Hispanics are expected to comprise 25% of the Nation's workforce by 2050, yet in today's education they lag behind the general American public in academic performance, persistence in school, rates of high school graduation, and post-secondary education. This has considerable effects on Hispanic median income and wages, quality of life, and retention in the Latino workforce. Additionally, Hispanics are significantly underrepresented among college students and college graduates. Part of the problem is preparation, including low rates of preparatory testing' only 35% of Latinos are tracked to college, compared with 50 % of Non-Hispanic Whites and 43 % of African Americans. This breakdown in the education of Hispanics has negative implications for the quality, diversity, and competitiveness of the US workforce. This reality also harms Hispanics' national competitiveness in the knowledge-based and knowledge-dependent industries. Latinos in Information Sciences and Technology (LISTA) is a national organization with regional chapters comprised of information sciences and technology professionals. LISTA works to strengthen the quality and competitiveness of the nation's technology workforce by improving preparation, access, and advancement of Hispanics throughout the country. LISTA has been an effective agent for educating Hispanics on the importance of careers in information services and technology. Through events, activities, and LISTA-designed programs, Hispanic students and professionals will gain an understanding of career opportunities in technology fields and find support for their academic preparation. LISTA-sponsored workshops have also introduced adults and families to applications in information sciences and technology, demystifying it and improving access to technology. This, in turn, helps the growing Hispanic demographic integrate technology into their lives. comScore is a global leader in measuring the digital world and is the preferred source of digital marketing intelligence. comScore has a vast amount of expertise in the broadband space, working with all ten of the top ISPs and providing market sizing and share tracking solutions for over five years. comScore has a non-exclusive arrangement with the FCC to provide data in support of the National Broadband Plan, with reporting focused on Internet throughput speeds, application usage and data consumption, at the ZIP Code level. Together, LISTA and comScore will work to identify unserved Hispanic minorities and maximize the impact of broadband adoption. ComScore brings unique expertise in measuring broadband adoption to the LISTA Center for Excellence in Information Science and Technology. Unlike other methodologies for measuring broadband ' be it survey-based, model-based, or derived from inputs supplied by Internet Service providers' comScore's proprietary third party measurement solution provides the scale and scope to accurate reporting. ComScore is able to report on the scope of broadband adoption through its 'census' approach to site-centric online audience measurement. It measures the scope of broadband adoption through the granular Internet connectivity and web usage
details. At a macro view, comScore observes ISP connectivity. At the local level, and at for the LISTA Center for Excellence in Information Science and Technology, comScore will observe how Internet connections are used to gain access to content. In order to address the gap in broadband awareness throughout the Hispanic community, comScore will target the end-users directly. Through LISTA's in-place community advertising, comScore will direct the non-Internet using Hispanic population to a readily-available facility where a portal can be used to learn about the uses of broadband and the content available on the Internet. There are two end goals from a user experience perspective: 1) to help the user fight through the clutter of the web to find content that is relevant to them; and 2) to provide direct access to high priority content ' educational sites, job search tools, and medical resources. The LISTA Center for Excellence in Information Sciences and Technology ("The Center") will be a unique collaboration between LISTA and comScore to target markets that require more in-depth technology education and to measure the Hispanic community's progress in achieving goals of American Recovery and Reinvestment Act. This collaboration guarantees a sustainable framework to increase capacity among Hispanics and other traditionally underserved minority students and families. The facilities at The Center will feature a comScore/LISTA portal. The first goal of the comScore/LISTA portal is to help the user fight through the clutter of the web to find content that is relevant to them. ComScore will then report market-level information about what content is consumed. comScore has spent ten years 'mapping' the Internet, classifying all websites by the content that they provide. Through the portal at The Center, new users can quickly and simply navigate through the dictionary that comScore has created, allowing for less overwhelming experience. As underserved populations become more comfortable with accessing the Internet, they will continue to explore the content available, with the core knowledge gained of where to go for the information they need most immediately. LISTA and comScore will work together to improve access to information sciences and technology, to increase student awareness of the required academic preparation for careers in technology fields, and to bridge the growing digital divide separating minority and non-minority families. The Atlanta Center is designed to aid in information sciences and technology access across underserved constituent groups in high-Hispanic density neighborhoods while developing the next generation of minority technology professionals and business owners. comScore will identify the markets and chart the progress, while LISTA will implement the programs to serve the Hispanic community.