



NATIONAL HISPANIC HERITAGE MONTH

September 15 to October 15



History of Hispanic Heritage Month

- Observed from September 15 to October 15, by celebrating the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America.
- Started in 1968 as Hispanic Heritage Week under President Lyndon Johnson and expanded by President Ronald Reagan in 1988 to cover a 30-day period.
- The month is significant:
 - Sept. 15 is the anniversary of independence for the Latin American countries of Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua.
 - Sept. 16 is the day Mexico celebrates its independence
 - Sept. 18 is the day Chile celebrates its independence.
 - Oct. 12 is Dia de la Raza.

Hispanic Community Facts and Demographics

- Hispanic refers to a person who is from, or a descendant of someone who is from, a Spanish-speaking country.
- Latino/a or Latinx refers to a person who is from, or a descendant of someone who is from, a country in Latin America.
- Nationally, Hispanic population has grown from 50 million in 2010 to 62 million in 2020.
- In the past 10 years, the state's Hispanic population grew by 11%, and California has the highest Hispanic population of any state.
- Hispanics comprise 36% of Orange County's population (39% statewide) and are expected to comprise 43% by 2060.
- The high school graduation rate amongst OC Hispanics is 87.5%, up from 86% a year ago.
- 42% of California Hispanics own their own homes.
- The median household income for OC Hispanics is \$75,311.
- While 36% said their community was hit particularly hard, 60% of Hispanic entrepreneurs say they've volunteered to help their local community during the pandemic.





Hispanic History in OC

- The Yorba and Peralta families were some of the first to settle in Orange County from Mexico.
- World War II boosted the U.S. economy creating a demand for farm labor in particular. In response, the U.S. formed an agreement with the Mexican government in 1942 creating a guest worker program officially called the Emergency Farm Labor Agreement, commonly known as the Bracero Program.
- Between 1942-64 Bracero programs brought nearly 70,000 men from Mexico to work legally in agriculture in Orange County, many of whom became legal citizens in the late 1960s.
- In the early 1900s, California began segregating schools. This caused Gonzalo Mendez, and four other fathers, to file a civil rights lawsuit in federal court. The resulting 1947 appellate court decision in *Mendez v. Westminster* preceded the landmark 1954 U.S. Supreme Court decision in *Brown v. Board of Education* that ended school segregation by law in the United States once and for all.
- Today, Hispanics lead in every sector of the Orange County community including business, industry, education, government, the arts and nonprofit work.

Hispanic Elected Officials



Alex Padilla
U.S. Senate



Linda Sanchez
U.S. Congress



Lou Correa
U.S. Congress



Bob Archuleta
CA Senate



Sharon Quirk-Silva
CA Assembly

OC Hispanic Community Leaders



Maricela Rios, CEO
Human Options



Reuben Franco, CEO
OC Hispanic Chamber



Richard Porras, VP
Public Affairs, AT&T



Gustavo Arellano, Journalist
Los Angeles Times



America Bracho, CEO
Latino Health Access



Al Mijares, Superintendent
OC Dept. of Education



Natalie Rubalcava-Garcia
Chair, OCFEC Board



Sandra Cervantes
Director, OCFEC Board



Robert Ruiz
Director, OCFEC Board

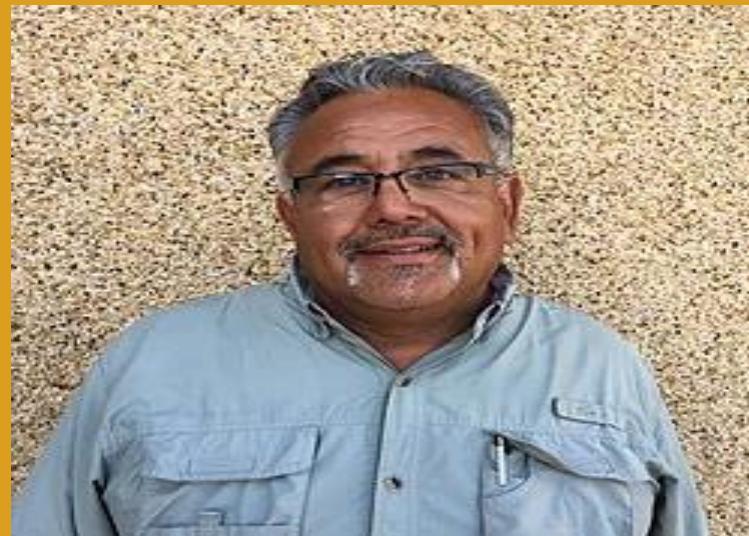




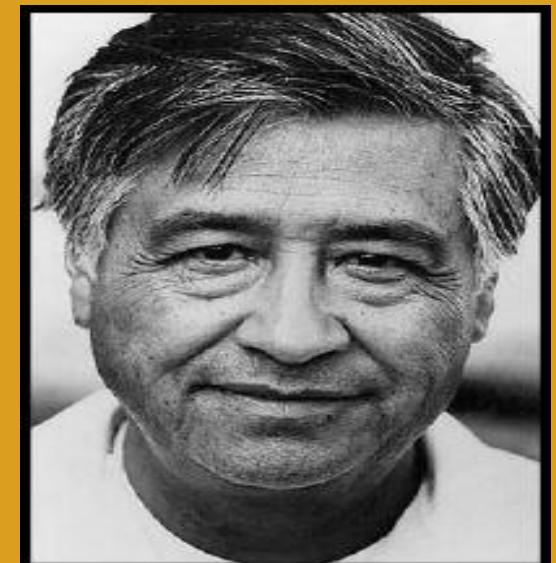
Hispanic Leaders in Agriculture



Michael Flores, Deputy Secretary
CA Dept. of Food & Agriculture



Mark Lopez, President
OC Farm Bureau Board



Cesar Chavez, Founder
American Farm Workers Assoc.



How Can You Celebrate Hispanic Heritage Month?



- Support an Hispanic or Latinx-owned business
- Make a special playlist of Hispanic artists
- Visit a museum highlighting Latinx or Hispanic culture
- Learn about Mexican Independence Day
- Read books by Hispanic and Latinx authors
- Hold your own Spanish language film fest
- Enjoy a classic Latin American dinner
- Attend an Hispanic Heritage Month celebration in your city

