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**Latina Entrepreneurs in the United States:**

**The Development of a National Latina Wealth Index: Report Card**

COLLEGE PARK, Md. – Principal Investigator Dr. Ruth E. Zambrana, director of the Consortium on Race, Gender, and Ethnicity (CRGE), recently received a $476,473 three-year grant in partnership with The New Economics for Women (NEW); Bea Stotzer (founding director), to plan and coordinate a national mixed methods study (surveys and interviews/focus groups) on the growth in Latina entrepreneurs in the United States. The goals of the study are to examine the economic drivers of entrepreneurial activity in major urban areas of Latino concentration to increase our understanding of how these processes of entrepreneurship contribute to economic stability, social mobility and family well-being across the life course. Data will be collected in six states – California, New Mexico, Texas, Illinois, Florida, and New York- to capture the heterogeneity of Hispanic subgroup entrepreneurial activity.

“The achievement of these aims will provide a solid base of evidence of how families engage in entrepreneurial strategies in geographic communities of high Latino concentration that can inform how financial institutional resources can be leveraged to help low-income/striving middle-class families access the economic opportunity structure,” Zambrana said.

The study will be executed in three stages: 1) research in the form of data collection, 2) practice in the form of development of financial literacy products for Latino families and communities, and 3) policy in the form of tax policy incentives to promote and stimulate small business activity in Latino neighborhoods. This effort is an interdisciplinary, collaborative study that will convene three expert thought leaders meetings at each stage to include representatives from national entrepreneurial organizations, banking industry, corporate, legislators, philanthropy, survey methodologists, sociologists, technology experts and small business owners. The long range goals are to create partnerships with leaders in national organization to create a National Latina Wealth Index to monitor the growth of entrepreneurial activity and the financial well-being of Latino communities.