let me go over that again. This is a television station, a radio station and a magazine, I can work on all three of them and send it out by the time I'm finished talking. The magic, and I can send it around the world in the next five minutes. This is the force now. There are three words that are associated with this force W-W-W, that's where the force is. Every one of you in this room can put one of these in front of me, you can tape me, you can videotape me and you can start sending out on Facebook, 'This guy doesn't know what the hell he's talking about or he's the smartest guy I've ever heard,' I don't know, you make your choice because it's your writing, you're the one putting it out there, around the world, ladies and gentlemen, around the world. There are rules to this game, there are responsibilities. You are not to use the force, this one, for malicious and destructive motives. You do not harm yourself or others with it, there are responsibilities. You're not allowed to do whatever you want with it. Ladies and gentlemen, right now all of you should be having and recording me right now. You should be recording all the presentations and after each presentation you should be attaching to that, 'I think,' and send it around the world. And if you're not doing that, I don't know what you're doing with the force. If you're texting, 'I'm eating now,' get a life people. The force is not being used very well, okay? Use the force, stop telling us, 'That no one listens to me.' Send it out to the world, do it now. How come you're not taking pictures of me? You're still sitting on your force, let's use it ladies -- there he is --

>> Rob Garcia: There you go.

>> Armando Sanchez: There's a man [inaudible]. Ladies and gentlemen, you have the ability to offer us your views, your reactions and your perspective. This phone, your phone, should be in front of my guests and famous people that are [inaudible]. Sylvia Mendez is in the group. Is she here somewhere? Sylvia? Are you here in there? Should be right in front of Sylvia. You don't know who Sylvia is? Find out. You have the force in your hand. You have Dr. Murillo. You have these wonderful panelists, interview them after they get off of here, they're standing around out there, we're looking for candy or pens to grab and put it in our pockets. Interview us, tell the world what you're thinking, because if you don't, people are not asking you, you don't have to wait anymore. You have the force. You're paying for it [laughter]. Allow us to understand and appreciate

your thinking. Tell us about your uniqueness and creativity, and whenever you tell us what you're thinking, most people will think you're crazy anyway. But we think of that even if you don't say anything, so you might as well do it. Use the force. Go out there and work with groups, ladies and gentlemen, and educate all of us. Bring us hope. Bring hope to the community. You got a way to do things right? Tell us about it, tell us about it, use the force, lead us into the 21st century. Don't cry about it that they're not taking us to the 21st century. We don't have to wait, we have the force. Ladies and gentlemen, you can interview anybody you want on the planet. Professor says, 'John wrote a book,' go find John, interview him, record him, bring him back in the classroom and says, 'Yes, you're right,' or you know what, 'Where in the hell did you get your advice? I just finished interviewing him.' Use the force, do it now, don't wait for anybody, don't ask for permission, do it now. Use the force, thank you.

[ Applause ]

>> Rob Garcia: Thank you Armando. Andrés, do you want to come on up?

>> Andrés Orozco: Oh that was great.

>> Armando Sanchez: Thank you.

>> Andrés Orozco: Hello everybody. I have a PowerPoint. Gary's going to get that up there for me. Hello, my name's Andrés Orozco, I'm with Novelas Educativas, and I'm really happy to be here. It's an honor to be invited. On behalf of my brother, Miguel, and I we are just grateful to be here. He could not be here today but I'm sure he's with me here. We started Novelas Educativas in 2006 and we work with government agencies, universities, non-profits. And what we do is we take research, concepts, ideas and we filter them or translate them into a narrative format. What does that mean? That means when I was in graduate school and I would go to conferences, not like this but, you know, scholarly research conferences, where people share their papers, I'm sure a lot of you have been to them, I would read this great research. And I would ask myself, 'Who else is reading this research?' Most people that read journals are other educators and like clinical psychology or what have you. But it's kind of like having a vaccine and you don't share it with people that are sick. So I thought all of you, especially the researchers in here, you're doing such great work, how do we translate that into a digestible format for the masses to intake? And in graduate school I started thinking about making films with social themes. Now I've been a filmmaker, that's my training, I started as a young kid making films, and it just evolved into making Novelas. It's really entertainment connected with education. It's not a new concept, and I'll talk about, really, the founders of this in a minute. But 80% of what we take in is visual and we love entertainment. We are a society that just begs quick, one-second soundbites, we love information that's quick. And for me it's just, it's a pleasure to take information and make it into this easy accessible format. I'll give you an example. I was looking at the FAFSA booklet, to how to apply for FAFSA, and it's a pretty thick booklet, and I was reading the Spanish one, and who's going to read this thick packet of FAFSA. So I made a seven-minute film on FAFSA, it's called 'Nona, somos ricos [phonetic]' and it's about a guy

who's telling his nephews, 'Hey, you guys better get with the program and, you know, get going with FAFSA.' But that packet into a seven-minute short film that's funny, that's entertaining and it's educational. Our methodology, I started looking at Miguel Sabido's work and the way he encoded certain ideas into characters in the films. In other words, each character would have a specific goal or mission, and the audience, meaning you, would decode these messages. And he also believed in the two-step flow system. Now what is that? It sounds kind of weird but it's really this, it's kismet [phonetic]. You know what I mean? That's what it is. It's when you see something that you really like, then you go tell your comadre, your compadre, 'I saw this and it was really good,' so the first flow is getting that information into you. The second flow is you sharing it with your friends. And this is where Novelas Educativas really prides itself on, I guess the best note or flattery is when I started seeing my films bootlegged, you know, like people making copies of them, because people wanted to share that with their family. They really liked the films. So we hope that you don't bootleg our stuff but we hope that you share our films with people, especially those of you who are in positions that administer grants or are a counselor and you have parent engagement nights, really look into us and we have a lot of resources for you. Albert Bandura, the social learning theory, that's big in what we do and what my brother and I do. It's really about, we live vicariously through people. I think that's why films are so important to us. We're kind of voyeurs. We like to see the guy heartbroken on screen because it's not us. Pobrecito, look at him, he's suffering but we almost take a joy in that. I don't know, it's weird, but we're watching this and vicariously we're experiencing this emotion through the characters. Well, Bandura's research is really about that, it's how we can experience things through characters, through the actions of others. And a lot of times when people see our films, especially when we process the films after it with a group, especially like a parent group, we'll have a lady say, 'Sabes que, ese personaje Jose, you know, he needs help, he really needs help in understanding his wife better,' and she'll look over at her husband like, that character is, yes what can we do to help that character, but really she's talking about her husband, you know? And it really opens up good dialog. And Carl Jung really believed in the collective unconscious. What is that? Once again, it is, we all have this innate way of telling a story, I mean, not even telling, understanding the story, I think it's really based on rhythm. We understand rhythm. You put some music on, a little kid starts to dance, he's one years old. My little girl, she's two, I put music on and she starts dancing. How do they learn that? How do they know how to dance? When a baby is crying, you know, the first thing a mother or father does is, they go like, 'Shush shush shush shush shush, yes, yes,' you start talking like, 'What is wrong with you,' 'que pasa.' So it's that rhythm and rhythm is a story, you know, you have the beats, a beginning, middle and end. It's innate in us, we have story in us, and there are certain universal themes in stories that we put into films, that all of you, all of us can just relate to them. Our area of focus: education, health, personal finance in Latino youth, I know you've heard these statistics a lot today, I won't get into a lot of them. But I do want to focus on that very last line up there if you can read that. That's hard to understand, hard to comprehend, you know, 50% of Latinas in the US, especially metropolitan areas, are pregnant before they're 19 years old. Everybody got quiet, 'Really?' I was just in our office prepping for this and there were four women and I said, 'Do you guys believe that 50% of women, Latinas, get pregnant before they're 19?' They all looked at each other,

then two of them raised their hand, 'I was pregnant before I was, you know, 20 and I was 17,' the other one said, 'I was 18,' and the other two go, 'Maybe we're not trying hard enough, but we're not pregnant, you know.' But it was out of the four, two fell into the statistic. And you know, as educators we don't talk about this, and it's the biggest detriment to education more than gangs, more than drugs, teen pregnancy. We don't talk about that. My brother and I, my brother Miguel and I, we try to look for funding to pay for a novella. Nobody wanted to pay for it, so my brother and I had to spend all our savings to make this film and it's called Yo Soy Tu Niña, and we're just about finished with it, it's going to be done probably in the next month. But that's, you know, it's one of the areas that we love, we love to make films that are important and that impact society, especially Latinos. This is our services but I'm not going to get into that, well I should, my brother will give me, 'How come you didn't talk about our services.' We make DVDs for you, customize, and not just DVDs but we tailor stories for your particular organization. So a lot of people contact us. Recently, Santa Ana College contacted us to do a STEM video that you saw this morning. And we met with them, we sit down, we talk to your staff, it's not like we just have a coat hanger and get these scripts that are already made. We tailor make them for you. Our work, we've done national campaigns, you know. Un Historia Mas is a film about a cultural stress and this is important. And the research showed that a lot of Latina immigrants are getting depressed when they're coming over and they're, like, locked in their house and they don't drive because they don't have a license and they're just, either they're just in this house watching bad daytime television, and you know. So they have this a cultural stress, and this film is about a woman whose family is kind of falling apart and she's really stressed out and how she begins to take control of her life. So once again, these are films that the people that you speak to and work with are going to relate to. Our current projects, we just signed a couple, a year old, we signed a three year agreement with a Hispanic scholarship fund to use our library. Like I said, we did the STEM video and we have a teen pregnancy prevention novella, which I hope, you can contact me to screen it at your events. We really want to get Latinas and, you know, Latino men to watch this film on teen pregnancy prevention. We're working with Gabe [phonetic] right now to do a series of teaching people how to navigate educational systems and in the US, so look for that, that's coming out real shortly, I think it's coming out probably in August. Alright, that's about it from my presentation. I want to thank all of you and I'll be here with my panel, thank you.

[ Applause ]

>> Rob Garcia: Thank you, Andrés. Colt?

>> Colt Alton: Thank you very much. Hello, my name is Colt, and as they say in my native Texan, 'Howdy y'all.' So I don't know, maybe it's just me, but as I was hearing Andrés talk, I really want him to come read me a bedtime story. You know, like that rhythm, I could get into that. And Armando, following up on one of the things you said, I too have met a Yoda, an actual master Yoda, and these are actually four words that I didn't think I'd be speaking today but, 'Enrique is Master Yoda.'

>> Rob Garcia: Oh yes.

>> Colt Alton: So I just wanted to say thank you, Enrique, for -- there you are.

[ Applause ]

So my name is Colt, thank you very much, no [laughter]. I am the Director of Technology for Learning U. We have a couple of different parts of our organization. One of them is the International Hispanic Online University. Another resource that we have is Portal Educativo, which is portaleducativo.org, and we spend time, we've built a lot of academic courses and content that is delivered with Spanish as the primary language of instruction. One of the main initiatives and objectives that we have, kind of, sought out to achieve is this concept of Spanish across the curriculum. And one of our most recent projects is we are partnering up with a University in Culiacan, Sinaloa, where we're going to take a cultural anthropology course. So this is like a freshman level academic course that is delivered entirely in Spanish. Half of the class will be from Culiacan and the other half of the class will be from the US. They're going to be in the class together going through, kind of, a three-credit-hour course. And once you can say that and you can read it, and like, 'Okay yes, that makes sense.' But once you really start to let that manifest and what's going on there, first off it's a cultural anthropology course, which is an awesome course. Second, you know, think back to your own educational experiences. I took cultural anthropology when I went to college. It was a great course and it consisted of one professor standing in front of me telling me about the experiences of people around the world. And this guy was a great story teller, and I would, 'Wow, fascinating, interesting, yes,' but now with this technology you have the ability to put students together and talk about real issues that are happening to them day in and day out. It brings the level of, kind of, knowledge acquisition to a whole new level. So as opposed to just reading about it and thinking about it, these students are able to connect with each other in completely different cultures with completely different cultural norms and societal structures and they're able to do that in the native language of Spanish. So, this is just one of the initiatives that we're working on. We, kind of, have a fundamental premise around -- Andrés talked about the social learning theory, and it's something that we've actually spent a lot of time thinking through. You know, think 10 years ago. Ten years ago was really not that long ago, but in technology time, 10 years ago might as well have been a century ago. Consider this, quick show of hands, who on here has a Facebook profile. That's a lot of hands. Come on, even those that aren't raising it, you can admit it. Ten years ago you did not have a Facebook profile. That's how long 10 years is in technology time, but now 10 years later, there's a billion people, or close to a billion people that are on Facebook. Maybe one of the main things is we've started to think through is you think about Web 1.0, about designing websites and delivering, consuming information and putting information out there. Web 2.0 really embraces this, kind of, social learning theory exponentially. Maybe one of the take homes that I would leave for you is that this is not a fad. This is not a trend. So, if you're, kind of, sitting on the sidelines waiting to see what happens, here's some breaking news for you, it's only going to get more and more, as Armando said, you need to use this force. Just in this presentation, I've been communicating with people all over the world.



Our team, there isn't -- maybe there's, like, two or three people that work in the same location. But I've been communicating with Terry in Denver, Ronda in Utah, Carrie in Argentina. So, this communication is happening. The same thing can be applied in an educational setting. So, that's really the take home here, is that these tools are available now. So, whether if you're an end user, you need to start raising your hand, become a part of a community. If you're an institution or an organization, you know, I've talked to some people sometimes and they say, 'Yes, Colt, I don't know,' you know? 'Hey, we're the Harvard of the Tri County Area and that Facebook stuff is really not for us.' You're missing the point, this isn't about, hey, let's bring Facebook into your institution. You need to understand that Facebook is a platform. It's a communication platform that enables social connections. That's what it is. Think about that model and how it can be applied to an educational setting. It may not be the -- I'm not here to tell you, 'Hey, this is the answer,' every institution may have different models. But now is the time to, kind of, step up, and if you look through the description on this panel, this is about activism. About using these tools and these technologies to combine the grassroots movement. Some of those core tenants of grassroots with the Internet and technology. So, I don't have any other remarks, we'll probably take some questions. Thank you for your time and I'll hand it over to David, who I just want to say, you have an awesome haircut.

[ Applause ]

>> David Iberkleid: Alright, I also have the force with me and I just want to throw it out there, I'm part of the force. My message is that I'm going to flip it up a little bit. I want to start with the idea of my speech and I'm going to make it easy for you, if you get quizzed out there. I'm going to be talking about listening, so if you're out there and wondering, 'Oh, what did that guy say?' that's my message, listening. Because we happen to be in the -- if you guys use Twitter out there, you're one of the 1.4% of people in the world that use Twitter. And, you know, it's been the year of the 99% and the 1%, and that's what it is for in the information world, we are the 1% of people that create knowledge, that create chatter on the web. We have yet to listen to that 99%. So, I want to leave you with that message that we need to listen. I think that listening can really lead to innovation. It's been my experience in what I've done and I think that's where most of the creation and the innovation comes from. It just comes from observing what's happening out there and building the tools that can support whatever people want to talk about, whatever people want to do out there, and we have 99% of the world to serve. How weird is this, that I'm speaking on a microphone and nobody else is talking? I would love to know what people are thinking. You know, that's the power of social media. I don't know if anybody can do social like Latinos. I think that we own social, and if it's about social media, then we need to own social media because we know how to -- we are the conversationalists. We are the social butterflies of the world as far as I've seen and I think that we need to own social media. So, I think the future is ours. I think the potential is huge. There was a book that was published in 2008 called Here Comes Everybody by Clay Shirkey. You might have come across it. It talked about how the web is revolutionizing how people are organizing and groups are forming and we haven't seen anything yet. I think we have, as I said, you know, most people -- only 30% of the world has access to information. Can you imagine another, you know, three times as

many people online? So, I think that listening is really the key. There's a field in engineering called biomimetics, which is basically imitating nature, and right now engineers are getting so many ideas from just looking at nature and seeing, like, for example how flies fly, how insects fly and taking that and building robots that fly better than airplanes. So, the power of observation of what's out there is incredible. It can really inform how we build the new tools that are going to create changes in the world. There's so much wisdom in cultures out there that we could listen to, capture, observe and those kinds of ancient wisdom can really help us build tools that can revolutionize democracy and build better policy. So, I just want to say that social media tools can help us listen to others and lead us to innovation and policy and democracy. We the people who know how to speak social media should create and evangelize the tools to release the minds of the 99% of the world and make it from the bottom up. This is the time. It's like discovering America all over again, but this time we can get it right and we can listen rather than impose. Thank you very much.

[ Applause ]

>> Dr. Enrique Murillo Jr: Thank you David, and now Nadja?

>> Nadja Giuffida: Okay, I don't know who's idea it was to stand up, the first one that stood up, but I just wanted to say that I'm impressed by the panel so far. Outside I heard someone, a student said, 'Well, the geek panel is next.' So, you know, looking around, I don't know if I should consider myself one, but I'll tell you a little bit more about Dextro, how it connects to thinkers and how it connects to La Plaza. Dextro, the company that I represent and founded a few decades ago, is a consulting firm that specializes in transforming ideas. We work with governments and big corporations in creating growth and innovation. We started with this concept, first working with the US government, again, a few decades ago, and then transform it to an online content platform. We figured out quickly that most of the issues, world issues such as education, social issues, economics were highly interconnected with education. We became passionate about it. Dextro [inaudible] was created in today, based on diversity as one of the largest online content providers in Spanish worldwide. From there we created Thinker. Thinker is an NGO that pretty much is committed to accelerate the average timespan of the Latino community in the United States to reach affluence through education. This became very important to us. I have to say that I'm probably the minority amongst the minority, because I can see the problem from a different perspective. I don't know how many college dropouts are here with me, but I bet you I'm perhaps the only one. I also admire the story of Cindy, when she was talking about those statistics and then later interconnected it with Andrés, because I was one of those that raised my hand and I dropped out of college because of pregnancy. So, personally and as a company and as an NGO, we have a passion to help the Latino community get stronger through education. We are today, and it's just ironic that a college dropout will get such honor, the Learning Management Leader Award 2012. Now, we're going to talk a little bit more about laplaza.net, which is an effort that we're running with the White House Initiative for Hispanic Excellence through our NGO, which you can find at thinkersdo.org. That it's pretty much committed to providing a few key resources to the Latino community. Idea

storage, and we've talked a lot about how to integrate student voices, as also Louise mentioned, but also integrate them with a good ear on the other side, with a good ear of the decision makers, of the White House, of the governments that are, kind of, were left back in the country that we left. Also idea storage for solving problems and proposing new initiatives. We provide also the opportunity to network with other Hispanic groups and communities. Of course, access to leaders which I mentioned. Something very important is we provide educational tools and content. There is a gap today, in our opinion, and based again on our personal experience, between the resources that we're getting for kids to stay and college and those who already decided that they cannot continue with their college education. I think the secret here relies on technology, just because it's a matter of continuity. If we teach our youth to stay connected with education in any shape, way or form, then we're highering statistically the possibilities of them coming back to college one day. Lastly, La Plaza provides also a [laplaza.net](http://laplaza.net) directory of Hispanic organizations and resources. So, I'm just going to open the panel for a few questions.

>> Dr. Enrique Murillo Jr: Alright, thank you Nadja. We'll be taking questions from the audience here in just a moment, but after listening to the opening addresses, there was a couple of really powerful themes here and I wanted to, kind of, tie it together to what was said earlier today. I think all of you may agree that these panelists are all visionaries in their own right. They're all working in different areas and they're doing things where people haven't done it before, and that takes a tremendous amount of challenge. Later on at our afternoon address, we'll be recognizing Mr. Tijerina, who again, shows another type of passion and courage. And I want to have a call to action for the young people who spoke in the last panel, that technology is one of the ways to do that, to answer some of those questions. But you still need vision, you need passion and those things will work together to help you get to your goals. So, I'd like to ask the, sort of, a generic question to our panelists. What do you see in the future and what are the most important challenges that you think need to be overcome with regard to technology and Latino education? Who would like to start first?

>> Armando Sanchez: I guess I will.

>> Dr. Enrique Murillo Jr: Armando?

>> Armando Sanchez: The question was what needs to be overcome? Mierdo. Mierdo. Somebody is going to say something bad about me. Yes, they are, but they're going to do it even if you don't say anything. Get past yourselves and get your message out.

>> Dr. Enrique Murillo Jr: Okay, next, Andrés?

>> Andrés Orozco: Well, you know, I was thinking about the question right now. I think that the biggest challenge is how do we focus this tremendous technology, because I mean you have to separate technology into three different areas. There's the legacy technology, which, I mean if you look at a pencil was technology back in the days, you know. Story was technology as it evolved. This legacy technology of new technology

and then you have emerging technology. I think that the common denominator is content. You know, what are we going to put across that technology? I think the biggest challenge is putting out content that is relevant and that is accurate and that helps us as Latinos.

>> Dr. Enrique Murillo Jr: Thank you. Colt?

>> Colt Alton: Yes, hello, okay. So yes, what do we need to overcome? Quick show of hands and those of you on online, you can raise your hand too, we see you. Who here loves change? There's your biggest challenge to overcome. This is, kind of, a change management issue and it's -- Andrés just talked about the pencil being a form of technology. Look at how far we've come. Where are we going to be 10 years from now? That, kind of, in the challenge lies the opportunity. I think one of the biggest opportunities is around this peer-to-peer mentoring and networking. And when you take historic legacy institutions and the way they've been doing it from the beginning, getting them to embrace that new model, that becomes a challenge.

>> Dr. Enrique Murillo Jr: Thank you. David?

>> David Iberkleid: Well, we are the geeks here. We look at the pencil, we see technology, but it's true. I know that I'm talking to a lot of young people, so I'm going to address a challenge that I've seen that is directly -- I'm going to challenge you to teach your parents how to use technology. To have the patience to sit beside them and love the fact that they don't know how to use it and they will learn. They won't learn as fast and they won't use it as -- but the agility that you will, but embrace -- help them embrace technology, because we need to hear their voices.

>> Dr. Enrique Murillo Jr: Okay, Nadja?

>> Nadja Giuffida: Well, I would say that in my mind, the biggest challenge that students and us are facing today is the challenge of anticipating what's next, pretty much in time chunks of 10-15 years. Our students today, when they graduate, they will probably have a job that doesn't exist today. The fast pace of technology will determine what that job is. I would like to read to you a small phrase by Josiah Bumstead. He said, 'The inventor of this system deserves to be ranked amongst the best contributors to learning and science, if not the greatest benefactor of mankind.' He said this in 1841 and he was talking about the chalkboard. So, that's what we're facing here. We are really facing problems that we do not know yet and having to pretty much teach and learn at a very, very fast pace.

>> Dr. Enrique Murillo Jr: Thank you very much. Okay, we're ready for some questions. Actually, we have a couple of statements as well. One question for the panel was if you want to remember, be organized, so spoke CC students and beyond to honor his legacy, what is wanted and needed? Now, along with that, and here's another question, how do incorporate social media into academic courses? What specific tools and

strategies are you using? Would a member of the panel like to answer this question?  
Colt?

>> Colt Alton: Yes, I'll take a crack at that. I'm sure David may have some additional thoughts, but, you know, we've seen this. One of our flagship solutions or products that we have out there is around TOEFL prep. So, if you're familiar with TOEFL, it's Testing of English as a Foreign Language. We have one of the largest and, kind of, world leading TOEFL prep products that help prepare international students to take the TOEFL. We have incorporated social media in that, kind of, peer-to-peer networking and peer-to-peer communication. So, I would encourage institutions that are looking at that, that using social media tools, tapping into your own student resources to provide some of that. The other thing that we've seen work well is Twitter. You know, if you are just getting up to speed on Twitter, but the use of hashtags, we've seen professors using hashtags to create virtual office hours as an effective tool. So, that's what I would offer there.

>> Dr. Enrique Murillo Jr: Very good, thank you. David, did you want to chime in on this one?

>> David Iberkleid: Well, I do text messaging and text messaging definitely has its limitations, but it also has a lot of power that other mediums don't have. First of all, it's private, nobody -- it's different from Twitter. The world doesn't have to know what you write there and who you're sending it to. Text messaging has a power to change behavior. We were talking with Mr. Graciano that texting has what's called behavior modification potential. There have been studies that have shown how text messaging, for example, can change how people -- if you're a smoker, for example, and if you got an annoying text message every day that says, 'Hey, you know, before you spend those \$5 on an extra packet of cigarettes, think about your lungs.' That really changes how people behave, and I think that can be applied to, you know, there's a lot of work to be done in terms of -- we were talking about dropout rate here a lot in this conference. Before you go out and do something instead of your homework, there's a lot to be done in terms of reminding people to stay aligned and focused in their future.

>> Dr. Enrique Murillo Jr: Do you want to comment?

>> Nadja Giuffida: I would just quickly add that our vision in creating laplaza.net was precisely this one, to integrate ideas, think tanks, and to invite the students and decision makers alike to have a space. To create a blog for exposure, not only to opinions but also for content modification purposes.

>> Dr. Enrique Murillo Jr: Okay. Andrés, you want to chime in?

>> Andrés Orozco: Yes, when I talked about Sabido, that two-step communication process and how important it is for people to communicate what they see visually, you know, especially in movies. You know, social networking is so important in that process, because people can talk about a film they like, a film they don't like very quickly.

Unfortunately, sometimes the use, like, anonymous, so you don't really know who it is. But it gives an opportunity for people to comment and very quickly spread, like, they will say and spread information to-- on any particular topic. So, in that respect the social media, Facebook, Twitters, is really important in what we do.

>> Dr. Enrique Murillo Jr: Thank you Andrés. I'd like to go to the gentleman at the microphone. Can you state your name and your question please?

>> Alex Blaze: My name is Alex Blaze [phonetic], and I work with the Coachella Valley Economic Partnership. My question has to do with the digital divide and you talked about actually teaching many folks who are not as adept with some of the technology pieces. But the cost of getting into some of these things, some of the kinds of gadgets that have to be purchased, some of that is, kind of, cost prohibitive. So, that's another facet of the digital divide. Have you given some thought about that? Then the other piece then too is the engagement with Twitter and texting and Facebook and all these other kinds of things. I used to work at a college and a university a number of years, and we got to the point where sometimes almost too much of advertising an event almost caused people to be more unconscious about what was in front of them. They said, 'Oh, something is going on,' it's like, yes, we put it on our page, we put it all over the office, we put it in your mailbox. At some point you almost have oversaturation. It was sometimes at what point do you, kind of, find that maybe less is more? Or maybe more is just too much and it's still not effective. So, those are the two questions I have.

>> Dr. Enrique Murillo Jr: Thank you, would a member of the panel like to address this? Nadja?

>> Nadja Giuffida: I can address the first part. Definitely again, going back to anticipation. At least from a content perspective, it's getting so much practical, efficient and cheaper altogether to put pieces of information together. Efficient just coming from a perspective that our youth is wired different, again scientifically wired differently. Instead of reading laterally, the way my generation does, they read in flashes all over the place, and very respectfully, guys, you're YouTubized, which means that you learn in time-spans of three to five minutes with a level of ADD. Which makes it more practical when it comes to technology now, anticipating. It's good in this case because we have certain phenomenon like online collaboration and crowdfunding that are going to take over very soon, these kind of concepts. That are going to make it even more affordable.

>> Dr. Enrique Murillo Jr: Very good, thank you. Anyone want to join in? Colt?

>> Colt Alton: Yes, well, I'll take the second part of that question. And I'm glad you mentioned crowdfunding, I think that's a trend that we're going to see more and more of and hopefully is able to help with some of the cost of access issues. On your second point as far as less is more, you know, I think it really comes down to one word, and that's 'strategy'. What you will find is that each institution or organization or initiative, it needs a strategy. There may not be a one size fits all. It, kind of, communicates the

importance of sitting down, understanding what are you trying to accomplish? Being able to articulate that, have mission buy-in. Did I mention change management?

>> Dr. Enrique Murillo Jr: You did.

>> Colt Alton: Okay, yes, good.

>> Andrés Orozco: Can I jump in on that?

>> Dr. Enrique Murillo Jr: Sure, go right ahead.

>> Andrés Orozco: You know, and also that second part of that question with all this content, I agree with Armando, I think it's important to get content out there. You know, but at the same time, I've seen so many cuts in film, in television departments all across the nation, the arts. You know, the people here that are running these cameras, they have to know about the one third line. They have to know how to frame, what happened to three-point lighting, you know, four-key backlight. Those are all traditional techniques that people are forgetting about because they're just out there shooting real quickly. So, I think that there needs to be a balance between quality and quantity and that's very important.

>> Dr. Enrique Murillo Jr: Very good, thank you sir. Sir, would you like to step up to the microphone?

>> Gabriel Jones: Yes, my name is Gabriel Jones and I'm an anthropology student at Cal State Dominguez Hills, and this was more of a comment. I just wanted to say that technology does, it really can, improve education in terms of -- like I'm a McNair scholar at my school. And so I've been researching grad schools and stuff like that. Actually I looked up one of the professors over there and I just entered her name on YouTube just by chance, you know, just trying to see if there was anything on there, and I found one of her lectures on there. So, I was able to listen to that and it was a really helpful device and helped me selecting, or helped me in selecting the grad school I want to go to. Almost my mom, she spoke earlier, she's a high school teacher at Centennial, and she's in the puente program. And one of her students, he's very good at grading films and stuff like that. So, he actually filmed two of their events and they posted it on Facebook and it was a really helpful tool. You know, it helps spread the word and stuff like that, so from a student perspective I completely agree with you guys that are saying that technology is a really helpful tool. Actually I went to the March for Higher Education up in Sacramento, like, what was it, two weeks ago or whatever, or no, I forget what it was like. Anyway, so it was -- and one of the activists, he told us, you know, you guys all have your phones out and stuff like that, you've got to go on Facebook and on Twitter and say, you know, Jerry Brown, support our education. I believe we hashtagged support higher ed and you've just got this massive influx of social media networks and stuff like that. And I believe that's a really effective tool that can -- I mean like you said, it's the force, it could go over the good or the bad side type deal. It's a really effective tool that I think should truly be implemented even at the lower level, like, in elementary

school and all the way up until you're in college and above and stuff like that. So, that's all I wanted to say.

>> Dr. Enrique Murillo Jr: Great, thank you. Aaron, do you have any more comments or questions?

>> Aaron: Speaking of hashtags, I think everyone in the room that has a cell phone can hashtag LEAD and ask a question. In fact, we had one that did exactly that. He said, and I quote, 'Ruben Moody [phonetic],' which I believe is in the room, 'Feeling inspired at the LEAD conference.'

[ Applause ]

So if we can all Tweet that as well, I think that'll help out. So that, that was a comment, not a question.

>> Dr. Enrique Murillo Jr: Very good, thank you. Step up to the mic, there.

>> Blanca Galacia: Hello everybody. My name is Blanca Galacia. I'm a college counselor in Long Beach City College, and our most famous college major is 'undecided'. So I would like to know, when these kids are 12, and also with Novelas Educativas and the social network media, what are we doing to educate our kids in the elementary, in the middle school, in the high school, and the parents in relationship to selecting a career? Because as you know, our careers have changed, it's not just accountants, it's not just teachers, it's not just doctors. So what are we doing so that when they do come to the college, they have an idea of what the word 'major' means? Thank you.

>> Dr. Enrique Murillo Jr: Thank you. I'd like to respond to that. There's one word that I think all counselors should get rid of, all teachers should give up. I hate the sentence, 'Go to school so that you can get a good job.' I hate that sentence. I think the new sentence for the 21st century, it has to be, 'Okay, go get an education so you can be a great human being and invent a new industry,' that's the only answer.

[ Applause ]

Work sucks. [laughter] Andrés, did you want to comment on that one?

>> Andrés Orozco: Yes, I have the privilege of teaching at a community college. I'm a professor at Oxnard College in Film and Television. And a lot of my students have a hard time graduating. They get good grades in video and film because they love it, but they don't have the foundation, unfortunately, in math and English. So we all know math is the gatekeeper. If you can't get past math, you don't graduate, you know? So that's why STEM is so important, that we remind parents at a very -- to tell their kids at a very early age that, you know, math, that's the big block in front of a lot of people to graduate



from college. Believe me, I had to take -- and I had so many tutors. I think what helped me is that I lived with five guys from India in college and they really helped me a lot in math. And I think I owe them a big thank you for helping me finish college.

>> Dr. Enrique Murillo Jr: Great, thank you. Next question.

>> Maria de Pacheco: Maria de Pacheco, [inaudible] thank you. Mine is short. Anyway, my name is Maria de Pacheco and I'm a former Puente student.

[ Applause ]

And I'm a counselor and I'm also a psychology professor at Moreno Valley College. I'll keep it brief, just a quick question, or more than anything, advice. I appreciate Mr. Sanchez's statement that we need to use technology wisely. I work with students and I've seen a lot of things. When they use technology, right, Facebook and social networks, so here's the question. As a student develops technological skills, how can we assist the student develop social skills so they can also become competent as adults? Or competent employees so they can get along? Any recommendations will be welcome.

>> Andrés Orozco: Well, first of all, I'll go back to my statement, the word 'employees' is a bad word.

>> Maria de Pacheco: I know.

>> Andrés Orozco: No, no, I mean, I have the floor on this one. [Laughter] If we do our jobs right, we will be able to put everybody out to work. I can literally teach a class by myself, economics, and teach all the economics class across the United States, give me a day and I can put everybody out of business right now. That's the reality. And as we get smarter and better, we'll be able to put everybody out of work. We put robots to start doing this. We have to think that way. Making people into big, basic human beings, the first thing we have to do is get rid of the damn testing of the students and let teachers teach.

[ Applause ]

Bring back civic arts. Let's talk about social issues instead of being interested in who's cheating on what test. Are we teaching the kids values of being humans? I don't think so, but we can use the technology to support you, but nothing will ever replace the teacher. We're here to support the teacher, never to replace them. That's an excellent question, thank you.

>> Dr. Enrique Murillo Jr: Very good, thank you. Nadja?

>> Nadja Giuffida: That is an excellent question, actually. I believe, as Armando mentioned, that technology is here to pretty much complete the picture. And if I may just

share a few numbers, we're all creating job creators but we're all very numeric also. So we can have the full picture. The computer often offers more of a personal approach to the student in an independent survey made across the United States, university students, their average class is 115 students and only 18% of their teachers know them by name. They complete 40% of their assignments and will read an average of eight books a year but will read 2,300 webpages and 1,281 Facebook profiles per semester. They will write 42 pages per class but will write over 500 pages of email per semester. They are highly multitaskers and they're highly digitalized. So considering that their day, on average, again, and this is a statistic, is already 26.5 hours instead of the 24 that I personally have at my age. I think that we have to take full advantage of the three hours, three hours a day that they devote to class. We have to really use what we have, the attention span that we can count on, utilize technology as much as we can because, out of a day spent, three hours in a classroom, three hours studying. But again, they spend 3.5 hours online, 2.5 hours on music, two on a cellphone and 1.5 on TV. So we have to use everything available to just go at them and, kind of like, try to provide content to those [inaudible].

>> Dr. Enrique Murillo Jr: Thank you. Colt, go ahead.

>> Colt Alton: Can I just make a quick comment on this? It's an excellent question. To me, I think this question transcends culture. And what this starts to get through for me is just good teachers and good teaching, and institutions have to support teaching. And technology is an enabler. The social media is an enabler and it can enable a good teacher to start to recognize different learning styles. And so a teacher can say, a good teacher can say, 'Alright, I'm going to apply this part of this teaching to this student because that's what they need, this other part of my teaching to this other student because they have a different need.' When I think about technology and social media, that's the capability. It's not about replacing the teachers. We need to reinforce good teaching and good teaching habits.

>> Dr. Enrique Murillo Jr: Right, thank you. Andrés?

>> Andrés Orozco: I want to talk about that. You mentioned the value in these students and young people. I think it really boils down to that, their self-worth. And when I teach a class, the first thing I tell them, the first two weeks is I tell them, 'You're worthy.' Tu vales. And to instill that into young people at a very young age is so crucial. Especially, and President Karnig mentioned this about the absence of Latino males in higher ed, we really need to focus on that. Not just that but that's a big focus because he's right. These Latino males, they need to go to college. I didn't feel like I deserved to go to college until I knew my own self-worth, what I was about. Dr. Christopher Veale, when he was at Long Beach City College, he commissioned *Novelas Educativas* to make a film called *Higher Ed* that talked about the absence of Latino males in education. And that film really talked about three generations of Latino males and the different goals that they had, and it was all tied into their self-worth and how they saw themselves and how they see themselves. So, I would say, to answer that question, I know it maybe sounds a little altruistic and all, but it really is about self-worth. That's the basics.

>> Dr. Enrique Murillo Jr: Thank you. David, did you want to weigh in this one, okay? And then, Aaron, got one more question for us, or comments?

>> Aaron: Actually, we do not have one from the audience here.

>> Dr. Enrique Murillo Jr: Okay, so we'll take the last question from the young lady.

>> Maria Fernanda Torres: Good afternoon. My name is Maria Fernanda Torres, I'm the founder and president of a non-profit called Youth for Change, Community Helping Hands In Action, Never Giving Up On Education. This was recently done after creating a skit. I was actually a graduate from Cal State, San Bernadino, right here, last June.

>> Andrés Orozco: Nice.

>> Maria Fernanda Torres: And I had the privilege of working with 20 at-risk youth students from Washington High School, which is a continuation school. When I went in there, I was like, 'Oh my goodness, how am I going to work with these kids?' And it so happened that I was like, 'I'm going to write a skit, who wants to jump on board? I will give you community service hours.' And I was a tough cookie, because I was like, if I'm young, and they're young, this is just not going to work, you know. So, I set very high standards, really high standards for them. I told them, 'You have three days to memorize this skit I'm going to give you.' And the skit was about at-risk youth factors. Teen pregnancy was on there. Yes, the crowd wasn't very happy with it, but it so happened that one of our students was nine months pregnant. Also, alcohol and drugs were on there, gang intervention, domestic violence within the home, which is something that really affects the students. And I really want to give Mr. Andrés the props for what he's doing, because I truly believe that the way to reach a lot of our youth today is through hands-on, the arts. It's through skits, it's through the arts. Not everybody likes hitting the books. A lot of our students learn hands-on. And I think that through technology, since they're into social media, since they're always in front of a television, you know, or they're always in front of a computer, the way they're getting their messages, the way they're learning is through visuals, it's through YouTube. You put them a 10-minute video on immigration, on what's going on politically, on political issues, you're going to get their attention. And not only that, but it's going to spread out. And from this skit, not only did I get a lot of positive feedback, I didn't get run over because I didn't say anything. I wasn't vocal, I showed it through a skit, and it got a lot of their attention. A lot of administrators were there, a lot of the board was there. And I just really want to let you guys know, you know, that we really need to join together and to not leave the arts. In the [inaudible] empire I've not really seen the arts, and we need to bring the arts back in, because it's really important and detrimental to our society.

>> Dr. Enrique Murillo Jr: Alright, thank you for your comment. We'll take one last question. Okay, thank you.

>> Jenna Soto: Buenas tardes. Mi nombre es Jenna [phonetic] Soto, vengo representando la [inaudible] Valley. Mi pregunta es, tienen algunas ideas de crear alguna novella educativa sobre el bullying en español?

>> Andrés Orozco: Okay. Sobre el bullying? Bueno, en español, dios me ayude. Mire, mi hermano Miguel me ha preguntado varios veces, 'Tenemos que escribir un guión acerca de bullying,' y es una buena idea, es algo real, especialmente el bullying en el cyber, en el web page. So, my brother has asked me many times to write a film on bullying, because there's a lot of bullying going on, not just on the playground, but in cyberspace. Es algo muy importante, y yo pienso que es triste, porque hay mucha gente, muchos jovenes, que se sienten tan mal cuando alguien nos critica, [inaudible] Facebook o en otra social media. Que dicen, 'Ay, todo el mundo me vió o todo el mundo vió un foto de mi,' y se les acaba el mundo. Now they don't want to even live anymore, and, you know, it goes back to what I was saying earlier about self worth and letting them know that they are worthy. And I think that that is something that is on the horizon. Es una novella que yo pienso que vamos a hacer pronto, y especialmente si ustedes lo piden, porque asi es algo que es muy necesario.

>> Jenna Soto: Es muy importante para todos los jovenes, porque de ellos es el futuro.

>> Andrés Orozco: Absolutamente, muchas gracias. Thank you.

>> Dr. Enrique Murillo Jr: Armando?

>> Armando Sanchez: Permíteme. Ojalá Andrés salga en la programación, cuando lo vas a hacer tu? You have the force. Hazlo tu!

>> Jenna Soto: Yo la lo hice.

>> Armando Sanchez: Hecho. Sigue siéndolo mas.

>> Jenna Soto: [inaudible] problema y por eso estoy aquí, para demostrar que sí se puede, pero necesitamos a todos ustedes para promocionarlo también.

>> Armando Sanchez: Claro que sí. Hecho.

[ Applause ]

>> Dr. Enrique Murillo Jr: Well, we're coming to the end of our session. We're going to have each of our panelists make a closing statement. So, we'll, kind of, start with Nadja down at the end there.

>> Nadja Giuffida: Well, I think that this was a great learning opportunity for me personally. So, I was honored to be in the panel with Armando, Andrés, Colt, and David and Rob. But I think that the bigger challenge here is how do we connect those? We know that technology is out there, you know. We know also by the members that

nuestros jóvenes will lead the way. We are already in the Bureau of Labor statistics as the minority providing 74% of the growth of labor by 2019. So, I think for all of you that are students, that's a big job. You will be in charge of this country's economy either tanking or thriving. And what I would like to pretty much to extend the invitation would be for us to look for ways on how to connect this. How do we connect the expertise of IT gurus with teachers in perhaps developing Latino learning online communities that will give a voice to students, teachers, and decision makers. But again, how to think in terms of innovation, not forgetting that it's our job to make this economy thrive and stay as the number one worldwide, that powerhouses are not ranked by their level of capacity or their capacity of food making or weapons of mass destruction or anything. It is pretty much ranked based on innovation. The country, the minority, the person that takes the lead, innovation-wise, is pretty much the one that will determine for the good of the future. So that's just an invitation. Technology is there as a connector, you know, and we can use it or miss it. Just going back to Armando's comment on the force.

>> Dr. Enrique Murillo Jr: And what was your website again?

>> Nadja Giuffida: Okay, Dextro.com. That's our consulting firm. Thinkersdo.org, it's our NGO. And LaPlaza.net, that's pretty much out there for all of you to communicate regarding education. It has several educational free tools available, and a number of scholarships including a 50% scholarship to anybody that would want it on language acquisition in five different languages.

>> Dr. Enrique Murillo Jr: Thank you, David?

>> David Iberkleid: I'm also honored and humbled to be here. Thank you, Rob, Enrique, and I'm so glad to be here in the panel with all of you guys here. And I want to also continue the point on innovation, and also send an invitation to -- Not, I was preaching to the students before when I told them to have patience with their parents. But I also want to say that educators have the opportunity to participate in the design process that leads to a lot of the tools that are coming out. And the educators are the ones that are observing and looking at how the kids are using technology. And I think that it would be amazing if they could participate in the design process.

>> Dr. Enrique Murillo Jr: And do you have a website where people can go to, for more information?

>> David Iberkleid: Absolutely. My website is called whyequals, that's W-H-Y-E-Q-U-A-L-S, 'Why equals', like the two words, dot com. And just to continue my point, I started teaching computer classes to Latino parents in North Carolina. And I realized that the computer wasn't really the medium that was the best medium to spread information in the Latino community. And that's how I came across text messaging. And our text messaging platform is so easy to use and has been so engaging for a lot of folks out there that don't have any contact with the web, that the other day I got a call from somebody saying, 'Hey, I got a text message from you, but what does it say?' And it turns out the man cannot read. And there's, believe it or not, a lot of people out there in

this country, which has a decent literacy level, that don't know how to read. And we need to engage them. And there's a lot of technology out there that can send them videos, that can send them voice. There's multiple ways of engaging them. So, that's -- Well, I'll leave you with that story.

>> Dr. Enrique Murillo Jr: Thank you, and Colt, we've got about 30 seconds for you there.

>> Colt Alton: Thirty seconds, yes. As a guy that got a degree in History, I'm just thrilled that I'm on a geek panel. This is a big accomplishment for me. You know, look, I think the jobs are changing, technology is changing. The job at hand for everybody in this room and the folks listening is to help young people understand their worth so that they can have the confidence to build things that we haven't even conceived yet. And that's really, kind of, the role here, that's el memento, the time is now, leave here, do something, connect with something. Engage with somebody, but start, get started. And thank you.

>> Dr. Enrique Murillo Jr: Thank you. Andrés?

>> Andrés Orozco: Well, I want to thank everybody for being here, for listening to us, the panel, distinguished panel, amazing panel. I had a chance to talk to Nadja last night for a little bit, such a brilliant woman with a lot of vision, a problem-solver. Everybody here, young people, you're just amazing. I was listening to some conversations out there, and ladies and gentlemen, you guys are on point, man. You guys are beautiful. To the educators that are working with these students, I am so proud of all of you, just you're working so hard and I thank you personally, from the bottom of my heart, thank you. I want to leave you with this. Last year, Gustavo Morro [phonetic] from Santa Anna College connected with us, said, 'You wanted to make a film on STEM?' This year, we showed it here, it was action. We hope that maybe next year we can show a film on bullying or teen pregnancy prevention. But it only happens when people like you help us get it done. Thank you.

>> Dr. Enrique Murillo Jr: Thank you and Obi Wan, can we get the closing message?

[ Applause ]

>> Armando Sanchez: If you do not produce your own materials, do not complain. If you do not put out your statements and let the world know what you're thinking, don't complain. If you have something to tell only to me, only privately to me, don't waste your time. Your opportunity is here for each one of us to talk to the world and let them know what you're thinking. The only area that the computers cannot enter as of now is creativity. That's the only thing you have to grab onto. Continue your own creativity, push your own creativity. You will make tons of mistakes, that's part of being creative. Do it.

>> Dr. Enrique Murillo Jr: Thank you.

>> Armando Sanchez: Dolores Huertas [inaudible] Chaves. Excuse me, I'll close with this. Dijo 'asi se puede.' Now I'm sharing with you, damn it, go do it.

[ Applause ]

I want to thank our panelists and we'll turn it over to Garto Mario [phonetic].

>> Garto Mario: Alright, I want to say that these are our closest partners. LEAD is a network, right? We're an umbrella, we're a network and we try to promote and help others. So we have projects going on with each one of these folks, right? For example, we have our action blog and forum on laplaza.net, right? So we have an 11-point agenda that we started over the last two years, and so now you can go to laplaza.net and we have a LEAD action forum and blog so you can do that, right? And really soon, we're going to start ReK2, right, R-E-K number two, ReK2 messages, right? So we're going to start sending out text messages, right? So pretty soon, we're going to set it up. So if you guys want to, for free, right, we'll send you a text message, we'll remind you, we'll do an outreach like that. So we haven't finished that part yet because we've been busy doing this, but we're going to catch up to you. We promise, right? With Colt, we have the virtual classroom, right, with IHOU, International Hispanic Online University. In fact, throughout the whole day, we've had activities. So there are people all over the place who've actually been engaging, I don't know how many hundreds we've had on there throughout the day, but they're conducting a class today, right? So that's all virtual, so we've been doing that throughout the day. Maybe I didn't make it explicit, but that's going on, right? Of course, you saw the Novelas Educativas, why we're working with them. I'll tell you, I've been wanting to do Novelas for years, and then when I found out about these guys, I said, 'Oh my God, I don't have to do it, they're already doing it, right? So, I'm just going to partner with them and make it stronger, right.' So, I'm really proud of their work. And of course, LatinoGraduate.net, they've been our webcasters for the last three years, and I've known Armando for, like, 10 years, and we've been just doing stuff. And, you know, Armando, right now he's todo bien, but 10 years ago, everybody said, 'Oh, está loco, don't listen to that guy, right.' So, finally the rest of us caught up, right, we all caught up to him, so thank you. Let's get Rob Garcia. He is our stage manager, he is our technical consultant, right? [applause] The winner of the Golden Apple, right? He's our winner of our Golden Apple award. So, Rob, give us some words to finish this off.

>> Rob Garcia: [inaudible] you know, been sitting here all day on the side here and watching, and I think there are two words that really matter the most. And I hope that you'll take this back to your communities, especially the young people. And that's courage, because if you don't have courage, you'll get sidetracked and you'll get deterred. And then you have to have passion. And you've seen perfect examples all day long of people who have passion. And community leaders like Graciano Tucci Gomez, Mr. Tijerina, and Judy Watson, and other people who have that passion. And hopefully a few years from now, you'll be hosting your own conferences, and we'll be talking stories about Dr. Murillo here. And hope that you got something out of it today. And just

remember that technology is such a critical tool. It can make all the difference, and I hope that you'll take advantage of it. Thank you.

*END – 01:23:55*