

McDonald's **Latino Youth Leader Of The Month**

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Introduction

The mission of the Latino Community Development Agency (LCDA) is to enhance the quality of life of the Latino community through education, leadership, services and advocacy.

Education is the cornerstone to build a healthy and wealthy community. Latinos have the highest growth rate in the nation, and also the highest drop out rates. It is through example that we could try and break these tendencies. An effective way is to highlight today's young leaders who will be tomorrow's successful citizens of our community and future role models that will lead by example.

Purpose

The Latino Community Development Agency, in conjunction with McDonald's and Cox Communications desire to develop a program aimed at identifying and honoring youth leaders among the Latino Community. These young people are those, who by their actions and lifestyles exemplify community leadership to both the Latino and Anglo communities alike.

The Education Committee will coordinate the program in cooperation with the participating Public School Districts' Superintendent and area principals, teachers and counselors. The targeted group will be High School students in grades 11th and 12th. Young people at this age group are role models for younger kids. Each school will nominate candidates each month from which one student will be selected to receive the **“McDonald's Latino Youth Leader of the Month Award.”**

The program will run during the schools calendar year (August-May). All nominees will receive a scholarship of \$1,000 dollars that will be divided in their first two semesters of college. The recipients will also be invited to attend the Líderes Summit organized by the National Council of la Raza (NCLR). The awardees will be honored at the LCDA Senior Banquet during the month of May. Participation in the Senior Banquet is mandatory.

Education Committee

The Education Committee is composed of the LCDA Board members and community members.

Identified Population:

The targeted group is Latino High Schools students in any High School of Oklahoma in grades 11th and 12th.

Who is a Leader?

A leader continuously shows initiative, commitment, perseverance, and good judgment. A leader knows when to lead and when to follow. Knows how and when to delegate. A leader inspires others and leads by example. The leaders that this program wants to identify should be actively involved in community service and encourage fellow students to do the same. They get things done, and help other students get involved.

Qualifications and criteria to select a Youth Leader

1. Volunteer service
2. Extra-curricular activities
3. Leadership examples
4. Academic standing

The leaders to be recognized should be actively involved in community development as well as play an active role in their school by encouraging other student to do the same. The students should have a commitment to graduate from high school and seek post-secondary education. Youth can be nominated repeatedly but can only be selected once.

The students will be selected based on an application submitted by the Principal, teacher or counselor of the High School. The applications are evaluated on a 100 points score. See the “Application Guide for High School Principals” for more details on the qualifications of the candidates and the materials to be submitted by the Principal.

Rewards for the Youth Leaders

The program, through the use of 30-second vignettes on both Spanish and English-speaking networks, including Univision, will position these young leaders as instant heroes. It would show the entire youth population that recognition comes from the pursuit of positive virtues, such as leadership, volunteer service and good academic standards.

Besides the recognition during one month, the recipients of the award will be offered the opportunity to participate in the youth summit organized by the National Council of La Raza (NCLR), which is the largest national Latino

civil rights and advocacy organization in the United States that deals with Latino issues. The awardees will also receive a scholarship of \$1,000 dollars that will be divided in their first two semesters of college.

About the National Council of La Raza (NCLR)

The National Council of La Raza was founded in 1968 as a private, non-profit, nonpartisan, tax-exempt organization established to reduce poverty and discrimination, and improve life opportunities for Hispanic Americans. Today, it is considered by many as the nation's premiere Hispanic Think Tank.

Application Procedure

The Education Committee developed a general application to be completed by the high school principals, teachers or counselors. Each school representative will be responsible to nominate a candidate each month and develop within the school its own guidelines for the selection of the students.

The program will kick off in the beginning of each academic year and the name of the youth selected should be sent to the Latino Clubs Coordinator. After reviewing that all materials were submitted the Latino Clubs Coordinator will forward the paperwork to the Education Committee members by the first Friday of each month. Each Educational Committee member will complete the candidate evaluation form with their final scores to the Latino Clubs Coordinator. The person with the higher average scores will be selected as the McDonald's Latino Youth Leader of the Month. The Latino Clubs Coordinator will officially inform Cox Communications and the corporate sponsor of the results on a monthly basis.

Conclusion

By keeping our young people motivated to focus on leadership virtues, the Oklahoma business communities will benefit by molding the foundations for productive citizens who will, as adults, impact the community and will be our leaders of the future.

A wonderful byproduct of this program is that we have become a selection process for area universities. Both the youth selected each month and those nominated represent the educational elite of Latino students.

McDonald's Latino Youth Leader of the Month Award

NOMINATION GUIDE FOR HIGH SCHOOL PRINCIPALS, TEACHERS AND COUNSELORS

The **Latino Community Development Agency**, in conjunction with **McDonald's** and Cox communications desire to develop a program aimed at identifying and honoring student leaders among the Latino community. These young people are those, who by their actions and lifestyles exemplify community leadership to the entire community.

The Education Committee will coordinate the program in cooperation with all participating Public School District superintendents and area principals, teachers and counselors. The purpose is to select one candidate each month, and honor him/her for a month through the use of 30 second vignettes on both Spanish and English speaking networks, including Univision, that will position these young leaders as instant heroes in their communities. It will show the entire youth population that recognition comes from the pursuit of the positive virtues, such as leadership, volunteer service and good academic standards.

Awarded young leaders will be part on the meetings and/or summit organized nationwide by the National Council of La Raza (NCLR), a Latino organization that promotes the Latino youth leaders of the nation. The National Council of La Raza was founded in 1968 as a private, non-profit, nonpartisan, tax-exempt organization established to reduce poverty and discrimination, and improve life opportunities for Hispanic Americans. Today, it is considered by many as the nation's premiere Hispanic Think Thank.

The awardees will receive a scholarship of \$1,000 that will be divided in their first two semesters of college.

To participate, the Principal, teachers or counselors need to complete the attached form and materials requested below, and send it to:

Latino community Development Agency-LCDA

Education Committee

Riverside Community Center

420 S.W. 10th Street

Oklahoma City, OK 73109

The due date to submit the application materials is the first Wednesday of each month, starting on September 2011.

Qualifications of the Candidates

1. Demonstrate the pride of their Hispanic heritage, be bilingual or demonstrate effort of becoming bilingual.
2. Be a student in good standing.
3. Be active participant in extra-curricular activities and/or volunteer activities.
4. Have a minimum of 3 GPA.

Application Materials to be submitted by the Principal, Teachers or Counselors

1. Fully completed application (Nomination Form-Page 1).
2. Official school transcripts of grades or other official verification of GPA.
3. Written short paragraph of approximately 80 words per question from the candidate in response to the following questions:
 - A. As a bilingual person, how will you remain a part of the community to contribute to its sustained improvement?
 - B. What are your goals: What do you want to be doing 5 years from now?
 - C. Why do you consider yourself a leader?
4. One letter of recommendation from a non-relative teacher, counselor or community leader supporting why the candidate is considered a leader.

The applicants are evaluated based on 100 points score, according to the following criteria:

- | | |
|-----------------------------|-------------------|
| 1. Question A | Maximum 10 points |
| 2. Question B | Maximum 10 points |
| 3. Question C | Maximum 10 points |
| 4. Letter of recommendation | Maximum 50 points |
| 5. GPA | Maximum 20 points |

McDonald's Latino Youth Leader of the Month Award

NOMINATION FORM

School Information

School's Name _____

Principal's Name _____

School's Address _____

Phone Number _____ Fax Number _____

Email Address _____

Date Submitted _____ Date Received (LCDA) _____

Candidate Information

Candidate's Name _____

Home Address _____

Phone Number _____ Fax Number _____

Email Address _____

Grade _____ GPA _____ Male/Female (circle one)

Question A _____ Question B _____ Question C _____

Parent or guardian's Name _____

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Qualifications of the Candidates

1. Demonstrate the pride of their Hispanic heritage, be bilingual or demonstrate effort of becoming bilingual.
2. Be a student in good standing.
3. Be an active participant in extra-curricular activities and/or volunteer activities.
4. Have a minimum of 3 GPA.

Application Materials to be Submitted by the Principal

1. Fully completed application (Nomination Form-Page 1)
2. Official school transcripts of grades or other official verification of GPA.
3. Written short paragraph of approximately 80 words per question from the candidate in response to the following questions:
 - A. As a bilingual person, how will you remain a part of the community to contribute to its sustained improvement?
 - B. What are your goals: what do you want to be doing 5 years from now?
 - C. Why do you consider yourself a leader?
4. One letter of recommendation from a non-relative teacher, counselor or community leader why the candidate is considered a leader.

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(English Version)

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2. Use. Cox Media is expressly authorized in its full discretion to use or authorize use of any such recordings or portions thereof in any manner and at any time and to use my name, likeness, voice, biographical and other information concerning me. I waive any right that I may have to inspect or approve (i) the Program, (ii) any advertising or other copy that may be used, or (iii) the use to which the Program may be applied. I understand that Cox Media has sold ownership of the Program in perpetuity and that the Program may be aired one or more times over any television station, cable system or like media.
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Name _____ Signature _____

Address: _____ Date: _____

City: _____ State: _____ Zip: _____

(English Version)
LCDA RELEASE

Name: _____

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Signature: _____ Date: _____
(If minor, parent or legal guardian)

Name: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Witness: _____ Date: _____

(Spanish Version)

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Dirección: _____ Fecha: _____

Ciudad: _____ Estado: _____ Código Postal: _____

(Spanish Version)

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Nombre: _____

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Dirección: _____

Ciudad: _____ Estado: _____ Código Postal: _____

Testigo: _____ Fecha: _____