

Income:

A Call to Action for
Dane County

Cuéntame Más

LATINO CONSORTIUM
FOR ACTION

**United
Way**



United Way
of Dane County

Employment and Economic Development: Call to Action

We see Employment and Economic Development as the next step in the educational pipeline and a vital piece to promoting a thriving community of Latinx in Dane County.

1. Expand GED, Adult Skill Development and Trade Readiness

For Latinx adults, it is critical to learn the necessary skills to succeed in our local workforce and economy, to eliminate gaps in educational attainment and socioeconomic class.

2. Encourage family-sustaining wages for all full-time workers across all sectors so that they are able to support themselves and their families.

As a community we must emphasize family-sustaining wages if we are to see equitable advancement for our Latinx families.

3. Promote a reduction in unsafe and unhealthy workspaces for Latinx.

Language barriers contribute to the problem, especially in training and reporting unsafe working conditions. Immigration status and job insecurity also contribute to a culture of fear that enables unsafe conditions to persist.

4. Intensify investments in culturally relevant and bilingual training programs for Latinx in Dane County, promoting career advancement across employment sectors.

Deep partnerships with Latinx serving nonprofits are inclusive, provide culturally relevant training programs in student cohorts, and are committed to creating a pipeline of students into jobs across Dane County.

5. Promote economic development for Latinx-owned businesses and encourage female entrepreneurs to develop sustainable pathways out of poverty.

The Latino Chamber of Commerce of Dane County is a trusted partner for business development.

Employment and Economic Development: An overview of the Latinx community in Dane County

Income data

The Latinx workforce grew from 6,374 in 2007 to 8,085 in 2013. The total number of Latinx workers in Madison grew by 4.5% per year during this time period (which included the great recession) compared to 1.6% annual job growth for the entire population. *(City of Madison, Economic Development Data)*

The unemployment rate for Latinx has grown from 3.7% in 2009 to 6.9% in 2014, with the majority of working Latinx employed in the service industry (39%). In Fitchburg (64%), Sun Prairie (45%) and Middleton (44%), the percentage of adults in the service industry is even higher than other sections of Dane County.

The unemployment rate for the Latinx community has grown from 3.7% in 2009 to 6.9% in 2014.



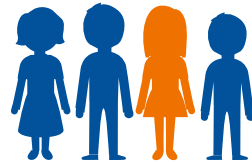
At the same time, income declined 26.7%, with a median household income that is 46% less than that of White households.

Food service is by far the economic sector that accounts for the largest number of jobs among the Latinx population in Madison and Dane County. Between 2007 and 2013, the total number of Latinx working food service jobs in Dane County grew from approximately 1,000 to 3,300 (more than 1 new Latinx food service

worker hired every single day). Today, about 23% of all Latinx workers in Madison and Dane County work in the food service sector, which has an annual income of \$18,850. *(U.S. Department of Labor, Bureau of Labor Statistics, Madison, WI, May 2015)*

With employment growth in the service sector, income for the Latinx community has declined 26.7%, between 2009-2014, with a median household income that is 46% less than the median household income for white households. In some places the discrepancy is worse (Fitchburg 55% less, Monona 50% less) leading to significant income inequalities affecting advancement for the Latinx community.

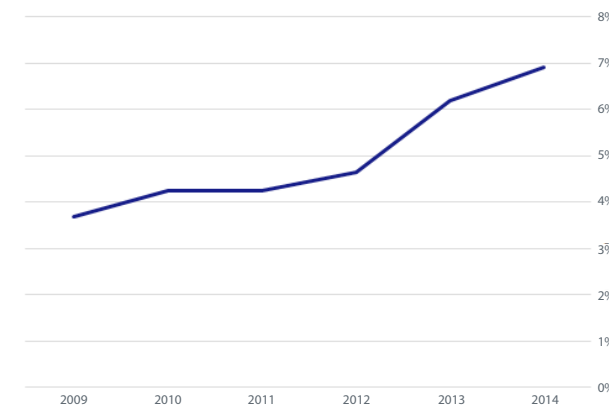
Almost 1 in 4 Latinx workers in Madison and Dane County work in food service



with an annual income of \$18,850. In Dane County, \$15 an hour is considered a sustainable wage.

The Latinx workforce is particularly important to a few sectors of the economy. Though only about 6% of the total workforce in Madison, Latinx workers comprise 11% of the construction workforce. *(City of Madison, Economic Development Data)* For example, according to U.S. Bureau for Labor Statistics, the Madison area accounted for nearly 2 in 5 construction jobs added in the state between June 2012-June 2013.

Latinx (16 to 64) unemployment in Dane County 2009-14

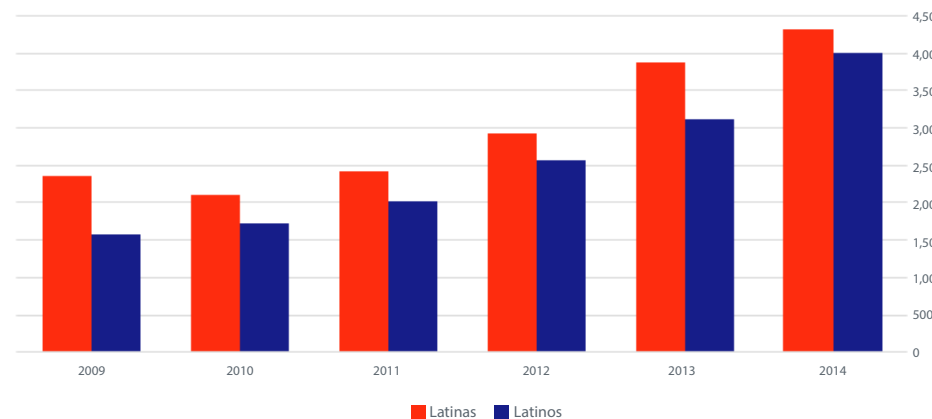


Latinx have had a growing impact on the Business Sector in the State of WI. Between 2006-2010, there were 10,342 new immigrant business owners. As of 2010, there were 5,619 Latinx-owned businesses and in 2012 this number had increased to 8,856. *(U.S. Census Bureau, 2012 Survey of Business Owners Preliminary)*

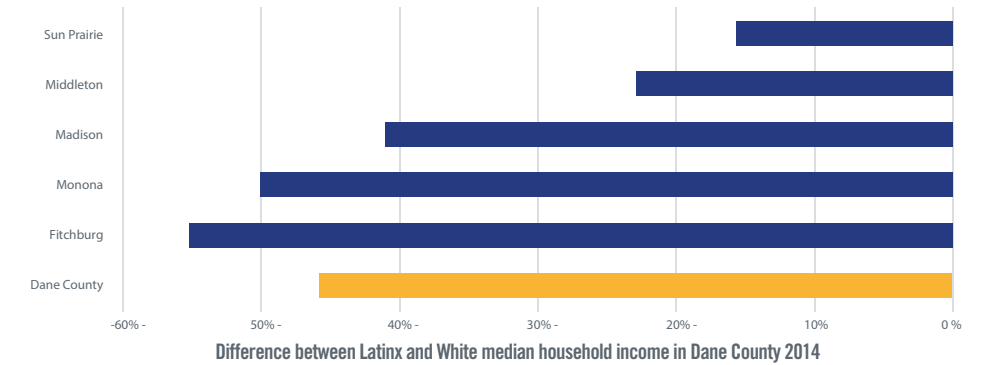
Since the early 2000s, the ratio of men to women immigrating into the US has been greater 5:3, primarily driven to Wisconsin because of a need for work *(Gleason N.J. DCDHS Brief: Hispanic People in Dane County, 2005)*.

Nationally, between 86% and 87% of Latinx family households with children are below the poverty line. In Dane County, this figure has increased from 92% in 2009 to 97% in 2014. While poverty is more prevalent among Latinx women than men, the gap is narrowing (from 60% in 2009 to 52% in 2014).

Latinas and Latinos below the poverty line in Dane County 2009-14



Latinx households earn 46% less than White households



Success stories

GED programs, like those conducted by Omega School, apply foundational educational knowledge for the working class Latinx population to grow their educational and professional opportunities, while programs like those offered through the Latino Academy for Workforce Development prepare students with trade-specific skills needed to plug into employment in our local labor market.

The Latino Academy for Workforce Development and Centro Hispano of Dane County work closely with the Workers Rights Center, providing an important entry for the Latinx community to learn about basic local, state, and federal workplace rights and protections. The Latino Academy of Workforce Development also offers OSHA training for students as well as ServSafe Food Management training in Spanish to ensure compliance and meet the needs in this high demand sector.

The Workforce Development Board is projecting high employment growth between 2012-2022 in the Healthcare and Social Assistance sectors (14.83%), with the need for home health service providers projected to grow by over 40%. Centro Hispano's Caminos Program creates career tracks in the health care sector. Through culturally relevant training and case management support, Centro has graduated 111 students since the program's inception 3 years ago, with an 80% completion and employment rate at independent living centers, home health agencies, mental health providers, clinics, and hospitals, including UW Health.

Centro Hispano, the Latino Academy of Workforce Development, and Omega School are all partners in United Way's HIRE Initiative. Along with four other nonprofits (Literacy Network, Urban League of Greater Madison, YMCA, and Madison-area Urban Ministry), the HIRE Initiative links nonprofits with area businesses through the Employer Council, to create mutually consultative relationships to increase the recruitment, hiring, and retention of diverse employees.

Demographic Profile

- Latinx are the largest non-white racial/ethnic group in Dane County, making up 6.1% of the Dane County population (30,662). Close to 70% live in Madison and Fitchburg.
- The growth of this community is not just a result of migration; 44% of Latinx are born in Wisconsin.
- The poverty rate among Latinx increased 59% between 2009 and 2014 (*from 17.6% to just under 28%*) with even greater increases in Madison and Fitchburg.
- With increased poverty comes increased instability. Notably, home ownership among Latinx has dropped by 23% from 2009 to 2014. The percentage of Latinx renters has increased across Dane County from 63.5% in 2009 to 70.2% in 2014. This is the largest increase among all major racial groups.
- Between 2009 and 2014, there was a 24.3% increase in overcrowded households. Latinx overcrowding has been consistently twice the rate of the next most overcrowded racial group, and is growing.
- Current immigration policies force the Latinx community to live in the shadows. Immigration and Customs Enforcement (ICE) in Dane County hold individuals without due process, and in many cases, without pending charges or probable cause. Across Wisconsin, ICE detainees decreased more than 25% between November 2014 and October 2015. Yet in Dane County during the same period of time, the number of detainees more than doubled.

Call for Action

We are in a critical time for investment in the Latinx community. **Please join us in making the greatest impact in our community by giving, advocating and volunteering.**

The Latino Consortium for Action (LCA) is made up of organizations that understand the daily lives of our community because of their work within the community—they are culturally and linguistically embedded in the Dane County Latinx community. They are: *Centro Hispano of Dane County, the Latino Chamber of Commerce, the Latino Academy of Workforce Development, the Latino Support Network, the Latino Education Council, the Latino Health Council, the Latino Children and Families' Council, the Latino Professionals Association, LUCES, Omega School and UNIDOS.*

United Way of Dane County uses our leadership, vision and expansive relationships to bring the community together in multiple convening roles. Ten years ago, we were proud to be steadfast partners with the Latinx community in the facilitation of the Cuéntame report. A decade later that has not changed and we are committed to creating more positive change in the Latinx Community by facilitating the production of this next generation report.

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Full report is available at www.unitedwaydanecounty.org/resources/reports/