



es el momento.

# Es El Momento™ : Feria Para Aprender™

The nation's largest Spanish language educational event supported by Univision.

## What are the results?

- More than 90% of parents who attend a Feria say they learn something valuable at the Feria and are empowered to take action around their children's education.
- A majority of repeat attendees at the Feria say they have become more involved in their child's education, participate in additional school programs, and read more with their child.
- More than 50% of parents with high school aged children say they learn information about college and scholarships.
- More than 50% of parents surveyed at a Feria say they have learned the value of being bilingual.

\*According to research conducted by the UT Strauss Institute and UCLA.



## Why should you attend?

- Provide staff with training that supports all outreach and community efforts.
- Increase parental involvement for early childhood, K-12, college, and career programs.
- Network with new organizations and potential collaborators.
- Meet funders who have never worked with the Spanish speaking community.
- Link students and parents with supporters of a bilingual workforce.
- Be positioned to benefit from a national approach that brings educational partners from all over the country.



## How is Feria different?

- 1) Primary focus is the Spanish speaking parent.
- 2) Navigation through the entire educational cycle: pre-K to college and career.
- 3) Community preparation training program with educational nonprofits, colleges and universities to align outreach and messaging.
- 4) A national approach that backs economic development in the Dallas/Fort Worth region.

## Background

Texas, California, and Florida lead the country in the nation's increase in the growth of kids and represents America's future workforce (with Texas representing more than 25% of that growth). Nearly half of these children have Spanish speaking dominant parents, many of whom are unfamiliar with the U.S. education system. States need new innovative solutions that can scale and serve the population growth. Regions need cost-effective education solutions that can build economic prosperity.

# DallasFortWorth2011



Saturday, October 1, 2011  
12-4 p.m.  
Dallas Market Hall  
2200 North Stemmons Freeway

## What happens at a Feria?

- The Feria provides a welcoming and culturally reflective environment for Spanish-speaking parents with children of all ages to understand the value of a U.S. education and the steps needed to achieve it.
- Thousands of parents walk the “Para Una Buena Vida™” educational pathway (For A Better Life) as a family unit, learning from trained experts about the education cycle from early childhood (pre-K) to college and career.
- The Feria addresses the fastest-growing population of young children while empowering parents of teenagers to make decisions that reverse high school drop-out trends.
- As the region’s largest Spanish language educational event, the Feria also assembles and trains the single largest gathering of bilingual academic experts who have thousands of direct, one-on-one verbal interactions with parents and youth. Children are not asked to translate for parents.
- Financial aid empowerment zones remove the misperception that low socio-economic families can’t afford college.
- Parents experience interactive career/workforce pods promoting industries and careers in high demand for a bilingually educated workforce. Spanish-speaking professionals and mentors share their stories of educational achievement with parents.

## Goals

- To help Spanish-speaking parents navigate the U.S. education system so they can drive their children’s academic and career success.
- To promote a long-term college-going culture among Hispanic families.
- To create long-term prosperity for a region by promoting the value of a bilingually educated workforce and helping communities scale to meet 21st Century population demands.

## History of the Feria

Feria Para Aprender is a nationally recognized education model on parental involvement and community mobilization. Founded by award-winning Stanford educated strategist, Sylvia Acevedo, the Feria started in Austin and is now being produced nationwide including Los Angeles and Miami. The Feria is the nation’s largest Spanish language educational event connecting thousands of parents with trained experts to empower them with tools to guide their children through the U.S. education system. At the Los Angeles Feria in 2010, 27,000 Spanish-speaking parents, teens, and children attended and 47,000 free books were distributed to families. To see prior Ferias and read research reports, visit, [www.FeriaParaAprender.com](http://www.FeriaParaAprender.com).



## What are the next steps?

- Get on the communication list – email your interest to [CommuniCard@gmail.com](mailto:CommuniCard@gmail.com).
- Attend a committee meeting and the next planning meeting.
- Work with Feria organizers to create a preparation plan for your organization, department or program.

## Questions?

Contact Oné Musel-Gilley at:  
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