



SUMMARY REPORT

Inaugural Portuguese-American National Conference

2018



June 23, 2018 | Washington, D.C

□ Acknowledgements

Editorial Note

The following Summary Report of the 2018 Inaugural Portuguese-American National Conference is an abridged version of the original "Proceedings of the Inaugural Portuguese-American National Conference, June 23, 2018." This Summary Report contains the highlights of the original report without the accompanying transcripts of keynote speeches, presentations and excerpts of discussions.

For the complete document of the "Proceedings of the Inaugural Portuguese-American National Conference, June 23, 2018," contact PALCUS. Videos of all presentations and panels can be found on PALCUS's YouTube channel, www.youtube.com/PALCUS91.



Marie Fraley
PALCUS Managing
Director

Acknowledgements

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I would like to thank all who contributed to the writing and editing of the original report, "Proceedings of the Inaugural Portuguese-American National Conference, June 23, 2018," not only for their insight on the topics but for their advice on breadth and scope. Most of all, I would like to thank Dr. Silvia Oliveira for her diligent proofreading and Dr. Dulce Maria Scott, for the expert editorial guidance.

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Angela Simões
Chairwoman, PALCUS Board of Directors

□ Overview

The Portuguese-American Leadership Council of the United States (PALCUS) hosted its Inaugural Portuguese-American National Conference on June 23, 2018 in Washington, D.C. The intent of the conference was to stimulate discussion that would serve as a catalyst in the shaping of the national agenda of the Portuguese-American community. In collaboration with the Embassy of Portugal, as part of its Month of Portugal initiative, and with major support from the Ministry of Foreign Affairs of Portugal and the Luso-American Development Foundation, PALCUS held a one-day conference that aimed to bring together business, education, civic and community leaders to discuss the future of the Portuguese-American community on a nationwide platform.

Recognizing that many conferences, seminars, fora, workshops and roundtable discussions have taken place over the decades preceding this event, PALCUS dubbed this as its own "inaugural" conference striving to capture the national attention that would launch discussion at a more vigorous and inclusive level. The primary goal of the conference was to craft a plan of action that would serve as a roadmap for forward movement in the three key areas under discussion.



H.E. António Guterres
UN Secretary-General

Topics of discussion at the conference were driven by the 2017 PALCUS Index – National Community Survey (Scott, 2017, <https://www.palcus.org/palcus-index>) which identified the three issues of greatest concern to the Portuguese Americans who responded to the questionnaire. These included: 1) political participation of Portuguese Americans in public office; 2) sustainability of Portuguese-American social and civic organizations; and 3) the promotion and maintenance of Portuguese Language Education in the United States. From this springboard, three main panels addressing these issues were formed with the objectives of: 1) establishing context, 2) providing information, 3) posing questions, 4) promoting discussion, and 5) suggesting recommendations towards a plan of action

The panels that emerged from this impetus were:

Panel #1: "Integration of Portuguese Americans in Public Office"

Panel #2: "Building Social Capital Through Portuguese-American Organizations"

Panel #3: "Portuguese Language Education: Challenges and Solutions"

Panel #4: "Establishing a Plan of Action"

Moderators were selected for each panel based on their expertise and experience in the field in question. The role of each moderator was to maintain focus on the topic while encouraging diverse points of view. Each moderator was asked to 1) review the results of the PALCUS Index survey, 2) frame the questions for discussion by the panelists, 3) engage the panelists, 4) moderate the discussion and question and answer period that followed and 5) provide a summary of their respective panels during the final panel 'Establishing a Plan of Action" at the end of the day.

A diverse cadre of panelists was chosen for each panel based upon each person's expertise and experience on the topic. The panelists represented Portuguese-American interests that were national, state, and local, bi-coastal, bi-partisan and with an even gender distribution. The final panel, "Establishing a Plan of Action," was comprised of the three moderators who presented summaries of the most salient points of the presentations made during their respective panels.

The conference engendered a great deal of excitement across the community, not only because of its part in the Month of Portugal agenda of activities organized by the Embassy of Portugal but also due to the presence of H.E. António Guterres, United Nations Secretary General as keynote speaker. Welcome and opening remarks were also offered by Angela Costa Simões, PALCUS Chair of the Board of Directors, Professor Vasco Rato, President of the Luso-American Development Foundation, H.E. Domingos Fezas Vital, Ambassador of Portugal to the United States and H.E. Augusto Santos Silva, Minister of Foreign Affairs of Portugal.

Over 270 registrants attended the conference, spanning a geographic distribution from Quebec to Puerto Rico and from California to Rhode Island, including 20 states in the midwest, southwest, northeast with the majority from the District of Columbia, Maryland and Virginia. Attendees included Consul Generals, Consuls and Vice-Consuls of Portugal, Conselheiros das Comunidades Portuguesas, public officials, educators, business and financial leaders, congressional staffers and the representatives of 21 Portuguese-American social and civic organizations across the United States. The opportunity to network with other Portuguese Americans was a draw to the conference and should be expanded in the future.

Information tables were set up whereby organizations were given the opportunity to set out pamphlets and brochures as takeaways with the purpose of disseminating information about various projects, organizations, and initiatives within the community. Of particular interest was the information table set up by the U.S. Census Bureau giving attendees an opportunity to learn more about the upcoming 2020 decennial census and PALCUS' national campaign to "Make Portuguese Count™," which will be launched in early 2019.

What follows is a summary of the presentations and discussions that followed each panel, and an outline of a plan of action. This document is an attempt to discover a common focus, to synthesize the best suggestions offered into a cohesive plan and to craft a series of actions that will form a step-by-step roadmap that will generate movement in the Portuguese-American community towards creating unity and thereby greater social, political and cultural capital.

A more complete proceedings report with transcripts of all presentations and keynotes is available from PALCUS. Videos of all presentations and panels can be found on PALCUS's YouTube channel, www.youtube.com/PALCUS91.

Marie R. Fraley,
Editor / PALCUS Managing Director



Vasco Rato
President, Luso-American Development Foundation

□ Executive Summary

The purpose of the PALCUS Inaugural Portuguese-American National Conference was to bring together business, education, civic and community leaders to discuss the future of the Portuguese-American community on a nationwide platform thereby acting as a catalyst in shaping its national agenda. Held in Washington, D.C. on June 23, 2018 in collaboration with the Embassy of Portugal, with major funding provided by the Luso American Development Foundation of Lisbon and the Ministry of Foreign Affairs of Portugal, 270 registrants from twenty states coast to coast, in addition to Canada, Puerto Rico and Portugal, participated. The Keynote Address was delivered by H.E. Antonio Guterres, Secretary General of the United Nations and Opening Remarks by H.E. Augusto Santos Silva, Minister of Foreign Affairs of Portugal.

The primary goal of the conference was to craft a plan of action to address the three issues of most concern identified through the 2017 PALCUS Index, a survey of the Portuguese-American community in the United States (Scott, 2017, <https://www.palcus.org/palcus-index>). These included: 1) political participation of Portuguese Americans in public office; 2) sustainability of Portuguese-American social and civic organizations; and 3) the promotion and maintenance of Portuguese Language Education in the United States. Three panels comprised of a diverse representation of experts and community leaders were organized to address each of these topics. Moderators were academic scholars with expertise in each of these fields who framed the discussion questions to be addressed first by the presenters and then with audience feedback .

Points of convergence emerging from both presentations and discussions centered around:

1. Portuguese Americans are well integrated socially, professionally, economically and politically to the point where the community is poised for growing social, cultural and political capital.
2. Portugal offers growing opportunities for exchange programs, not only as the cultural anchor for the community but also in the areas of technology, commerce, education, and the arts.
3. Portuguese-American clubs and organizations are numerous and diverse but are struggling to survive. There is consensus for a need for coalition among them, not only changing how they operate but also in becoming more inclusive of young talent and energy at a meaningful level.

4. Political integration of Portuguese Americans in elected office is well documented predominantly on both east and west coasts of the United States, but there is a need for improved support for candidates running for office in the way of mentorship and financial assistance to elect Portuguese Americans who will support the community's agenda at federal, state, county, and local levels thereby building political capital.
5. There is a pervasive and passionate desire to sustain and promote the Portuguese language and culture for future generations. Progress has been made in the increase of programs in Portuguese Language Education in the United States at all levels of education, i.e., elementary, secondary, post-secondary, however these programs are regional and not available in all areas where there is demand. Integrating Portuguese Language Education into local public school systems is a necessary and attainable goal that can be achieved by promoting the Portuguese language as a global as well as a heritage language, that provides professional benefits to those who are bilingual and biliterate at an advanced level. Taking advantage of 'critical language status' in U.S. government programs can further advance the agenda.
6. Portuguese Americans demonstrate a tendency to identify by region, island, town or even parish. For matters of national interest, identifying as "Portuguese" lends itself to greater solidarity and unity as a community.
7. In order to move the Portuguese-American agenda forward, integrating the aspects of social, cultural and political capital together into a cohesive plan, as opposed to 'silos' of independent projects is a crucial consideration. A unified community establishes the social capital necessary to elect the public officials who provide the political capital which in turn provides the power to move issues such as Portuguese Language Education, and other matters of community interest that may follow.

Recommendations for a Plan of Action for Building Social, Cultural and Political Capital in the Portuguese-American Community in the United States:

1. Engage the Portuguese-American community in a campaign that unites all Portuguese Americans and Luso-descendants across generations and regional origins thereby creating a singular identity and solidarity within the community as "Portuguese," using the PALCUS Make Portuguese Count™ in the 2020 U.S. Census as the springboard;

2. Create a network of organizations and key influencers that will serve as the infrastructure to advance nationally-identified initiatives through efficient communication and articulation;
 3. Provide regular and timely feedback to the community to enhance ongoing engagement;
 4. Leverage community momentum towards expanding civic engagement in promoting U.S. citizenship, voting rates, and running for and serving in public office;
 5. Identify and leverage the support of Portuguese-American elected and appointed officials in moving the national agenda towards the integration of Portuguese Language Education in the public schools in the United States.
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Angela Simões (Chairwoman, PALCUS Board of Directors), **H.E. António Guterres** (UN Secretary General), **H.E. Augusto Santos Silva** (Minister of Foreign Affairs of Portugal), **H.E. Domingos Fezas Vital** (Ambassador of Portugal to the United States), **Katherine Soares** (Vice-chairwoman, PALCUS Board of Directors)

PORTUGUESE-AMERICAN National Conference

Welcome



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□ Key Participants



H.E. António Guterres
Secretary-General of the
United Nations
Keynote Speaker



H.E. Augusto Santos Silva
Minister of Foreign Affairs
of Portugal



H.E. Domingos Fezas Vital
Ambassador of Portugal to
the United States



Prof. Vasco Rato
President, Luso-American
Development Foundation



Angela Costa Simões
Chairwoman
PALCUS Board of Directors



Dulce Maria Scott, Ph.D.
Anderson University
Moderator



Congressman Jim Costa
U.S. Congress (D, CA-16)



Congressman Devin Nunes
U.S. Congress (R, CA-22)



Hon. Phillip Rapoza
Chief Justice
MA Appeals Court (Ret.)



Maria Z. Carvalho
President
Elizabeth Board of
Education, New Jersey

□ Key Participants (cont.)



Sílvia Oliveira, Ph.D.
Rhode Island College
Moderator



Isabelle Coelho-Marques
President
New York Portuguese-
American Leadership
Conference (NYPALC)



Sílvia Curado, Ph.D.
President
Portuguese-American
Postgraduate Society
(PAPS)



Anthony Pio
Manager of Fraternal
Services
Luso-American Financial



Diniz Borges
President
California Portuguese-
American Coalition



Onésimo T. Almeida, Ph.D.
Brown University
Moderator



João Caixinha
Coordinator
Portuguese Language
Programs and Education
Affairs in the USA,
Instituto Camões



Jamie Leite
Portuguese Director
Utah Dual Language
Immersion Program

□ Program

- 8:00 AM** Registration and Continental Breakfast
- 8:30 AM** Welcome
 Angela Simões, Chair, PALCUS
 Prof. Vasco Rato, President, Luso-American Development Foundation
 H.E. Domingos Fezas Vital, Ambassador of Portugal to the United States
- Opening Remarks
 H.E. Augusto Santos Silva, Minister of Foreign Affairs of Portugal
- 9:30 AM** Panel: **"Integration of Portuguese Americans in Public Office"**
 Moderator: Dulce Maria Scott, Ph.D., Anderson University, Anderson, Indiana
 Panelists: Congressman Jim Costa, (D, CA-16), Congressman Devin Nunes (R, CA-22),
 Hon. Phillip Rapoza, Chief Justice, MA Appeals Court (Ret.), Maria Z.
 Carvalho, President, Board of Education, Elizabeth (NJ) Public Schools
- 10:45 AM** Panel: **"Building Social Capital Through Portuguese-American Organizations"**
 Moderator: Sílvia Oliveira, Ph.D., Rhode Island College, Providence, Rhode Island
 Panelists: Isabelle Coelho-Marques, President, New York Portuguese-American
 Leadership Conference (NYPALC), Sílvia Curado, Ph.D., President,
 Portuguese-American Postgraduate Society (PAPS), Anthony Pio,
 Manager of Fraternal Services, Luso-American Financial (LAF), Diniz
 Borges, President, California Portuguese-American Coalition (CPAC)
- 12:00 PM** Lunch and Keynote Address
- 1:30 PM** H. E. António Guterres, Secretary-General of the United Nations
- 1:45 PM** Panel: **"Portuguese Language Education: Challenges and Solutions"**
 Moderator: Onésimo Almeida, Ph.D., Brown University, Providence, Rhode Island
 Panelists: João Caixinha, Coordinator for the Portuguese Language Programs and
 Education Affairs in the United States of America, Instituto Camões,
 Sílvia Oliveira, Ph.D., Assoc. Professor of Portuguese, Director of Institute
 for Portuguese and Lusophone World Studies, Rhode Island College, Jamie
 Leite, Portuguese Director, Utah Dual Language Immersion Program, Utah
- 3:00 PM** Closing Session: **"Establishing a Plan of Action"**
 Moderator: Diniz Borges
 Moderators of each panel to present summaries for discussion with the goal of
 identifying action items



□ Panels

Topics for panels were identified by the results of the 2017 PALCUS Index Survey as those of most concern to Portuguese Americans. Moderators were academic scholars with expertise in each of these fields who framed the discussion questions to be addressed first by the presenters and then in question and answer format by the audience.

Panel 1: "Integration of Portuguese Americans in Public Office"

Moderator: Dulce Maria Scott, Ph.D., Anderson University

Panel 2: "Building Social Capital Through Portuguese-American Organizations"

Moderator: Silvia Oliveira, Ph.D., Rhode Island College

Panel 3: "Portuguese Language Education: Challenges and Solutions"

Moderator: Onésimo T. Almeida, Ph.D., Brown University

**Dulce Maria Scott, Ph.D (Anderson University), Congressman Devin Nunes (R-CA 22),
Hon. Phillip Rapoza (MA Court of Appeals)**

□ Panel 1: Integration of Portuguese Americans in Public Office

Moderator: **Dulce Maria Scott, Ph.D.**

THEME 1: How do we get more Portuguese Americans elected or appointed into political offices?

- 1. Create a National Portuguese American Bar Association (NPABA)** and create state-wide chapters of this organization
- 2. Mentor young Portuguese Americans**
 - Those in office and others in the community identify young persons to nurture and suggest political offices for them. Mentors do not necessarily have to be Portuguese American.
 - Identify political internship opportunities for young people
 - Individuals and organizations bring young people to political events and create in them a desire to run for office.
- 3. Develop strategies for getting elected** and teach "would-be" candidates about these strategies. (Note: It is important that we have a presence in the two main political parties).
 - Exact strategies depend on the characteristics of the electoral system in one's political division. Is it a blue, red, or purple political division? (Better chances for entry in purple divisions, that is, in districts with competitive elections). Is the electoral system partisan or nonpartisan, open or closed primaries, etc.? (Elections are nonpartisan in most American cities).
 - In partisan systems, candidates need to make connections with political parties and garner their support, nomination, slating, etc. Thus, encourage young people to become members of political parties, volunteer to work in the campaigns of slated or nominated candidates.
 - In nonpartisan systems, candidates need to create their own electoral organization, starting with recruiting family and friends and adding others in a snowball fashion. Thus, encourage young people to volunteer in political campaigns (regardless of whether or not the candidate is Portuguese American) and volunteer to work at polling places on election day.

- Candidates need to reach out to community groups, clubs, and organizations, churches, as well as any place where people gather collectively, including sporting events. Where applicable, getting the support of labor unions is crucial.
- All of these efforts are necessary in order to get the vote out on Election Day.

4. Community organizations should rally behind candidates

- Do fundraising events for the candidates
- Pass on information about the candidates to membership
- Do citizenship and registration drives.
- Help get the vote out on election day (ex. drive people to polling places).

5. Fundraising. Candidates need money to run their campaigns.

- Create a directory of all candidates running for elections all over the US, with a link to donate to each campaign.
- Individuals and organizations put on fundraising events for the candidates. (Note: 501(c)(3) organizations are prohibited from endorsing, campaigning for or contributing to candidates running for political office.)
- Create a Portuguese-American Political Action Committee (PAC) at the national level as well as at the level of the states, following the New York example. (Note: foreign money is strictly prohibited in US elections.)

6. Reach out to other population groups. Cannot get elected with the Portuguese vote alone, although this vote may

- Provide a comparative advantage. Develop coalitions (Paul Tavares did this to win his statewide election for treasurer).

7. Find out about populations in newer areas of settlement.

- Are there established Portuguese-American communities in the new areas of settlement?
- If so, begin to devise ways in which these communities can be politically mobilized.

THEME 2: What is the Portuguese-American political agenda?

1. **To determine the issues that are of concern to Portuguese Americans, carry out surveys on a regular basis:**
 - Surveys of the Portuguese-American population
 - Surveys of the organizations that serve the Portuguese-American population
2. **The Portuguese-American agenda issues as of now...**
 - Promote Portugal in its strategic role in the Atlantic alliance as well as other issues related to "diaspora mobilizing" on behalf of the 'homeland'
 - Promote the teaching of Portuguese in the US at all educational levels
 - Identify American issues that are of interest to the Portuguese-American population
 - Portuguese Americans in Census 2020
 - Policies related to aging and the particular needs of the Portuguese-American elderly population
 - Policies related to water in California
 - Minority status of Portuguese-American businesses
 - Identify other issues (these may be different in different jurisdictions)
3. **Make these issues and interests known to officials. Determine how this can be done.**
4. **Create alliances with others groups with whom we share common interests and issues.**
 - Identify which groups make natural issue allies in different political divisions in the US. Create coalitions with them.

□ Panel 2: Building Social Capital Through Portuguese-American Organizations

Moderator: **Silvia Oliveira, Ph.D.**

"We will not do what we do not value or support"—this statement at the end of the session represents the sentiment of individuals who are (or have been) involved in volunteer civic organizations. Below are 6 items that stood out from the presentations and Q & A in the panel 'Building Social Capital' followed by suggestions on potential action items for PALCUS.

1. The organizations participating in this panel have precise missions (two are coalitions of organizations, one is a financial organization, and another is a postgraduate organization). They have active agendas and a healthy membership base. All four identified a need for common bonds, messages, and themes that garner the widest support and participation from their members; Portuguese language education was mentioned as a highly effective common bond;
2. 'Show and tell': civic organizations need to communicate better to the local and wider community about their mission, activities, and successes in order to remain relevant to their membership and to their communities;
3. Assistance from Portugal: This observation was made by two audience members: consider Israel's model of structured sponsorship of youth for one summer in the "old country." Discussion was limited (all organizations modestly support and promote travel to Portugal / unrealistic); not mentioned: FLAD's SiPN program and grants to study in Portugal, mostly focused on higher education; grants from the Regional Government of the Azores for study at UAc; FLAD and PALCUS internships in Portugal (2018); individual schools, colleges, universities and teachers conducting educational visits to Portugal;
4. Need to improve intergenerational cooperation: implement new ideas slowly; patient and sustained engagement; survey members on topics of interest; engage challenging age ranges (35–54); focus more on mentoring the youth; professionalize parts of the organization (ex: bar and restaurant services);
5. Build coalitions among P-A organizations;
6. Build alliances locally/regionally with non-P-A organizations.

Recommendations:

PALCUS could be instrumental in

- Building coalition between civic organizations (through meetings, gatherings, causes)
- Facilitating alliances with non-PA organizations and with governments
- Connecting organizations (through a common platform, directory)
- Mentoring civic organizations (connecting human/social/cultural capital nationally)
- Build alliances locally/regionally with non-P-A organizations.



João Caixinha (Coordinator, Portuguese Language Programs and Education Affairs in the USA, Instituto Camões), **Onésimo T. Almeida** Ph.D. (Brown University)

□ Panel 3: Portuguese Language Education: Challenges and Solutions

Moderator: **Onésimo T. Almeida, Ph.D.**

Conclusions:

1. Elementary and secondary education

- There is a need to recruit more adjunct coordinators to replicate in other states the work that is done by the Portuguese Language Coordinator in Massachusetts.
- A more realistic budget for the Portuguese Language Coordinator needs to have a more realistic budget that may help to respond better to the many needs of the Portuguese language programs.
- More memorandums of understanding should be established between Portugal and other states to replicate the Massachusetts model as well as the Utah model.
- More short-term programs aiming at bringing in American elementary and high school students should be created.

2. Higher education

- The approach should be a chess type, meaning we should identify what the colleges that are open to an expansion of their Portuguese programs, or start new ones and then tackle each case individually to identify what people and resources could be tapped to make each a reality.
- PALCUS should get in touch with APSA (American Portuguese Studies Association) and try to work together on such a plan.



□ A Roadmap for the Community

The ultimate purpose of the conference was to develop a "plan of action" towards achieving community-defined objectives. The information presented by experts, together with the feedback offered by attendees, was used to identify points of convergence as a springboard for defining target goals in strategic areas.

H.E. António Guterres (UN Secretary-General) with young Portuguese Americans

□ A Roadmap for the Community

The information presented at the National Conference generated a high level of energy that spawned a multitude of diverse opinions and ideas. The interchange between presenters and attendees was enthusiastic and productive. From the ideas and suggestions that were contributed throughout the day, a number of points of convergence emerged that can be synthesized into a cohesive plan.

Points of Convergence:

1. The status of the Portuguese Americans has risen substantially in the last decades socially, professionally, economically and politically to the point where the community is poised for growing social, cultural, and political capital.
2. Portugal offers growing opportunities for exchange programs not only as the cultural anchor for the community but also in the areas of technology, commerce, education and the arts.
3. Portuguese-American clubs and organizations are numerous and diverse but are struggling to survive. There is a need for coalition among them, a need for a change in how they operate and a need to be inclusive of young talent and energy at a meaningful level..
4. Political integration of Portuguese Americans in elected office is well documented predominantly on both east and west coasts of the United States but there is a need for improved support to candidates running for office in the way of mentorship and financial assistance to elect Portuguese Americans who will support the community's agenda at federal, state, county, and local levels thereby building political capital.
5. There is a pervasive and passionate desire to sustain and promote the Portuguese language and culture for future generations.
6. While progress has been made in the increase of programs in Portuguese Language Education in the United States at all levels of education, i.e. elementary, secondary, post-secondary, these programs are regional and not available in all areas where there is demand. Integrating Portuguese Language Education into local public school systems is a necessary and attainable goal. It is important to promote the Portuguese language as a global as well as a heritage language providing professional benefits to those who are bilingual and biliterate at an advanced level. Take advantage of 'critical language status' in U.S. government programs to advance the agenda.
7. Portuguese Americans demonstrate a tendency to identify by region, island, town or even parish. For matters of national interest, identifying as "Portuguese" lends itself to greater solidarity and unity as a community.

8. In order to move the Portuguese-American agenda forward, integrating the aspects of social, cultural and political capital together into a cohesive plan, as opposed to "silos" of independent projects is a crucial consideration. A unified community establishes the social capital, to elect the public officials who provide the political capital which in turn provides the power to move issues such as Portuguese Language Education, and other issues of community interest that may follow.

The points of convergence identified during the sessions of the National Conference serve to inform a process by which a plan of action might proceed. The graphic below illustrates a model, "Portuguese-American Community Mobilization Plan," of how the community can build solidarity to attain common goals. It is a process plan that proposes that building social capital through community solidarity and a network of strong local clubs and organizations can act as a "feeder" towards promoting increased civic engagement through political action that builds political capital. In turn, community and political action can together advance agendas of importance to the community which at this time is clearly integrating Portuguese Language Education nationwide in local public schools.

This model is intended to be a process of overlapping or even simultaneously occurring tracks that support each other rather than independent "silos" of operation. It is designed to be an integrated approach that will capitalize upon the dynamism and vitality of the community's best talents and energy in a unified and cohesive manner.





Judge Phillip Rapoza proposed the establishment of a national Portuguese-American Bar Association during his presentation. Members of the legal profession expressing interest in the initiative were: (L - R) Gabriel Marques (Conselho das Comunidades Portuguesas), José Santos (Professor of Business Law and Ethics, CCSU), Chief Justice Phillip Rapoza (MA Appeals Court - Ret.), Patricia Cruz Fragoso (Partner, Ventura Law), Jason Fragoso (Government Attorney, Office of the General Counsel, U.S. Department of Veteran Affairs), Nicole Medeiros (Associate, Reed Smith), Rute Mendes Caetano (Partner, Ventura Law)

□ Target Goals

The "Roadmap for the Community" is given substance by a progression of goals and objectives that build upon each other over time. Each is designed to offer a scaffold of support for the next engaging the community's voice towards civic engagement and ultimately political support for national initiatives important to the Portuguese-American community such as Portuguese Language Education in Public Schools.

Target Goal A: Cultivate Solidarity

Target Goal B: Establish a Cohesive Structure

Target Goal C: Build Social and Political Capital

Target Goal D: Promote Portuguese Language Education

□ Target Goal A: Cultivate Solidarity

To promote solidarity throughout the Portuguese-American community by identifying as Portuguese through the Make Portuguese Count™ Campaign in the 2020 Decennial U.S. Census.

Objectives	Responsible Party	Time Frame
Create a National Complete Count Committee with the U.S. Census Bureau by adopting a 'hub and spokes" model	PALCUS HUB Committee Census Rep	Aug 2018
Identify primary partners within regional census districts to create a 'steering committee"	PALCUS HUB Committee Census Rep	Aug 2018
Draft a budget and seek funding for PR campaign, i.e. printing, postage, etc.	PALCUS HUB Committee	Aug 2018
Generate a database of P-A civic, social and faith-based organizations in each district	Regional Partners w/ PALCUS	Sept-Dec 2018
Identify Key individuals to serve on state and municipal CCC in the P-A Communities	Steering Committee w/ PALCUS, Census Rep	Sept-Dec 2018
Develop a toolkit for talking points with local P-A organizations	Steering Committee w/ PALCUS, Census Rep	Jan-June 2019
Detail a structure of participation within each community to engage youth participation	Steering Committee w/ PALCUS	Jan-June 2019
Create and disseminate a package of information with bilingual instructions for completing the 2020 questionnaire to write in 'Portuguese"	Steering Committee w/ Regional and Local Partners	Jul-Dec 2019
Create and launch a PR campaign for print, broadcast and social media; Identify 'spokespersons" to promote self-response	PALCUS HUB with Steering Committee, Census Rep	Jan-Apr 2020
Encourage non-self-respondents to cooperate with house-to-house census takers	PALCUS HUB Committee, Census Rep	Census Day, 4/1/2020
Monitor Participation; Follow Up Results & Stats	PALCUS HUB Committe	Apr-Dec 2020
Report Results of 2020 Census Findings	PALCUS Steering Committee	July, 2021

□ Target Goal B: Establish a Cohesive Structure

To establish a national coalition of Portuguese-American organizations for interactive cooperation across the communities.

Objectives	Responsible Party	Time Frame
Apply the National Census CCC structure of the 'steering committee" as a springboard to create a network of civic, social and faith-based organizations	PALCUS w/ National Steering Committee	2020
Identify an online platform (similar to Memberplanet) than allows membership, profile building, event sharing and communication among orgs	PALCUS w/ National Steering	2020
Call to action for organizations to join the coalition	PALCUS w/ National Steering Committee	2021
Identify a point person within each organization to update profile; engage young P-A to do this work	PALCUS w/ National Steering Committee	2021
Develop a toolkit for orgs to recruit and engage members; sponsor webinars and non-profit development programs	PALCUS w/ National Steering Committee	2021
Invite representatives of civic, social and faith-based organizations to the biannual National Conference for specific workshop and networking opportunities	PALCUS w/ National Steering Committee	2021

□ Target Goal C: Build Social and Political Capital

To build and increase social and political capital by identifying, supporting and educating legislators who support the national agenda.

Objectives	Responsible Party	Time Frame
Invite all P-A public officials (elected and appointed) to complete individual profiles to create and maintain an up-to-date "National Database for P-A Public Officials"	PALCUS	In progress
Create a project that will track and analyze loss/gain/retention of seats at all levels and regions	PALCUS	2019–2020
Create a National PALCUS committee separate from the 501(c)(3) corporation to register and disseminate information about P-A candidates	PALCUS	Prior to 2020 election
Support the creation of professional organizations that support and mentor interested P-A groups, e.g. Portuguese-American Bar Association (PABA), Congressional Portuguese American Staff Association	PALCUS	2018–2020
Expand dissemination of the PALITICUS podcasts to increase the awareness of P-A serving in public office	PALCUS	2018–2020
Hold a biannual Congressional Reception and Meetings on Capitol Hill to educate lawmakers about current issues that shape the national agenda	PALCUS	Spring following election year

□ Target Goal D: Promote Portuguese Language Education

To develop and implement strategies to increase the number of Dual Language Immersion Portuguese Language Programs in U.S. public schools.

Objectives	Responsible Party	Time Frame
Create a national steering committee comprised of individuals and national organizations with experience in establishing dual language programs in public school districts.	PALCUS	2019
Establish criteria for and identify public school districts states with highest probability of adopting dual language programs beginning at elementary level (kindergarten)	Steering Committee	2019
Identify key persons in each district who will drive the campaign with community and political leaders	State Steering Committee	2020
Create local committees of community and political leaders who will support the campaign within the parameters of the local district.	State Steering Committee	2020
Identify key districts that an apply for STARTALK grants form the federal government. These summer programs are fully funded by the federal government under the less taught world languages program and can be precursors to dual language immersion programs.	State Steering Committee	2021-2022
Showcase the existing dual immersion programs in various states, with testimonials form administrators, teachers, parents and students to exemplify the advantages to adopting a dual immersion program in the Portuguese language	Local Steering Committees	2021-2022

Feedback Survey and Exit Summary

With the intent of hosting National Conferences of this type in the future, PALCUS conducted a survey from June 26 – July 4, 2018 via the Constant Contact survey platform to obtain feedback on the strengths and weaknesses of the 2018 National Conference. The short survey was comprised of ten questions that included yes/no, multiple choice and open-ended items. Respondents were asked to rate the conference in general as well as each of the panels. Out of the 67 respondents, 91% or 61 had attended the conference.

General Impressions: (Select all that apply)

1. Conference was a "step in the right direction" (89.7%)
2. Good use of time (73.4%)
3. Appropriate and relevant topics (79.5%)
4. Met expectations (71.4%)
5. Did not meet expectations (0%)

Most appealing: (Select all that apply)

1. Address by UNSG Guterres (83.6%)
2. Networking opportunity (75.5%)
3. Topics discussed (71.4%)
4. Diversity of moderators/panelists (63.2%)
5. Questions & answers/discussions (38.7%)

Annual vs. Biannual Event:

1. Biannual (31.1%)
2. Annual (29.9%)
3. Either/or (9.8%)
4. With gala (4.9%)
5. Rotating cities/coasts (4.9%)

Panels Rating by Highest Percentage: (1 out of 5: 1 = highest, 5 = lowest)

1. Panel 1: Integration of Portuguese Americans in Public Office - Exceeded Expectations (1/5)
2. Panel 2: Building Social Capital Through Portuguese-American Civic Orgs - Met Expectations (2/5)
3. Panel 3: Portuguese Language Education: Challenges and Solutions - Met Expectations (2/5)

Recommendations:

1. More networking opportunities
2. More expanded conference/convention format with displays, exhibits, and multiple sessions/workshops with a product or plan of action, i.e., more participation by attendees
3. Biannual event possibly with gala and alternating coasts/cities
4. Topics in business/entrepreneurship, youth, organizational leadership, Portuguese language education
5. Establish context and track progress



Leslie Wright and Ron E. Brown, Partnership Specialists (U.S. Census Bureau)



Frank Baptista, Founder and Director (Rádio Voz do Emigrante)

□ Sponsors

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Dr. Vasco Rato, The Luso-American Development Foundation (FLAD)

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H.E. Domingos Fezas Vital, Embassy of Portugal and the Ministry of Foreign Affairs



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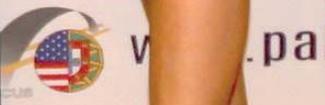
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Inaugural PORTUGUESE-AMERICAN National Conference

3:30 p.m.
Closing Session
Moderators of
view for disc
-10:00 p.m.
Dinner Reception
2125 Kalorama
Valet parking will





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