

Understanding the Latino Mind.

It all begins with
understanding their
value system.

Let's Compare

LATINO VALUES

Based on
Catholicism,
Spanish colonialism
and respect
for tradition

U.S. DOMINANT CULTURE VALUES

Based on
Puritan, Protestant
and Calvinistic
thinking of a new
and free America

Latino

Mainstream USA

Interdependence

Family first
Family helps family
Faith in god
Humility
Work hard
Sacrifice
Stability
Respect for authority
Modesty
God loves the poor
I accept life's problems
Small success is good
Whatever god wants
I hope to achieve

Independence

Me first
Helping self helps family
Faith in self and in god
Self-expression
Work smart
Pay your dues
What's new? What's next?
Challenge authority
Toot your own horn
God loves the rich, too
I solve life's problems
Big success is better
What I want, too!
I believe I will achieve

Change the Behavior by
Changing the Belief. But
Don't Mess with Values.

Our Roots

Sometimes we're aware of them – sometimes not. They are the foundation of our behavior.

Our Values

Driven by our roots. These vary by culture, geography and even by family. They seldom change throughout life.

Our Beliefs

Driven by our values – beliefs can change with new information based on our same value system.



OLD
BELIEF

“ I will need to go to work to help the family.
I am the only one who is able
to afford college.”

Our Behavior

Will only change when
our beliefs change.

NEW
BEHAVIOR

Dropouts are more likely to work
and more likely to succeed in college

These values have an
effect on Latino
educational outcomes

BARRIERS

Poverty & Family

- The need to work to help family
- Belief that school is the authority equals less parental involvement in school activities

Poverty & Family

- Belief that college will never be affordable anyway, so “Why invite disappointment?”
- Early pregnancy

Fear of the Unknown

- Intimidated and confused by the process of school preparation
- Fewer role models
- Fear of debt
- Fear of not fitting in
- Fear of outside influences

Fear of the Unknown

- Children's own fear of leaving home or hometown
- Parents' fear of their children leaving home

Lower Expectations

- Different definition of “success”
- Lower expectations by teachers, counselors, administrators, neighbors, etc.

Unawareness

- The scholarships that are available
- The difference parents can make on their children's educational future
- Of others who are “making it”
- The earning potential of a college graduate

Unawareness

- The courses their child should take at any given grade
- The difference between a high school diploma and a college-track high school diploma
- How the system works
- Where to go for coaching and information

Unawareness

- Scholarship application process
- Ways to afford tuition
- The long-term effects of under-education
- The long-term benefits of higher education

Public Radio's role? Bring awareness to the problem

- We don't need more research, we need more action
- Children living in low income households don't even think of going to college
- If college expectations aren't taught at home, they must be taught in school.