

La Feria Es El Momento
October 9, 2010

Prompted by the positive feedback from Univision's *La Feria Deja Huella* in 2009 and the demand for educational support services in the Latino community, KMEX Univision 34- Los Angeles once again organized the largest Latino college-access event in California. On October 9, 2010, Univision's *La Feria Es El Momento* brought over 25,000 southern California residents to the campus of California State University, Dominguez Hills to promote Latino success and parent involvement in education. Under the leadership of Sylvia Acevedo, President and CEO of CommuniCard, LLC, also the chair and a key organizer of the event, a successful partnership with numerous school districts, community colleges, state university, private university and University of California representatives made possible:

- 100+ education exhibits by colleges, nonprofits, scholarship groups;
- Hundreds of academic guides on-hand to teach parents how to navigate their children from early childhood to college and career; and
- Interactive areas focused on K-12, College, Reading, Financial Aid, Visualization, Financial Literacy, Career Development, and more.

La Feria Es El Momento not only provided educational resources for parents and children ages 0-3 years through K-16, but it also motivated students to excel academically and pursue higher education. Additionally, parents received information and tools necessary to effectively support their children.

La Feria Es El Momento Venue

The educational fair was held for the second time at California State University, Dominguez Hills. However, this year, the event was moved indoors into a gymnasium to invite more people. Participants formed a line outside of the gym to register and effectively made their way into the facility. The event was organized in a "race-track" type formation which moved attendees from booth to booth in an orderly form. In this manner, attendees were able to move in one direction, stopping to interact with the representatives of each educational booth. Parents were given a passport that was to be stamped at every booth they visited, and redeemed for an educational gift upon exiting the fair.

Following the various booths, attendees proceeded to a back area, where parents received free books, backpacks, and other educational supplies, while children had the opportunity to dress-up and be photographed as the professional they aspire to become. In this space and moment in time, attendees were exit-interviewed for the evaluation and escorted outside, where they were provided an opportunity to share their thoughts on large rolls of paper. Entertainment performances, food and drinks were also available for purchase. Lastly, a number of booths outside provided further information and entertainment for the crowds. The KMEX booth housed a number of KMEX personalities who interacted with the crowd and autographed photographs.

The Event

La Feria Es El Momento was a huge success. Long lines of people awaited entry throughout the duration of the event; indicative of the large public reached through media. Trained

professionals provided support with set-up and traffic control. In addition, booth representatives were welcoming and attentively answered the public's questions, demonstrating expertise and interest in addressing the needs of the community.

Event Information

The immense reach of the Spanish-language media, particularly television through KMEX, is reflected in the 88.3% of attendees which indicated that their main source of information for the event was through television, a 4% increase compared to last year's results. The second most mentioned source was through a Friend/Family member: 8.0%.

Table 1: Event Information

Heard Event from...	Percentage %
Television	88.3%
Radio	3.0%
Newspaper	1.1%
Friend/Family member	8.0%
My child's school/teacher	2.7%
Other	7.2%

*multiple responses permitted

Residence of Attendees

The majority of attendees came from the Los Angeles area, a short distance traveled to the event at California State University, Dominguez Hills.

Table 2: Common Zip Codes

Zip Codes	City	Distance to <i>La Feria Es El Momento</i>	Percentage %
90003	South Los Angeles-Florence	10.4 miles	4.8%
90011	South Central Los Angeles	14.1 miles	3.7%
90250	Hawthorne	12.3 miles	3.3%
90650	Norwalk	13.4 miles	2.9%
90059	West Compton	3.1 miles	2.6%
90220	Compton	2.4 miles	2.6%
90744	Wilmington	10.8 miles	2.6%
90813	Long Beach	10.5 miles	2.6%

Age of Children

Despite the fact that there was an apparent range of children from all age groups at *La Feria Es El Momento*, the majority of students present were between the ages of 6-10 as represented by 50.4% of participants. The rest of the age groups were evenly dispersed as indicated by the following data (note that a family may report more than one child).

Table 3: Age of Children

Age of Children	Percentage % having children in age-group
No children	2.3%
0-5	41.2%
6-10	50.4%
11-13	29.4%
14-17	33.6%
18-21	13.7%
21+	5.0%

Frequently Mentioned Reasons for Attending *La Feria Es El Momento*

Compared to last year when the majority of respondents said they attended the event for personal enrichment, the majority of respondents this year were focused on gathering information on higher education and their child's education.

Table 4: Frequently Mentioned Reasons for Attending *La Feria Es El Momento*

Why did you attend <i>La Feria Es El Momento</i> ?	Percentage %
Information on child's education	24.3%
Information on higher education	17.2%
My personal enrichment	11.9%
More information on financial aid	8.9%

Some examples of the responses were:

“Me interesa la educación de mis hijos.”

Translation: “I am interested in my children's education. “

“Necesito saber mas información para mi hija sobre becas y requisitos de ingreso a la universidad”

Translation: “To learn more about scholarships and requirements for acceptance into collage, to better support my daughter.”

Information Obtained at *La Feria Es El Momento*

The attendees revealed a particular interest in obtaining information across all grade levels. The highest mentioned level of interest was elementary school and college. This is very encouraging because it indicates that Latino parents are in fact involved and supportive in their children's pursuit of a higher education. As such, they are very much interested in learning how they can begin supporting their children and instilling a college-bound mentality/attitude as early as childhood. Multiple responses are shown in Table 5.

Table 5: Information obtained at *La Feria Es El Momento*

Information about...	Percentage
Infants/toddlers	37.3%
Elementary School	57.3%
Middle School	36.2%
High School	34.2%
GED	12.3%
College	54.6%

*multiple answers permitted

Plans after *La Feria Es El Momento*

The majority of parents who attended the event stated that they will be even more involved in their children’s education as a result of attending *La Feria Es El Momento*: 98.1%

Table 6: Plans after *La Feria Es El Momento*

	Strongly Agree	Neither Agree or Disagree	Strongly Disagree
I plan to be <i>even more</i> involved in my children’s education...	98.1%	0.8%	0.0%
I plan to visit with my children about their education <i>even more</i> ...	96.5%	0.8%	0.0%
I learned about educational opportunities that I <i>didn’t know</i> about before...	88.4%	1.2%	2.3%

Frequently Mentioned Event Learning

The attendees were asked what they had learned at *La Feria Es El Momento*. The most frequent responses were:

- The process of getting into college/university
- Educational programs available
- The important role a parent plays in their child’s education

Table 7: Frequently Mentioned Event Learning

What if anything did you learn at <i>La Feria Es El Momento</i>	Percentage %
How to prepare for College/University	10.4%
Educational programs available	10.1%
Importance of parent involvement in child’s educational future	7.8%

Examples of typical responses for the question:

“Que es lo que tenemos que hacer como padres para superarnos como Latinos.”
 Translation: “What we have to do as parents to empower ourselves as Latinos (a community).”

“Lo importante que es la educación.”
 Translation: “The importance of education.”

“Que hay muchas cosas de las cuales yo no sabia.”
 Translation: “That there were many things (information) of which I was unaware of.”

“Buscar oportunidades para encontrar recursos que vayan ayudar a nuestros hijos que lleguen a la universidad.”
 Translation: “How to seek opportunities and resources that will aid our children in preparing for college/university.”

“Como aplicar a la universidad.”
 Translation: “How to apply to college/university.”

“Requisitos de cómo entrar a todos los programas educativos.”
 Translation: “Requirements to getting accepted into educational programs.”

Event Enjoyment

The large majority of attendees enjoyed *La Feria Es El Momento* with 92.2% of people stating that they definitely enjoyed the fair, and only 1.6% stating that they felt neutral about it. No one disliked the event.

Table 8: Event Enjoyment

I enjoyed <i>La Feria Es El Momento</i>	Percentage %
Strongly Agree	92.2%
Somewhat Agree	6.3%
Neither Agree nor Disagree	1.6%
Somewhat Disagree	0.0%
Strongly Disagree	0.0%

Event Expectations

Approximately half of the attendees, 50.9%, felt that *La Feria Es El Momento* met their expectations, while 42.3% stated that the event exceeded their expectations.

Table 9: Event Expectations

<i>La Feria Es El Momento</i> ...	Percentage %
Exceeded my expectations	42.3%
Met my expectations	50.9%
Did not meet my expectations	6.8%

Frequently Mentioned Suggestions for Future Ferias

The event organizers implemented last year's feedback and prepared to accommodate 20,000 people. However, expectations were exceeded when over 25,000 attendees showed up. As word travels fast among participants who benefit tremendously from the event, it is expected that the demand will continue to increase more and more each year; hence requiring a larger venue. Most importantly, however, organization should be considered to facilitate vast foot-traffic. Unexpected weather conditions should also be anticipated, as this year, attendees had to wait under the hot sun until the venue cleared enough for them to enter.

Table 10: Frequently Mentioned Suggestions for Future Ferias

What suggestions would you have for making next year's Feria?	Percentage %
More organization	22%
Larger Venue	18%
Host Ferias in several counties	6%

Conclusion

The Univision sponsored program, *La Feria Es El Momento*, was an overwhelming success. The previous 2009 event, *La Feria Deja Huella*, was also largely an overall success, but the change to a larger venue for 2010 greatly reduced comments about over-crowding and over-heating. Both years show that Latino parents attending are indeed interested and concerned about their children's education, and are very quick to avail themselves of information about all levels of education, from pre-school to post-secondary. Univision was able to touch the lives of thousands of children and adults over the course of one single day.

Methodology

The survey was conducted as attendees were exiting the event utilized the same methods as detailed in the 2009 *La Feria Deja Huella* Report. A total of 267 adult attendees were surveyed in 2010.

The evaluation interviews were conducted by Latino pre-health professional students who volunteered their time and efforts. The students were participants in the MEDPEP (Médicos, Enfermeros y Dentistas Para El Pueblo) program operating at various community colleges. All interviews were available in Spanish and English. As all interviewers were bilingual, language of the interview was left to the attendee's choice.

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