

# Aspen Principles for Latino Digital Success



## Introduction

Latinos are the youngest cohort of the US population, with a median age of 29.8, almost nine years lower than the median age of 38.5 for the entire US population (USA Facts 2021). The US Department of Labor also estimates that Latinos will represent 78% of net new workers between 2020 and 2030 (Dubina 2021). As a result, it is in the best interest of the US economy to ensure that Latinos can fully benefit from and contribute to the opportunities brought on by current and emerging technologies— either at home, in the workplace, or in the classroom.

In recognition of the digital divide's effects on social equity and economic opportunity, Congress approved a series of once-in-a-lifetime investments to bridge the gap and ensure every American can fully participate in the digital economy. As these resources move to the state level where programs are established and dollars are distributed, policymakers need to recognize the eligible uses of these funds and the massive opportunity in front of them to impact our current and future workforce.

## Goal

Our generation is responsible for maximizing the impact of these Federal investments. We have a unique chance to build the foundations of a better society with equal opportunities for everyone to succeed and thrive and for the US economy to remain at the forefront of global innovation. However, no one-size-fits-all solution will effectively bridge the gap for the different communities that call the US their home. Our goal with these Principles for Latino Digital Success is to contribute to the conversation on what digital equity from a Latino perspective looks like and what kind of nuanced approaches are required to maximize outcomes for Latino communities across the country.

## The Principles

The Principles for Latino Digital Success were conceived as a series of guidelines to inform the design and implementation of effective digital equity efforts targeting the Latino community in the United States.

Each Principle includes:

- actionable guidelines for different kinds of stakeholders in the ecosystem.
- guiding questions for decision-makers.
- examples of the principle in practice to facilitate implementation.
- and relevant statistics that provide context on the Latino digital gap.

**Principle #1 - Digital access:** The basic infrastructure for Latino Digital Success consists of affordability, access, and adoption of high-quality internet services and updated digital devices

**Principle #2 - Digital skills:** Digital skills-building opportunities are responsive to Latino participants' expertise and potential while providing the support they need to succeed.

**Principle #3 - Digital empowerment:** Employers' workforce and leadership reflect the full diversity of the Latino communities they serve, and they consequently develop products and services in line with the needs of these communities.

**Principle #4 - Investments for sustainability:** Sufficient investments across the capital continuum are secured to support digital equity efforts in the long run, and impact is measured to prioritize the most effective approaches



## Latino Digital Success Task Force

These principles compile the main takeaways from the Aspen Latino Digital Success Task Force workshop meeting held in Miami, Florida, on Jan. 30, 2023. The Task Force is a brain trust of leaders from the private, public, and nonprofit sectors joining efforts to further greater public awareness of the current challenges that hamper Latino workers', businesses', and entrepreneurs' digital opportunities. Please scan the QR code to access the publication and a list of Task Force members.

## About Aspen Institute Latinos & Society

Founded in 2015, the Latinos & Society Program works to increase economic opportunity in US Latino communities. We believe that business ownership and entrepreneurship, digital success, and leadership development are the necessary tools for Latinos to build intergenerational wealth to the benefit of the US economy and its global competitiveness.