

Our Changing Demographics: How Diversity is Evolving in Our Communities

SPEAKER:

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Tuesday, September 29, 2015
2:00 – 3:10 p.m.



Learning Objectives

1

- Understand the Changing Demographics Across US

2

- Understand Diversity through Intersectionality

3

- Understand benefits of Preparing Organizations to shift for more effective service delivery, civic engagement, and responsiveness

4

- Understand What You can do

What is Intersectionality?

— *IT'S ALL THREE...*

Theory

Framework

Strategy

What is Intersectionality?

- *A Strategy for Dealing with the Increasing Diversity in the United States, especially in the state of California.*



What is Intersectionality?



Kimberlé Crenshaw
UCLA Law Professor

Concept used to describe the ways in which the **legally protected categories** of gender, race, ethnicity, class, sexuality, and physical ableness (disability), age cannot be examined one at a time because they, in fact, intersect to create unique forms of both potential discrimination and diversity.

What Do We Mean by Diversity ?



Gender

Race

Ethnicity

Class

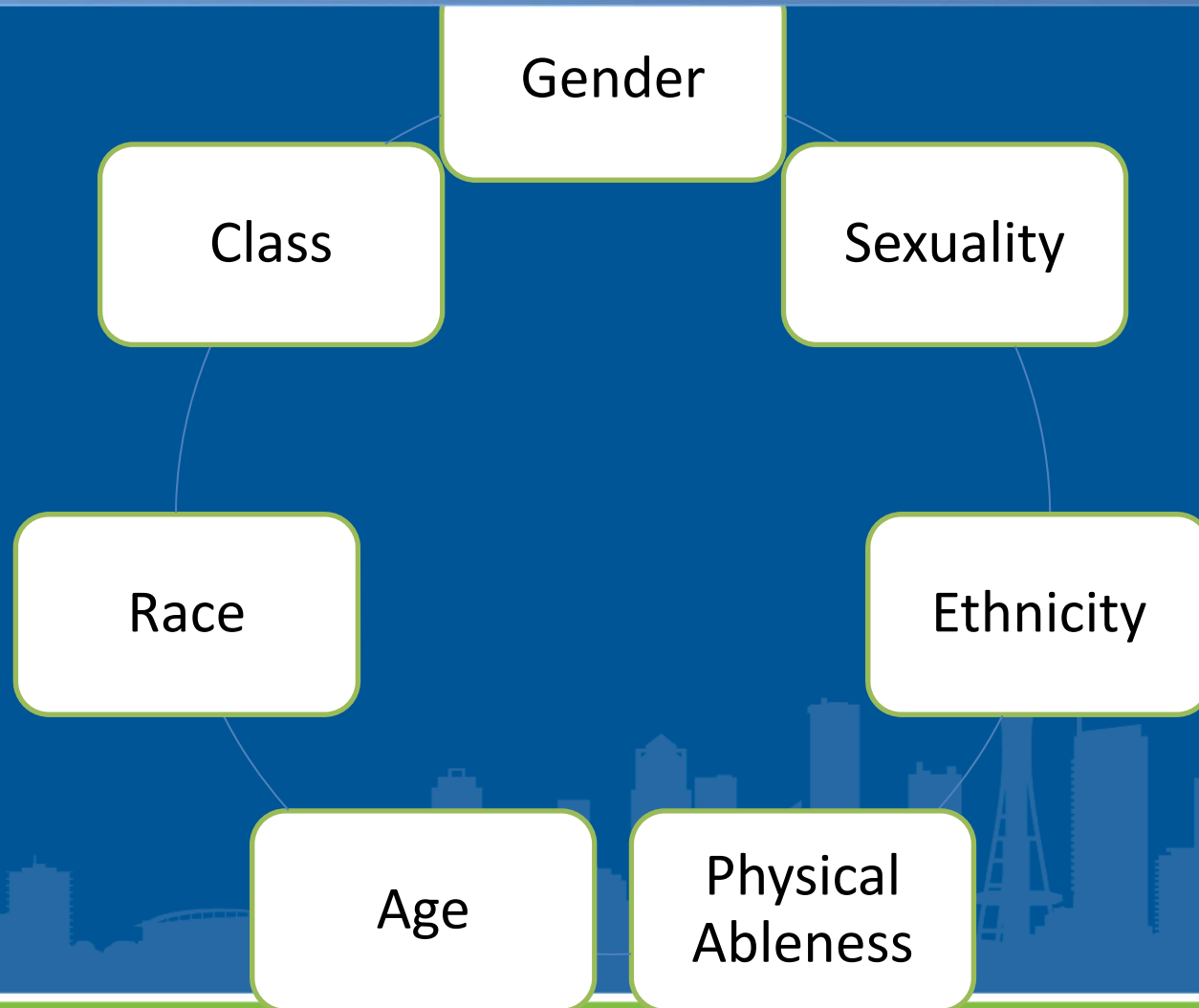
*Physical
Ableness*

Age

Sexuality

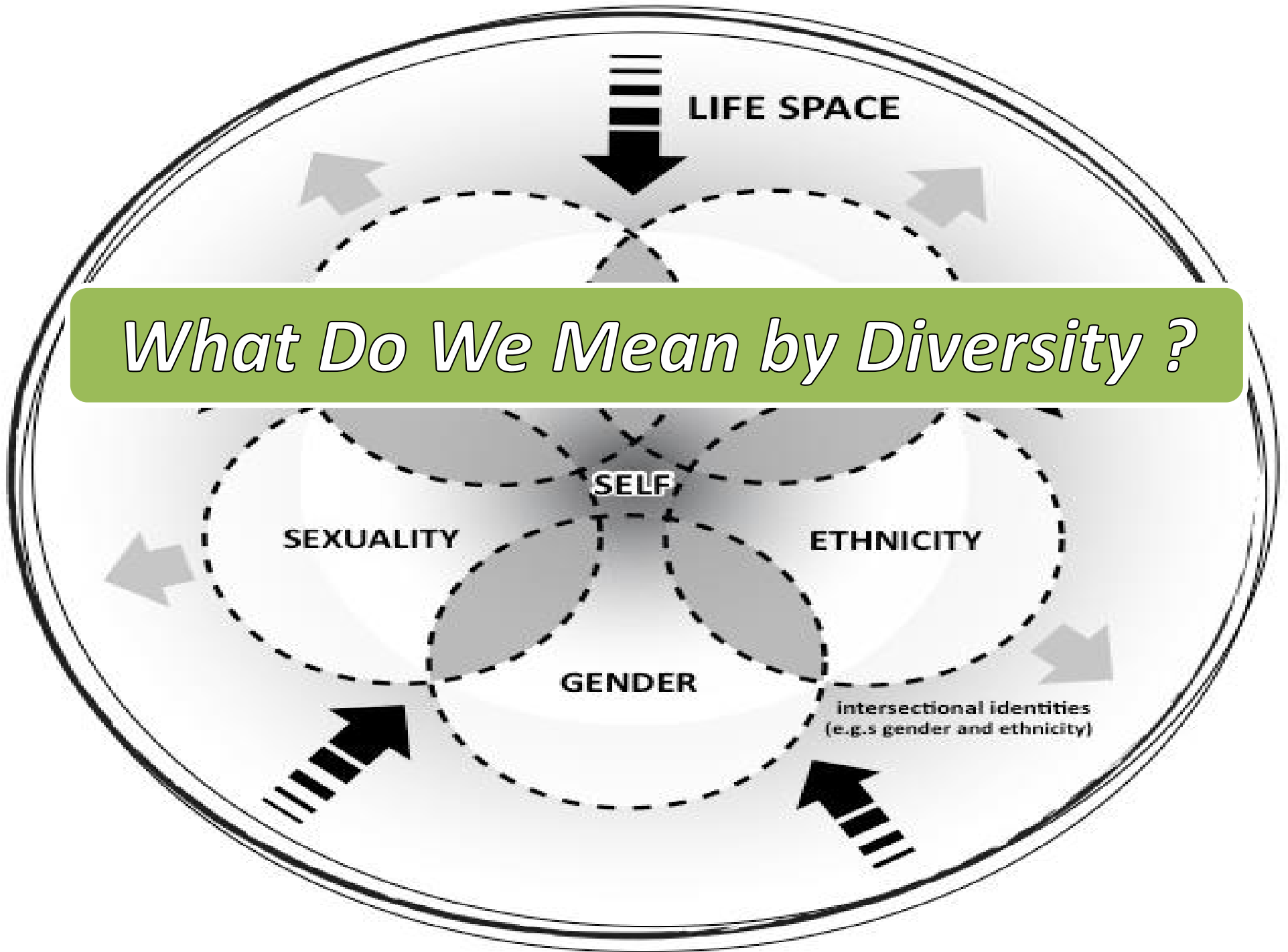
Why Diversity Based on these Categories/Social Memberships ?

The ones that matter in people's everyday existence...



Diversity based on Intersectionality





LIFE SPACE

What Do We Mean by Diversity ?

SELF

SEXUALITY

ETHNICITY

GENDER

intersectional identities
(e.g.s gender and ethnicity)

Understanding Cultural Transformations

ASSIMILATION
(before the 1970s)

BICULTURALISM/BILINGUALISM
(1970s-1980s)

INTERSECTIONALITY
(1980s-present)

January 1, 2013: US Population



US: 3rd largest Country in the World

Most Populous States:

California
37.7 million

Texas
25.7 million

China	• Population: 1.3 Billion
India	• Population: 1.2 Billion
US	• Population: 315,183,801

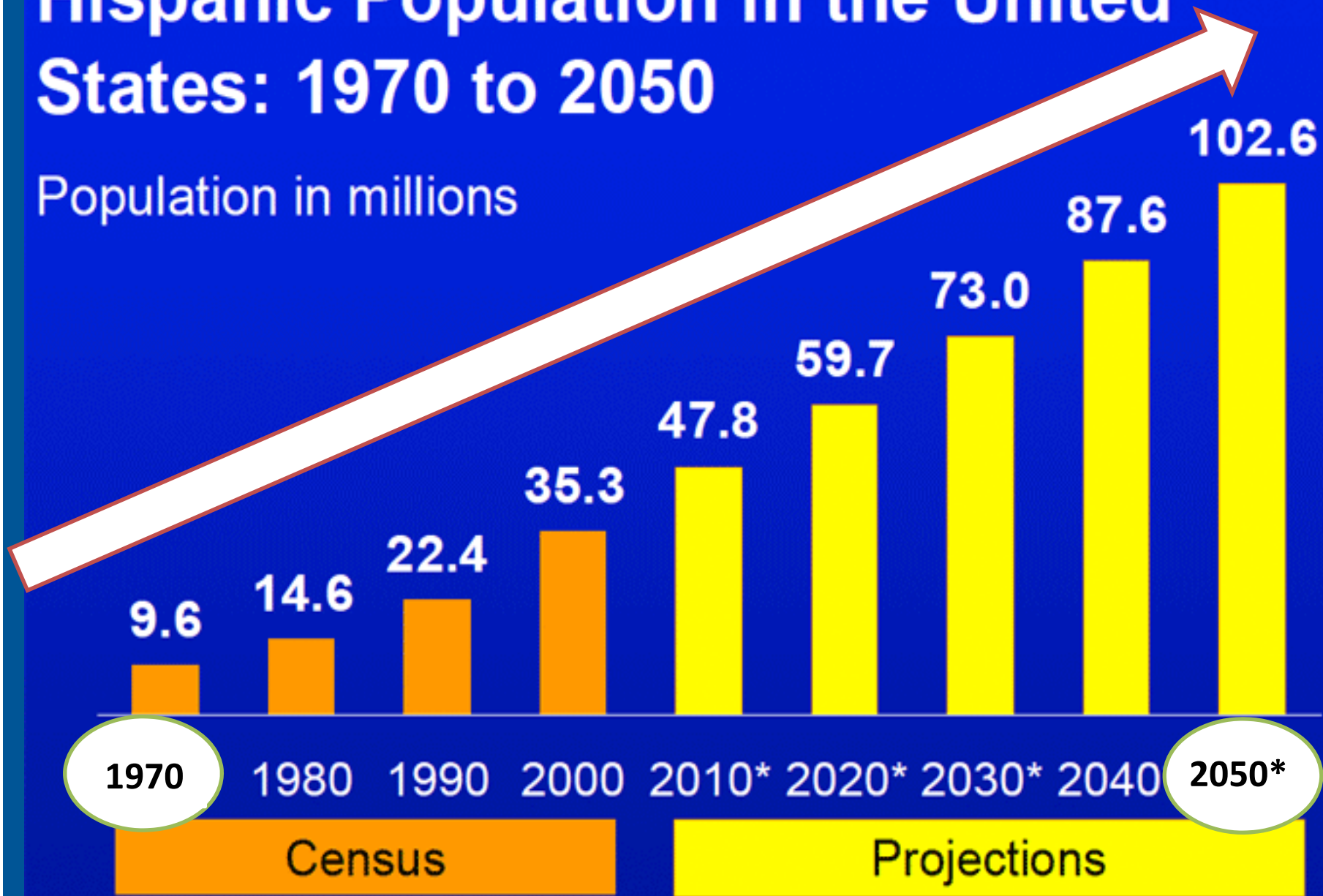
January 1, 2013: US Population

According to U.S. Census Bureau population estimates as of 2013:



Hispanic Population in the United States: 1970 to 2050

Population in millions



1970

1980

1990

2000

2010*

2020*

2030*

2040

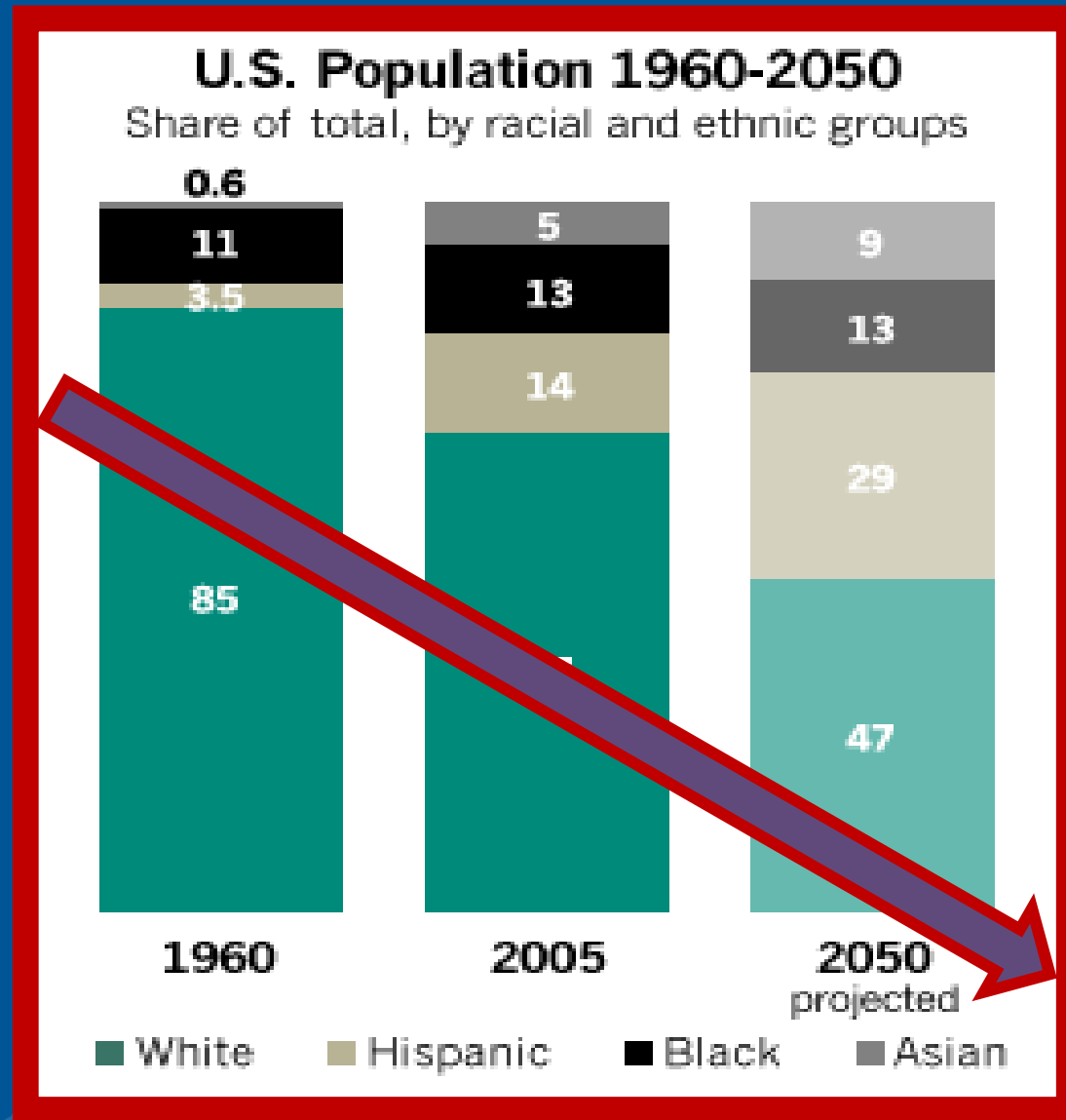
2050*

Census

Projections

*Projected Population as of July 1

Ethnic & Racial Composition of the US Population



US Population

The U.S. Hispanic population for **July 1, 2050:**

Estimated to reach 132.8 million,
constituting approximately **30%** of the
U.S. population by that date.

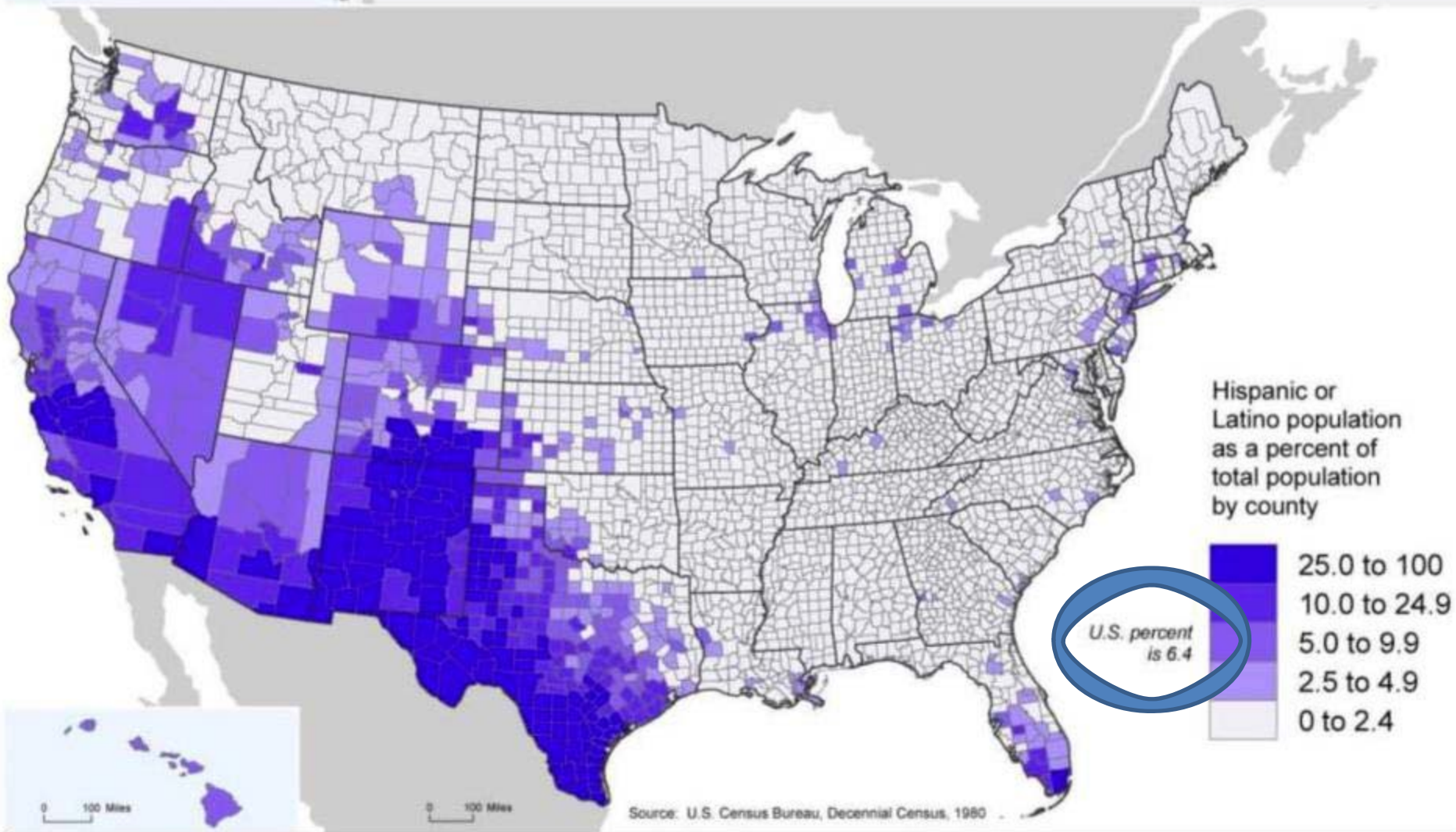


Among Hispanic subgroups:

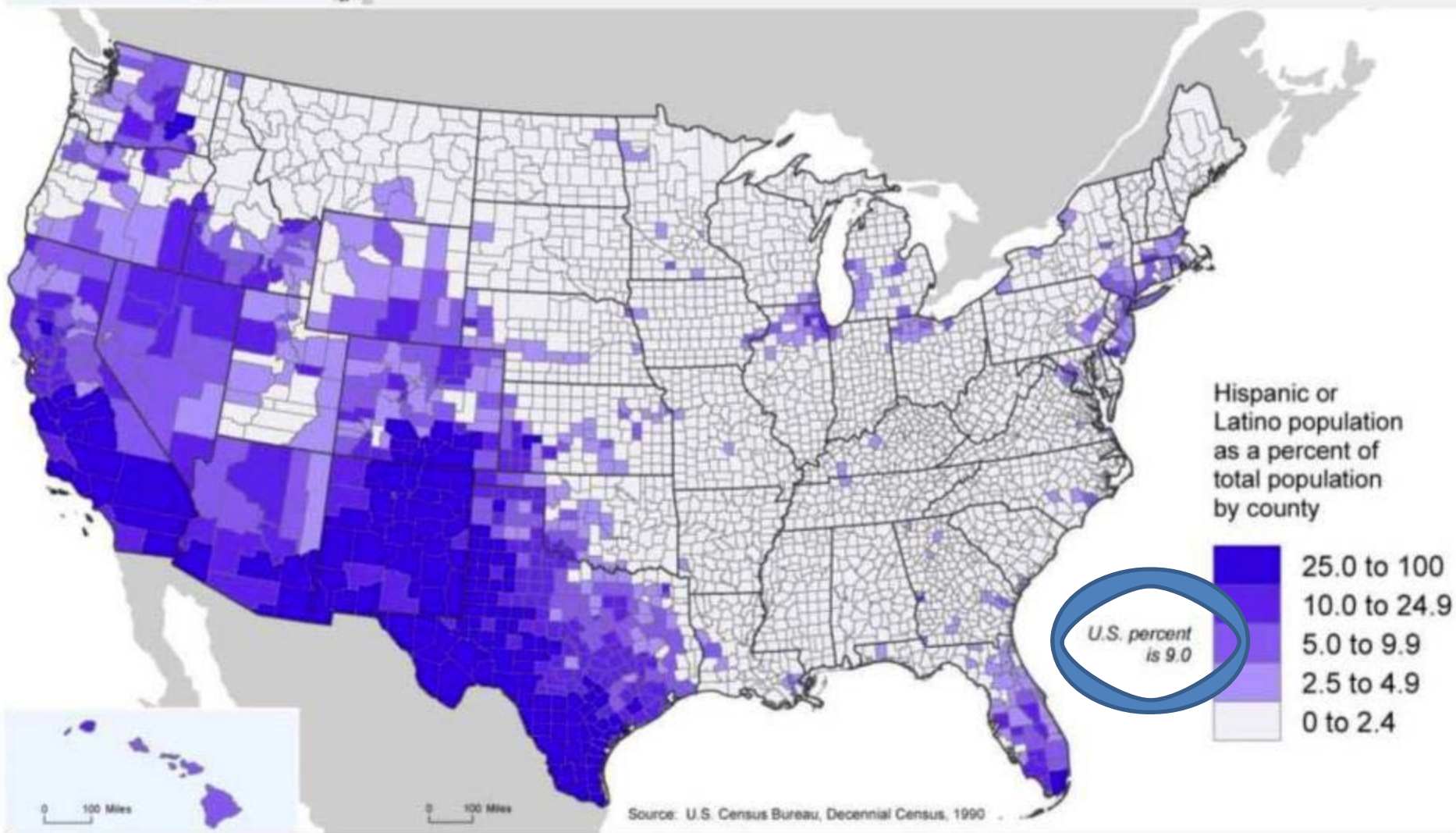
In 2013, **Mexicans** ranked as the largest at **64.6%**

- Following Mexicans were
 - Puerto Ricans (**9.2%**),
 - Cubans (**3.5%**)
 - Salvadorans (**3.3%**)
 - Dominicans (**2.8%**),
 - Other Hispanic or Latino origins (**16.6%**)

Percent of Population 1980 Hispanic or Latino

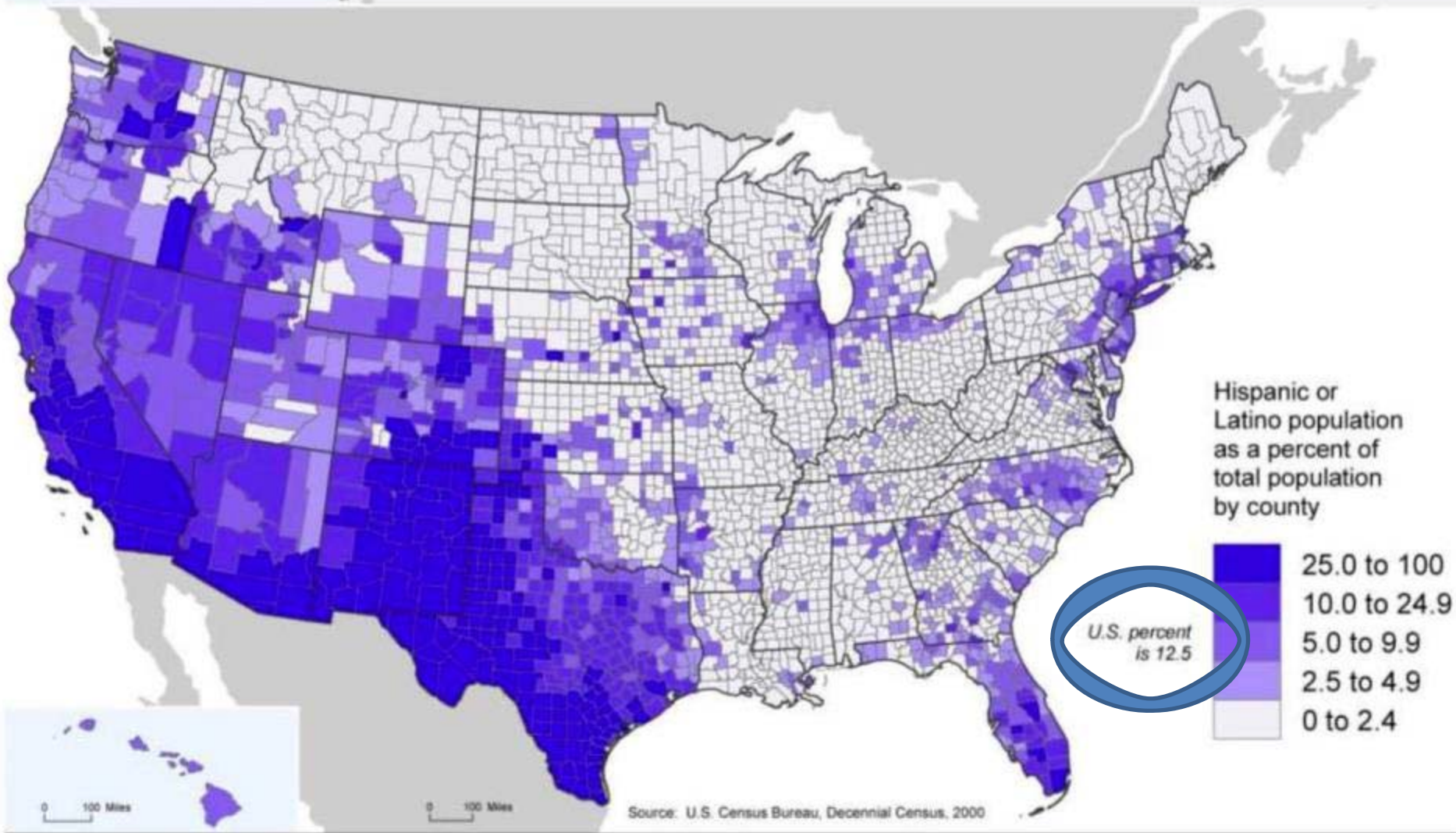


Percent of Population 1990 Hispanic or Latino



Percent of Population 2000

Hispanic or Latino



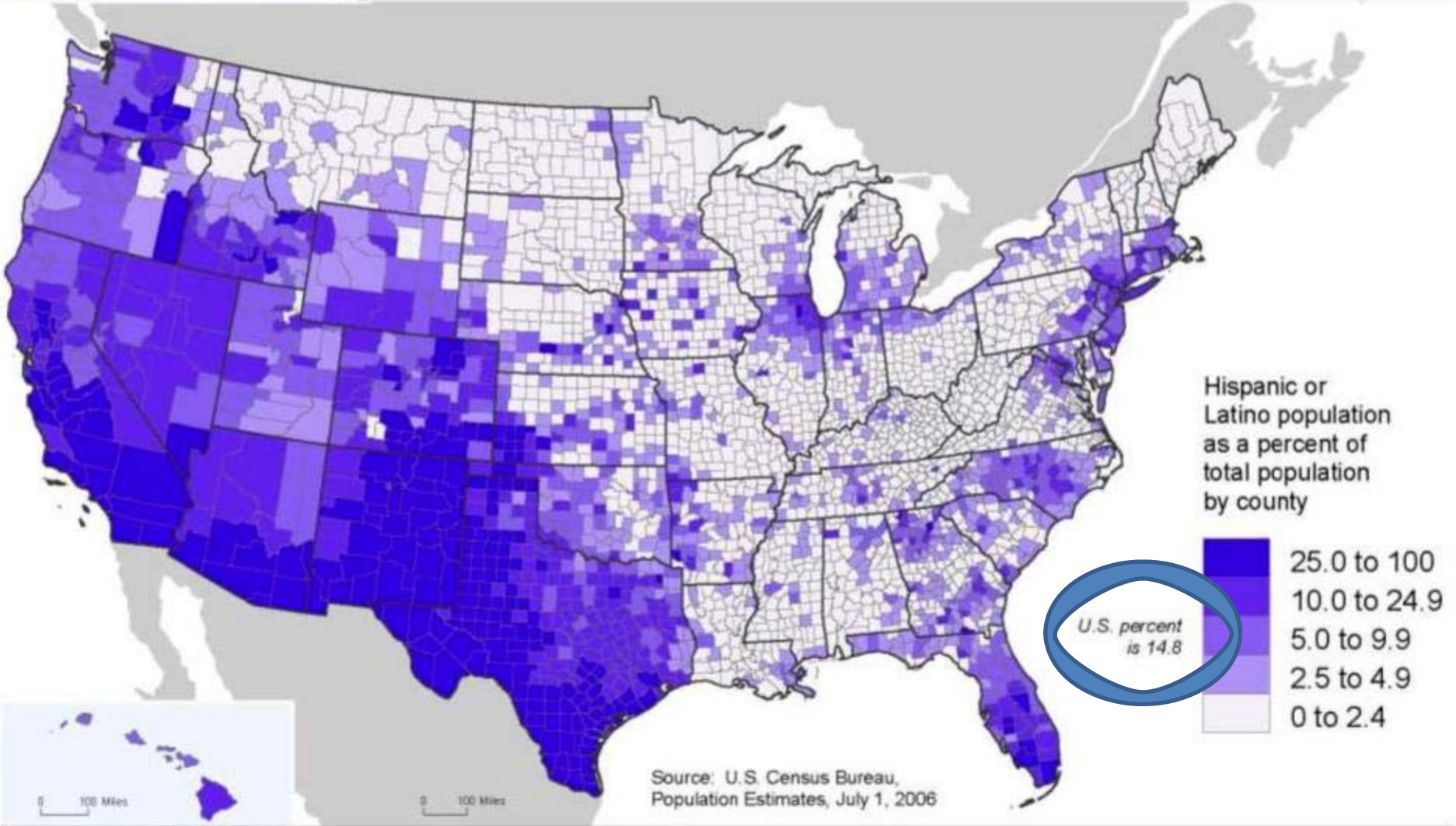
Hispanic or Latino population as a percent of total population by county



U.S. percent is 12.5

Source: U.S. Census Bureau, Decennial Census, 2000

Percent of Population 2006 Hispanic or Latino



Hispanic or Latino population as a percent of total population by county

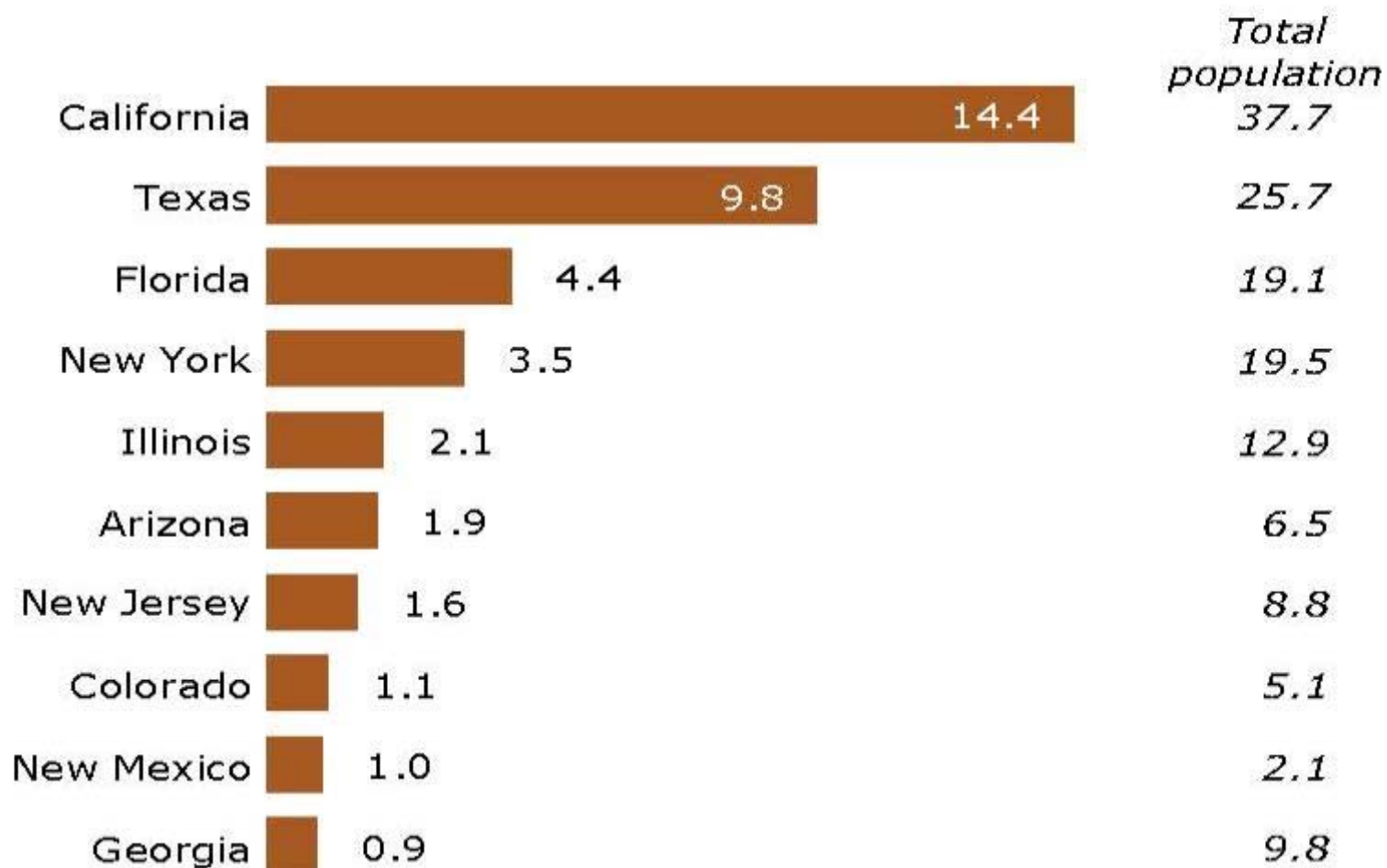


U.S. percent is 14.8

Source: U.S. Census Bureau, Population Estimates, July 1, 2006

Top 10 States by Hispanic Population, 2011

(in millions)



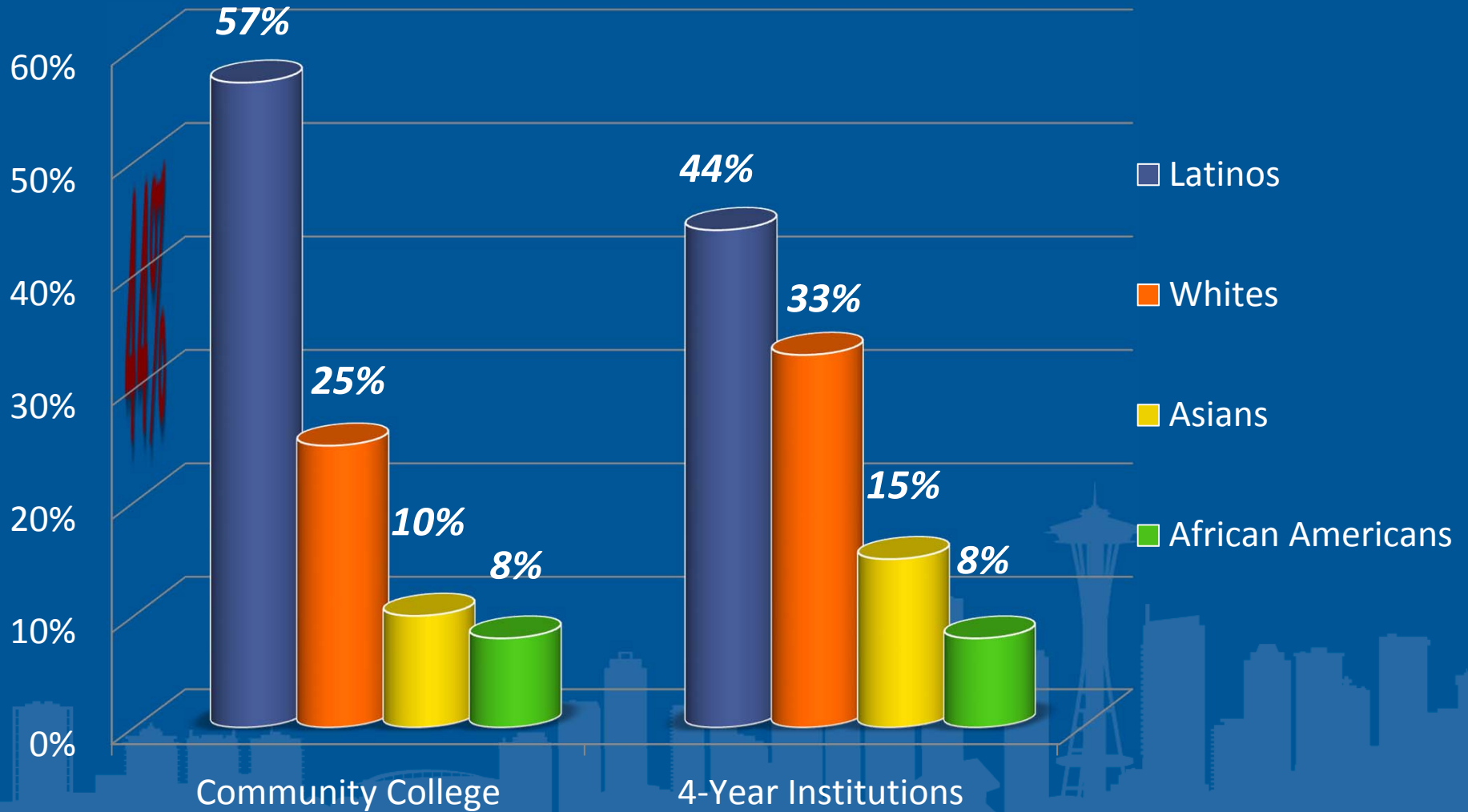
Notes: The states shown are the 10 largest by Hispanic population.

Source: Pew Research Center tabulations of the 2011 American Community Survey (1% IPUMS)

PEW RESEARCH CENTER

DEMOGRAPHIC CHALLENGE

2050 Projections in Higher Education



BAY AREA FACTS:

LATINAS/OS ARE 30% OF HIGH SCHOOL GRADUATES, BUT ONLY 18% OF THOSE WITH A-G;

ONE IN FIVE COLLEGE STUDENTS IN THE BAY AREA IS LATINA/O;

BY 2020, LATINAS/OS COULD BECOME THE LARGEST ETHNIC GROUP IN LOCAL COLLEGES AND UNIVERSITIES;

BUT ONLY ABOUT 1/3 OF LATINAS/OS IN BAY AREA CSU'S GRADUATE WITHIN 6 YEARS

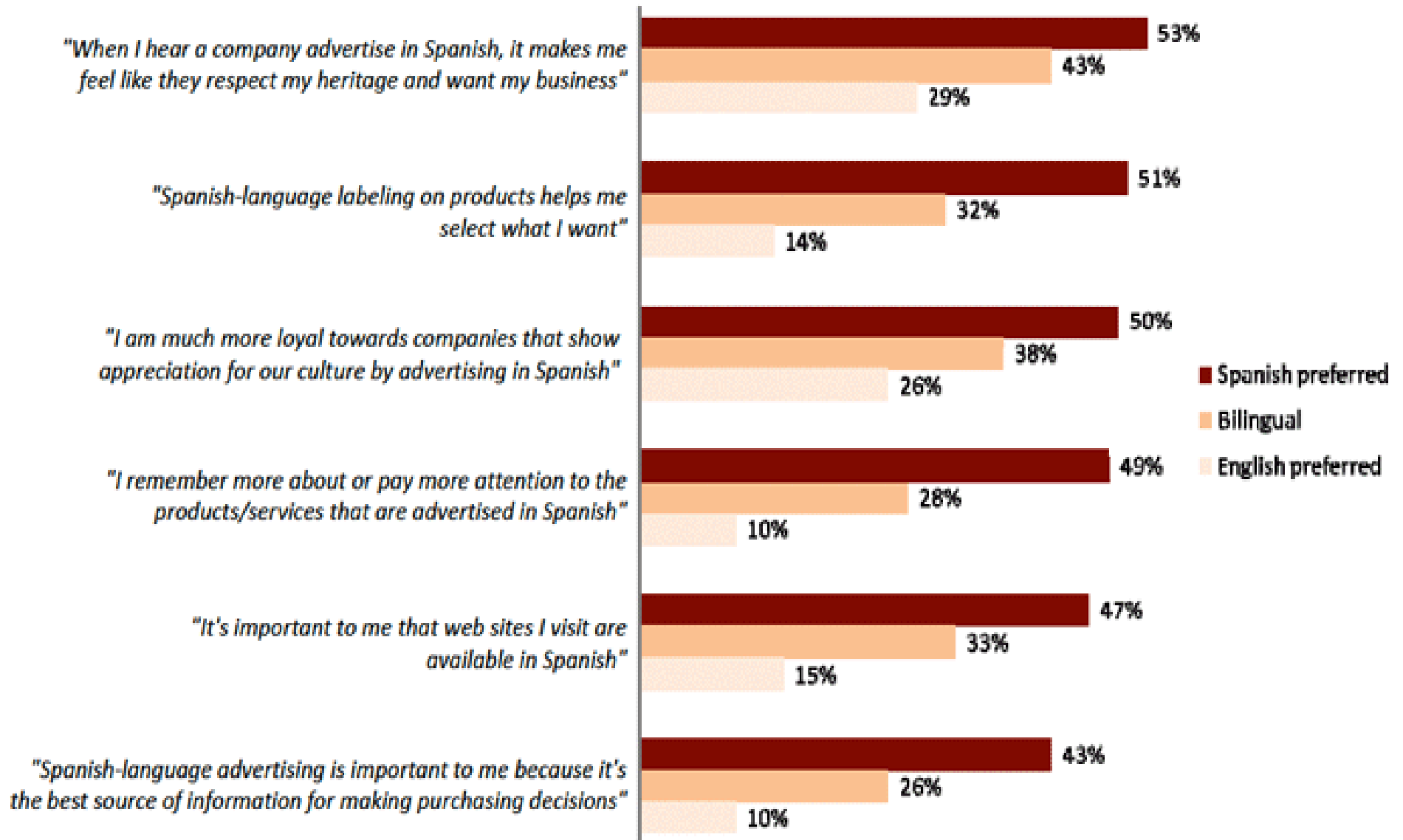
WHITE, LATINO, AFRICAN AMERICAN HOUSEHOLD NET WORTH

- **Median net worth of white households is:**
 - **18 x that of Latino households**
 - **20 x that of African American households**

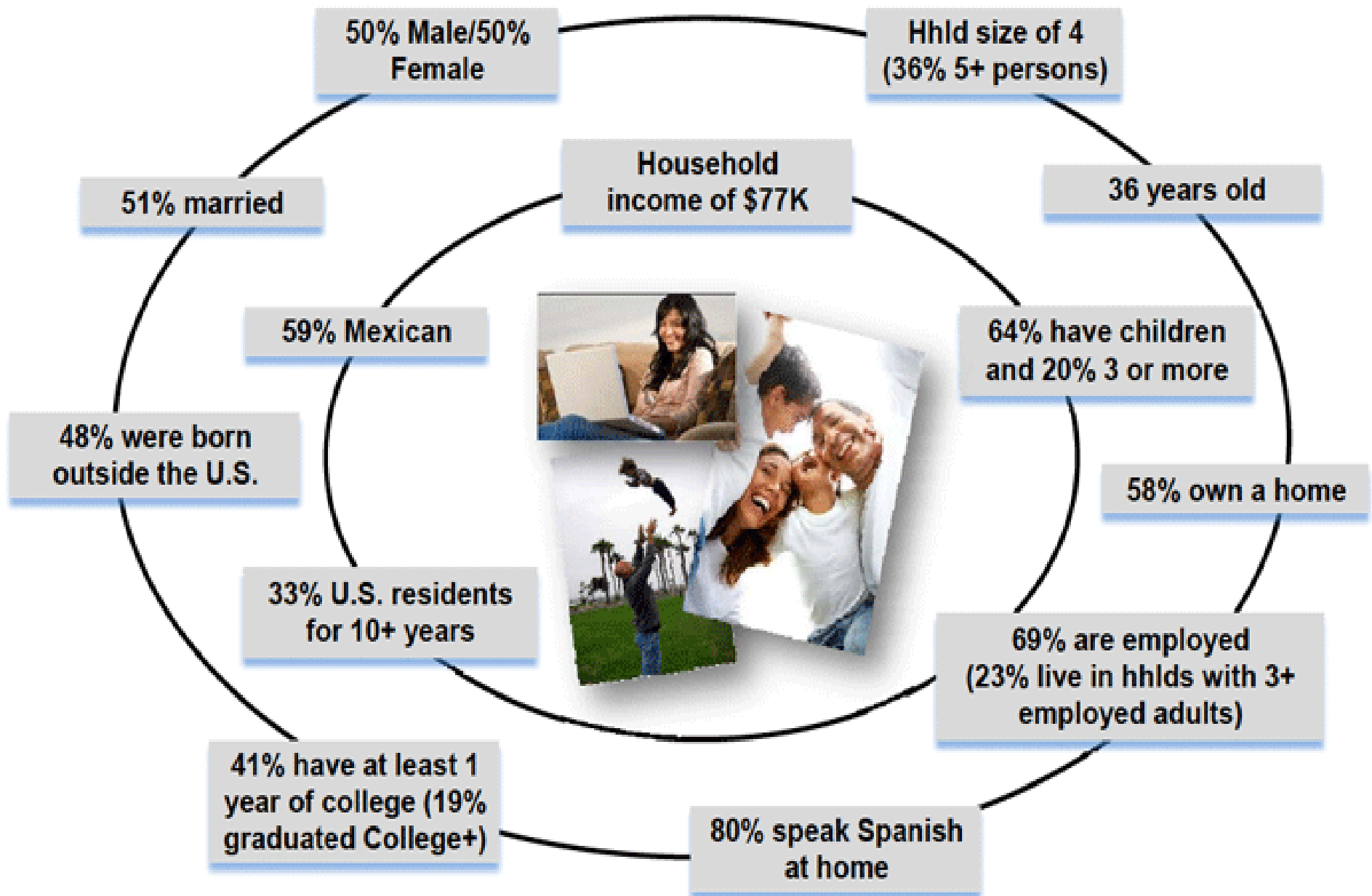
- **Between 2005 and 2009, median net worth went down:**
 - **16% for white households**
 - **66% for Latino households**
 - **53% for African American households**

Language represents that strong connection to culture and it is important in marketers' advertising messages

% agreed with statements about language in online advertising



Meet the Hispanic adult Internet user



60 Largest Metropolitan Areas by Hispanic Population

Of the top 60 metropolitan areas, 14 (or 23%) are in California with the following characteristics:

*The largest Hispanic origin group:
MEXICAN*

Over 70% of Hispanics are citizens (except in Santa Barbara-Santa Maria-Lompoc & Santa Rosa-Petaluma)

The median age of Hispanics is in their 20s

Of the Largest 60 Metropolitan Areas in US with Hispanic population, Below are the top 10 in CA

#	Metropolitan Area	Hispanic Pop. (Thousands)	Hispanic Share (%)	Median Age	Foreign Born (%)	Citizen (%)	Largest Hispanic Origin Group
1	LA/Long Beach	5,804	45%	28	42%	72%	Mexican
2	Riverside/ San Bernadino	2,062	48%	25	31%	81%	Mexican
3	SF/Oakland/ Vallejo	1,114	23%	29	40%	73%	Mexican
4	San Diego	1,021	33%	27	36%	76%	Mexican
5	Fresno	563	51%	25	32%	76%	Mexican
6	San Jose	492	27%	27	34%	75%	Mexican
7	Bakersfield	426	50%	24	32%	76%	Mexican
8	Sacramento	384	19%	26	26%	82%	Mexican
9	Ventura/Oxnard/ Simi Valley	340	41%	27	36%	76%	Mexican
10	Visalia/Tulare/ Porterville	275	61%	24	34%	74%	Mexican

Key Takeaways

Understand Your Respective Communities' Characteristics

Utilize key resources (within Organization & Within the community) to effectively engage, communicate, and serve residents

City Managers & Staff Play a key role in creating the forum for dialogue w/in the organization and in communities

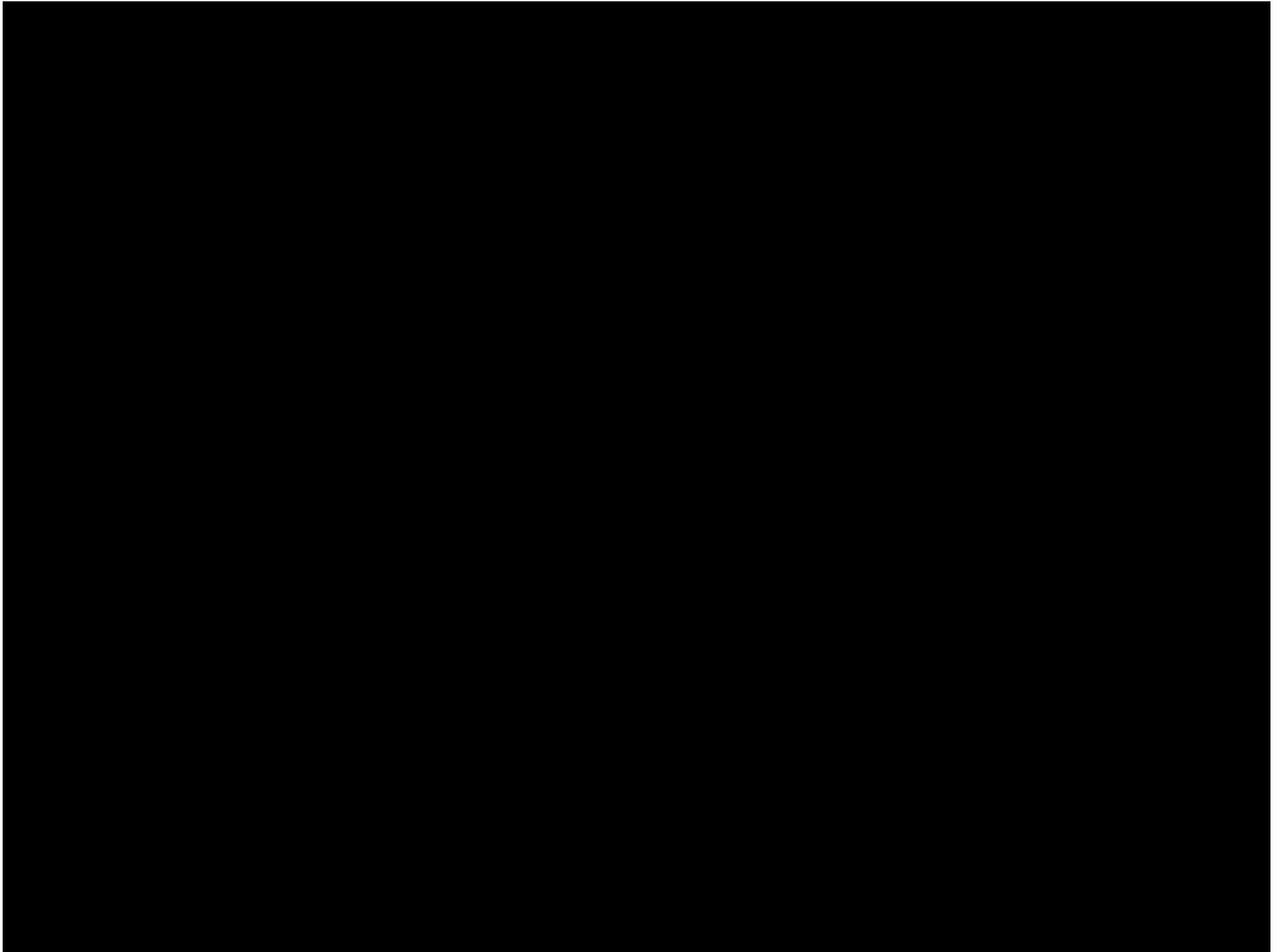
Key Takeaways

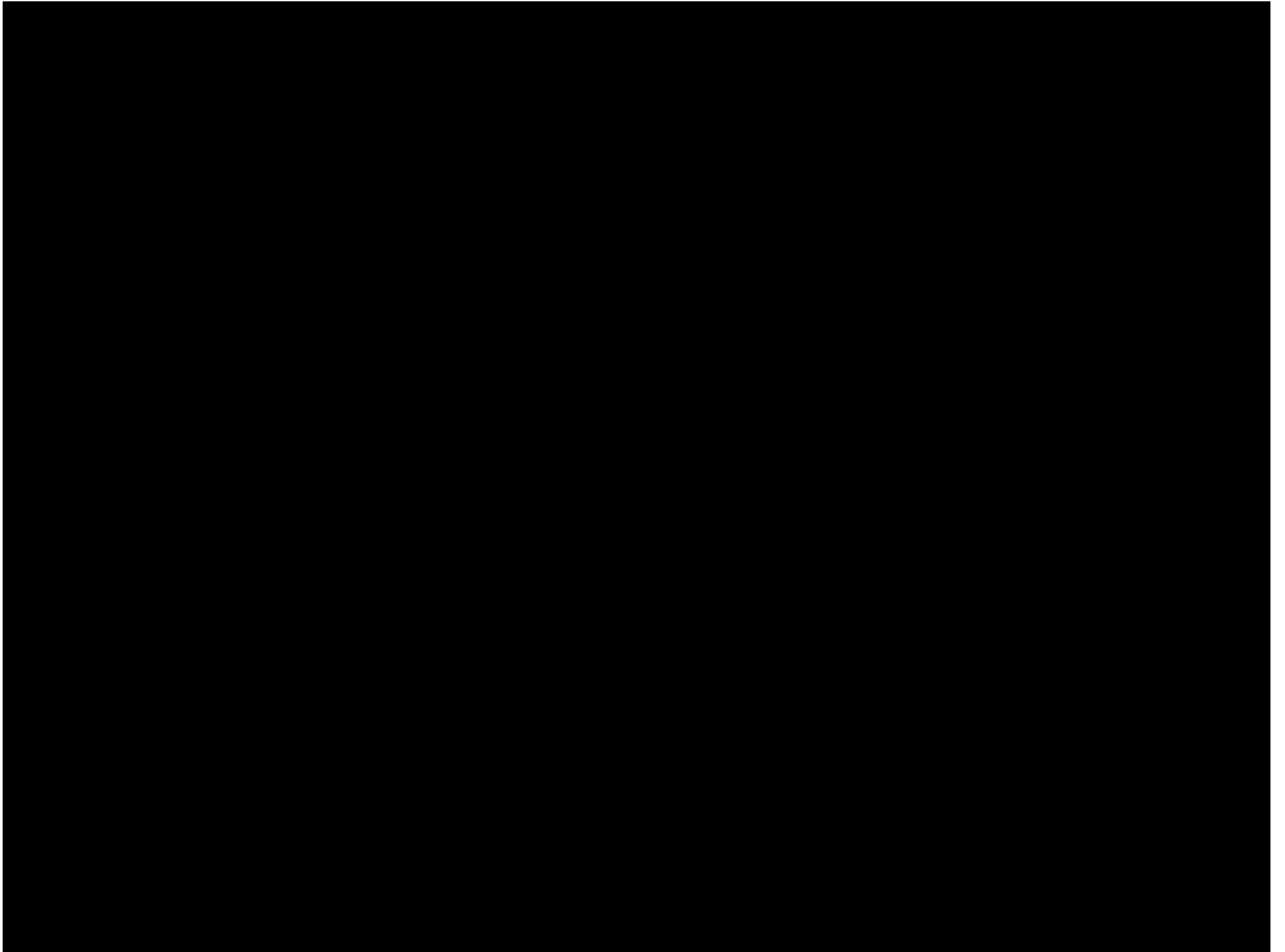
Collaborate To Create a new Discourse in dealing with the demographic change

Reframing – Re-Articulation

Have Courage to engage in dialogue about Diversity with the Organization & Community *(As effortlessly as we now discuss effective ways to engage, retain, and work with Millennials, etc.)*







STAR
★
News

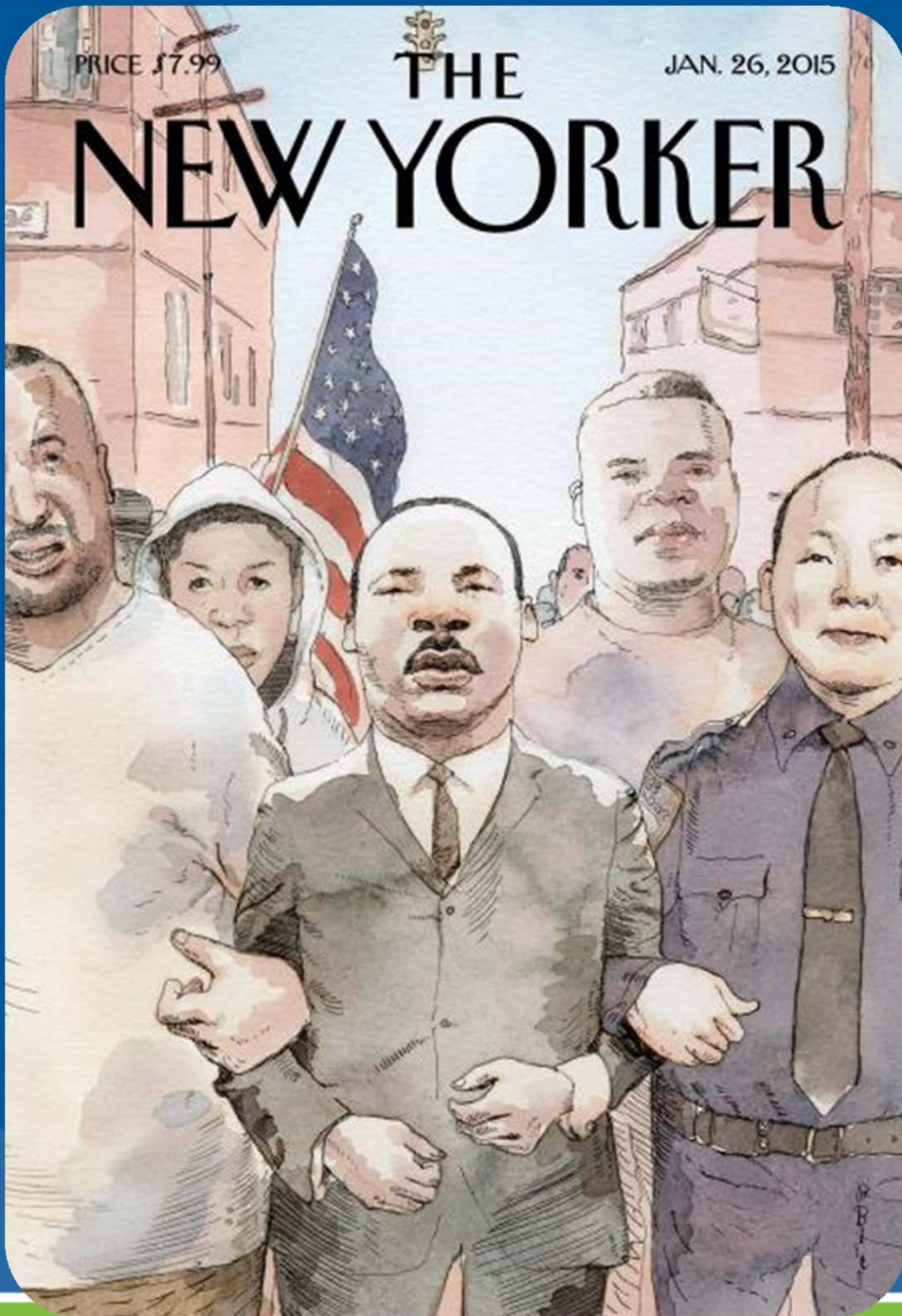
RACE FOR THE WHITE HOUSE

NEW VIDEO OF CLINTON, BLACK LIVES MATTER MEETING

CNN

S&P ▼ -6.00

WOLF



THE DREAM OF RECONCILIATION...

From Left to Right: Eric Garner, Trayvon Martin, Martin Luther King, Michael Brown, and Officer Wenjian.

