



## NALEO 27th ANNUAL CONFERENCE PROGRAM OVERVIEW

The 2010 NALEO Annual Conference program will provide a unique source of professional development specifically tailored for Latino elected and appointed officials. Sessions at the Conference are designed to enhance the governance skills of participants and deepen their understanding of critical policy issues. In turn, we strive to help them become better policymakers and public servants who can translate their knowledge into strategies for building stronger and healthier communities.

This year, the Conference sessions will include four distinctive policy focuses: **education policy, health policy, sustainable communities, and governance and political empowerment.** The education, health, and sustainability break-out sessions are designed to build upon each other and together follow the curriculum of a NALEO Policy Institute. Conference attendees may wish to participate in one full Policy Institute or choose to participate in sessions from multiple Institutes. General Sessions will focus on political empowerment and national leadership, and will further be augmented by governance focused break-out sessions.

### **EDUCATION TRACK** *A New Standard for American Education*

Target Audience: State Legislators, Community College Trustees, School Board Members

### **HEALTH TRACK** *Advancing Healthy and Sustainable Communities*

Target Audience: State Legislators, Municipal and County Officials, School Board Members, Appointed Officials

### **SUSTAINABLE COMMUNITIES** *Harnessing the Nation's Energy to Revitalize State and Local Economies*

Target Audience: State Legislators, County and Municipal Officials, Community College Trustee,

### **GOVERNANCE & POLITICAL EMPOWERMENT SESSIONS**

Target Audience: All Levels of Office

# THURSDAY, JUNE 24, 2010

EDUCATION TRACK

HEALTH TRACK

SUSTAINABLE COMM.

GOVERNANCE

9:30 - 10:30 am

Town Hall on the State of Health and Healthcare

1:00 - 2:30 pm

A New Standard for American Education: Implementation of the Common Core Standards

Leadership Toward a Sustainable Built Environment

Understanding Energy 101: How Energy Shapes National, State and Local Economies

2:45 - 4:00 pm

Economic Forecasts for Local and State Governments

Utilizing Social Media for Constituency Outreach

The New Legal and Policy Landscape of Redistricting

4:00 - 5:30 pm

A Latino Conversation on Youth Intervention, Programs, Policy Reform, and National Advocacy

## SESSION DESCRIPTIONS - THURSDAY, JUNE 24

### NALEO TOWN HALL ON THE STATE OF HEALTH AND HEALTHCARE

The health care system is simply failing too many Americans. Latinos are more likely to be among the over 46 million Americans who do not have health coverage, and the millions more who worry about losing the coverage they have. As a result of the recently enacted health care reform legislation, health and healthcare are at the forefront of the discussion at all levels of government as policymakers work to make sense of the impact at the state and local levels. Considering the health and healthcare crisis that faces the Latino community, policymakers will continue to address these issues. Key figures in this national debate will convene to discuss this pressing policy priority.

### NALEO EDUCATION LEADERSHIP INITIATIVE: A NEW STANDARD FOR AMERICAN EDUCATION IMPLEMENTATION OF THE COMMON CORE STANDARDS

Today we live in a global economy. This reality suggests that for America to maintain its competitive edge, all students must be well prepared and ready to compete with their peers as well as with students from across the globe. Many believe that common standards could be a critical first step to bring about real and meaningful transformation to the education system for the benefit of all students. While this may be the case, many policymakers recognize that implementation of the common core standards will likely be the most complicated and challenging next step for states and school districts to consider. This session will provide a unique opportunity for elected leaders to participate in a critical national dialogue and discuss implementation of new standards for American education, the Common Core Standards.

## NALEO POLICY INSTITUTE ON HEALTHY COMMUNITIES: ADVANCING HEALTHY AND SUSTAINABLE COMMUNITIES - LEADERSHIP TOWARD A SUSTAINABLE BUILT ENVIRONMENT

The layout of our cities and towns has increasingly become more conducive to transportation via cars, than it is to transportation on foot, bicycle or bus. When assessing built design for active living, it is critical to understand how the infrastructure, as well as the real and perceived safety of residents affect their ability to make healthy choices. In order to re-imagine a community that supports active living with affordable healthy eating options, it is crucial to consider how viable options for walking, biking or riding public transportation can also reduce the carbon foot print of an entire constituency. The various safety, public health, urban planning and civil engineering perspectives that must be considered to give a community the opportunity to live actively and eat healthy will be discussed in this session, as we strategize how to create and support healthy and sustainable communities.

## NALEO POLICY INSTITUTE ON SUSTAINABLE COMMUNITIES: HARNESSING THE NATION'S ENERGY TO REVITALIZE STATE AND LOCAL ECONOMIES - UNDERSTANDING ENERGY 101: HOW ENERGY SHAPES NATIONAL, STATE AND LOCAL ECONOMIES

Policymakers, corporate leaders, industry experts, and consumer advocates agree--harnessing all of our nation's energy sources, renewable and nonrenewable is increasingly interconnected to our national efforts to revitalize state and local economies. Given this sense of urgency, the role of elected and appointed officials in setting key energy related decisions is equally important. Policymakers must have a keen understanding of what energy is and a firm awareness of the emerging trends shaping the national policy conversation. This session will provide a broad overview of all energy sources and delivery forms; how U.S. energy is diverse and has evolved over time; and the important role each energy sector plays in our national, state and local economies.

## GOVERNANCE SESSION ECONOMIC FORECAST FOR LOCAL AND STATE GOVERNMENTS

**Co-conveners:** *Hispanic Elected Local Officials and The National Conference of State Legislatures*

Facing economic times not experienced since the great depression, state and local governments are dealing with record budget gaps which will continue in 2011 and beyond. Effective governance will be tested at all levels of government as local and state elected officials struggle with maintaining quality of life and even strengthen their communities. While the American Recovery and Reinvestment may have lessened the need for dramatic cuts in services or a rise in taxes, it is likely that this federal assistance will end before state budgets recover. This session will provide expert policy discussion on topics designed to equip policymakers with tools for understanding the short and long-term economic forecast for local and state governments; this includes strategies for ensuring effective partnerships between financial institutions and government for community investment.

## GOVERNANCE SESSION UTILIZING SOCIAL MEDIA FOR CONSTITUENCY OUTREACH

Social media has significantly altered traditional patterns of communication among many people, including policymakers and their constituents. This type of technology has the potential to enhance the opportunities elected officials have to engage in a dialogue with their local communities on the most pressing issues that affect their daily lives. While traditional modes of communication remain relevant in reaching out to constituents, this session will explore various forms of social media that can be useful in quickly disseminating information in a highly accessible format while also giving stakeholders a timely and relevant voice in government. Participants will also be equipped with a broader understanding of today's "information consumer."

## THE NEW LEGAL AND POLICY LANDSCAPE OF REDISTRICTING

**Co-convenor:** *The National Conference of State Legislatures*

The legal and policy environment for redistricting has changed significantly since maps were drawn last decade. This panel will explore the most important court decisions and other legal developments which will affect redistricting in 2011. Panelists will also discuss the experiences of different states where commissions play a role in the redistricting process, and the issues such commissions raise for fair representation of the Latino community.

## THE NATIONAL ALLIANCE FOR PUBLIC SAFETY: A LATINO CONVERSATION ON YOUTH INTERVENTION, PROGRAMS, POLICY REFORM, AND NATIONAL ADVOCACY

**This session is presented by:** *The National Alliance for Public Safety – Co-founded by Los Angeles City Councilmember Tony Cárdenas and Texas State Senator Leticia Van de Putte*

This session provides a unique opportunity to hear from and dialogue with Latino elected leaders who have developed promising approaches for reducing youth and gang related violence, advocate for policy reform based on “intervention vs. incarceration,” seek national prioritization and funding support, identify long-term solutions to reduce costs of policing and incarceration, and envision a national network of Latino public and private interests committed to breaking the epidemic cycle of youth violence and thus allowing true fulfillment of our future generations.

# FRIDAY, JUNE 25, 2010

| EDUCATION TRACK   | HEALTH TRACK  | SUSTAINABLE COMM.   | GOVERNANCE   |
|---|---|---|--|
| <b>9:00 - 10:30 am</b>  |   |   |  |
| Town Hall on Energy   |   |   |  |
| <b>11:00 - 12:30 pm</b>   |   |   |  |
|   |   |   | <i>Contamos y Votamos!</i><br>Latino Political<br>Engagement in 2010<br>and Beyond |
| <b>1:00 - 2:30 pm</b>   |   |   |  |
| Smart Hearts: A New Strategy for Student Learning and Safe Schools                          | Navigating Budgets to Improve Health  | Understanding Energy 102: Emerging Technology and the Innovative Delivery of Energy Related Services            |  |
| <b>2:45 - 4:00 pm</b>   |   |   |  |
| Discussion Roundtable: Reauthorization of the Elementary and Secondary Education Act (ESEA) | Discussion Roundtable: Establishing and Maintaining a Successful Health and Environment Coalition | Discussion Roundtable: Balancing our Energy Needs with Protecting the Environment and Health of our Communities | Turning the Numbers into Lines: Redistricting Data Issues and Challenges           |

## SESSION DESCRIPTIONS - FRIDAY, JUNE 25

### NALEO TOWN HALL ON ENERGY

Addressing our nation's forecasted demand for energy, with recent events in the Gulf of Mexico as a backdrop, has emerged as a critical priority. U.S. economic growth and American lifestyles are predicated on the abundant availability and affordability of energy. Policymakers, corporate leaders, industry experts, and consumer advocates agree – harnessing all of our nation's energy sources is increasingly interconnected to our national efforts to revitalize state and local economies – as well as prepare the future work force in this area. Policymakers also face the challenge of meeting our nation's growing energy needs in a manner that is sustainable and balances concerns for the environment and the safety of their constituents. The nation's leading government and private industry experts will engage in a dynamic discussion on the future of energy policy in the United States.

### NALEO EDUCATION LEADERSHIP INITIATIVE: A NEW STANDARD FOR AMERICAN EDUCATION SMART HEARTS: A NEW STRATEGY FOR STUDENT LEARNING AND SAFE SCHOOLS

Student learning can only take place in school environments where students feel safe, happy and respected. Sadly enough, national statistics reveal that many students do not feel that school is a safe space for personal and academic growth. An increase in reported student bullying suggests that schools have to rethink strategies for ensuring safe learning environments for all students. Social and emotional learning strategies are a potentially effective preventive method for schools to consider in order to help students deal with the effects of harassment and bullying based on social standing, ethnic origin, or sexual orientation. Research shows that promoting social and emotional skills leads to reduced violence and aggression among children, higher academic achievement, and an improved ability to function in schools and in the workplace. Hear more how your district and state can begin rethinking school safety and build on current school safety initiatives to incorporate social and emotional learning as part of your curriculum.

## NALEO POLICY INSTITUTE ON HEALTHY COMMUNITIES: ADVANCING HEALTHY AND SUSTAINABLE COMMUNITIES NAVIGATING BUDGETS TO IMPROVE HEALTH

The current economic recession has taken its toll on communities across the country, as budgets have been slashed and deficits have grown. Despite this, inspired solutions for improving the infrastructure and built environment of communities have proven the ingenuity of our country's public officials and leading experts. From the federal to the local level, proven leaders in public policy and programming recognize that the way in which we have structurally built our communities is not conducive to healthy living and sustainable environments. With guidance from experts on navigating budget deficits and obtaining federal funds to sustain innovative policy and programming in your own community, this session will delve deeper into the economics of promoting policy that supports a healthy and sustainable structure and infrastructure for diverse communities across the United States.

## NALEO POLICY INSTITUTE ON SUSTAINABLE COMMUNITIES: HARNESSING THE NATION'S ENERGY TO REVITALIZE STATE AND LOCAL ECONOMIES UNDERSTANDING ENERGY 102: EMERGING TECHNOLOGY AND THE INNOVATIVE DELIVERY OF ENERGY RELATED SERVICES

Meeting the forecasted demand for energy will require growth in both the capacity of our national infrastructure and in renewable energy sources. The financial costs of our nation's limited energy technology and aging delivery systems is pushing state and local economies to the brink and wreaking havoc on individual consumer budgets. For example, our current electrical grid allows for power outages and interruptions that cost Americans at least \$150 billion each year. This session will provide information about how policymakers can collaborate across jurisdictions, with private industry and within diverse communities to support more efficient energy technology, innovative and affordable modes of delivery, and develop the trained workforce required to sustain our emerging energy needs.

## NALEO EDUCATION LEADERSHIP INITIATIVE: A NEW STANDARD FOR AMERICAN EDUCATION DISCUSSION ROUNDTABLE: REAUTHORIZATION OF THE ELEMENTARY AND SECONDARY EDUCATION ACT (ESEA)

The pending Reauthorization of the Elementary and Secondary Education Act (ESEA), commonly referred to as No Child Left Behind, presents a unique opportunity for policymakers to reshape education reform for their community, in terms of equitable funding, teacher and leader effectiveness, support for English Language Learners, assessment and accountability. A new bipartisan national taskforce formed by 12 NALEO members from 11 states has been working to participate in the reauthorization process for ESEA. The Taskforce leadership will guide a discussion on how elected and appointed officials can play a strategic role in ensuring that new version of ESEA better serves every child in America, especially the growing needs of Latino students.

## NALEO POLICY INSTITUTE ON HEALTHY COMMUNITIES: ADVANCING HEALTHY AND SUSTAINABLE COMMUNITIES DISCUSSION ROUNDTABLE: ESTABLISHING AND MAINTAINING A SUCCESSFUL HEALTH AND ENVIRONMENT COALITION

It is essential to recognize that good, effective policy incorporates diverse perspectives resulting in policies that contribute to and enrich the lives of many. Communication among key decision makers and community leaders enables thoughtful decision making, especially when considering community design and infrastructure that allows residents to have the opportunity to make healthy choices about food, physical activity, transportation and their own individual carbon foot print. Join us for a lively discussion about coalition building strategies, including how to identify key players, what can bring them together and how to navigate the diverse interests of community stakeholders. Learn key strategies applied by fellow policymakers that have effectively utilized existing coalitions to maximize partnerships that simultaneously address health concerns and community priorities.

## NALEO POLICY INSTITUTE ON SUSTAINABLE COMMUNITIES: HARNESSING THE NATION'S ENERGY TO REVITALIZE STATE AND LOCAL ECONOMIES DISCUSSION ROUNDTABLE: BALANCING OUR ENERGY NEEDS WITH PROTECTING THE ENVIRONMENT AND THE HEALTH OF OUR COMMUNITIES

During this session, participants will engage their peers and various other stakeholders in a structured discussion on meeting the nation's growing energy needs while protecting the health and safety of people and natural resources.

## TURNING THE NUMBERS INTO LINES: REDISTRICTING DATA ISSUES AND CHALLENGES

**Co-convenor:** *The National Conference of State Legislatures*

Census data and other statistics provide the building blocks for map drawing and help determine whether redistricting plans meet federal and state legal requirements. During this session, panelists will discuss the process by which the Census Bureau will release its 2010 data, and the other types of data used in redistricting. This session will also explore how demographic, geographic and political information can be used to draw lines that promote Latino political progress.

## SATURDAY, JUNE 26, 2010

EDUCATION TRACK

HEALTH TRACK

SUSTAINABLE COMM.

GOVERNANCE

11:00 - 12:30 pm

Arizona and the Fight for  
Fair Immigration Policies

1:00 - 2:30 pm

Community Colleges as the  
Pathway to Latino Science,  
Technology, Engineering,  
Mathematics (STEM)  
Degrees

Building Healthy  
Communities through  
Sustainable Economic  
Development

Understanding Energy 103:  
Federal and Local Policy  
Implications

2:45 - 4:00 pm

More Latinos in The  
Building?: The Outlook for  
Increased Representation  
this Decade

4:00 - 5:30 pm

Discussion Roundtable:  
SB1070

## SESSION DESCRIPTIONS - SATURDAY, JUNE 26

### NALEO EDUCATION LEADERSHIP INITIATIVE: A NEW STANDARD FOR AMERICAN EDUCATION COMMUNITY COLLEGES AS THE PATHWAY TO LATINO SCIENCE, TECHNOLOGY, ENGINEERING, MATHEMATICS (STEM) DEGREES

The American Graduation Initiative and Science, Technology, Engineering, Mathematics (STEM) Initiative are new ideas proposed by the Administration envisioned to create opportunities and usher in new innovations and reforms for the 21st century economy. There is a renewed call for America to once again lead the world in college degree attainment by reaching 5 million new college graduates by 2020. The role of the community colleges will play a critical role in meeting those goals. Data suggest that the pathway to college degree completion begins for most Latino students at the community college level. This is important to note, given that nearly 44% of all STEM baccalaureate degree holders attend community college at some point in their career. This session will highlight recent community college STEM policy initiatives and new funding opportunities that could accelerate the number of Latino students with STEM degrees.

### NALEO POLICY INSTITUTE ON HEALTHY COMMUNITIES: ADVANCING HEALTHY AND SUSTAINABLE COMMUNITIES BUILDING HEALTHY COMMUNITIES THROUGH SUSTAINABLE ECONOMIC DEVELOPMENT

As the country faces another challenging fiscal year, the economic recession has forced many state and local governments to re-examine their existing and future community development projects to ensure effective use of funds that meet the needs. The American Recovery and Reinvestment Act (ARRA) allocated considerable resources to support state and local governments, and to stimulate economic growth and job creation. Moreover, the economic recovery act provided a unique opportunity for policymakers to evaluate how economic growth can also facilitate sustainable and healthy living choices for residents, thus, creating healthier communities for their constituents while still advancing energy, environmental and economic development objectives. Looking at community priorities through a health lens enables state and local policymakers to increase healthy eating and active living by using funds that benefit the transportation, education, community development and crime prevention sectors. In this session, participants will explore an array of local projects that used ARRA funds to support healthy, vibrant and successful communities across the country. Examples of these types of projects will be discussed in detail, including the construction of mixed-use developments that encourage walking and biking, as well as financing incentives that increase options for affordable healthy foods, among others.

## NALEO POLICY INSTITUTE ON SUSTAINABLE COMMUNITIES: HARNESSING THE NATION'S ENERGY TO REVITALIZE STATE AND LOCAL ECONOMIES UNDERSTANDING ENERGY 103: FEDERAL AND LOCAL POLICY IMPLICATIONS

There are numerous policy challenges associated with what, where, and how we use energy. For example, according to the U.S. Energy Information Administration, most of the energy consumed in the United States comes from nonrenewable fossil fuels. Renewable energy resources supply a relatively small but steady portion, about 7% of U.S. total energy consumption. Nuclear fuel began to be used in the late 1950s to generate electricity, and in recent years has surpassed renewable energy sources. These energy facts coupled with the recent rise in all energy prices and the impact of climate change has challenged U.S. policymakers to forge policy solutions that meet the needs of the present without compromising the ability of future generations to meet their own needs. This session will highlight federal, state and local policies aimed at responsibly managing the sustained environmental challenges faced by energy producers, transporters and consumers.

## MORE LATINOS IN THE BUILDING?: THE OUTLOOK FOR INCREASED REPRESENTATION THIS DECADE

**Co-convener:** *The National Conference of State Legislatures*

With the dramatic growth of the Latino population during the last decade, the maps created during the 2011 redistricting could provide Latinos with many new electoral opportunities throughout the country. During the session, panelists from states with large population gains will discuss the political landscape and the prospects for increased Latino representation at the state and federal level. This session will also explore strategies to mobilize the Latino community to participate in the redistricting process.

## DISCUSSION ROUNDTABLE: SB1070

NALEO members will have the opportunity to engage in a structured dialogue and strategy session around SB1070, Arizona's recently enacted immigration policy.