

OPERATIONAL POLICY

Latinos in the United States have been pillars of the country's economic, cultural, and social growth. Despite this, our community continues to face inequality, invisibility, and disproportionate representation. Latinos US emerges as a collective response to this reality: a movement created by and for Latinos seeking to build a strong network of participation, identity, and transformation. In short, a united Latino community.

Part 1 – The Problem

- The Latino community represents over 19% of the U.S. population, yet political, institutional, and media representation remains low or nonexistent.
- Despite contributing more than \$3.2 trillion to the U.S. GDP, Latinos face persistent economic barriers.
- The community is fragmented by generational, linguistic, immigration status, nationality, and social class differences.
- The lack of a shared framework for identity and action has limited the collective impact of Latinos on key national issues.
- Dominant narratives continue to perpetuate stereotypes, while the cultural richness, talent, and resilience of the Latino community remain unseen.
- There are few accessible, safe, and representative spaces where Latino voices can be expressed, organized, and actively engaged.

Part 2 – The Opportunity

- The Latino community is the fastest-growing demographic group in the U.S. and one of the main drivers of consumption, labor force, and entrepreneurship.
- If it were an independent nation, the Latino GDP in the U.S. would rank fifth globally.
- There is enormous potential in building a shared identity that embraces internal diversity and promotes collaboration.
- There is a growing willingness among young and adult Latinos to participate in purposeful projects with a sense of community and transformative vision.
- Digital technologies now make it possible to build community without physical borders, connecting experiences, cultures, ideas, and voices from anywhere in the country.
- A collectively built ideario can become a powerful tool to align values, build representation, and foster grassroots collective action.

- Creating a network of individuals, organizations, and allies around a project like Latinos US will catalyze deep and lasting change in the perception, unity, and power of Latinos in the U.S.

Part 3 – Our path forward: a framework for progress

3.1 To build a community grounded in the collective ideario, we must:

- a) Promote Latino participation in the development of the Latinos US Ideario as a living document that reflects their values, challenges, and aspirations.
- b) Foster a sense of belonging through an open, accessible, and culturally relevant digital platform.
- c) Create spaces for listening, expression, and collaboration among people from different generations, regions, and backgrounds.
- d) Launch campaigns that highlight the stories, struggles, and contributions of the community, strengthening cultural self-esteem and Latino pride.

3.2 To drive a multi-channel, inclusive digital strategy:

- a) Engage Latino cultural, social, academic, and community organizations across the U.S.
- b) Collaborate with media outlets to position a positive and authentic narrative about the Latino community.
- c) Establish relationships with local leaders and institutional allies who share the values of the ideario.
- d) Coordinate with businesses interested in supporting social impact, diversity, and inclusion initiatives.

3.3 To measure, reflect, and grow:

- a) Periodically evaluate the reach, participation, and evolution of the ideario.
- b) Adjust content and communication strategies based on community feedback and needs.
- c) Systematize learnings and best practices to strengthen the movement.
- d) Expand the network of friends, participants, and allies of Latinos US nationwide.

