

CPAR Presents:



UNIVERSITY OF NEBRASKA AT OMAHA
CENTER FOR PUBLIC
AFFAIRS RESEARCH

A Data and Research Series for Community Impact

September 28, 2023 | #NebraskaByTheNumbers



Creating Meaningful Data Visualizations:

Embracing Diverse Perspectives
for Impactful Insights

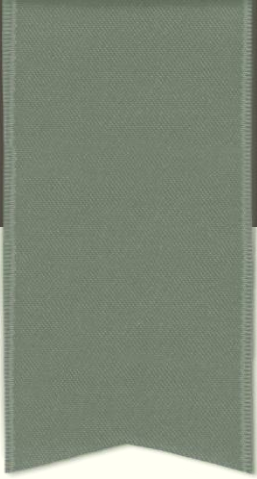
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UNO Department of Sociology and Anthropology

Director

UNO Office of Latino/Latin American Studies (OLLAS)



Presenting data to the Latino Community

CPAR Presents: A Data and Research Series for Community Impact

Cristián Doña-Reveco, PhD

Office for Latino/Latin American Studies (OLLAS)

University of Nebraska at Omaha



UNO's Office of Latino/Latin American Studies

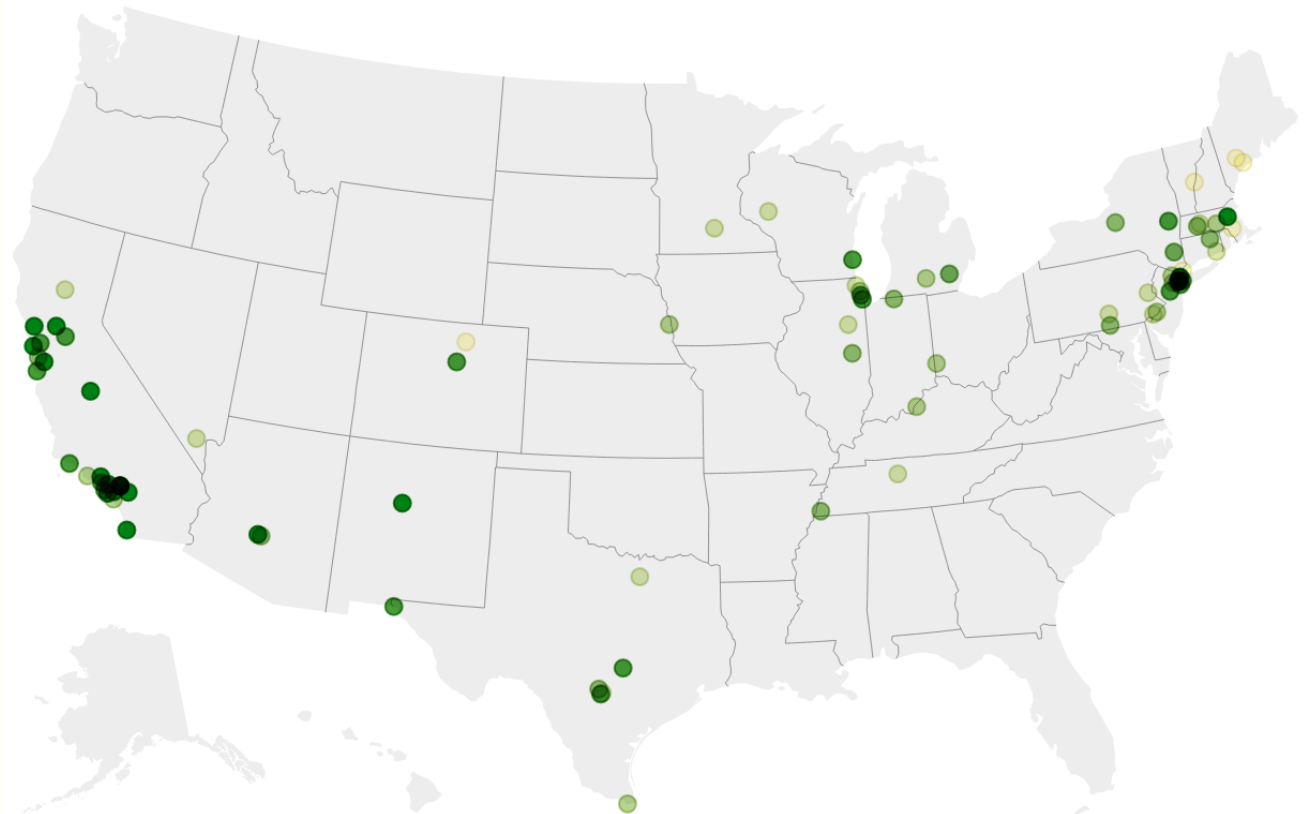
The Office of Latino/Latin American Studies—established in 2003—assists Nebraska and the Great Plains' Latino communities to engage successfully in the region's political, economic, and social life. OLLAS' mission is to combine academic excellence with real-world engagement to:

- Prepare students to thrive in a culturally and demographically changing environment.
- Promote and showcase Latino and Latin American cultures through community programs.
- Use research to serve Omaha's Latino community.

Founding of Latinx Studies by Decade

Includes All Colleges to offer Latinx Studies Major in the United States (N=89)

1960s 1970s 1980s 1990s 2000s 2010s 2020s



N=89

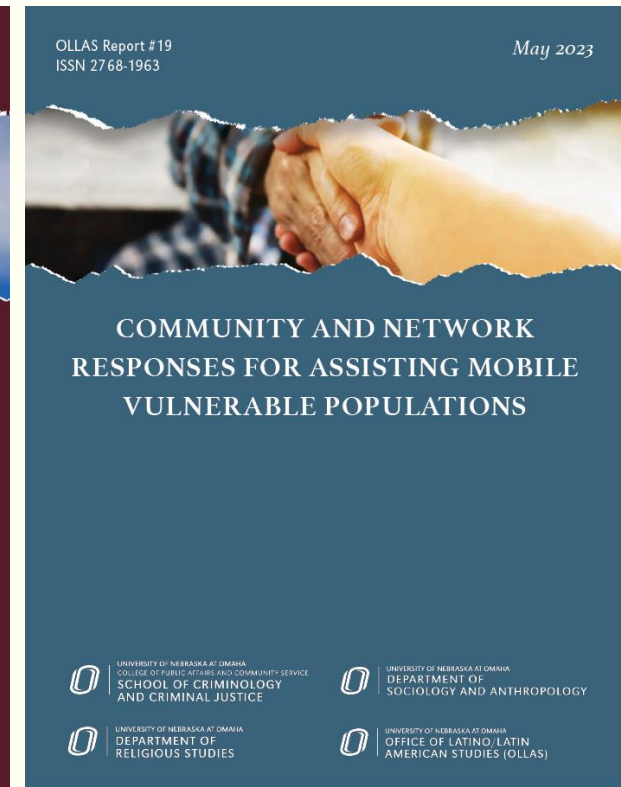
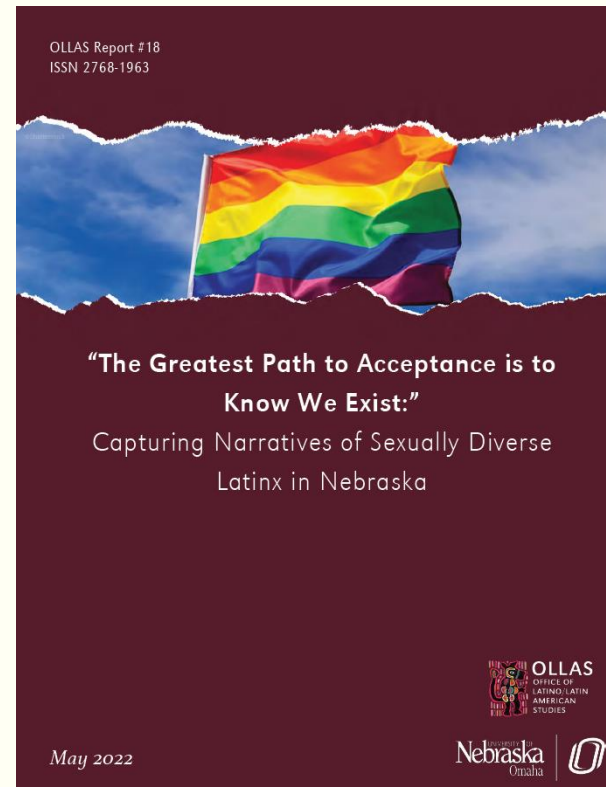
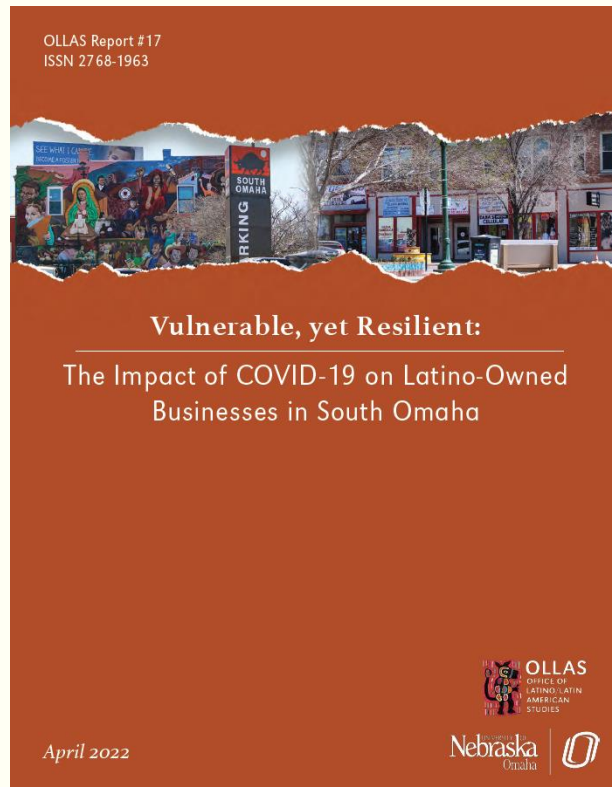
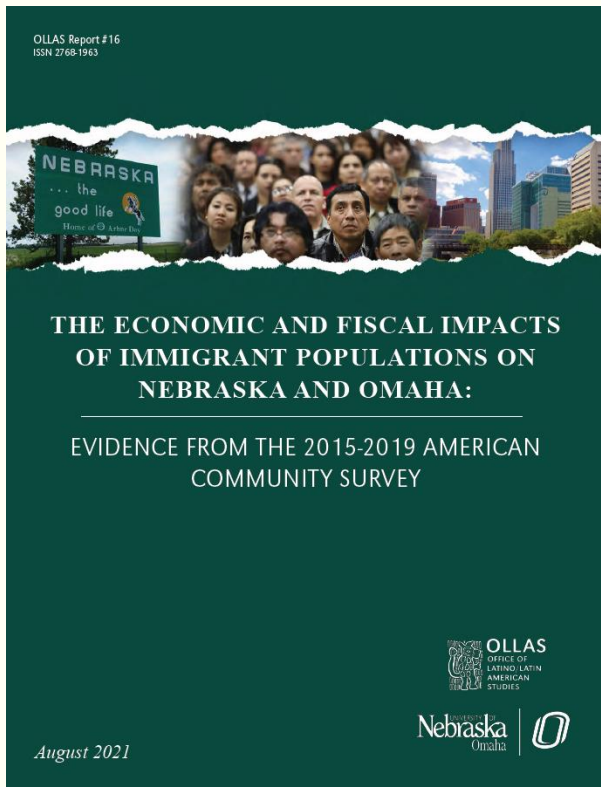
Source: UC Berkeley Latinx Studies Project • Created with Datawrapper

OLLAS Community engaged research area

- Our overall objective is:
 - To provide Omaha and Nebraska's Latino community and community organizations with up-to-date scientific data that can assist them in understanding the challenges and opportunities Latinos confront as a community.
- Partners with local stakeholders and community organizations to develop data gathering and analysis collaborations to promote evidence-based policies that will improve the life of the Latino Community in Omaha and Nebraska.
- OLLAS research follows the recognized need to “democratize” access to information by presenting data analysis in a manner that is accessible and clear for all people in a context of an ever-growing amount of information.

OLLAS Community engaged research area

We have published about 23 publicly available [research reports](#), [policy briefings](#), and [factsheets](#) relevant to the Latino and non-Latino community in Omaha. In March 2018 we also began publishing a blog with academic and community themes for our community audience, having published [18 blog posts](#) so far.



Presenting OLLAS Data Analysis: Why blogs?

- Blogs are one way to democratize access to information. There are others...

COLLEGE OF ARTS AND SCIENCES
Office of Latino/Latin American Studies (OLLAS)

UNIVERSITY OF NEBRASKA OMAHA

OLLAS Blog

UNO / Office of Latino/Latin American Studies (OLLAS) / Research / OLLAS Blog

Welcome!

The OLLAS' Blog is an academic and community effort to bring the results of research and themes relevant to the community to a wider audience. The following blog articles deal with Latinos/as/x and/or Latin American and are authored by faculty members of OLLAS, as well as by invited community leaders. The opinions expressed in these articles are the author's own and do not necessarily reflect the view of OLLAS or the University of Nebraska at Omaha. Any questions or comments can be directed at unoolas@unomaha.edu

[Dec 2022](#) | [June 2022](#) | [April 2022](#) | [Nov 2021](#) | [Oct 2021](#) | [May 2021](#) | [Oct 2020](#) | [Feb 2020](#) | [Nov 2019](#) | [Jun 2019](#) | [May 2019](#) | [Mar 2019](#) | [Jan 2019](#) | [Oct 2018](#) | [May 2018](#) | [Apr 2018](#) | [Mar 2018-1](#) | [Mar 2018-2](#) |

Mapping out the Various Benefits to Taking Latino/Latin American Coursework for Students and Latinos in Particular

December 2022

Dr. Kerrie DeVries
Bloomsburg University of Pennsylvania

Dr. Jonathan B. Santo
University of Nebraska at Omaha

Retaining Latino college students to degree completion has never been more important or as [challenging](#). Prior to the COVID-19 pandemic, Latino college student enrollment was increasing at [historic rates](#); however, [Latino and Black college students took the largest hit](#) (into the double digits) during the pandemic, and [those concerning trends are continuing](#). In order for Latino college student enrollment and retention to recover to its pre-pandemic levels, it is in our best interest to explore ways to narrow the achievement gap. [Continue reading](#)

"The Greatest Path to Acceptance is to Know We Exist." Capturing Narratives of Sexually Diverse Latinx in Nebraska

June 2022

Dumayi Gutierrez, Ph.D., LMFT, LMHP, Adjunct Professor, University of Nebraska at Omaha & Assistant Professor, Alliant International University, San Diego & Online

I hold multiple positionalities that inform my work with sexually and gender diverse Latinx. I am a licensed marriage and family therapist (LMFT) and mental health practitioner (LMHP) working with Latinx and LGBTQ+ communities. My clinical lens is systemically based, meaning our identities, emotions, and behaviors are intrinsically intertwined and influenced by our personal relationships, family, communities, and societal messages. Thus, as a professor and scholar, I focus on systemic minority stress experiences of sexually and gender diverse Latinx communities. Personally, I am Dominican, lesbian, cisgender femme woman in an intercultural marriage and mom to a multiethnic daughter. [Continue Reading](#)

The Significant Contribution of Latin American and Caribbean Immigrants to Nebraska's Economy Should not be Ignored

October 2021



Yuriko Doku, MPA, M.S.

OLLAS Assistant Director

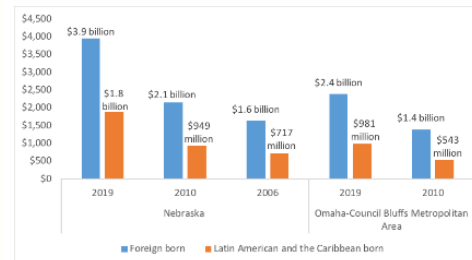
UNIVERSITY OF NEBRASKA OMAHA

The 24th Street corridor in Omaha, NE is a clear example of how immigrants, especially Latin American immigrants, are impacting Omaha's economy. Their labor force has been vital in creating businesses and working in key economic sectors such as construction, animal slaughtering and processing (meatpacking), and food services. Therefore, Latin American immigrants significantly contribute to Omaha's economy in producing goods and services and job creation.

The findings of a [new report](#) published by the Office of Latino/Latin American Studies (OLLAS) at the University of Nebraska of Omaha clearly corroborate the impact of the immigrant labor force in Nebraska's economy, especially in the Omaha-Council Bluffs Metropolitan Area. More specifically, it shows the crucial contribution of the Latin American immigrant labor force in sectors that are key to our economy. For example, without these workers, the meatpacking industry would lose its competitiveness as it relies heavily on immigrant workers. Thus, a labor shortage in this sector will cause drastic consequences not only to the production of meat and poultry but also to the entire economy of Nebraska.

According to this report, written by the UNO professor of economics, Dr. Christopher Decker, in 2019, immigrants contributed more than \$2 billion in total production of goods and services and created more than 17,500 jobs Omaha-Council Bluffs Metropolitan Area alone. Meanwhile, Latin American and Caribbean immigrants generated a production worth more than \$900 million and created more than 7,000 jobs in this Metropolitan Area. Therefore, it is vital to put these numbers into context to observe their impact better. For example, the number of jobs created by all immigrant workers is 14% larger than the number of workers of the two largest employers in the Omaha-Council Bluffs Metropolitan Area—Mutual of Omaha (5,900 employees) and Ameritrade (9,183 employees) combined.

Figure 1. How much is the impact of immigrant spending?



Source: OLLAS Economic Impact Reports 2008, 2012, and 2021. Retrieved from <https://www.unomaha.edu/college-of-arts-and-sciences/ollas/research/reports-publications.php>

Underserved and Underestimated: The Potential of Latinas to Reduce Poverty



Marissa Cuellar

UNO MPA Graduate Student

UNIVERSITY OF NEBRASKA OMAHA

[PDF Version](#)

As a graduate student in UNO's Master of Public Administration focusing on Public Policy, I am particularly interested in how Latino-owned businesses were (or were not) supported by local and federal government throughout the pandemic and what the long-term recovery for communities such as South Omaha looks like. Knowing that Latinos are the fastest growing minority demographic in the country and that they are largely employed in and operate businesses in industries that were labeled essential during the pandemic, it is important to understand exactly how the pandemic affected these communities.

Contributing to the complexities of the pandemic for Latino communities were the barriers that Latinas face in amassing personal wealth and financial stability and navigating society as a business owner who is not only a minority but also a woman. Reports discussing the impact of the pandemic on minority communities indicate that there has been a disproportionate [effect on women](#) and in particular women business owners. I was privileged to work on OLLAS Report #17, [Vulnerable, Yet Resilient: The Impact of COVID-19 on Latino-Owned Businesses in South Omaha](#) with Dr. Cristián Doña-Reveco, which investigates these barriers and long-term consequences of the pandemic on Latino communities. [OLLAS was invited by the Nebraska Department of Economic Development](#) to partner in this project and develop a survey that would analyze the impact of COVID-19 on Latino-owned businesses in South Omaha.

This project consisted of the application of a survey with questions about the impact of COVID-19 on their businesses as well as their perceived impact of the pandemic, and their expectations for recovery in their community and the country overall. The survey was applied by several collaborating community organizations between September 2021 and January 2022, to business owners with locations mainly in the zip-codes that make up South Omaha (68105, 68107, 68108). In analyzing the survey data we collected, it became clear that Latina business owners in South Omaha faced disproportionately negative impacts throughout the pandemic.

In conducting the study, it was important for us to understand which industries Latino-owned businesses tend to operate in, as previous studies point to an overrepresentation of women in "care industries" and domestic work. As I show in Figure 1 below, there are no male business owners that operate businesses in childcare services, and Latinas significantly represent the business owners in food services (15.7%), retail and wholesale businesses (14.5%), and clothing sales (12%). Male business owners tend to operate businesses in the professional services industry which included professional photography, accounting, and tax services.

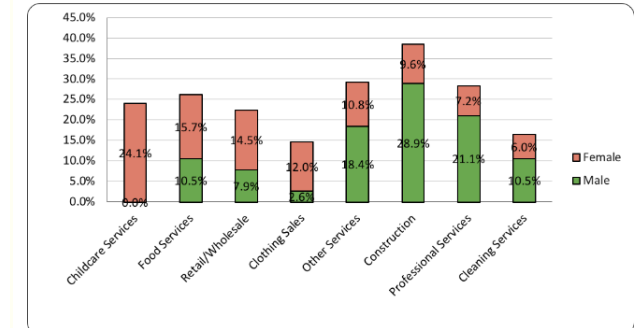


Fig. 1: Business Industry by Sex of Business Owner

Source: OLLAS Survey of Latino-Owned Businesses, 2022.

Weaving narratives with numbers. An example

The Overall Impact of COVID-19

- Overrepresentation on cases (21%) and underrepresentation of deaths (9%) in comparison to county population (13.4%).
- Lowest average age of those who died (65 years). Slightly lower than other minorities and about 13 years less than Whites who have died (78%).

(Source: Douglas Cty. NE COVID-19 Dashboard)

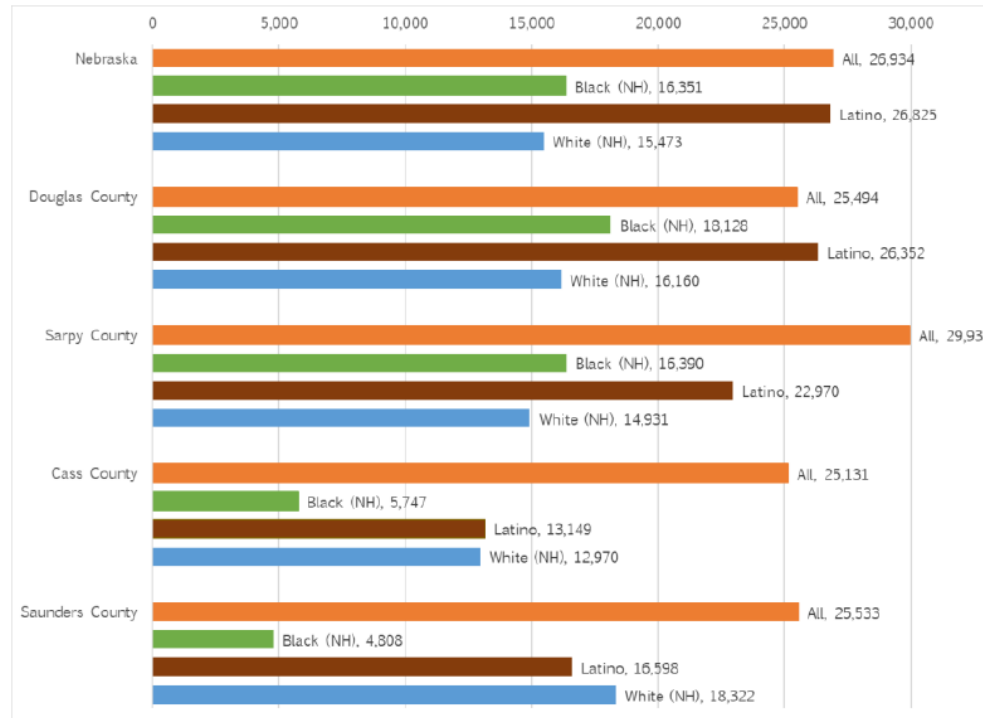
The Overall Impact of COVID-19

- Why we need to continue studying the impact of COVID in our community?

So all those and several other factors compounded has contributed to a very poor result for Latinos and other people of color with this virus, this pandemic, and the consequences for opportunities to move and advance financially and socially for our Latino community are going to be devastating because this crisis has set us back enormously.

Cristina Castro-Matukewicz, Nebraska Latino Commission (07/02/2020)

Figure 3. COVID-19 Cases by race and ethnicity per 100,000 people. Selected areas



Source: [The COVID Tracking Project](#), accessed August 2023

- Why is this important?
- This is not mixed research methods

In closing

- OLLAS community engaged research comes from a Latino/Latin American tradition that considers research and education key to our community's self-consciousness as part of the United States and seeks to use knowledge as a transformational power.
- A central aspect of this is to democratize data access
- To do this we need to prepare multiple ways to present data.
- But also, to ground that data in narratives
- Future projects: Update data visualizations pages; develop a digital humanities project.

THANK YOU FOR ATTENDING THE
2023 A DATA AND RESEARCH SERIES
FOR COMMUNITY IMPACT!

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#NebraskaByTheNumbers

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