

Outcomes and Impact Quarterly

Volume 4
Issue 3 *Economic Development and Community
Resilience*

Article 1

10-1-2024

Outcomes of an Educational Series for Latino Entrepreneurs in Utah

Celina Wille
Utah State University, celina.wille@usu.edu

Follow this and additional works at: <https://digitalcommons.usu.edu/oiq>



Part of the [Educational Assessment, Evaluation, and Research Commons](#)

Recommended Citation

Wille, C. (2024). Outcomes of an Educational Series for Latino Entrepreneurs in Utah. *Outcomes and Impact Quarterly*, 4(3). DOI: <https://doi.org/10.59620/2995-2220.1080>

This Article is brought to you for free and open access by the Extension at DigitalCommons@USU. It has been accepted for inclusion in Outcomes and Impact Quarterly by an authorized administrator of DigitalCommons@USU. For more information, please contact digitalcommons@usu.edu.



Outcomes of an Educational Series for Latino Entrepreneurs in Utah

Celina G. Wille

Abstract

Latino-owned businesses represent one of the fastest-growing sectors of the U.S. economy. Critical to the success of Latino entrepreneurs are enhanced access to capital and education in best practices such as financial management and customer engagement. Utah State University (USU) Extension, in collaboration with Latino Entrepreneurs of Northern Utah (ELNU), developed and delivered a targeted educational series in fall 2021 and spring 2022. The series effectively increased participants' knowledge and satisfaction, with a final survey showing 47% to 60% of participants planning to adopt new business practices. The initiative highlights the importance of tailored educational programs in empowering Latino business owners and suggests pathways for further supporting entrepreneurial success in minority communities.

Introduction & Problem

The 2020 Census reports that Latinos, at 19% of the total population, represent an important part of the country's business and consumer base and economic output (Library of Congress Research Guides, n.d.). According to the Stanford Business School, in the past decade, Latino-owned businesses have been the fastest-growing sector of the U.S. business economy (Orozco et al., 2021). A recent article by JPMorgan Chase states that nationwide, Latinos are driving entrepreneurship, starting businesses at a rate of 44% higher than their mainstream counterparts (JPMorgan Chase & Co., 2022). Utah, holding the 13th highest Latino population in the U.S. at 14.8%, is projected to see this figure rise to 22% by 2065 (World Population Review, 2024; Hollingshaus et al., 2019). Given this demographic growth, Utah's ranking as the top state for business startups by WalletHub further supports the potential for a surge in Latino entrepreneurship (McCann, 2023).

Latinos in Utah face significant business barriers, including higher collateral, higher interest rates, and lower loan approval success. Besides access to capital, the Suazo Business Center identified access to "education on rules, regulations, and compliance—or being taught best practices" as another significant barrier (Brewer, 2023). Panelists in a 2023 Delphi study on critical success factors of Latino entrepreneurs agreed that new Latino business owners would benefit from "seeking assistance from bilingual and culturally relevant institutions that understand their needs and values" (Linares, 2023). Recommended actions for overcoming these barriers include establishing local business networks and partnerships with chambers of commerce, service providers, and academic institutions to access targeted training and support services. According to study panelists, such support is critical for successfully improving Latino entrepreneurs' ability to navigate their business environments (Linares, 2023).

Response & Target Audience

In response to a need for supporting Latino entrepreneurship, USU Extension Cache County coordinated with a newly formed group of local business owners known as Emprendedores

Latinos del Norte de Utah (ELNU) or Latino Entrepreneurs of Northern Utah, to design and deliver an educational series coupled with networking meetings during 2022. The Cache Valley Chamber of Commerce, the Department of Workforce Services (DWS), and the Huntsman School of Business collaborated, leveraging community resources to provide educational content on essential business practices identified by local business owners.

The monthly evening classes were taught in Spanish and hosted at the USU Extension Cache County and DSW offices (Figure 1). Each 1.5-hour session allowed time for dinner and participant introductions, including a 1-hour class followed by Q&A and group discussion. In the remaining time, participants provided feedback on future topics and enjoyed group networking. Sessions typically extended to 2 hours as participants lingered. The sessions were marketed on a Latino Facebook page, “La Pulguita de Logan” (15.9K followers), a local Spanish radio station, and through targeted text message groups. On average, there were 18 participants in attendance representing industries such as construction, automotive repair, landscaping, and various others such as real estate, photography, food service, and cleaning services, both commercial and residential. Figure 2 shows two of the promotional flyers used to advertise the classes.

Figure 1

Educational Sessions, (left) Fall 2022 and (right) Spring 2022



Figure 2

Promotional Fliers Marketing Educational Series for Emprendedores Latinos del Norte de Utah



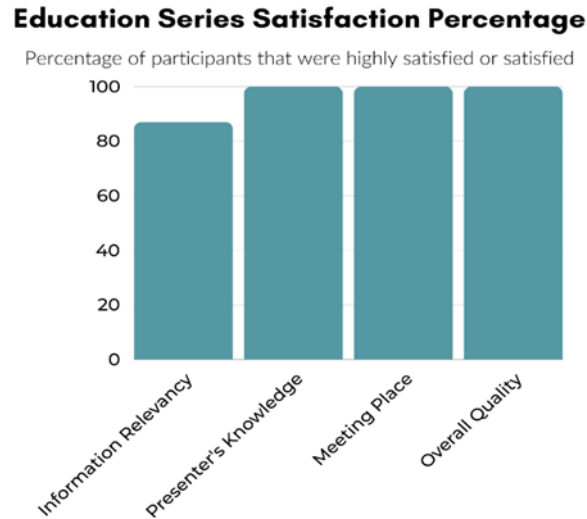
Outcomes & Impact

To assess learning outcomes, participants completed a questionnaire addressing program satisfaction, pre- and post-knowledge change, and intention to learn more about or implement new business practices. Figures 3–5 illustrate the findings.

Satisfaction

Participants were asked, “How satisfied are you with the” ... (1) information relevancy, (2) presenters’ knowledge of the topic, (3) meeting places, and (4) overall presentation quality. Most participants were satisfied or highly satisfied with the educational series (Figure 3). In addition, 100% agreed that the topics selected for the educational series met their expectations, and they would recommend participation to others.

Figure 3
Participants’ Satisfaction with Educational Series



Knowledge Change

On a scale of 1–5 (1 = no knowledge, 2 = low, 3 = moderate, 4 = high, and 5 = very high), participants were asked to rate their knowledge level before and after each presentation about bank loans, budgeting, preparing an income statement, best practices for tax reports, and setting product prices – the topics addressed during the series. Participants reported increased knowledge in all topics (See Figure 4).

Figure 4
Participants’ Knowledge Increase



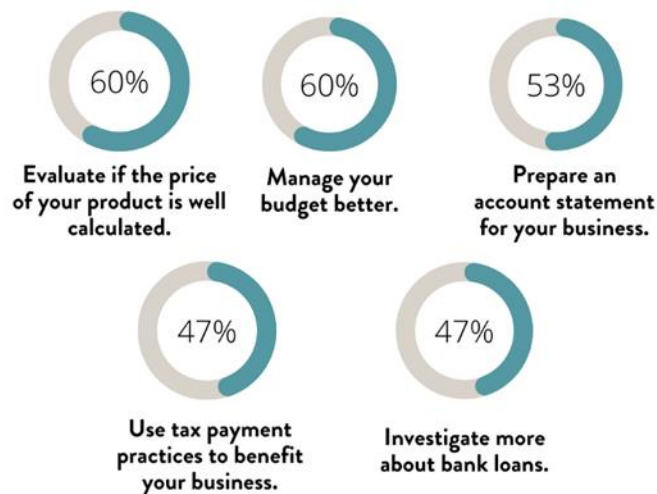
Intent to Learn More About or Implement New Business Practices

Participants were asked if they intended to learn more or implement the new business practices listed in Figure 5 based on the knowledge gained from each presentation. Between 47% and 60% of participants expressed such an intent to implement new practices.

Figure 5

Participant's Intention to Implement New Practices

As a result of the presentations, you intend to...



Between 47% and 60% of the participants expressed intent to learn more about or implement new business practices as a result of their participation in this business education series.

Finally, the survey asked respondents to state what they liked most about being part of the ELNU group and attending the educational series. The following list summarizes what participants liked most in ranking order:

1. Topics were presented in Spanish.
2. Presentations were high-quality.
3. Presenters were highly skilled.
4. Topics were relevant to their needs.
5. The content in each class was easy to understand.
6. They learned new information.
7. They had opportunities to interact and network with others.

Public Value & Next Steps

As Utah's projected Latino population grows, the number of Latino-owned businesses in Cache County and across the state will increase. This increase in Latino-owned businesses is poised to significantly bolster Utah's business landscape, consumer base, and overall economic output. Although many Latino entrepreneurs start businesses for self-employment and often focus on

serving their communities of origin, they can benefit from USU Extension programs to help expand their reach and navigate their new business environments successfully. USU Extension continues collaborating with ELNU and other local organizations, supporting the educational needs of current and aspiring Latino entrepreneurs in Cache County.

References

- Brewer, A. (2023, May 4). *How can Utah better support its Latino entrepreneurs?* Utah Business. <https://www.utahbusiness.com/how-can-utah-support-latino-entrepreneurs/>
- Hollingshaus, M., Harris, E., & Perlich, P. (2019, April). *Utah's increasing diversity: Population projections by race/ethnicity*. Kem C. Gardner Policy Institute, David Eccles School of Business, University of Utah. <https://d36oiwf74r1rap.cloudfront.net/wp-content/uploads/Utah-Projections-Race-Ethnicity-2019.pdf>
- JPMorgan Chase & Co. (2022, December 2). *Latino-owned businesses may be the U.S. economy's best bet*. <https://www.jpmorganchase.com/news-stories/latino-owned-businesses>
- Library of Congress Research Guides. (n.d.). *Hispanic Americans in business and entrepreneurship: A resource guide - statistics & demographics*. <https://guides.loc.gov/hispanic-americans-in-business/data-statistics-demographics>
- Linares, C. (2023). *Critical success factors of Latino entrepreneurs critical success factors of Latino entrepreneurs* [Doctoral dissertation, Pepperdine University]. Pepperdine Digital Commons. <https://digitalcommons.pepperdine.edu/cgi/viewcontent.cgi?article=2396&context=etd>
- McCann, A. (2024, January 16). *Best & worst states to start a business (2024)*. WalletHub. <https://wallethub.com/edu/best-states-to-start-a-business/36934>
- Orozco, M., Tareque, I. S., Oyer, P., & Porras, J. I. (2021, January). *2020 state of Latino entrepreneurship*. Stanford Graduate School of Business. <https://www.gsb.stanford.edu/faculty-research/publications/state-latino-entrepreneurship-2020>
- World Population Review. (2024). *United States population 2024 (Live)* [Demographics, maps, graphs]. <https://worldpopulationreview.com/countries/united-states>