

Hispanic Market Opportunity

Story: Hispanic Marketing gone wrong, “got milk?” campaign:
<https://www.wsj.com/articles/SB928362609789183486>

“70 percent of all practicing Catholics under the age of 35 are Latino, yet only 3 percent of school-aged Latino children are enrolled in Catholic schools.”

- 2009 report To Nurture the Soul of a Nation, https://ace.nd.edu/sites/default/files/2021-09/MadrinasModel_compressed.pdf

Current Archdiocesan Hispanic Enrollment:

| SCHOOL NAME | Total Enrollment | # Hispanic Students | % of Hispanic |
|--|------------------|---------------------|---------------|
| Holy Cross Catholic School | 194 | 94 | 48.45% |
| St. Paul Catholic School | 316 | 105 | 33.23% |
| John Paul II Catholic School | 183 | 49 | 26.78% |
| St. Agnes | 363 | 96 | 26.45% |
| Bishop Miege High School | 656 | 171 | 26.07% |
| Good Shepherd Catholic School | 359 | 46 | 12.81% |
| Holy Spirit | 372 | 45 | 12.10% |
| Saint Thomas Aquinas High School | 919 | 105 | 11.43% |
| Saint Joseph Catholic School | 380 | 40 | 10.53% |
| St. James Academy | 947 | 96 | 10.14% |
| St. Michael the Archangel School | 518 | 47 | 9.07% |
| Holy Trinity, Lenexa | 622 | 42 | 6.75% |
| St. Ann Catholic School | 387 | 23 | 5.94% |
| Sacred Heart of Jesus | 394 | 21 | 5.33% |
| Ascension School | 640 | 34 | 5.31% |
| Prince of Peace Catholic School | 504 | 25 | 4.96% |
| Curé of Ars | 778 | 34 | 4.37% |
| Queen of the Holy Rosary Wea Catholic School | 192 | 6 | 3.13% |
| Nativity Parish School | 513 | 16 | 3.12% |
| JOCO TOTALS | 9237 | 1095 | 11.85% |
| Our Lady of Unity | 188 | 179 | 95.21% |
| Holy Name Catholic School | 130 | 119 | 91.54% |
| Bishop Ward High School | 293 | 231 | 78.84% |
| Resurrection Catholic School | 304 | 230 | 75.66% |
| Christ the King, KCK | 197 | 142 | 72.08% |
| St. Patrick Catholic School | 345 | 95 | 27.54% |
| WYCO TOTALS | 1457 | 996 | 68.36% |

| SCHOOL NAME | Total Enrollment | # Hispanic Students | % of Hispanic |
|---------------------------------------|------------------|---------------------|---------------|
| Saint John Catholic School | 278 | 54 | 19.42% |
| Corpus Christi Catholic School | 347 | 38 | 10.95% |
| LAWRENCE TOTALS | 625 | 92 | 14.72% |
| Maur Hill - Mount Academy | 148 | 13 | 8.78% |
| St. Benedict Catholic School | 235 | 18 | 7.66% |
| St. Gregory the Great Catholic School | 161 | 4 | 2.48% |
| Sts. Peter and Paul School | 221 | 5 | 2.26% |
| NORTHERN TOTALS | 765 | 40 | 5.23% |
| Sacred Heart, Emporia | 71 | 32 | 45.07% |
| Sacred Heart, Ottawa | 63 | 3 | 4.76% |
| Saint Rose Philippine Duchesne | 114 | 4 | 3.51% |
| Holy Trinity, Paola | 76 | 2 | 2.63% |
| SOUTHERN TOTALS | 324 | 41 | 12.65% |
| Holy Family - Topeka | 163 | 127 | 77.91% |
| Saint Matthew Catholic School | 138 | 90 | 65.22% |
| Mater Dei Catholic School | 135 | 49 | 36.30% |
| Most Pure Heart of Mary School | 367 | 82 | 22.34% |
| Hayden Catholic High School | 320 | 67 | 20.94% |
| Christ the King, Topeka | 231 | 38 | 16.45% |
| TOPEKA TOTALS | 1354 | 453 | 33.46% |
| Xavier Catholic School | 218 | 19 | 8.72% |
| LEAVENWORTH TOTALS | 218 | 19 | 8.72% |

ArchKCK Catholic School Hispanic Enrollment based on Fall 2023 school report data.

US

52% of US population growth has come from the Hispanic community since 2000.

69% of Midwest Hispanics are Mexican, 7% Puerto Rican, 3% Salvadoran, 3% Guatemalan, 3% Ecuadorian, 15% other.

Not a homogenous group

Kansas

The Kansas Hispanic population just keeps growing. From 1990 to 2028, the population has a projected 5x percentage growth (93,670→464,747).

5 key counties in the KCK Archdiocese with large Hispanic populations are Wyandotte, Johnson, Shawnee, Lyon, and Leavenworth.

77% of Kansas Latinos are Mexican, 8% are Central American, 5% Puerto Rican, 10% other.

Language and Hispanicity:

12% Spanish dependent, 16% Spanish preferred, 10% English or Spanish, 26% English preferred, 36% English dependent.

Hispanics are not all homogenous. There is a difference between a third-generation Latino (Americanizado) and a recent adult immigrant (Latino-Americana). See chart below:



Target Audience Information

“First a word on culture: Culture is the particular way in which a human group interprets life and relates with nature, God, the world, and other peoples. Culture is not accidental,

but an integral part of human life. Culture is lived and expressed through traditions, languages, relationships, food, music, and religious expressions. It embraces the totality of life of the group and the life of each individual who belongs to it; therefore, all human beings relate and respond to God and express this faith from and within their culture.”

USCCB, “Principles for Inculturation of the Catechism of the Catholic Church,” The Living Light, 31 (1994)

Culture Matters

- Culture is about more than language.
- Community is greater than the individual.
- Some Latinos live in dos mundos (two worlds).
- Where people come from affects their outlook.
- Work comes first. Then the rest.
- Hispanic households are typically multi-generational.
- Cultural practices are very important to Hispanics. They want to have a Latino identity **in addition** to their American identity.
- There’s family. And then there’s a Hispanic family!
- Hispanics speak Spanish, English, and/or Spanglish.
- Relationships and engagement are very important to Hispanics.
- Hispanics have their own social network. They talk. They love to talk.
- Welcome / Bienvenidos is music to their ears.
- Hispanics are not homogenous.
- Hispanics are nostalgic.

Who’s on your team?

Bilingual and bicultural staff are IMPORTANT.

Anna’s Perspective: Looking at the Hispanic culture from a someone with a non-Latino background, here are some things an Anglo might notice.

- Family gatherings include the whole family.
- Our Lady of Guadalupe is very important. She is pictured on everything (leather wallet, t-shirt, etc.) .
- Quinceañeras are coming of age ceremonies for 15-year-old girls. They are very big celebrations that take months to prepare. The preparation is similar to preparing for a wedding.

- Many Hispanics have a Texas-like appearance: flannel shirts, belt buckles, jeans, cowboy boots
- Hispanic church music is upbeat and joyful. See this link for an example:
https://www.youtube.com/watch?v=DDENlfl_sxyw
- Hispanics make authentic food. Not just hard-shell tex-Mex tacos.
- Candles and shrines are everywhere. They are often elaborate and homemade with flowers, candles, and/or drapes. View here:
https://scontent-ord5-2.xx.fbcdn.net/v/t39.30808-6/409173193_868296868628907_3812460309446417135_n.jpg?nc_cat=104&ccb=1-7&nc_sid=5f2048&nc_ohc=Tj610Lyd7QUQ7kNvgHbfErS&nc_ht=scontent-ord5-2.xx&oh=00_AYDNDIOIBux7Btt7OkbxKS07DgHHIHvNTHsmEwj2IPJCalg&oe=665A89DF
- Hispanics tend to like to wear clothes that prominently show a brand logo.
- Salsa goes with everything!
- Country music is common.

Overview of two schools in ArchKCK:

Resurrection Catholic School: predominantly Hispanic

St. John Paul II Catholic School: predominantly Anglo

Discussion

The 3 Rs: How are you reaching, recruiting, and retaining your Hispanic students?

got hispanic marketing?

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