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May 22, 1975

MEMORANDUM FOR: WILLIAM J. BAROODY, JR.
FROM: FERNANDO E. C. DE BACA
SUBJECT: National Hispanic Organizations

Over 565 national organizations claim to represent the interests of Spanish-speaking Americans in this country. Of these, I am in direct and periodic contact with 163. Of the 163, I deal frequently and regularly with 72 bonafide national organizations. These 72 organizations probably represent about 80% of the organized Spanish origin population in this country.

According to the Census Bureau, there were about 10.8 million persons of Spanish origin in the United States in March 1974. The total included about 6.5 million persons of Mexican origin (60%), 1.5 million of Puerto Rican origin (14%), 700,000 of Cuban origin (6%), and 2.1 million of Central or South American origin or other Hispanic origin (20%). The Census Bureau further reported that about 6.3 million of the persons of Spanish origin lived in the five Southwestern states of Arizona, California, Colorado, New Mexico and Texas and about 1.5 million lived in New York State.

Since issuance of its March 1974 population estimates, the Census Bureau has estimated that Spanish origin people were probably undercounted by 30% or more. If this is true, this would raise the number of Spanish origin people in the United States to approximately 13.8 million. Add to this figure, the 4 to 9 million undocumented aliens of Hispanic origin (largely Mexican, Dominican, Columbian, Guatemalan and Ecuadorian) and you have a conservative estimate of somewhere between 17 and 20 million Spanish origin persons in the United States.



The National Council of La Raza was organized in 1968, under the name of Southwest Council of La Raza. The organization adopted its present name in 1971. The purposes of the National Council of La Raza are to monitor data acquisition capabilities of Federal agencies, and disseminate this data to the Spanish speaking. The President of the Board is Mr. Maclavio Barraza, and the Executive Director is Mr. Raul Yzaguirre.

The League of United Latin American Citizens (LULAC) was founded in 1929, and is presently the largest Spanish speaking organization in the country. The National President of LULAC is Mr. Joe Benites, and the local Washington, D.C. chairman is Mr. Hank Aguirre.

The Latin American Manufacturing Association (LAMA) was founded in 1973 for the purpose of assisting Hispanic owned manufacturing firms in obtaining contracts by influencing the private sector to deal with Spanish speaking businessmen. The organization's President is Mr. Jose Aceves.

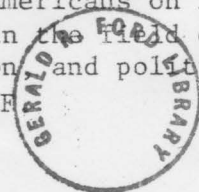
The Mexican American Political Association (MAPA) was organized in 1958 to provide the Spanish speaking community with training in citizenship and the democratic process, to train leaders, to educate the community on public issues, and to encourage and stimulate Spanish speaking citizens to participate in the electoral process. Ms. Margaret Cruz is President of the organization.

The American G.I. Forum was founded in 1947 to promote the well-being of Mexican American veterans and their families. Its function was later expanded to include all Spanish speaking People. The American G.I. Forum sponsors the Veterans Assistance Program, the Educational Scholarship Fund, and, in a joint venture with LULAC, the SER program (Service, Employment, Redevelopment). Mr. Antonio Morales is the National Chairman of the organization.

In 1971 IMAGE (Incorporated Mexican American Government Employees) was formed to promote the employment of Spanish speaking people in the public sector. The majority of its total membership, approximately 7,000, are public employees. Mr. Edward Valenzuela is President of IMAGE.

The National Spanish Speaking Coalition on Domestic Affairs was organized in 1972 as a development of the Spanish Speaking Advisory Committee to the Secretary of Labor. Its purposes are to assist other organizations and/or individuals who are addressing various issues affecting the Spanish speaking, and to initiate action in those areas requiring attention. The National Chairman is Mr. John Flores.

The Mexican American Legal Defense and Education Fund (MALDEF) was founded in 1967 to represent the interests of Mexican Americans on legal issues. Its principal area of activity is litigation in the field of equal educational opportunity, employment discrimination and political rights. Ms. Vilma Martinez is General Counsel of MALDEF.



SER (Service, Employment and Redevelopment) is the largest Hispanic manpower organization in the United States. The organization has received approximately \$16 million from the Department of Labor to carry out manpower activities in various states and Federal regions. Mr. Ricardo Zazueta is the National Director of SER.

ASPIRA of America was founded in 1961 to encourage Puerto Rican youth to pursue an advanced education, providing remedial education in college preparation. It also provides programs in leadership development and college retention. Mr. Luis Alvarez is the National Executive Director of ASPIRA.



Alliance and Savings And Loan Associations

"Hey world, look at us. We've arrived."

Sitting in his modest office at CORONADO Savings and Loan Association, 208 Central SW, Albuquerquean Arthur C. Trujillo wonders aloud what else he can do to let the world know that the Hispanic financial community has grown up.

in June, 1971 and were chartered six months later."

What the Camino Real success did was open the floodgates. Since the opening of the Office of Housing and Urban Affairs, a division of the Federal Home Loan Bank Board in 1971, there have been more than 40 applications from minority groups for permission to organize or for insurance of

Officials of Commercial Mortgage Insurance Corp. (CMI) also will be on hand to help us train Hispanos in the mortgage field. Today the mortgage investment business is something completely foreign to the Hispano community, but with the help of CMI, I'm confident we can make some advances.

"—We hope to develop payroll deduction plans to help the Hispano get into the savings habit. Right now we have the plan going in two cities — Albuquerque N.M. and Kansas City, Kans. These plans will help not only the employee, but the employer as well.



BRIEFING OUTLINE
OFFICE OF HISPANIC AFFAIRS

May 15, 1975

° Background

- Office of Hispanic Affairs (OHA) established on September 1, 1974 under Counselor Anne Armstrong.
- Special Assistant for Hispanic Affairs hired on September 16, 1974.
- OHA transferred to Office of Public Liaison under Assistant to the President Bill Baroody.

° Activities

- Presidential meetings held with Hispanic Congressmen on September 3, 1974; with Spanish speaking community leaders on October 17, 1974 and with Hispanic community representatives in Tubac, Arizona on October 21, 1974.
- Organizational activities undertaken with national Hispanic organizations from October 1974 to April 1975 resulting in the formation of the Forum of National Hispanic Organizations encompassing all major Hispanic organizations in the country.
- Meetings held with Hispanic community leadership in Denver, Dallas, Houston, El Paso, Miami, New York, Chicago, Los Angeles, Albuquerque, Phoenix, San Antonio, San Diego, Oakland/San Francisco, Portland, Oregon, Puerto Rico, New Jersey, Boston, Philadelphia and Michigan.
- White House meeting on Bilingual Education
- Minority Business Enterprise meetings held in concert with Stan Scott and Office of Minority Affairs.
- Ombudsman-type services extended to hundreds of previously unserved/underserved Hispanic Americans



2.

- An average of 81 telephone calls are responded to daily along with a moderately heavy load of daily correspondence and an endless stream of visitors to the office.

° Problems and some solutions

Internal

- Staff limitations and confusion as to the role of the office have resulted in an overload situation.

Recommend: That we bring detailed assistant on board from DOL (Fred Romero); that travel be curtailed; that one or two White House interns be assigned to office to perform needed research and staffing assistance.

- Inter-office and intra-office communications within the White House office have been limited resulting in a feeling of isolation.

Recommend: That some means for sharing key staff functions and information on President's daily calendar of events be worked out.

Programmatic

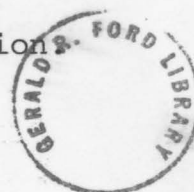
- Appointments to top-level policy-making positions and Presidential Boards and Commissions are needed.

Recommend: The hiring of a Hispanic executive recruiter within the Presidential Personnel Office.

- Presidential support for the Spanish speaking Equal Opportunity effort is needed.

Recommend: Issuance of a Presidential Memorandum urging support of the CSC Spanish Speaking Program.

- Administrative support for the Badillo/Jordan/Roybal Voting Rights Bill or some similar measure expanding coverage to areas of the country with large Spanish speaking population.



3.

Recommend: Presidential message or other indication of Administration support for expression of coverage of the Voting Rights Act.

- Administration support for:
 - ° Expanded bilingual education programs
 - ° Bilingual vocational education programs
 - ° Senior citizens programs for the Spanish speaking
 - ° Minority business opportunities for Hispanics
 - ° Veterans assistance programs for the Spanish speaking
- Census undercount
 - ° Establishment of Advisory Council to the Census Bureau
- Illegal Alien problem
- U. S.-Cuba relations



BACKGROUND

After the unprecedented surge of Spanish speaking support for the President in 1972 (Richard Nixon received 35% of the Spanish speaking vote in 1972 compared to 6% in 1968), it was hoped that the inroads that had been made would begin to forge a long and lasting relationship between the Republican Party and the Spanish speaking community. Unfortunately, that did not happen. Instead, the enthusiasm and optimism which had characterized the pre-election months disappeared. There began to develop a widespread feeling of disappointment and resentment at what was viewed as a lack of post-election interest on the part of a Republican Administration in the continued progress of the Spanish speaking. Hispanic community leaders began to openly criticize the Republican Administration for "deceiving" and "betraying" Spanish speaking voters by publicizing the 1972 advancements in appointments, programs and contracts, and they systematically eliminating them in 1973 and 1974.

Following the 1972 election, the courting of Hispanic voters was confined to a few courtesy meetings with selected community leaders and other similar non-substantive gestures. Up until August 1974, not one substantive new initiative or significant increase in Spanish speaking programs had taken place. The result was a unanimous feeling of frustration and betrayal on the part of Spanish speaking people across the country.

Then came the change in Administrations and the transfer of leadership to Gerald R. Ford as President. There followed a series of actions by the President restoring the confidence of Spanish speaking Americans in their President. Mr. Ford became the first President in the history of the nation to hire a person of Hispanic origin on the White House staff; he signed into law important new legislation designed to provide greater resources for bilingual education programs and for student financial assistance programs; he pushed for passage of the Housing Assistance and Community Development Act of 1974 and later signed the measure into law; he met with Latino Congressional leaders and Hispanic American organization heads; he met with President Echeverria of Mexico and established a Domestic Council Committee on Illegal Aliens to look into the problems of the illegal alien;



2.

he appointed Bert Gallegos as Director of the Community Services Administration and several other distinguished Spanish Americans to important boards and commissions; he presided over public meetings designed to elicit recommendations on how best to deal with the economy in the light of inflation.



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