

## **Community Impact Report**

# **GED in Spanish & Transportation Business Development Accelerator Programs**

**CDBG Public Services & Economic Assistance**

**Dr. Nydia Martínez  
Executive Director**



# Opening Doors to New Opportunities Through Education

- **Mission:** To provide bilingual and culturally relevant adult education and workforce training to support individuals to improve their lives and communities.
- Focus on inclusivity, accessibility, and creating equitable opportunities for Latinos in Dane County and beyond.
- **Culturally Competent Training & Economic Development:** Supporting career advancement while addressing systemic barriers impacting Latino residents.



# Bridging Gaps in Education and Employment



## Focal Communities

Our projects serve Urban County Consortium (UCC) areas like Fitchburg, Marshall, Sun Prairie, and Verona, where affordable housing and migration trends drive Latino population growth.



## Priority Populations

LAWD serves over 2,000 Latino adults annually, focusing on those aged 18+ who are under-educated, underemployed, or need credential validation from their country of origin.



## Poverty Context

28% poverty rate among Latinos in Dane County highlights the importance of credential-based training and employment pathways.





# Ensuring Inclusivity Through Language Services

## Interpretation Services

Fully bilingual staff and partnerships (e.g., 77 Language Collective) to ensure consistent and high-quality services.

## Translation Services

Bilingual materials, including curricula, forms, and testing documents, facilitate accessibility.

## Workforce Integration

LAWD Provides opportunities to combine technical training with mentorship and soft skills development for long-term career success.

## Future Goals

Expand translation services in collaboration with groups like Adapt Consulting by 2025.





# Addressing Critical Needs in Dane County

**Objective:** Meeting the rising credential demand among Dane County's Latino population by providing culturally competent GED/HSED certification in Spanish and credential revalidation to improve educational attainment and career opportunities.

**Spanish GED/HSED Classes:** Increasing educational attainment among Latino residents to create pathways to better jobs.



# Expanding GED Access Beyond Madison

1

## Geographic Reach

Emphasizing partnerships in Fitchburg, Sun Prairie, and Verona to serve Dane County's UCC areas.

2

## Modes of Service

Flexible options for in-person and online classes, with scheduling in the mornings or evenings to accommodate adult learners.

3

## Enhancements

Recent improvements include mentorship programs for Latinas and integration of soft skills training.



# Opening Doors: The Life-Changing Impact of GED

*ServSafe Program*



*GED Program*



**DULCE M.  
SÁNCHEZ**  
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Dulce first joined the Latino Academy to work on her GED, and that decision pushed her to achieve new goals as a student and later as a business owner.

"These programs have been essential for my personal growth and to have my own business." At Latino Academy, Dulce earned her GED, improved her English, and obtained her ServSafe certification—steps that were key for her business success.

Now, she encourages others to follow her path: "I always tell people what an amazing resource the Latino Academy is!"



# Addressing Community Needs Through Transportation Business Development

## Survey Insights

80% of participants express interest in starting their own businesses.

## Alignment with Dane County Consolidated Plan

- Promotes economic growth and job creation in underserved areas.
- Directly supports goals of creating sustainable employment and fostering microenterprise development.





# Addressing Community Needs Through Transportation Business Development

## Projected Impact

- Launch of **8 new businesses**.
- Creation of **17 full-time (FTE)** and **10 part-time (PTE)** jobs.

## Sector Focus

Transportation, chosen for high demand and growth potential.

## Community Benefits

Equips participants to navigate industry regulations, addressing economic disparities.



# Empowering Entrepreneurs Through the Accelerator Program

## Program Goals

Provide tailored training, mentorship, and industry-specific support to Latino entrepreneurs.

## Eligibility Criteria

Candidates with viable business concepts or operational experience. Strategic allocation ensures the impactful use of funds.

## Focus Areas

Overcoming regulatory barriers in the transportation industry.  
Fostering sustainable business models.

## Proven Success

Builds on LAWD's established programs, ensuring high-quality outcomes.

## 2025 Projections

**50 entrepreneurs trained.** Tangible employment and business creation within target communities.



# Driving Success: Advancing Women Through Business Accelerator in Transportation



*CDL Program  
Safety Trainings*

*Transportation Accelerator  
Program*

**Latino Academy**  
of Workforce Development, Inc.

## ARELI HERNÁNDEZ

“The Latino Academy has supported me as an entrepreneurial woman, helping me develop my skills and discover opportunities I never imagined I’d have.”

Areli, a CDL program student, has transformed her personal and professional life thanks to the Latino Academy. With each class, she has gained confidence to advance her career and proudly represent her Latina identity. Areli dreams of inspiring others, showing that with effort and support, reaching our dreams is possible.





Truck purchased with CDBG Funds, 2018





# Strengthening Programs Through Funding and Results

## Dane County Grant Contribution:

**\$50K**

**GED Budget**

12.9% of the total budget for GED

**\$160K**

**Accelerator Budget**

49% of the budget for the Transportation Business Accelerator Program

**Fund Allocation:** Recruitment in rural areas, program coordinators, coaching services, training materials, and employment support services.

**Key Collaborations:** Partnerships with Madison College, private sector industries, and private donors diversify funding sources.

## Participant Success:

**85%**

**GED Employment**

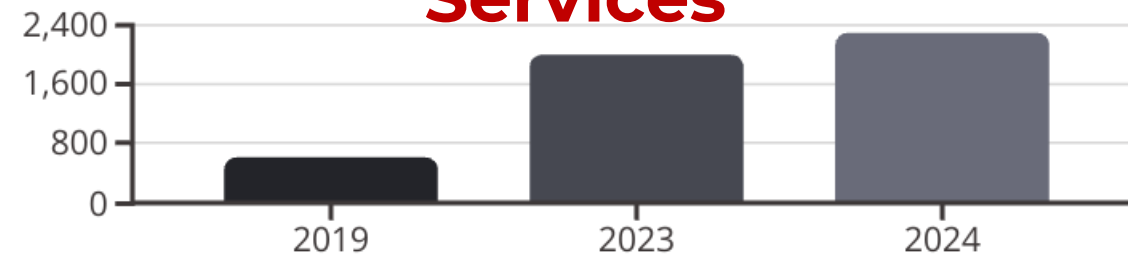
GED graduates secured employment within six months, contributing to family-sustaining wages and economic growth.

**65%**

**Accelerator Employment**

Business Accelerator graduates secured employment within six months, contributing to family-sustaining wages and economic growth.

# Rising Demand for High-Impact Services



## Growing Enrollment

The LAWD experienced a surge from 600 participants in 2019 to almost 2,000 in 2023 due to accessible, bilingual programming and additional resources. So far, in 2024, LAWD has served over 2,300 individuals, with a waiting list of over 350 people for one or more of our services.

## High Demand

Enrollment demand exceeds capacity, highlighting the program's value in the Latino community.

## Maximizing Impact

- Prioritizes candidates based on readiness and potential success.
- Ensures equitable access for those most prepared to benefit and with the highest likelihood of achieving economic independence.

## Career Pathways

Programs align with family-sustaining wages (\$20+/hour) and career advancement opportunities.



# Addressing Gaps and Expanding Opportunities

## Challenges

- High demand with limited funding.
- Barriers to education for first-generation immigrants.

## Future Plans

- Scaling up our education and workforce training programs.
- Expanding mentorship initiatives for Latinas.
- Sustaining program growth through strategic funding and partnerships.





# Thank You for Supporting Our Communities

Our Continued partnership drives community impact.

