



Center for
the Study of
Latino Health
& Culture

"La Feria Es El Momento: Edúcalos"

OCTOBER 22, 2011

THE THIRD ANNUAL FERIA ES EL MOMENTO, HOSTED BY CALIFORNIA STATE UNIVERSITY DOMINGUEZ HILLS, PROVIDED EDUCATIONAL SUPPORT SERVICES TO OVER 50,000 ATTENDEES FROM THE LATINO COMMUNITY.

KMEX UNIVISION 34- LOS ANGELES ONCE AGAIN ORGANIZED THE LARGEST LATINO COLLEGE-ACCESS EVENT IN CALIFORNIA. ON OCTOBER 22, 2011, UNIVISION'S *LA FERIA ES EL MOMENTO* BROUGHT OVER 50,000 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.

THE CENTER FOR THE STUDY OF LATINO HEALTH AND CULTURE AT UCLA, UNDER THE DIRECTION OF DR. DAVID HAYES-BAUTISTA, PROVIDED RESEARCHERS FOR THIS EVENT. OUR DATA, BELOW, WAS COLLECTED FROM 328 SURVEYS COMPLETED BY PARTICIPANTS AT THE EVENT.

LA FERIA ES EL MOMENTO VENUE

THE EDUCATIONAL FAIR WAS HELD FOR THE THIRD TIME AT CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS. HOWEVER, THIS YEAR, THE EVENT WAS HELD INDOORS AND INCLUDED SEVERAL EXTERIOR AREAS TO ACCOMMODATE THE LARGER CROWDS. 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. 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. A number of KMEX personalities interacted with the crowd and autographed photographs in separate areas of the event.

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 MAJORITY OF ATTENDEES, 89.2%, STATED THAT THEIR FAVORITE PART OF THE EVENT WERE THE EDUCATIONAL EXHIBITS.

TABLE 1:

What was your favorite part of La Feria Es El Momento	Response Percent
Educational Exhibits	89.2%
Photos	2.3%
Planetarium	2.0%
Technology Classroom	2.3%
Celebrities	1.6%
Other	2.6%

THE IMMENSE REACH OF THE SPANISH-LANGUAGE MEDIA, PARTICULARLY TELEVISION THROUGH KMEX, IS REFLECTED IN THE 89.1% OF ATTENDEES, WHICH INDICATED THAT THEIR MAIN SOURCE OF INFORMATION FOR THE EVENT WAS THROUGH TELEVISION. THE SECOND MOST MENTIONED SOURCE WAS THROUGH RADIO: 16.5%. THE THIRD MOST WAS FRIEND/FAMILY MEMBER : 5.3%.

TABLE 2:

Where did you hear about La Feria Es El Momento? (please check all that apply):

Answer Options	Response Percent
Television	89.1%
Radio	16.5%
Newspaper	0.9%
Friend/Family member	5.3%
My child's school/teacher	4.0%
Other	7.2%
Other (please specify)	

74.2% OF ATTENDEES STRONGLY AGREED THAT THEY LEARNED ABOUT EDUCATIONAL ACTIVITIES THAT THEY HAD NOT LEARNED BEFORE.

TABLE 3:

I learned about educational opportunities at the Feria that I didn't know about before I came here today.

Answer Options	Response Percent
Strongly Agree	74.2%
Somewhat Agree	12.9%
Neither Agree nor Disagree	6.4%
Somewhat Disagree	2.1%
Strongly Disagree	4.3%
Other	

TABLE 4:

ATTENDEES WERE ASKED, “WHAT, IF ANYTHING, DID YOU LEARN AT THE FERIA?” PLEASE GIVE AS MUCH DETAIL AS POSSIBLE.

EXAMPLES OF TYPICAL RESPONSES FOR THE QUESTION:

<p>“HOW TO MOVE FORWARD (SUCCEED)”</p> <p>“SOBRE SECUNDARIA Y LA PREPA. HOW TO BETTER PREPARE MY SON ACADEMICALLY.” TRANSLATION: “ABOUT MIDDLE SCHOOL AND HIGH SCHOOL.”</p> <p>“FORMAS DE RECIVIR INFO PARA LAS UNIVERSADES.” “FORMS TO ACCESS TO FIND INFO ON UNIVERSITIES.”</p> <p>“COMO LLEGAR A APOYAR A SUS HIJAS.” “INFORMATION ON SUPPORTING MY DAUGHTERS.”</p> <p>“INFORMATION OF UNIVERSITIES AND SCHOLARSHIPS.”</p>

EVENT LAYOUT

MOST ATTENDEES, 36.3%, FOUND IT VERY EASY TO NAVIGATE THROUGH THE FERIA. 19.7% FOUND IT SOMEWHAT EASY. HOWEVER, 31.4%, FOUND IT SOMEWHAT DIFFICULT. SOME COMMENTS FROM ATTENDEES STATED THAT THE LARGE CROWDS MADE IT DIFFICULT TO NAVIGATE THROUGH THE VENUE.

TABLE 5:

How difficult or easy was it for you to find your way around the Feria?

Answer Options	Response Percent
Very Difficult	12.6%
Somewhat Difficult	31.4%
Somewhat Easy	19.7%
Very Easy	36.3%

EXAMPLES OF TYPICAL COMMENTS FOR THE QUESTION:

“MAS LIBERTAD, NO TANTAS LINEAS.”
TRANSLATION: **“MORE FREEDOM, NO SO MANY LINES.”**

“MUCHA GENTE.”
TRANSLATION: **“TOO MANY PEOPLE.”**

FREQUENTLY MENTIONED SUGGESTIONS FOR FUTURE FERIAS

THE EVENT ORGANIZERS IMPLEMENTED LAST YEAR’S FEEDBACK AND PREPARED TO ACCOMMODATE 30,000 PEOPLE. HOWEVER, EXPECTATIONS WERE EXCEEDED WHEN OVER 50,000 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.

NAVIGATING THE EVENT

THE DIFFERENT COLORED SECTIONS FACILITATED NAVIGATING THE EVENT. **77.8% OF ATTENDEES FOUND THIS USEFUL.**

TABLE 6: NAVIGATING THE EVENT

Each section of the Feria had a different color. Did you use the colors to help you find your way around?

Answer Options	Response Percent
Yes	77.8%
No	22.2%

87.1% OF ATTENDEES KNEW THAT THEIR CHILDREN NEED TO COMPLETE 12 YEARS OF SCHOOL. ONLY 1.5% KNEW THAT THEIR CHILDREN SHOULD COMPLETE MORE THAN 13 YEARS OF EDUCATION IN THE U.S.

TABLE 7:

In the United States, how many years of school are children required to complete?

Answer Options	Response Percent
5 years	0.0%
8 years	1.2%
10 years	0.6%
12 years	87.1%
13+	1.5%
Not sure	9.5%

AN OVERWHELMING RESPONSE TO THE QUESTION “FOR YOU, WHICH LANGUAGE WOULD YOU LIKE PEOPLE TO USE AT THE FERIA?”, AT 93.6%, WAS THE SPANISH LANGUAGE.

TABLE 8:

For you, which language would you like people to use at the Feria?
(Please circle all that apply)

Answer Options	Response Percent
Spanish	93.6%
English	60.4%

EDUCATION LEVEL

THE LARGE MAJORITY OF ATTENDEES LEARNED ABOUT COLLEGE AT *LA FERIA ES EL MOMENTO* WITH 71.3%. 33% OF ATTENDEES LEARNED ABOUT HIGH SCHOOL AND 22.7% OF ATTENDEES LEARNED ABOUT MIDDLE SCHOOL.

TABLE 9:

What education level did you learn about today? (Please circle all that apply)?

Answer Options	Response Percent
Infants/toddlers	13.4%
Elementary school	22.4%
Middle school	22.7%
High school	33.0%
GED	15.3%
College	71.3%

SUBJECTS

THE MAJORITY OF ATTENDEES, 36.9% , SURVEYED STATED THAT THEY LEARNED ABOUT SCIENCE. THE SECOND HIGHEST WAS MATH WITH 30.2% FOLLOWED CLOSELY BY HEALTHCARE AT 29.3% .

TABLE 10:

What subjects did you learn about today? (Please circle all that apply)

Answer Options	Response Percent
Computers	12.6%
Engineering	22.1%
Health Care	29.3%
Learning English	18.9%
Math	30.2%
Science	36.9%
Space	14.9%

TABLE 11:

How difficult or easy do you think it would be for you to do a science experiment?

Answer Options	Response Percent
Very Difficult	23.3%
Somewhat Difficult	30.0%
Somewhat Easy	36.0%
Very Easy	10.7%

TABLE 12:

How much money can high school graduates earn in their lifetime?

Answer Options	Response Percent
One thousand dollars	6.7%
One hundred thousand dollars	22.6%
One million dollars	26.4%
Ten million dollars	5.7%
Not Sure	38.5%

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 14-17 AS REPRESENTED BY 46.9% 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 13:

AGE OF CHILDREN	PERCENTAGE % HAVING CHILDREN IN AGE-GROUP
NO CHILDREN	12.9%
0-5	21.8%
6-10	32.8%
11-13	30.1%
14-17	46.9%
18-21	29.8%
21+	16.0%

CAREERS

THE MAJORITY OF ATTENDEES, 76.3% STATED THEY DID NOT LEARN ABOUT NEW CAREERS. WITH 23.7% SAYING THEY LEARNED OF A NEW CAREER.

TABLE 14:

At the Feria, did you learn about a career that you didn't know about before?

Answer Options	Response Percent
Yes	23.7%
No	76.3%

EXAMPLES OF CAREERS:

COMMUNICATIONS, COMPUTATION, ENGINEERING, LAW, SCIENCE AND MEDICINE, BUSINESS LAW, BUSINESS, BIOLOGY, MECHANICAL ENGINEERING.

TABLE 15:

Have you been to La Feria Es El Momento before?

Answer Options	Response Percent
Yes	11.0%
No	89.0%

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.

ZIP CODE REPORT ATTACHED.

QUESTION 17:

Survey was completed in:

Answer Options	Response Percent
Spanish	81.1%
English	18.9%

CONCLUSION

THE UNIVISION SPONSORED PROGRAM, *LA FERIA ES EL MOMENTO*, WAS AN OVERWHELMING SUCCESS. THE PREVIOUS 2009 AND 2010 EVENTS, *LA FERIA DEJA HUELLA* AND *LA FERIA ES EL MOMENTO: EDUCALOS*, WERE ALSO LARGELY AN OVERALL SUCCESS, BUT THE CHANGE TO A LARGER VENUE FOR 2011 STILL DID NOT ACCOMMODATE THE 40% INCREASE IN ATTENDANCE FROM LAST YEAR. RECOMMENDATIONS FOR THE FOLLOWING YEAR ACQUIRING ADDITIONAL SPACE TO ACCOMMODATE THE GROWING POPULARITY OF THIS EVENT. ALL THREE 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 AND 2010 *LA FERIA DEJA HUELLA* REPORT. A TOTAL OF 328 ADULT ATTENDEES WERE SURVEYED IN 2011.

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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