



FOR IMMEDIATE RELEASE
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**Responding to the White House Initiative on Hispanic Excellence in Education
¡Bien Educados! – A Commitment to Action**

Bethesda, MD – On the culmination of the 2015 Hispanic Heritage Month, President Obama announced nearly 150 Commitments to Action. These represent a collective investment of nearly 340 million which will build on and accelerate federal, state, and local investments in high-quality education, from cradle-to-career, for students across the country. The Mid-Atlantic Equity Consortium, Inc. (MAEC) is proud to join the nearly 150 public and private sector organizations who answered the White House Initiative on Educational Excellence for Hispanics' 25th anniversary call to action. MAEC created *¡Bien Educados!*, through a partnership with the Maryland State Department of Education (MSDE).

MAEC and MSDE have committed approximately \$80,000 to launch *¡Bien Educados!*, a statewide Latino communications network. Their vision is to transform existing service providers into cultural brokers to reach the families of over 146,000 Latino students and to engage them in their children's education within the next two years (August 2015 – June 2017).

***¡Bien Educados!* goals are to:**

1. Increase the number of strategic communication partners who have the capacity to act as cultural brokers to reach Latino families throughout Maryland;
2. Increase the number of Latino families interfacing with MSDE to gain actionable information, tips, and strategies to help support their children's education from early childhood through college/careers; and
3. Disseminate an annual Latino communications survey to families, educators, service providers, policymakers, and organizations to better determine the educational needs of Latinos in Maryland.

Commitment Approach:

1. *¡Bien Educados!* will identify key Latino-serving legislators; parent, education, non-profit, and faith-based leaders; and government stakeholders to create regional steering committees that will drive and inform the work of the network.
2. Network members will participate in quarterly meetings to build their capacity to act as cultural brokers in their communities to help Latino families understand key educational milestones in their children's schooling. In addition, members will work to ensure that the information, strategies, and tips they are receiving are clear, helpful, of high quality, and relevant to the needs of the Latino families they are serving.
3. Network members will create a community of practice to share resources and emerging best practices in working with Latinos in Maryland regarding education.
4. Network members will conduct needs assessments of Latino families to ascertain areas of need so that the network can work to address these needs.

To learn more about the Initiative visit www.ed.gov/HispanicInitiative.

To learn more about *¡Bien Educados!* contact Nora Morales at 301-657-7741 x121.