

*Bienvenidos!*

**100+ LATINOS CLEVELAND  
MUST KNOW 2022  
ORIENTATION SESSION**  
**PRESENTED BY AMMORE CONSULTING**



**Helping Organizations Become Latino-Ready™**

**CONGRATULATIONS!**  
**FOR BEING SELECTED AS**

**ONE OF THE**

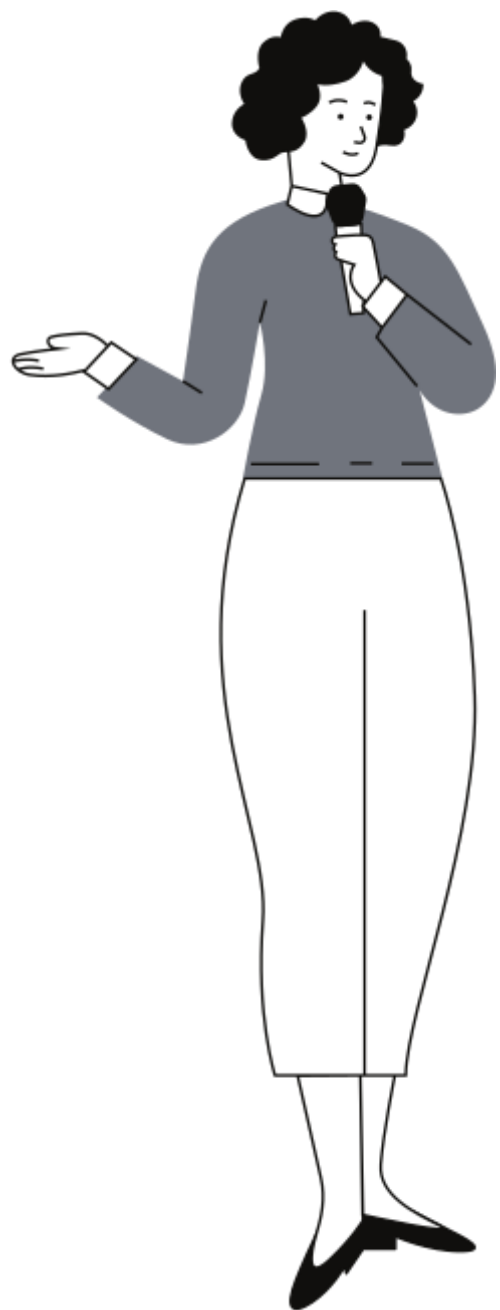
**100+ LATINOS**

**-CLE MUST KNOW**





# TODAY'S AGENDA



**1 WHAT IS THE 100+ LATINOS PROGRAM**

**2 BENEFITS**

**3 WHO ARE THE 100+ LATINOS 2022**

**4 TIMELINE + WHAT HAPPENS NEXT?**







# Marcia V. Moreno

President & Founder  
AmMore Consulting LLC

**Marcia** has 16+ experience advancing Latinos by developing culturally competent programs, strategies and systems to diversify workplaces and empower Latino individuals to become a **TRUE ECONOMIC & CULTURAL FORCE.**

She is an **engaging trainer and speaker**, who has delivered hundreds of programs to organizations looking for quality, evidence-based programming.





# AmMore Consulting

Helping Organizations  
Become Latino-Ready

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AmMore Consulting is committed to creating more diverse, inclusive and equitable workplaces by supporting organizations develop long-lasting strategies and systems to effectively attract, recruit and retain Latino talent to succeed and thrive.



AMMORE.US

# **WHAT IS HISPANIC STAR?**

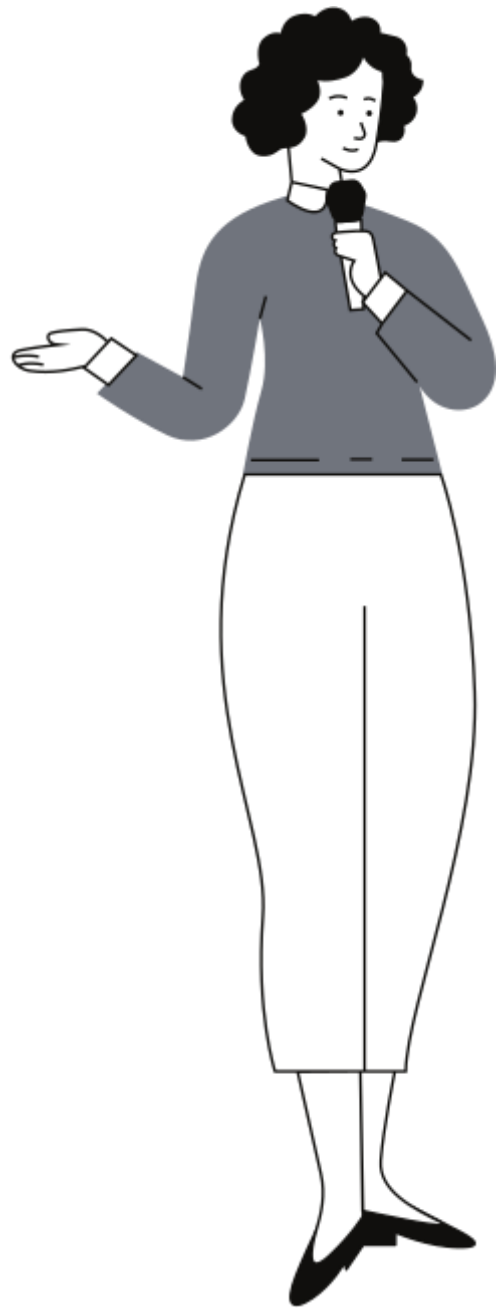


**The Hispanic Star is a  
platform to advance  
Hispanics in the U.S.**

**Hispanics are positive  
contributors to the U.S. They  
mean economic growth and  
are shaping the culture.**

**HISPANICSTAR.ORG**

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# WHAT IS THE 100+ LATINOS CLEVELAND MUST KNOW?

**A platform for:**

**greater visibility**  
**exposure,**  
professional development  
**leadership development +**  
civic engagement opportunities  
**for professionals that self-identify**  
**as Hispanic, Latino or Latinx**  
currently living in **Greater Cleveland.**



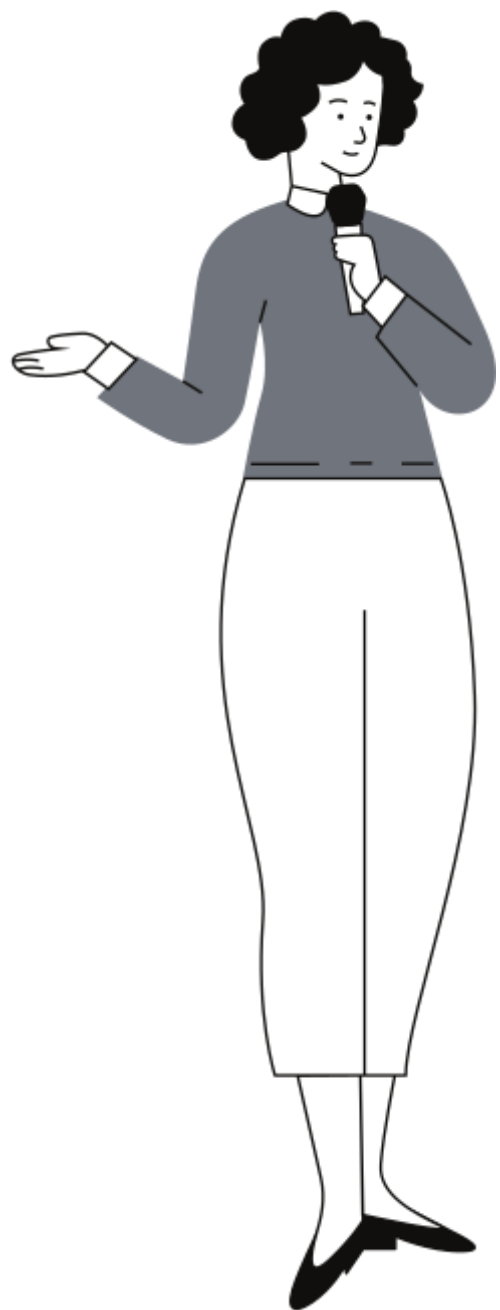


# 10 BENEFITS OF THE PROGRAM

1. **Increased exposure & visibility**
2. **Included in free database hosted in AmMore website**
3. **Professional, leadership development + civic engagement**
4. **Networking with 300+ Latino professionals in the region**
5. **Early access + discounts to AmMore events & programs**
6. **Exclusive job opportunities**
7. **Monthly newsletter**
8. **Linkedin & Facebook private group**
9. **Membership to Hispanic Star**
10. **Media opportunities**



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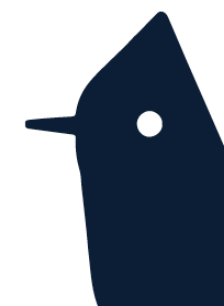


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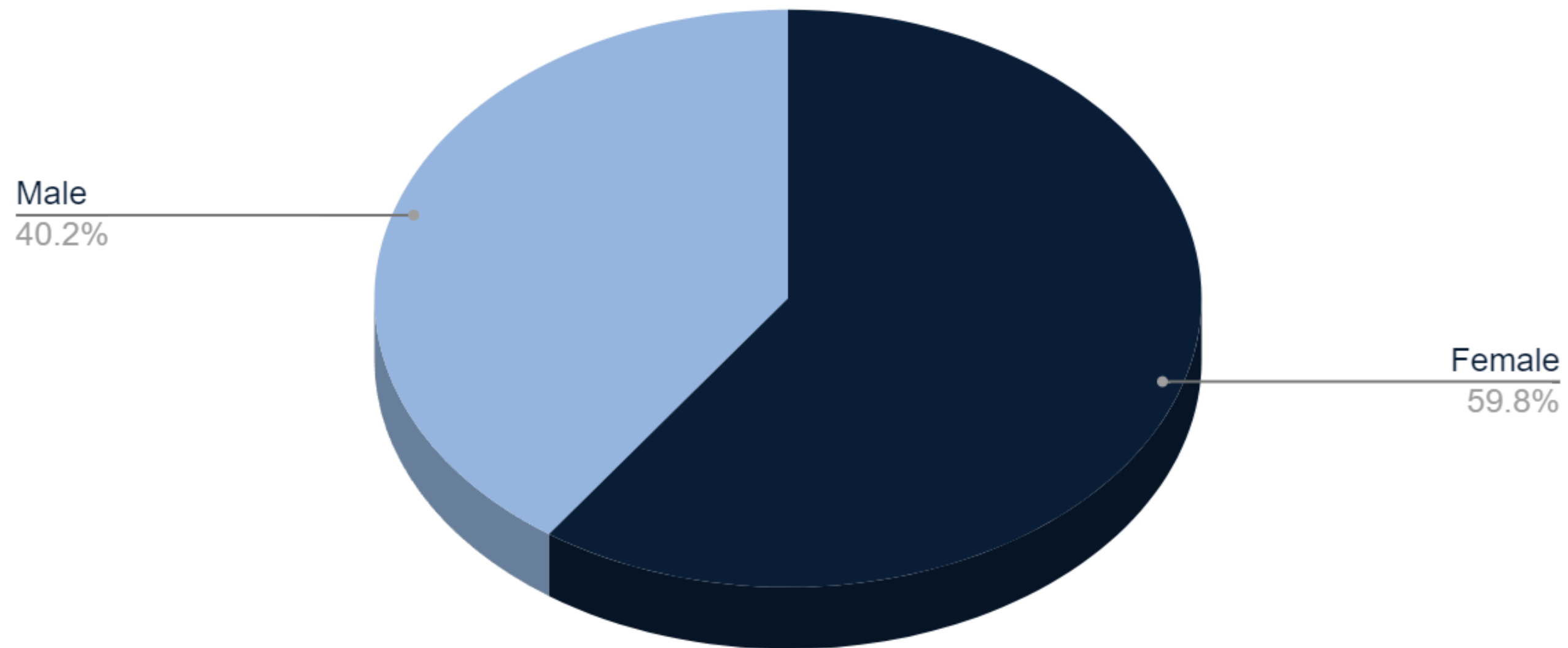
**4 TIMELINE + WHAT HAPPENS NEXT?**





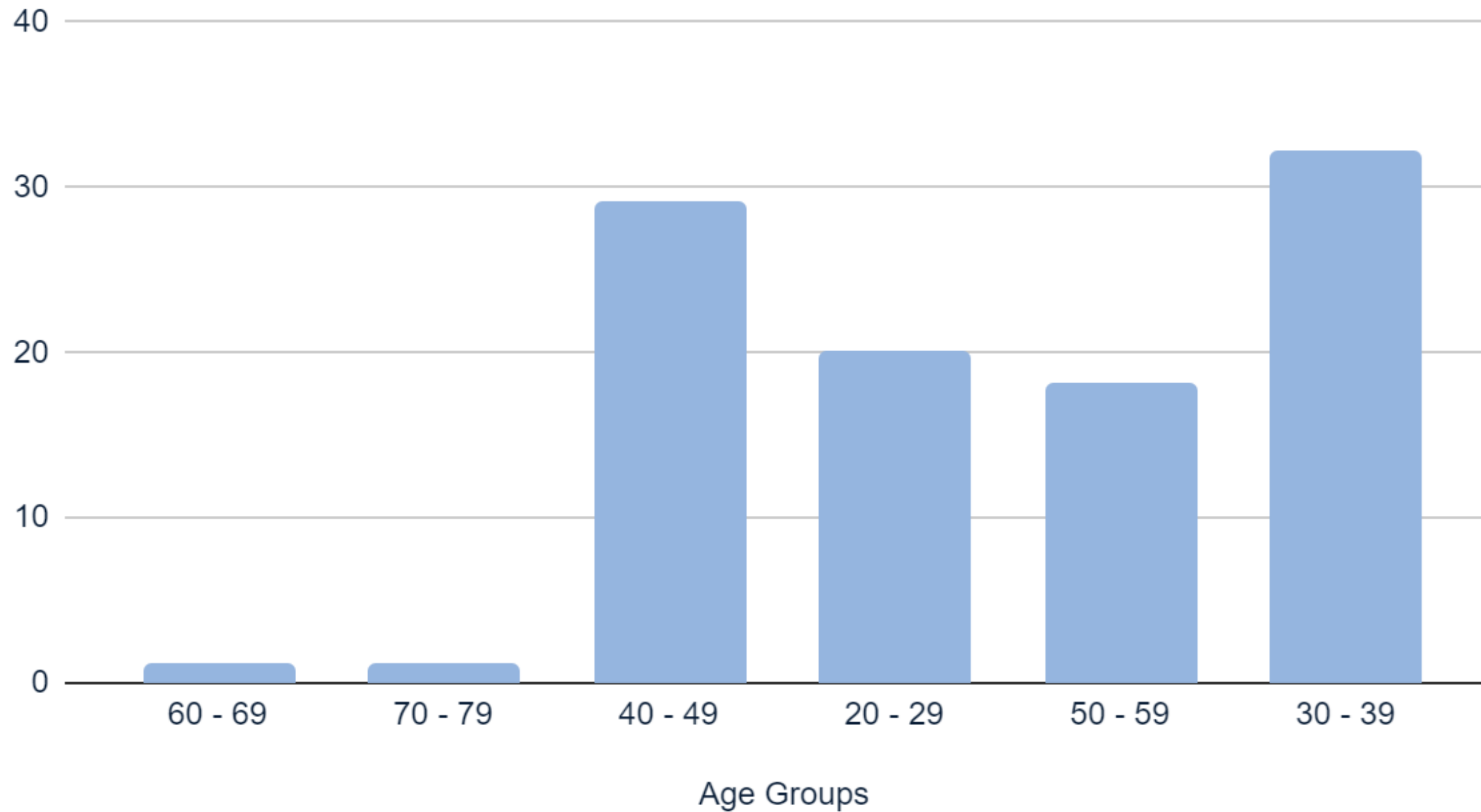
# GENDER

Gender



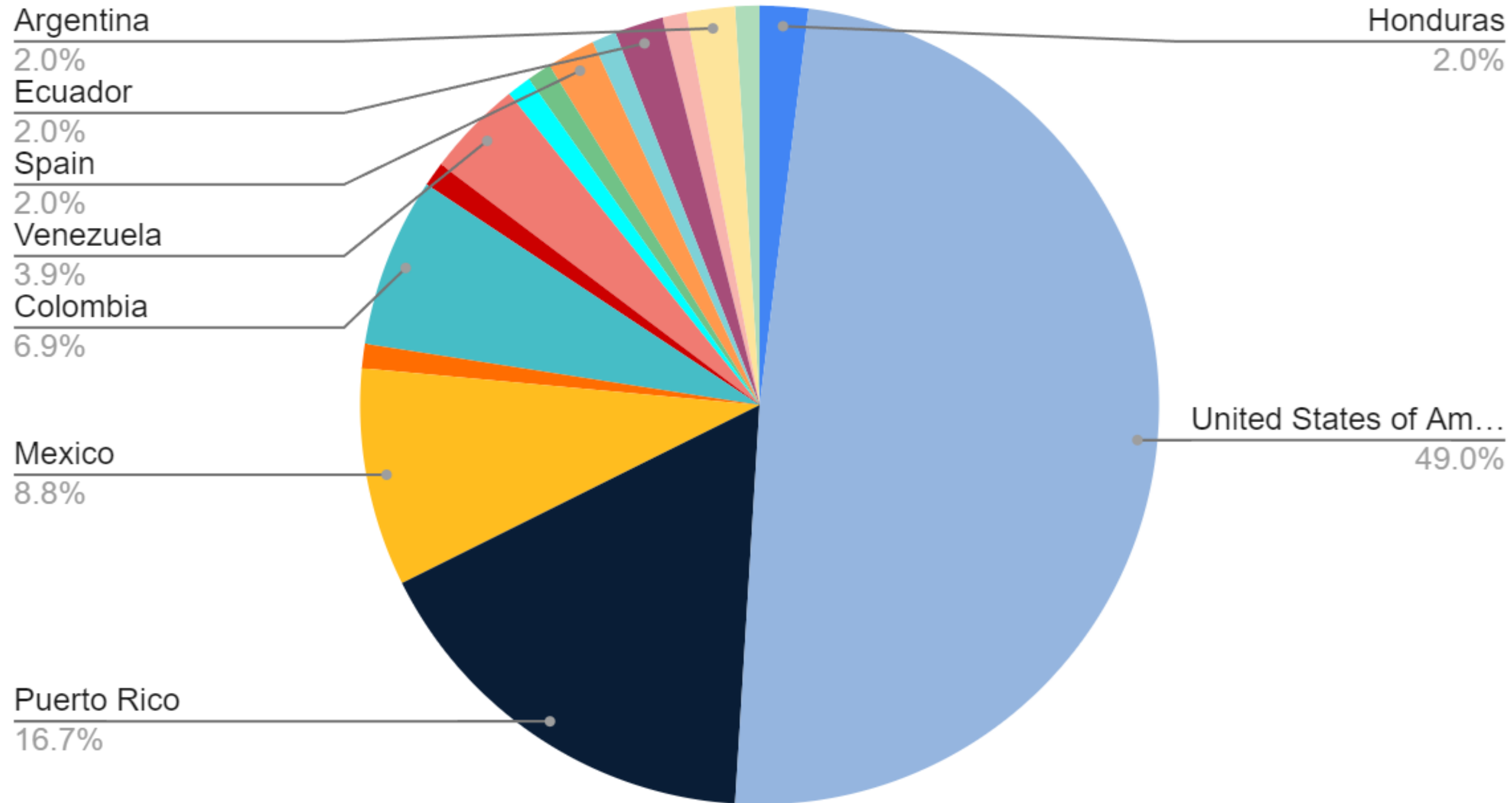
# AGE

## Age Groups

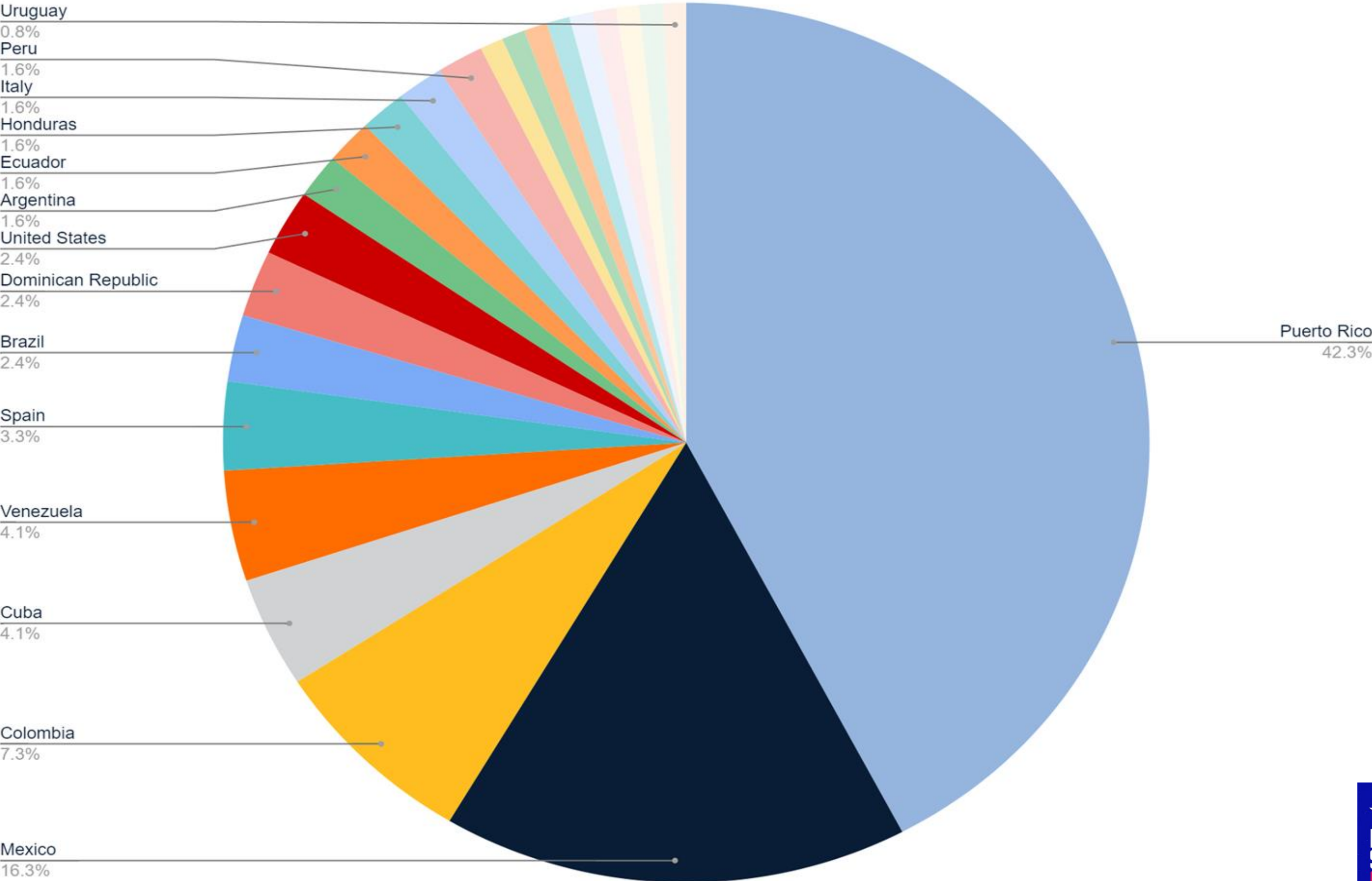




# In what country or territory were you born?



Heritage: Summary of Specific Countries and Territories Represented

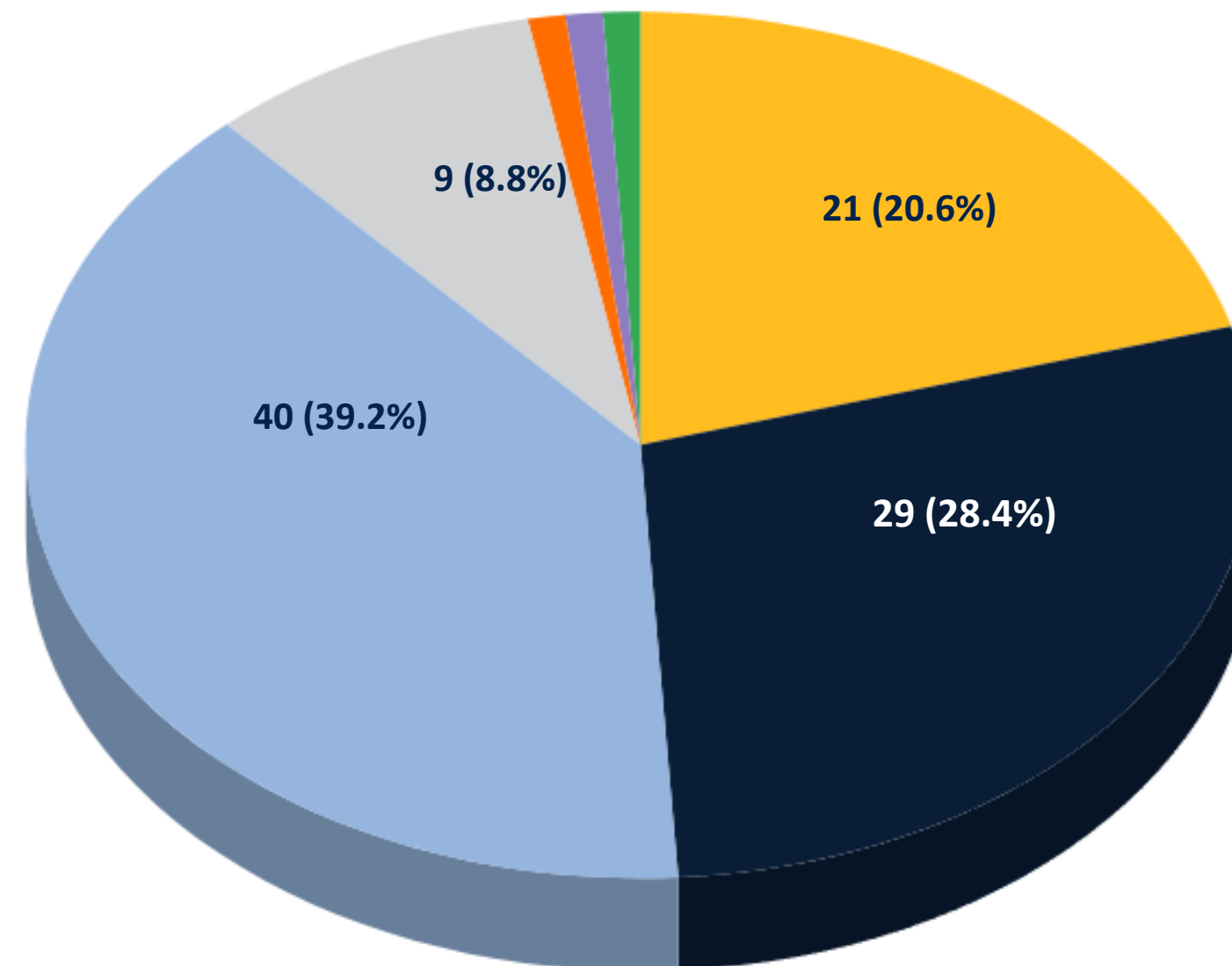




# EMPLOYMENT SECTOR

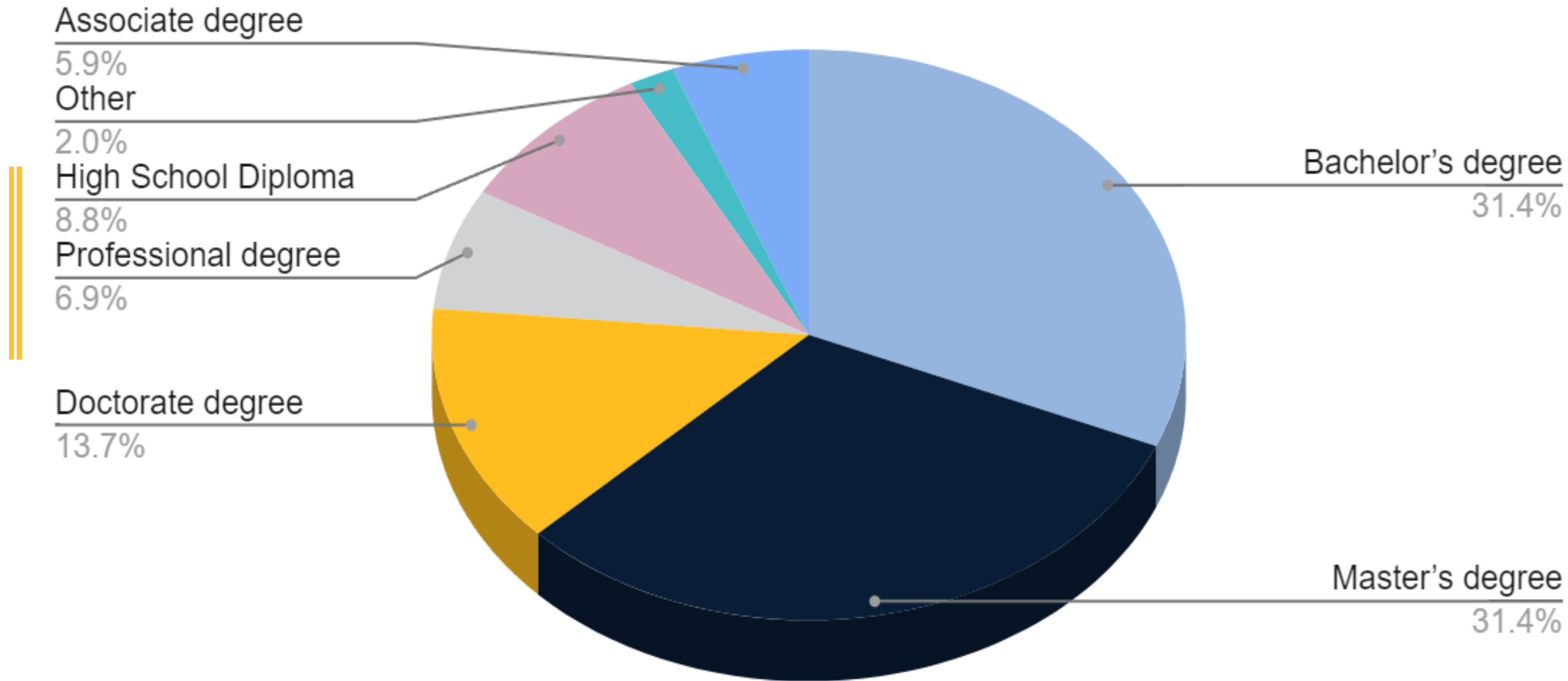
The organization you currently work for is in which of the following:

- Public sector (e.g. government)
- Not-for-profit sector
- Private sector (e.g. most businesses and individuals)
- I am a business owner
- Higher Education- Public university
- Starting a business
- Any sector of business



# EDUCATIONAL ATTAINMENT

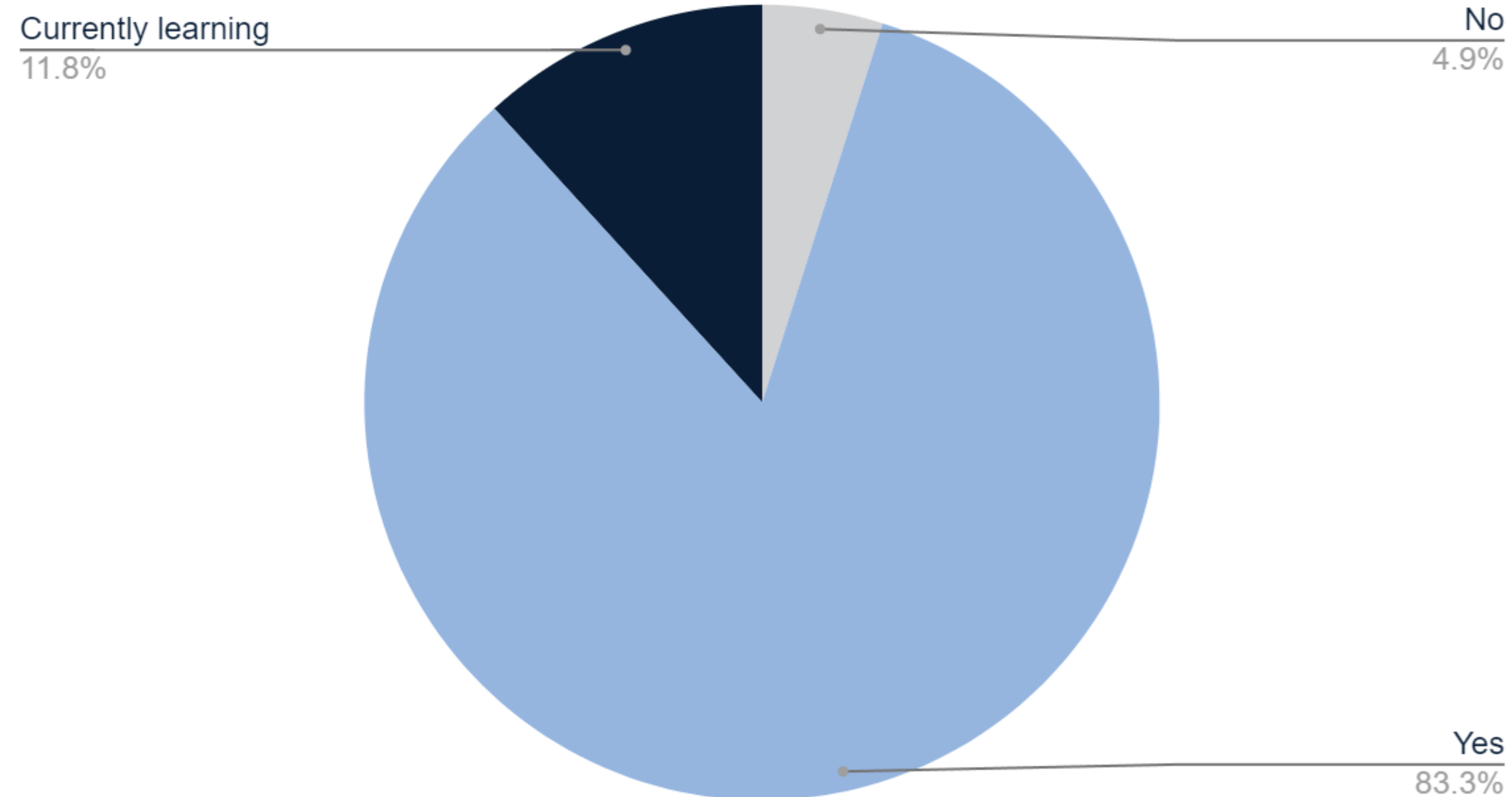
What is the highest degree or level of school you have completed?





# BILINGUALISM

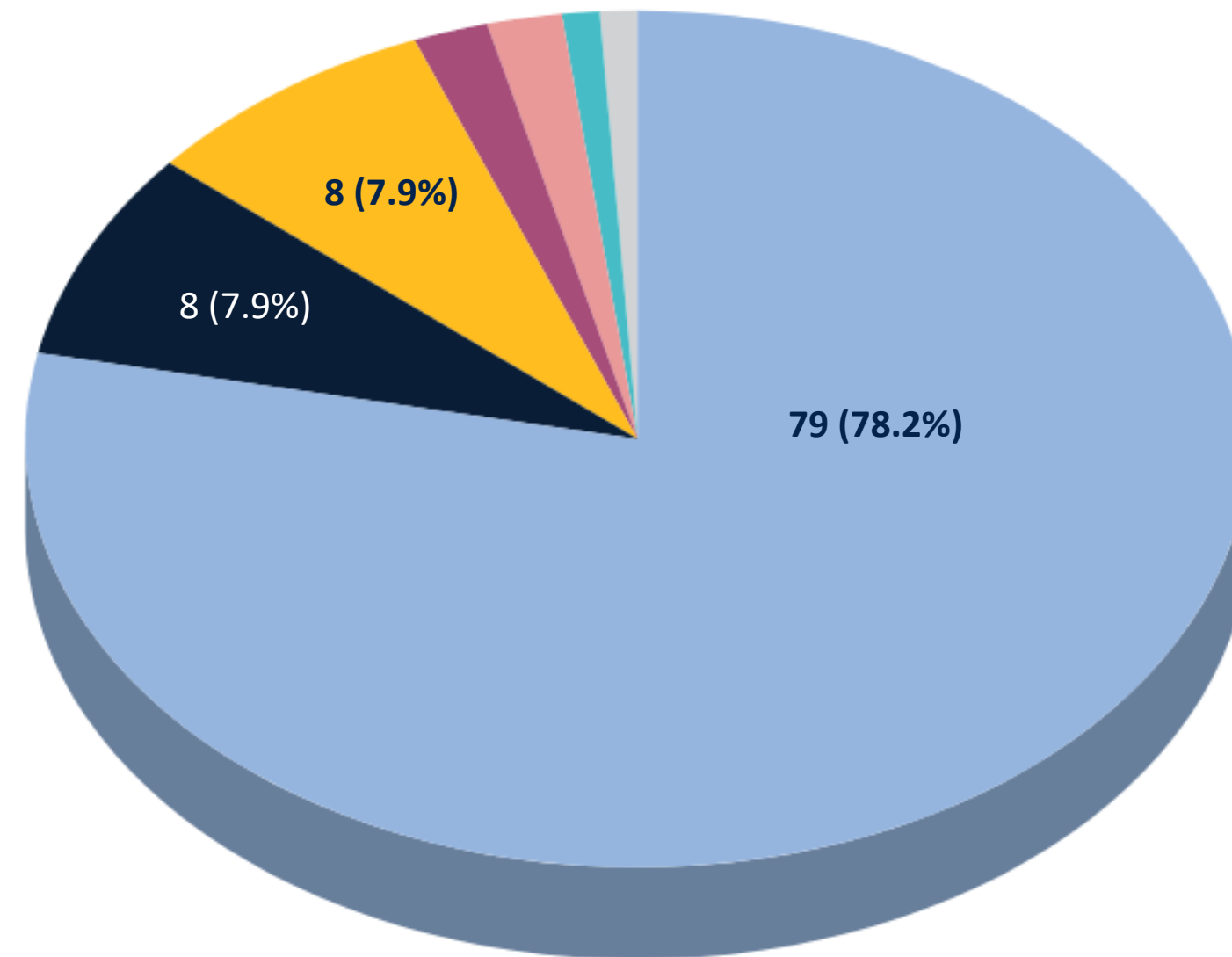
Are you bilingual? (Spanish and English)



# COUNTIES

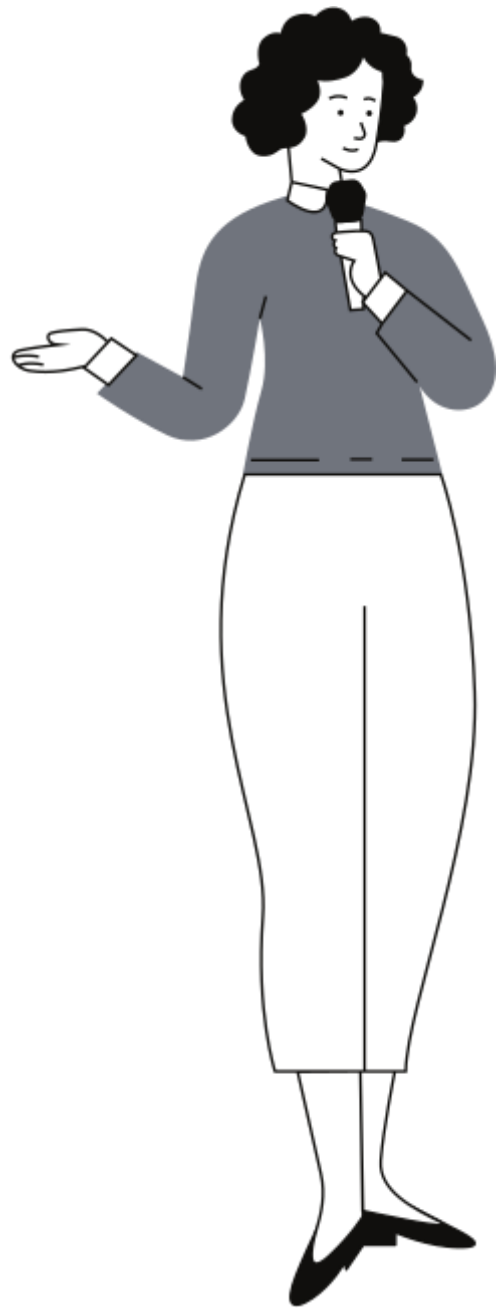
## Counties

- Cuyahoga County
- Lorain County
- Summit County
- Geauga County
- Portage County
- Medina County
- Lake County





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# TIMELINE 2022

**May 19**  
Application process opens

**July 31**  
Application process closes

**August 1 to 31**

- Internal review of applications for accuracy + completion
- Official acceptance + communication to NEW COHORT!

**September 1**  
Mandatory Orientation via Zoom



**September 1 to 17**  
Media kits and communications package prepared and sent to 100+ Latinos cohort 2022

**September 18**  
Email with all detailed instructions + docs for launch day



**September 19  
LAUNCH DAY!!!  
YOU ARE ONE  
OF THE 100+!**



**October 27  
Launch Party**  
Details TBD



# **NIGHT BEFORE OFFICIAL LAUNCH:**

## **SUNDAY, SEPT. 18**

### **WHAT TO EXPECT**

**1. Email with detailed Instructions For the Day of the Launch: Monday, Sept. 19**

**\* Media Kit: to be used as reference + resource**

**\* Social Media Kit:**

- Social media post wording and jpeg
- Banners for LinkedIn + Facebook

**\* Communication Kit: wording + resources to communicate to employer, colleagues and the general public**





# SOCIAL MEDIA KIT



A vertical social media kit for Adela V. Mihi. At the top left is the 'HISPANIC STAR CLE.' logo, and at the top right is the 'Am More' logo. Below these, the text reads 'AMMORE CONSULTING & HISPANIC STAR PRESENT' followed by '100+ LATINOS CLEVELAND MUST KNOW 2021'. In the center is a circular portrait of Adela V. Mihi, a woman with dark hair wearing a grey blazer. At the bottom, a dark blue banner contains her name 'ADELAIDA V. MIHU' in white, with the URL 'AMMORE.US/100' below it. The background features a faint image of the Cleveland skyline.

**HISPANIC STAR CLE.**

**Am More**

AMMORE CONSULTING & HISPANIC STAR PRESENT

**100+ LATINOS CLEVELAND MUST KNOW 2021**

**ADELAIDA V. MIHU**

AMMORE.US/100



A horizontal social media kit. On the left is the 'HISPANIC STAR CLE.' logo, and on the right is the 'Am More' logo. The central text reads '100+' in large font, followed by 'Latinos CLE Must Know 2021'. At the bottom, a dark blue banner contains the URL 'AMMORE.US/100'. The background features a faint image of the Cleveland skyline.

**HISPANIC STAR CLE.**

**Am More**

**100+**

**Latinos CLE Must Know 2021**

AMMORE.US/100



A horizontal social media kit. On the left is the 'HISPANIC STAR CLE.' logo, and on the right is the 'Am More' logo. The central text reads 'Proud to be one of the' in a script font, followed by '100+' in large font, and 'Latinos CLE Must Know 2021'. At the bottom, a dark blue banner contains the URL 'AMMORE.US/100'. The background features a faint image of the Cleveland skyline.

**HISPANIC STAR CLE.**

**Am More**

*Proud to be one of the*

**100+**

**Latinos CLE Must Know 2021**

AMMORE.US/100



# 100+ *Th* Latinos CLE Must Know!

2021 EDITION



**ABIGAIL  
RODRIGUEZ**



**ABRAHAM  
LOPEZ**



**ADELAIDA V.  
MIHU**



**ALEXIS  
EDELMAN**



# **DAY OF OFFICIAL LAUNCH:**

## **MONDAY, SEPT. 19**

### **WHAT TO DO**

1. **TELL THE WORLD YOU ARE ONE OF THE 100+ LATINOS CLEVELAND MUST KNOW AND BE PROUD OF IT!**
2. **POST your social media jpeg posting, LinkedIn and Facebook banners and wording as early as 8am**
3. **COMMUNICATE the news to your boss, colleagues, friends and family**





# **LAUNCH PARTY: OCTOBER 25 OR 27?**

**IN PERSON CELEBRATION OF THE 2022  
COHORT LAUNCH  
DETAILS TBA SOON**



# HOW TO MAKE THE MOST OF IT

1. **Be active + engaged in the program**
2. **Add to your resume**
3. **Tell your boss, colleagues and friends**
4. **Be active on LinkedIn**
5. **Share Information about you: promotions, awards, new jobs, so we can share it broadly**
6. **Become an advocate for Latino inclusion**
7. **Be Open to speaking request, Board Membership, Jobs, General Connections**



# MEET THE OTHER COHORTS

**AMMORE.US/2020**

**AMMORE.US/2021**





# BEST PRACTICES

1. **Add 100LatinosCLE@gmail.com + AmMoreLLC@gmail.com + AmMore.Communications@gmail.com to your safe email list**
2. **Be active in the private LinkedIn and Facebook groups and post often**
3. **Professional, Positive, uplifting environment AT ALL TIMES**
4. **Strength is in the network + community= USE IT!**
5. **Take some time to read emails and follow the instructions for participation and engagement**



**CONFIRM ATTENDANCE +  
SUBMIT MISSING DOCS OR  
UPDATED DOCS:**

**[ammmore.us/orientation](https://ammmore.us/orientation)**





*Gracias!*

AMMORE.US





# CONTACT US



**AMMORE.US**



**100latinoscle@gmail.com**



**fb.com/AmMoreLLC**



**linkedin.com/company/AmMore**

# ENGAGE WITH US

