UNIDOS IN POWER



Unidos in Power 2030 Roadmap to Latino Advancement

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EXECUTIVE SUMMARY



Massachusetts is home to a vibrant and growing Latino population. Approximately 912,000 Latinos live in the Commonwealth—accounting for 13% of the state's population and making Latinos the largest racial and ethnic minority group in the state. [1] The Latino population in Massachusetts is notably young, with 20% under the age of 18, contributing to the community's continued demographic growth. [2]

Latinos are also shaping the future of Massachusetts in visible and vital ways. In education, they comprise 25.9% of all K–12 students statewide, and in cities like Lawrence, Springfield, Worcester, and Boston, they make up a majority or near-majority of the public school population. Their growing presence in classrooms reflects the broader demographic and economic shifts that are positioning Latinos at the heart of the Commonwealth's future. [3]

Economically, Latinos represent a vital engine of growth, contributing significantly to the prosperity of the entire state. With purchasing power estimated at $23.7 billion in 2020—a 113% increase since 2010—Latinos are outpacing other groups in economic growth. More than 55,000 Latino-owned businesses in the state contribute over $4.2 billion annually and employ more than 27,000 workers. [4]

Labor force projections show Latinos will make up more than 35% of the state's workforce by 2030, playing an essential role in key sectors such as healthcare, construction, education, and hospitality. Latino employment in Massachusetts grew by 48% between 2014 and 2023, rising from 305,000 to 453,000 workers. [5]

Progress is also evident in housing. Latino homeownership has grown steadily over the last decade, rising from 27% in 2010 to 32% today helping to stabilize families and anchor communities. And since the signing of the Administration's $5.16 billion Affordable Homes Act in August 2024, [6] marking the largest housing investment in Massachusetts history, creating opportunities for Latino advocacy and increasing Latino homeownership.

In health, community-driven initiatives have improved chronic disease management and expanded access to care. With over 90% of Latinos in Massachusetts insured, trust in the health care system is strong—yet

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[1] According to the U.S. Census Bureau (ACS 2023) and the Massachusetts Office for Refugees and Immigrants.

[2] https://www.census.gov/quickfacts/fact/table/MA/AGE135223?utm_source=

[3] https://profiles.doe.mass.edu/profiles/student.aspx?leftNavId=300&orgcode=00000000&orgtypecode=0&utm_source

[4] https://wearealx.org/impact/?utm_source

[5] https://wioaplans.ed.gov/node/20611?utm_source

[6] https://www.mass.gov/news/governor-maura-healey-signs-most-ambitious-legislation-to-address-housing-costs-in-state-history?utm_source

opportunities remain to increase coverage and support longer, healthier lives. Expanding equitable access to health care, and improving quality of care, is essential not only for individual well-being but also for the overall resilience and prosperity of Latino communities.



And yet, Latino immigrants—many of whom have contributed deeply to these gains—continue to face significant challenges. In this difficult national moment, it is crucial to remember that we live in a country built on the promise of due process and laws. To ignore or marginalize immigrant communities is not only unjust—it would be a profound loss for the Commonwealth, which draws strength from its diversity.
These powerful facts and lived realities of the Latino community inspire us to build on our progress and chart a clear path to continued improvements by 2030, with goals in six key areas—Economy, Workforce, Houising, Education and Immigration—we set on a unified course to drive lasting change for our community.

We look at this document as fluid and evolving. We will learn from this year and incorporate that learning into subsequent reports, ensuring our strategies remain relevant and impactful as we move toward 2030.



THE 2030 OPPORTUNITY

In response to these complex challenges, a coalition of Latino leaders from across Massachusetts united to chart a bold yet achievable path toward the well-being and prosperity of the Latino community. Unified under the banner of **Unidos in Power**, we identified six priority areas —**Economy, Workforce, Housing, Health, Education, and Immigration**— that reflect both our community's needs and its vast potential. Within each area, we have selected two specific, measurable goals to guide our collective efforts between now and 2030.
By setting 12 focused goals with a five-year horizon building to 2030, we establish a clear framework for multi-sector stakeholders and leaders across Massachusetts to unite around a comprehensive strategy for the well-being, advancement and empowerment of the Latino community. The 2025 baseline data serves as a starting point—not an endpoint. Amid urgent challenges threatening both Massachusetts and Latinos across the State, we remain grounded in our collective strength and creativity, committed to addressing present needs while planning for a sustainable future.

As a coalition, we recognize that these 12 goals represent a carefully selected sample from a much broader range of potential priorities. While we could have identified 50 or more goals, we intentionally chose to focus on a manageable and strategic portfolio. These goals symbolize a foundation for progress, and we acknowledge there are many other important issues deserving attention. We fully support ongoing advocacy for these 12 goals and are committed to championing additional priorities vital to the Latino community.

The following pages outline these 12 goals and the rationale behind each. Together, they represent our shared commitment to building a stronger, more equitable Massachusetts—one where the Latino community is seen, heard, and given the opportunity to continue to thrive. As you will see in the *Our Collective Actions* section, we will achieve this through the strategic dissemination of information and meaningful storytelling that empowers individuals to act in their own best interest—ensuring that the Commonwealth of Massachusetts continues to lead in prosperity, innovation, and the advancement of human rights and dignity.



OUR ORIGIN AND PURPOSE

Unidos in Power was founded in 2023 with a simple but powerful vision: to unify Latino leadership across Massachusetts in pursuit of shared progress and collective impact via a coalition dedicated to convening and advancing the well-being and prosperity of the Latino community. From those roots grew a statewide coalition of over 1,200 members, anchored by a 35-member Executive and Steering Committee representing Latino leaders and organizations from every sector and corner of the Commonwealth from the nonprofit, corporate, government, and business sectors.



Unidos In Power convenes and mobilizes the Latino community around a bold idea: that together, we amplify our voices, accelerate equity, and drive meaningful, long-term change. With this belief at its core, Unidos in Power operates not as another organization, but as a growing movement to uplift Latino communities and ensure our full inclusion in the civic, economic, and political fabric of Massachusetts.

Our coalition is built on unity, trust, shared purpose, and the belief that change happens when we act together. As we chart our path to 2030, our mission is clear: to serve as a unifying force for Latino inclusion, prosperity, and leadership—because when Latino communities thrive, all of Massachusetts benefits.

2030 VISION

The Unidos in Power coalition envisions a thriving Latino community in Massachusetts by 2030—harnessing its collective strength, exceptional talents, diverse perspectives, and rich cultural heritage to create a prosperous future for Latinos and the entire state.

2030 PURPOSE

Guided by a bold vision for 2030, Unidos in Power is committed to driving transformative progress for Massachusetts' vibrant and fast-growing Latino community. Unidos in Power comprises Latino leaders and Latino-serving organizations, working collaboratively with government, business, nonprofit, and community stakeholders to advance the interests and well-being of the Latino community.

2030 OPERATING PRINCIPLES

The Unidos in Power coalition advances our statewide efforts through the following core operating principles:

- **Harness** the collective strength and influence of Latinos.
- **Support** and uplift the broader Latino community across the state.
- **Promote** positive, strength-based narratives about Latinos.
- **Lead** the Latino movement with data-driven strategies and solutions.
- **Elevate** diverse, multi-sector Latino perspectives and voices.



2030 PRIORITIES

The Unidos in Power coalition strengthens prosperity, well-being, and opportunities for Latinos statewide by focusing on six key priorities:

- Economy
- Education
- Health
- Housing
- Immigration
- Workforce

METHODOLOGY FOR SELECTING THE SIX PRIORITY AREAS AND THE 12 GOALS

The development of Unidos in Power's 2030 Goals began with a central question: *How can we, as a statewide coalition of Latino leaders, collectively leverage our expertise, networks, and assets to drive measurable progress for Latino communities across Massachusetts?*

Recognizing the depth of talent within our coalition—from nonprofit executives and corporate leaders to researchers, educators, elected officials, and small business owners—the Executive Committee and Steering Committee began meeting in late 2024 to explore how a shared agenda could unify our work and maximize our impact. It became clear that setting clear, measurable goals across core issue areas would allow us to both focus our collective action and evaluate our progress over time.

Framework for Goal Selection

To guide the selection of goals, we developed a simple, yet powerful framework built on three essential criteria:



1. **Remarkable**: The goals had to be bold, motivating, and relevant to our communities. They needed to reflect urgent needs while also inspiring action across sectors—including nonprofit, corporate, philanthropic, and public institutions.
2. **Measurable**: Each goal needed to have a reliable data baseline, with accessible, regularly updated data at the local, regional, and/or state level. We prioritized goals that could be expressed in numeric terms (percentages, rates, or counts) and tracked consistently over time.
3. **Actionable**: The goals had to be within reach of our collective influence. We selected priorities that could be advanced through the assets, advocacy, and leadership already present in our coalition. We also prioritized alignment with existing initiatives, reports, and policy agendas in the field.



Stakeholder Engagement: From the start, our process was shaped by meaningful and consistent stakeholder engagement. Our Steering Committee—comprising leaders who represent thousands of Latino community members across the state—met monthly throughout the process. These meetings provided opportunities for broad review, feedback, and guidance, grounding each decision in lived experience and frontline insight. The voices of our communities—reflected through these leaders—were essential in ensuring that our goals would be both relevant and rooted in the realities of Latino residents across Massachusetts.

Establishing Co-Leads and Content Experts: To ensure sector-specific expertise in each priority area, we conducted an inventory of our Steering Committee members to identify their fields of work. Based on this, the Executive Committee invited members to self-select into six working groups aligned with our priority areas:

Education, Housing, Economy, Immigration, Workforce, and **Health**. From these groups, we designated two co-leads per area to guide the goal-setting process.

Co-Leads by Priority Area:

- **Education:** Amanda Fernandez (CEO Latinos for Education) & Dr. Evonne Alvarez (Superintendent, Lynn Public Schools)
- **Housing:** Dr. Vanessa Calderón (CEO Inquilinos Boricuas en Acción) & Josiah Gonzalez (Chief Philanthropy & Communications Officer – Home City Development, Inc.)
- **Economy:** Eneida Román (CEO We Are ALX) & Andrew Melendez (CEO Latino Economic Development Corporation)
- **Immigration:** Claudia Quinteros (Staff Attorney – Central West Justice Center) & Norieliz DeJesus (Director of Youth Programs, La Colaborativa)
- **Workforce:** Xiomara DeLobato (Vice President & Chief of Staff – Western Mass Economic Development Council) & José Pérez (CEO Roads Consulting Group)
- **Health:** Dr. Joseph Betancourt (CEO - The Commonwealth Fund) & Juan Lopera (Chief Diversity, Equity & Inclusion Officer – Beth Israel Lahey Health)



These co-leads brought a combination of deep subject-matter expertise and up-to-date knowledge of community needs. Their contributions were instrumental in identifying potential goal areas and ensuring alignment with the overarching framework criteria.

Over a six-month period in 2025, following the Fall 2024 retreat, the co-leads collaborated closely with the Executive Committee and the broader Steering Committee to develop goals for each priority area.

Data Partnership with the Gaston Institute: To ensure data accuracy and credibility, we partnered with the Mauricio Gastón Institute for Latino Community Development and Public Policy. The Institute served as our official data partner throughout the process, helping us to validate assumptions, verify metrics, and ensure rigor in our analysis.

The Gastón Institute used its own established rubrics and criteria to select reliable, disaggregated, and publicly available data sources. They began by analyzing a set of 3–5 proposed goal areas from each co-lead team and provided data-based insights into trends, feasibility, and measurability. This helped us identify where goals met or fell short of the framework's criteria.



Goal Refinement and Selection: Through a collaborative six-month process, co-leads worked closely with other Steering Committee members to evaluate the strengths of each potential goal and refine their list down to two final goals per priority area. Input from sector peers, along with feedback shared during monthly Steering Committee meetings, helped ensure the final goals were both high-impact and broadly supported.

The resulting 12 goals—two in each of the six priority areas—represent a focused, shared agenda for advancing Latino prosperity and inclusion in Massachusetts by 2030.

Equity Lens: Although we reviewed data that compared Latino outcomes to other groups—particularly white residents, who remain the majority—we chose not to center our goals on closing comparison gaps. Instead, we focused on setting meaningful, self-determined benchmarks for Latino advancement. This approach is rooted in dignity, agency, and an asset-based mindset about our community's progress.

Setting Metrics: The **Gastón Institute** played a foundational role in establishing the baseline metrics from which the goals were determined. Before any final goals were selected, the Institute presented data and trend analyses in each priority area, allowing co-leads to assess what was measurable, realistic, and aligned with community needs. This early data work shaped which goals were ultimately selected.

Once the goal areas were narrowed, co-lead teams used the Gastón Institute's data to refine the final targets—ensuring that each was grounded in evidence, informed by historical trends, and ambitious yet achievable by 2030. These metrics now serve as the foundation for ongoing progress tracking and shared accountability.



Ongoing Accountability and Transparency: Our commitment to impact doesn't end with setting goals. Unidos in Power will continue to partner with the Gastón Institute to analyze and report on progress annually. These updates will be made publicly available, and we will hold ourselves accountable to the transparency, rigor, and collaboration that defined the goal-setting process.

Rationale Development: After metrics were finalized, co-leads worked collaboratively to articulate the rationale behind each goal. This step helped ensure that every goal remained aligned with our original intent: to select outcomes that are remarkable, measurable, and actionable grounded in both data and the lived experiences of Latino communities in Massachusetts.



How We Will Achieve Our Goals: The goals articulated here will be achieved through the continued leadership, expertise, and commitment of sector-specific experts and the organizations they represent, many of whom are a part of the Steering Committee. These efforts will be supported by Unidos in Power aiming for shared learning and shared distribution across all six priority areas. Unidos in Power will facilitate regular convenings and foster cross-sector collaboration to address systemic barriers and scale effective solutions. Progress will also be driven by the continued dissemination of relevant data, community-informed storytelling, and policy advocacy—tools we will use to engage broader audiences, influence decision-makers, and equip communities with the information needed to take meaningful action.

THE GOALS

The goals were identified through a series of thorough reviews with the co-leads and were informed by data provided by the Gaston Institute. In addition, key insights were drawn from datasets compiled by the Dashboard for Equitable State Investment (DESI) and the U.S. Census Bureau's American Community Survey (ACS), which together offered a comprehensive view of Latino representation and socioeconomic trends across Massachusetts.

1. ECONOMY

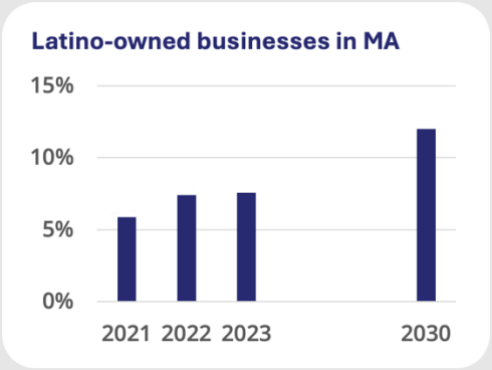


Our 2030 economic goals are grounded in the recognition of the growing economic influence and contributions of the Latino community. With Latino purchasing power in the U.S. reaching $3.78 trillion and growing at twice the national rate, and Massachusetts Latinos representing 13% of the population while generating 7% of the state's GDP, the opportunity to drive inclusive economic growth is clear. This inaugural representation analysis has three core purposes.

A. Goal 1: Increase the number of Latino-owned businesses by 2030

Latino-owned businesses in Massachusetts have seen remarkable growth, increasing by 121% since 2013. Currently, there are over 55,000 Latino-owned businesses in the state, generating over $4.2 billion in annual revenue and employing more than 27,000 individuals. This entrepreneurial surge positions the Latino community as a dynamic force in the state's economic landscape. The following goals reflect our commitment to harnessing this momentum and advancing equitable prosperity across our communities. [7]

Metric
Reach a 12% Latino owned business rate that is reportable by 2030.



Rationale for metric target: Because this data is often reported with a one- to two-year delay, we are using figures from 2021 to 2023 to inform our projections. These are the most current and reliable data points available to guide our target setting.

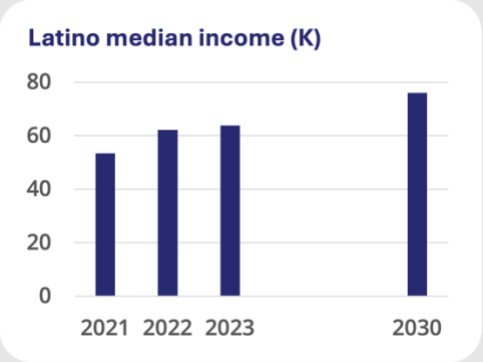
B. Goal 2: Increase the financial prosperity of Latinos



While Latino-owned businesses are expanding at a remarkable rate and economic mobility within the community is steadily improving, significant income disparities remain. Latinos continue to earn less on average than other racial and ethnic groups, even as they contribute substantially to the labor force and entrepreneurial growth. This imbalance reflects systemic barriers—such as limited access to capital, wage inequity, and underrepresentation in high-paying industries—that hinder full economic inclusion. As part of our economic growth strategy, our second goal targets raising the median household income for Latinos in Massachusetts from $62,000 in 2023 to $76,000 by 2030. This ambitious but achievable benchmark reflects our commitment to ensuring that rising entrepreneurship and workforce participation translate into meaningful, equitable gains in income and long-term financial stability.

[7] masslatinochamber.comamplifylatinx.com+4sir.advancedleadership.harvard.edu+4unidosinpower.org+4latinochamber.us

Metric
Increase the Latino medium income from $62,000 to $76,000 in 2030.



Rationale for metric target: Due to reporting lags in income data—often delayed by a year or more—we are basing our projections on available data from 2021 to 2023 (see Chart A1). These figures provide the most reliable foundation for setting a realistic and measurable goal.

2. WORKFORCE



Latinos are a driving force in Massachusetts' workforce, fueling its growth and resilience. In 2023, 453,000 Latino residents were employed in the state, up from 305,000 in 2014—a 48% increase. This surge reflects a broader trend: Latinos now make up 13% of Massachusetts' population and contribute 7% of the state's GDP. Notably, 73% of the Latino population is under 45 years old, positioning them as a dynamic and youthful labor force. Their contributions span high-growth sectors such as clean energy, technology, life sciences, and manufacturing, where greater inclusion could yield significant economic returns. Despite these gains, challenges persist, including educational disparities and income gaps. Addressing these issues is crucial to ensuring that Latino workers can fully realize their potential and continue to drive Massachusetts' economic prosperity. [8]

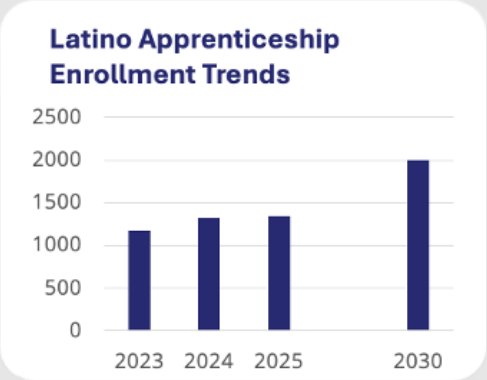
A. Goal 1: Increase the number of Latinos obtaining certifications and professional credentials

Expanding access to certifications and professional credentials is a critical strategy for closing opportunity and wage gaps within the Latino community. Credentials—ranging from industry-recognized certifications to apprenticeships and technical licenses—serve as key gateways to higher-paying, in-demand jobs in sectors such as healthcare, advanced manufacturing, technology, and clean energy. Despite their growing presence in the workforce, Latinos remain underrepresented in many of these skilled and leadership roles. By increasing credential

[8] thelatinonewsletter.org [3] Vega-Martinez, Jonathan; Pache de Athayde, Maria M.; Torres-Ardila, Fabián; and Granberry, Phillip, "Tienen alas, pero no las pueden usar: Stories of immigrants in search of work credentials" (2025). *Gastón Institute Publications*. 329. https://scholarworks.umb.edu/gaston_pubs/329

attainment, we can help unlock new pathways to economic mobility, boost Latino representation in high-growth industries, and strengthen the overall competitiveness of Massachusetts' economy. This goal also aligns with employer demands for a skilled and diverse workforce and supports a more inclusive approach to workforce development statewide.[9]

Metric
Increase the number of Latinos in apprenticeship programs from 1,350 (14%) in 2025 to 2,000 (21%) in 2030.



Rationale for metric target: We have access to reliable data spanning from 2021 to 2025. While registration rates declined in 2022 and 2023, there was a strong rebound in 2024—nearly a 50% increase—followed by a more modest rise in 2025, bringing the rate to 14% at the start of that year. If we project a steady, modest annual increase of 1.5% from 2026 through 2030—consistent with the 2025 growth trend plus added effort —we can reasonably expect to reach an 21% target by 2030. This goal reflects both the momentum of recent gains and a realistic pace of continued progress.

B. Goal 2: Increase the Median Household Income for Latinos

In collaboration with our priority area co-leads, we identified the increase of Latino household income as a foundational goal—one that directly impacts and supports progress across multiple areas. Because of its central importance, this goal appears in both the Economic and Workforce priority areas. Improving median income is essential to achieving broader equity in health, housing, education, and overall economic mobility (see Goal 2 in the Economy section above).



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3. HOUSING

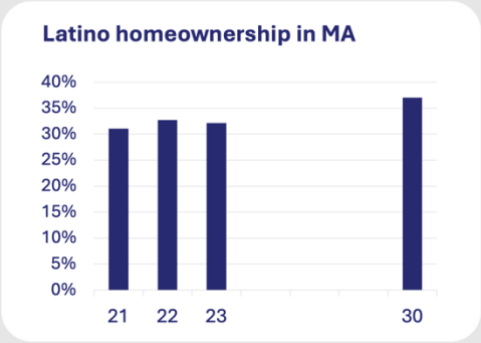


Homeownership is one of the most effective pathways to building generational wealth and reducing long-term financial vulnerability. For many families, owning a home provides not only stability but also a valuable asset that can be passed down to future generations. However, in Massachusetts—where housing costs remain among the highest in the nation—Latino families face significant barriers to homeownership, including limited access to credit, lower household incomes, and systemic inequities in the housing market. As part of our broader strategy for economic equity, we are committed to increasing Latino homeownership rates across the state. Expanding access to homeownership is not just a financial issue; it is a matter of opportunity, equity, and long-term community well-being. Therefore, we have picked two key goals and associated metrics to increase Latino homeownership in Massachusetts.

A. Goal 1: Increase Latino homeownership in Massachusetts.

In collaboration with our priority area co-leads, we identified the Latino homeownership gap as a critical barrier to long-term wealth-building and community stability. Despite recent gains, Latino homeownership rates still trail the state average. This goal focuses on increasing Latino homeownership by removing systemic barriers, expanding access to financing, supporting first-time homebuyers, and investing in culturally responsive outreach and education. By increasing Latino homeownership, we aim to close persistent racial equity gaps in wealth and opportunity.

Metric
Increase the homeownership rate from 33% in 2025 to 37% by 2030.



Rationale for metric target: While historical trends in Latino homeownership have shown only modest increases—and with data available only through 2023—we are basing our goal on the strong momentum created by the Healey administration's recent efforts to expand access to homeownership over the past two years.

The Administration's Affordable Homes Act, signed into law in August 2024, represents the most significant housing investment in Massachusetts' history, totaling $5.16 billion over five years. This comprehensive legislation includes targeted initiatives to enhance homeownership opportunities for low- and moderate-income households, with a focus on communities

disproportionately impacted by housing inequities. Key provisions relevant to Latino homeownership include:[10]

- **MassDreams Program**: Allocating $50 million to assist first-time homebuyers in disproportionately impacted communities. [10]
- **Commonwealth Builder Program**: Investing $100 million to spur the construction of affordable single-family homes in Gateway Cities and similar markets. [10]
- **ONE+ Mortgage Program**: Providing up to $50,000 in down payment and closing cost assistance, along with discounted mortgage rates, to first-time homebuyers in select communities, including many with significant Latino populations. [11]

Given these targeted efforts and the historical underrepresentation of Latinos in homeownership within the state, setting a goal of a 4% increase by 2030 is both ambitious and achievable. This goal aligns with the state's commitment to closing equity gaps and fostering long-term economic stability for Latino families.

B. Goal 2: Lower Latino renters spending more than 30% of income on rent.

Housing affordability remains a major challenge for Latino families in Massachusetts, where a disproportionate number of Latino renters are considered "cost-burdened"—spending more than 30% of their income on housing. This limits their ability to save, invest, and meet other basic needs, and contributes to long-term financial instability. Through this goal, we aim to reduce the share of cost-burdened Latino renters by expanding access to affordable rental units, supporting rental assistance programs, and advocating for housing policies that protect tenants and improve affordability statewide.[6]

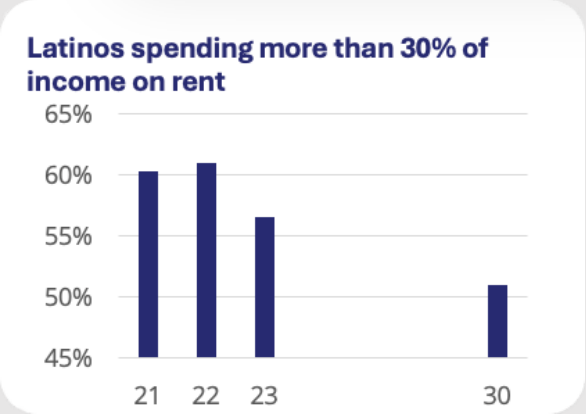


[10] https://mma.org, https://mass.gov

[11] https://mhp.net

[6] Rivera, Lorna; Granberry, Phillip; Ortiz-Wythe, Bianca; and Borges, Michelle, "Abriendo Puertas: Exploring the Challenges to Homeownership and Housing Stability for Latinos in Massachusetts" (2024). *Gastón Institute Publications*. 312. https://scholarworks.umb.edu/gaston_pubs/31

Metric
Decrease rate of Latinos spending more than 30% of their income on rent from 57% in 2023 to 51% in 2030.



Rationale for metric target: In 2021, 60% of Latino renters in Massachusetts were spending more than 30% of their income on rent—a level considered housing cost-burdened. By 2023, that number had decreased to 57%. Based on this downward trend, ongoing increases in Latino income levels, and the continuing challenges of Massachusetts' high-cost rental market, a 6% reduction by 2030 is an ambitious yet realistic goal.

4. EDUCATION



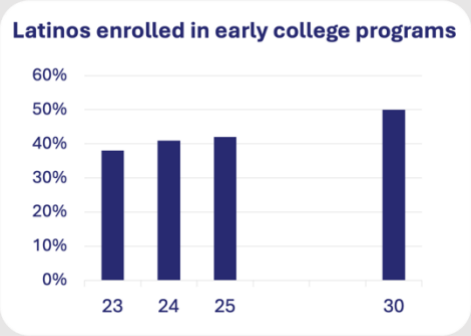
For education, we selected two strategic goals—each addressing a critical stage in the Latino educational journey. The first focuses on strengthening the K–12 experience by advancing an element that research shows can significantly improve student outcomes: increasing the presence of Latino educators. Representation in the classroom fosters stronger student engagement, cultural connection, and academic achievement, especially for Latino youth. The second goal targets older students, many of whom are navigating career transitions or seeking economic mobility. By expanding access to high-quality trade and vocational education, we aim to open pathways to meaningful, well-paid employment that does not necessarily require a four-year degree. Together, these goals reflect a commitment to supporting Latino learners across generations and educational settings—building both individual opportunity and a more inclusive, skilled workforce for Massachusetts.

A. Goal 1: Increase Latino enrollment in early college programs.

Massachusetts is witnessing a transformative shift in educational opportunities for Latino students, particularly in trade programs and higher education. Community colleges have experienced a 14% increase in early enrollment since the introduction of tuition-free programs, presenting new challenges in ensuring student completion. Initiatives like MassReconnect have driven a 45% enrollment increase among students aged 25 and older, indicating a growing trend toward vocational and technical education. However, Latino students continue to enroll in these programs at lower rates during their traditional college-age years compared to other demographic

groups, limiting their early access to the skills and credentials needed for high-demand careers. Additionally, disparities persist; Latino students face challenges in accessing vocational programs due to selective admissions criteria, contributing to underrepresentation in fields with high earning potential. Despite these obstacles, the state's commitment to expanding access to higher education and vocational training presents significant opportunities for Latino communities to enhance economic mobility and workforce participation, especially if efforts intensify to boost early enrollment and retention of Latino students.[12]

Metric
Increase the percentage of Latinos enrolling in early college programs from 42% in 2025 to 50% in 2030.



Rationale for metric target: While growth in Latino enrollment in early college programs has been gradually increasing from 38% in 2023 to 41% in 2024 and 42% in 2025, we believe an 8% increase by 2030 is both ambitious and attainable. Organizations such as the Massachusetts Alliance for Early College have made strong commitments to expanding access, with targeted outreach strategies specifically aimed at increasing Latino student participation. These efforts, combined with growing recognition of the benefits of early college pathways in promoting college readiness and degree attainment, support the feasibility of this goal. In addition, the state of Massachusetts is making a commitment to expedite and scale the availability of early college enrolment across the state's districts, which will reach more Latino students.

B. Goal 2: Grow rate of Latino educators.

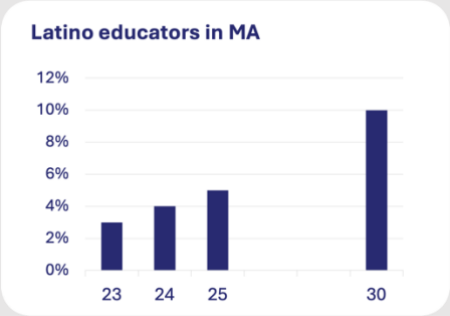


Increasing the number of Latino educators in Massachusetts K–12 schools is critical to supporting the academic success and overall well-being of Latino students. Research consistently shows that students of color benefit from having teachers who share their racial or cultural background—leading to higher academic achievement, improved attendance, and increased college aspirations. For Latino students in particular, having Latino teachers can foster a stronger sense of identity, belonging, and motivation. Despite making up 22% of the student population in Massachusetts, Latinos account for only about 4% of the state's teachers. This representation gap not only limits students' ability to see

[12] https://axios.comnecc.mass.edu, https://teenvogue.com

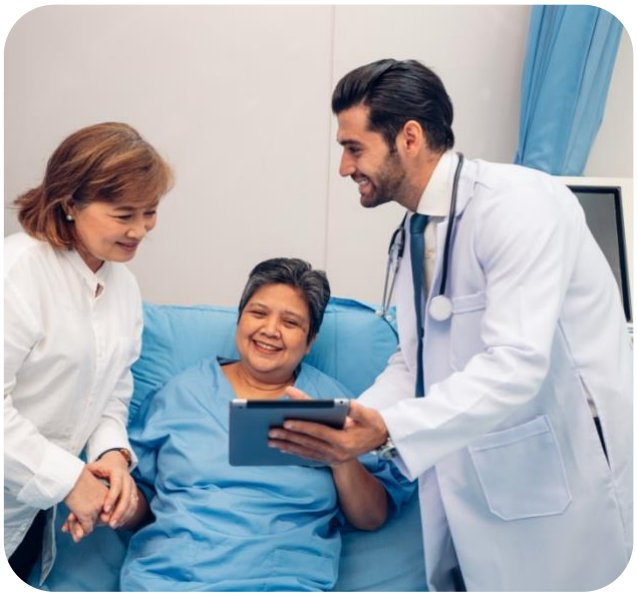
themselves reflected in educational leadership, but it also reduces the likelihood of culturally-responsive teaching. Expanding pathways to recruit and retain Latino educators is essential for building more inclusive, effective, and equitable school environments.

Metric
Grow rate of Latino and educators from 5% in 2025 to 10% in 2030.



Rationale for metric target: Data indicates a steady 1% annual increase in the number of Latino and Spanish-speaking educators between 2023 and 2025. Building on this positive trend, we believe a 5% increase by 2030 is both realistic and achievable. Continued investment in recruitment pipelines, culturally responsive teacher preparation programs, and targeted outreach will be essential to sustaining this growth and addressing the critical need for educator diversity in Massachusetts schools. Organizations like Latinos for Education have done impressive advocacy on the state level to promote policy that supports the expansion of Latino educators. In addition, they have built a strong coalition to actively expand the pipelines of Latinos entering the teaching profession.

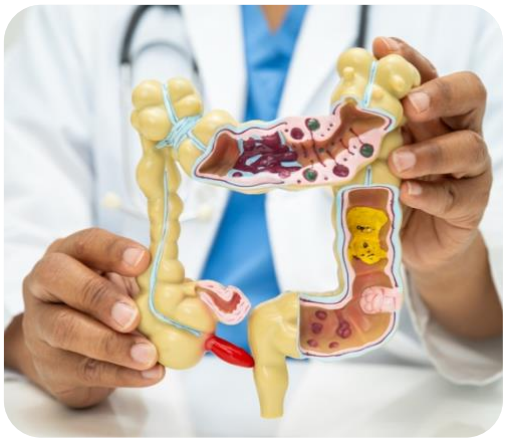
5. HEALTH



Latino health outcomes in Massachusetts reveal both remarkable resilience and persistent disparities. While a broad range of issues—such as chronic disease and mental health—merit attention, we have prioritized two high-impact, actionable goals. First, we aim to increase colon cancer screening rates among the Latinos. Colon cancer is highly preventable and treatable when detected early, yet screening rates remain disproportionally low in Latino communities despite the availability of screenings. Second, we seek to reduce the number of insured Latinos in Massachusetts. A lack of health insurance restricts access to preventive care, delays treatment, and contributes to poorer long-term health outcomes. Federal policy changes—particularly the those increasing barriers to Medicaid access—are expected to disproportionately affect Latino and migrant communities. These developments require close monitoring and proactive

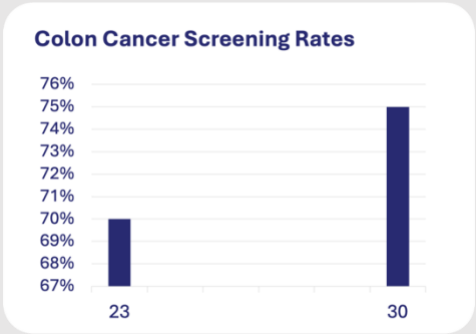
strategies to protect the progress Massachusetts has made in achieving the highest health insurance rate in the nation. By focusing on these two measurable and achievable goals, we aim to drive meaninful and lasting improvements in health equity for Latinos across the Commonwealth.

A. Goal 1: Increase Latino colon cancer screening rates



Colon cancer is one of the most preventable forms of cancer when detected early, yet Latino adults in Massachusetts are screened at significantly lower rates than their White counterparts. This gap is concerning because Latinos are often diagnosed at later stages, when treatment is less effective, and outcomes are poorer. Factors such as lack of access to primary care, limited awareness about screening options, and language or cultural barriers contribute to these disparities. Increasing screening rates is especially urgent given that colorectal cancer is the second leading cause of cancer-related death among Latinos nationwide. With accessible, non-invasive screening methods now widely available, improving outreach and education in Latino communities can lead to earlier detection, better survival rates, and reduced healthcare costs. Promoting regular colon cancer screening is a critical step toward health equity and longer, healthier lives for Latinos in Massachusetts.

Metric
Achieve a 75% colon cancer screening rate, by 2030 up from 70% in 2023.



Rationale for metric target: Currently, 70% of Latino adults in Massachusetts are up to date with colon cancer screenings, compared to 80% of white adults—a 10 percent point disparity. By setting a goal to increase Latino screening rates to 75% by 2030, we aim to reduce this disparity by half. This target is both ambitious and attainable, given the momentum of ongoing initiatives such as the Health Equity Compact and major investments by leading Massachusetts health systems. Notably, the Dana-Farber Cancer Institute's recent collaboration with Beth Israel Lahey Health, alongside efforts by Mass General Brigham, reflects a growing institutional commitment to cancer prevention and care.

These efforts are being bolstered by culturally tailored outreach, a targeted social media awareness campaign and expanded access to screenings. With colon cancer being both

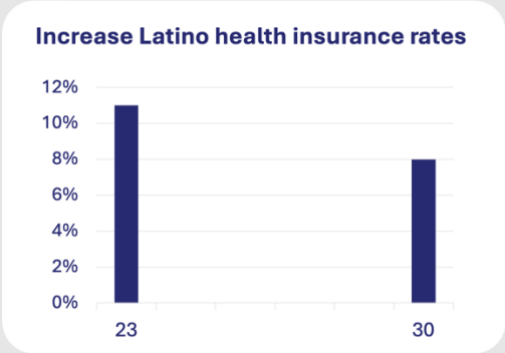
preventable and treatable when detected early, increasing screening rates is a critical, measurable step towards reducing preventable deaths and advancing health equity in the Latino community.

B. Goal 2: Decrease the Uninsured Rate Among Latinos in Massachusetts



Massachusetts is a national leader in universal health insurance coverage, with 96% of residents continuously enrolled. However, Latino residents fall short of this benchmark, with only 89% currently insured—leaving a disproportionate number without consistent access to medical care. This gap undermines the state's commitment to health equity and contributes to avoidable disparities in prevention, diagnosis, and treatment outcomes. To address this, we have set an ambitious but achievable goal: reducing the uninsured rate among Latinos by 25%, from 11.1% today to 8% by 2030. Reaching this target will require sustained outreach, culturally and linguistically competent enrollment assistance, and strengthened partnerships with community-based organizations. Expanding coverage is foundational to improving long-term health outcomes and ensuring that all residents—regardless of background—benefit equally from the state's robust healthcare system.[13]

Metric
Decrease the Latino uninsured rate from 11% in 2025 to 8% by 2030.



Rationale for metric target: Latinos are the most uninsured demographic in Massachusetts, with an uninsured rate nearly 10 percentage points higher than the state's lowest uninsured minority group—the Asian population. This significant disparity reflects persistent barriers to healthcare coverage and underscores the urgency of addressing this equity gap through focused and measurable action. Latino residents have consistently experienced the highest rates of uninsurance due to a range of systemic and structural challenges. To address this disparity, we propose a comprehensive awareness campaign utilizing multiple communications channels to engage Latino communicates directly. Through targeted outreach and education, we aim to reduce the uninsured gap by at least 3 percent points by 2030.

[13] Commonwealth Fund 2023.

6. IMMIGRATION



At this moment in U.S. history, we are facing a particularly difficult and volatile period with regard to immigration. Harsh rhetoric, policy uncertainty, and increased enforcement have created an atmosphere of fear and instability for many immigrant communities—particularly those communities where undocumented or newly arrived residents live. In such a context, setting goals that might once have been viewed as visionary or aspirational risks appearing tone deaf to the immediate and pressing needs on the ground. For this reason, our focus is grounded in a fundamental principle: ensuring that all immigrants, regardless of status, are afforded the constitutional promise of due process. Access to fair legal representation, clear information, and humane treatment under the law is not only a legal right—it is a moral imperative. Unfortunately given the lack of reliable data on this matter, we cannot set metrics for these goals but felt it necessary to ensure that we continue to be a coalition that advocates in a united way, for this constitutional right.

At the same time, we believe that all Latino immigrants, regardless of immigration status, must be given the opportunity to learn English as a pathway to economic participation, civic engagement, and greater personal agency. With that in mind, we are also setting a goal to increase enrollment in English for Speakers of Other Languages (ESOL) programs among immigrant Latino communities. Furthermore, we will continue to advocate for sustained and expanded funding for these vital programs, which are essential for integration and long-term success.

A. Goal 1: Ensure due process for all Latinos navigating immigration proceedings
B. Goal 2: Increase enrollment in ESOL for Latinos statewide

2030 Goals & Metrics

UNIDOS IN POWER

Economy

Increase the number of Latino owned businesses by 2030	12% (6%)
Increase the financial prosperity of Latinos	76K (62K)

Workforce

Increase the number of Latinos obtaining certifications and professional credentials	21% (14%)
Increase the Median Household Income for Latinos	76K (62K)

Housing

Increase Latino homeownership in Massachusetts	37% (33%)
Lower Latino renters spending more than 30% of income on rent	51% (57%)

Education

Increase Latino enrollment in early college programs	50% (42%)
Grow rate of Latino educators	10% (5%)

Health

Increase Latino colon cancer screening rates	75% (70%)
Decrease the Uninsured Rate Among Latinos in Massachusetts	8% (11%)

Immigration

Ensure due process for all Latinos navigating immigration proceedings	TBD (TBD)
Increase enrollment in ESOL for Latinos statewide	TBD (TBD)

Our Collective Actions: Advancing Impact Through Unidos in Power's Communication and Action Model

With our 2030 goals now firmly established, Unidos in Power has taken the critical next step of defining our role in advancing these goals beyond the initial planning process. Our responsibility is not only to guide the coalition through goal-setting—but also to activate, amplify, and accelerate collective efforts toward achieving them. Our organizations are our power and engine for change. To add value to this effort, we developed the **Communication and Action Model**—a dynamic, continuous cycle of strategy, messaging, engagement, and advocacy designed to move the needle on every goal we've set.

This model, illustrated below as a series of interconnected turning wheels, is built on ongoing collaboration, clear messaging, and consistent public engagement.

This model, illustrated as a series of interconnected turning wheels, is built on ongoing collaboration, clear messaging, and consistent public engagement.



Annual Reporting and Goal Visibility

Each year, Unidos in Power will report progress toward our 2030 goals. This annual assessment will serve as both an accountability tool and a milestone tracker, ensuring transparency and focus across all priority areas.

Expert-Driven Messaging and Content

To keep our goals at the forefront of public and stakeholder awareness, Unidos in Power will launch and maintain strategic social media and communication campaigns. These will be informed and supported by our network of content experts—co-leads and steering committee members with deep expertise in their respective priority areas. They will supply timely, relevant, and "evergreen" content, including data insights, lived experience, and action steps tied to each goal.

Strategic Dissemination and Storytelling

That expert content will be shared widely through a coordinated, multi-platform communication strategy. This includes:

- **Social media** campaigns tailored for accessibility and engagement

- A regularly distributed **email newsletter** highlighting updates and calls to action
- **Op-eds, articles, and public commentary** in traditional media that elevate the voices of Latino leaders
- Our **quarterly Dímelo Talk events**, which bring coalition members and the public together for dialogue and connection
- **Targeted advocacy efforts** aimed at policymakers, funders, and institutional leaders

Community Engagement and Mobilization

Through these channels, we aim to reach not only stakeholders, but also our broader community—**nuestra gente**—across the Commonwealth. By continuously sharing information and invitations to act, we will help everyday people see themselves in this work, take part in change, and understand how these goals connect to their daily lives and long-term prosperity.

Unidos in Power believes that real change is only possible when we break out of silos and build shared purpose across sectors and focus areas. This Communication and Action Model is our commitment to remaining active, visible, and united as we move from vision to action.

CONCLUSION: A Call to Unity and Action



Massachusetts stands at a pivotal moment—one shaped by demographic transformation, economic opportunity, and the resilience of its communities. As this report has laid out, Latinos are not just part of the Commonwealth's future; they are central to it. From powering the economy to enriching public education, from shaping policy to healing communities, Latinos in Massachusetts are a vital force for growth and progress.

Unidos in Power was created to harness and propel that force statewide to unify, coordinate, and elevate the efforts of Latino leaders and organizations across sectors and geographies. The twelve goals presented here are not just metrics or benchmarks; they are a roadmap for broader systemic change – where we are all collectively involved in the process . They reflect what is possible when communities come together, when data meets lived experience, and when vision is backed by action.

But setting goals is only the beginning. Now comes the work of building the movement that will carry them forward. Unidos in Power's Communication and Action Model will ensure that these goals remain visible, relevant, and connected to the everyday lives of our people. Through annual reporting, expert-driven storytelling, and inclusive engagement strategies, we will turn aspirations into action—and action into impact.

We know this will not be the work of one year or one group. It will take the collective leadership of our coalition, which continues to grow in strength and diversity. It will take expanding the resources dedicated to these efforts from public and private stakeholders. It will require institutions, policymakers, funders, and everyday residents to believe in the potential of Latino communities and invest in their success. It will require us to stay united, informed, and relentlessly focused on outcomes that matter.
Each year through 2030, we will publicly report on the Latino community's progress toward the established goals. Additionally, we are committed to developing the next five-year plan leading up to 2035.

As we look ahead to 2030, Unidos in Power invites every sector, every partner, and every voice to join us. Together, we will drive progress that is not only measurable but meaningful, ensuring that Latinos across Massachusetts thrive and that our Commonwealth lives up to its promise of dignity, equity, and opportunity for all. Community engagement will remain a core pillar of our approach. Through our partnerships, we will continuously listen to the voices of the communities we collectively serve, adapting our efforts based on their feedback and guidance, ensuring that our actions are always aligned with the real needs and aspirations of Latino residents.



Let this report be both a blueprint and a call to action. The work begins—and continues—with us. Unidos, we are powerful. Unidos, we lead. Unidos, we rise.

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