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# Hispanic Outreach in Bowling Green, KY: Defining the Needs of the Hispanic Community

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Hispanic Outreach in Bowling Green, KY:  
Defining the Needs of the Hispanic Community

A Capstone Experience/Thesis Project

Presented in Partial Fulfillment of the Requirements for  
the Degree Bachelor of Arts with  
Honors College Graduate Distinction at Western Kentucky University

By

Caitlin A. Reyes

\*\*\*\*\*

Western Kentucky University  
2012

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2012

## ABSTRACT

It is certain that Hispanics in Bowling Green confront numerous obstacles, such as a language barrier and a lack of knowledge of available community services that prohibits them from fully integrating into our community. The goal of this research is to gain a better understanding of these obstacles, to determine the perceptions of the city's Latino population, and to ascertain what businesses, services, and community organizations can do in order to better accommodate Hispanics in Bowling Green. This research analyzes the results of a needs assessment survey administered to 80 self-identified Hispanic members of local churches. The survey responses indicated that Hispanics do feel welcomed by the Bowling Green community, but that they often worry about communication with English speakers, healthcare, and employment. These results should serve as a basis of further study of Bowling Green's Hispanic population.

Keywords: Hispanics, Bowling Green, KY, needs assessment survey, minorities

Dedicated to the wonderful people who made this project possible. Gracias a todos.

## ACKNOWLEDGEMENTS

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To my friends and family who have always provided support and encouragement and even gave up their time to help me administer the surveys and offer their suggestions. To Mario Gonzalez, who never hesitated to offer his assistance; your help interpreting was critical to the success of this research. Thank you to Erin Fleischmann, for giving up your Saturday night to helping me administer the surveys.

Thank you also to Luis Ore, for offering his insight into the Hispanic community and for providing me with valuable lists of resources. To Leyda Becker, for your research of the Hispanic community and efforts to build a stronger relationship between Bowling Green and its Hispanic population. Muchas gracias to Natalia Bradley and the wonderful ESL students at the ALIVE Center for not hesitating to offer their insight. Your friendship means more than you know.

Another special thank you is due to the Honors College for providing the opportunity to explore an area that I am passionate about, and for providing financial support through an Honors Development Grant. Lastly, thank you to my professors and colleagues at WKU who tirelessly work to educate students and the Bowling Green community about the Hispanic population. I am forever grateful for your dedication. Thank you.

VITA

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FIELDS OF STUDY

Major Field: Spanish Education

Minor Field: Latin American Studies



## TABLE OF CONTENTS

	<u>Page</u>
Abstract.....	.ii
Dedication.....	.iii
Acknowledgements.....	.iv
Vita.....	.vi
List of Figures.....	.ix
Chapters	
1. Introduction.....	.1
2. Major Concerns.....	.8
i. Discrimination.....	.9
ii. Work.....	.10
iii. English.....	.15
iv. Medical Services.....	.16
3. Other Perceived Concerns.....	.20
i. Perceptions of Police.....	.20
ii. Treatment within Businesses and Services.....	.24
4. What is Bowling Green Doing?.....	.29
5. Hindrances and Suggestions for Further Research.....	.32
6. Conclusion.....	.34

Appendices

Appendix A: Participant Consent Form in English ..... 38

Appendix B: Survey in English .....39

Appendix C: Participant Consent form in Spanish ..... 45

Appendix D: Survey in Spanish ..... 46

Appendix E: Survey Responses ..... 52

Appendix F: Written Responses ..... 63

Reference List ..... 79

LIST OF FIGURES

<u>Figure</u>	<u>Page</u>
1.1 Country of Origin .....	7
1.2 Major Concerns of the Hispanic Community .....	8
1.3 Employment Status Among Local Hispanics .....	11
1.4 Perceptions of Treatment from Supervisors .....	12
1.5 Perceptions of Treatment from Office Personnel .....	13
1.6 Perceptions of Treatment from Coworkers .....	13
1.7 Rate of Use of Interpretation Services .....	16
1.8 Quality of Interpretation Services .....	16
1.9 Trust of Emergency Responders .....	21
2.1 Perceptions of Local Police .....	22
2.2 Satisfaction with Local Police Service .....	22
2.3 Level of Comfort of Police .....	22
2.4 Knowledge of Available Rights .....	24
2.5 Perceptions of Businesses and Services .....	25
2.6 Treatment by Services Available .....	25
2.7 Satisfaction with Services Available .....	26
2.8 Request for More Information .....	28
Appendix A: Participant Consent Form in English .....	38

Appendix B: Survey in English .....	39
Appendix C: Participant Consent form in Spanish .....	45
Appendix D: Survey in Spanish .....	46
Appendix E: Survey Responses .....	52
Appendix F: Written Responses .....	63

## CHAPTER 1

### INTRODUCTION

The population of Hispanics registered in the Census in Bowling Green, KY totals an impressive 5, 274 and now represents 6.5% of the city's total population ("Bowling Green, KY"). However, not much is known about this important community; an internet search yields no results about the resources available for them. The Hispanic Research Initiative at Western Kentucky University in Bowling Green has taken the initiative to study the perceptions of local Hispanic high school students on achieving a higher education and, when published, this information will provide very useful information for the community about this important demographic. Since their work focuses specifically on the perceptions of education among Hispanics in Bowling Green, I decided to focus my research on other issues concerning this demographic. Little research has been conducted in order to understand, for example, how welcome Hispanics feel in Bowling Green, if discrimination is a problem, or how comfortable Hispanics feel utilizing local businesses and services. The research provided herein is a needs assessment survey of Hispanics living in Bowling Green, KY. The goal of this research is to identify some of the obstacles that this population faces so that Bowling Green can form a plan to alleviate these difficulties and provide a friendly environment in which this population can reach its full potential.

As expected, the survey results demonstrated that businesses, services, and community organizations could improve in several areas in order to be more welcoming and accessible for Hispanics. The survey participants indicated that work, communicating with English speakers, discrimination, and medical services are prominent concerns for the local Hispanic community. This population would also like to know more about bilingual medical and legal services and English classes for Hispanics that are offered in Bowling Green. This survey provides a basic understanding of the concerns of this community, and should serve as a foundation for future research about this population.

## **Methodology**

Before deciding on a specific research topic within the Bowling Green Hispanic community, I wanted to get a better understanding of the problems confronting this population. I consulted with my research advisors and with leaders in the Hispanic community who had been promoting opportunities for Hispanics in the city. All reported that that not much was known about of local Hispanics, and that a needs assessment survey would be the best way to acquire a fundamental understanding of their concerns.

I continued to meet with these advisors, who suggested general problem areas upon which I could create my survey questions. Areas of concern included Hispanics and their relationship with local emergency services, discrimination in various places such as the workplace and within businesses and services, and a lack of resources for Hispanics in Bowling Green. I had also participated in various

health and occupational fairs for Hispanics as well as outreach projects within the Hispanic community; through these interactions I obtained a basic idea of their general concerns. I then formulated my survey questions to target these areas that were consistently voiced. It is important to note that although legal status remains a prominent issue in this population, I chose not to include questions about immigration status in order to gain trust and ensure that the participants felt comfortable sharing their honest opinions.

After formulating the survey questions in Spanish and in English, I needed to administer it in a public place where many Hispanics congregated at one time. Since there is not a Hispanic community center, there are not many places where Hispanics congregate at one time. Therefore, I decided it was best to conduct this survey in places of worship with Spanish services. Here, the church leaders would be able to attest to my research and reassure church members of its purpose. I received a list of seven churches with Spanish services in Bowling Green from Luis Ore, a multi-cultural mediator and active member of the Hispanic community. I attempted to contact each of the pastors via email, phone calls, and by personally visiting their churches. Contacting these pastors proved the most difficult part of this project. This step of the research project was conducted in the summer while I was living and working away from Bowling Green. Many of the pastors did not have listed phone numbers or email addresses, so I drove to Bowling Green many Sundays to visit their churches. By the end of August, I received letters of consent for the administration of my survey from the secretary at St. Joseph's Catholic Church, Sandy McAllister, and from the pastors of Iglesia la Hermosa and Iglesia

Nueva Vida. These pastors were very welcoming and eager to help me with my endeavors.

The manner in which I administered the surveys varied from each church, as each church had a different schedule and worship service. The first church service I attended was at Iglesia Nueva Vida, a Baptist church under the leadership of Pastor Douglas Lopez. During the service, I explained to the congregation in Spanish the purpose of my survey, that participation was completely voluntary, and that their responses would remain anonymous. After the service, the congregation gathered in the lobby to eat lunch prepared by some of the church members. Those wanting to participate in the survey completed it after finishing their lunch.

The members of Iglesia Nueva Vida were eager to help me and offer their thoughts and opinions. During this time, I began to get a more thorough understanding of some of the issues confronting the Hispanic community. One man's testimony was particularly memorable; he commented that Hispanics are a good people, but they often face challenges that other groups do not. He also explained that media focuses on Hispanics who have committed crimes and fails to report cases in which Hispanics have positively contributed to society. This issue imparts a generally negative view of Hispanics and causes discrimination against a whole people. Overall, I received 11 surveys at Iglesia Nueva Vida, which totals to approximately one survey per family. The church was very welcoming, offered me delicious food, and invited me to return at any time.

The second church service I attended was at Iglesia La Hermosa, of the denomination Assemblies of God and under the leadership of Pastor Melvin Anaya.



A fellow Western Kentucky University student, Omar Anaya, also attended the church and assisted me with administering the surveys to members of this congregation before the service. I also spoke to their Sunday School class about my research and administered it to all members in attendance, and assured them that their participation was voluntary. Most of the members completed the survey and returned it to me after the class dismissed. I noticed that an older man in attendance had not looked at his and returned it blank. Worried that he was offended, I asked if he had any hesitations about the research that I was conducting. He told me that he was fine, but that he could not complete the survey because he could not read. This incidence highlighted an issue within the Hispanic community that I had not perceived—illiteracy. Overall, I received 21 surveys from Iglesia la Hermosa.

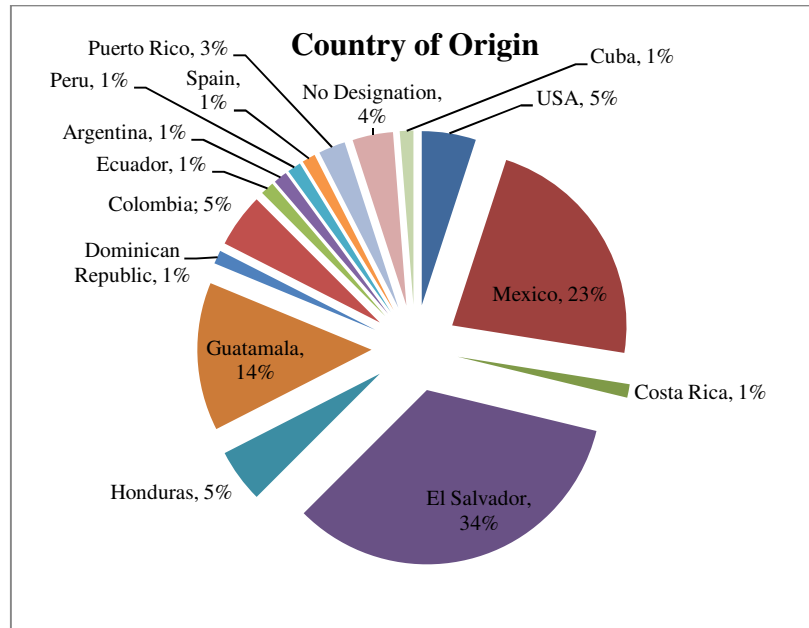
I also attended two worship services at St. Joseph's Catholic Church in Bowling Green. I had previously met with the church's Hispanic Leadership team, which included the church's priests, Rev. Andrew Garner and Rev. Josh McCarty, and Hispanic members of St. Joseph's to discuss my research and how the survey would be administered. They were very welcoming and encouraged me to attend both of their Spanish services. I attended a revival service on Saturday night, spoke to the congregation about my project, and handed out the survey to those who wanted to participate. On the following Sunday, the church provided donuts and coffee after the mass. I was able to speak with members in attendance and administer my surveys during this time. In total, I received 40 surveys from St. Joseph's Catholic Church.

In an effort to reach a larger population of Hispanics, I created an electronic version of the survey and emailed it to members of the Hispanic organization H.O.P.E. (Hispanic Organization for the Promotion of Education) in Bowling Green and to other personal contacts. However, I only received 10 electronic surveys. During the semester of Fall 2011, I volunteered teaching English as a Second Language to Hispanics at the ALIVE Center at Western Kentucky University. After receiving consent from the ESL Director, Natalia Bradley, and the students, I administered the survey to the students in attendance during a class period. There were five women in attendance, and each of them took the survey. By the time I stopped administering the surveys in September 2011, I had received 87 surveys. Some of the participants had only completed a few questions; these surveys were omitted from the survey results. Overall, I received 80 surveys that were included in the data analysis.

### **Demographics**

Participants of this survey were self-identified Hispanics of 18 years or older. Thirty of the participants were male, 43 were female, and seven did not indicate their gender. The participants' ages ranged from 18 to 66, and the average age of the participants was 35.6 years. The respondents had lived an average of 13.8 years in the United States, and an average of 10.6 years in Bowling Green. Fifteen different nationalities were represented, although over one-third of the participants originated from El Salvador. This large portion is most likely due to the fact that the pastors of Iglesia La Hermosa and Iglesia del Calvario are from El Salvador, and

therefore possess a large congregation of Salvadorans. The terms “Hispanic” and “Latino” are used interchangeably in this report.

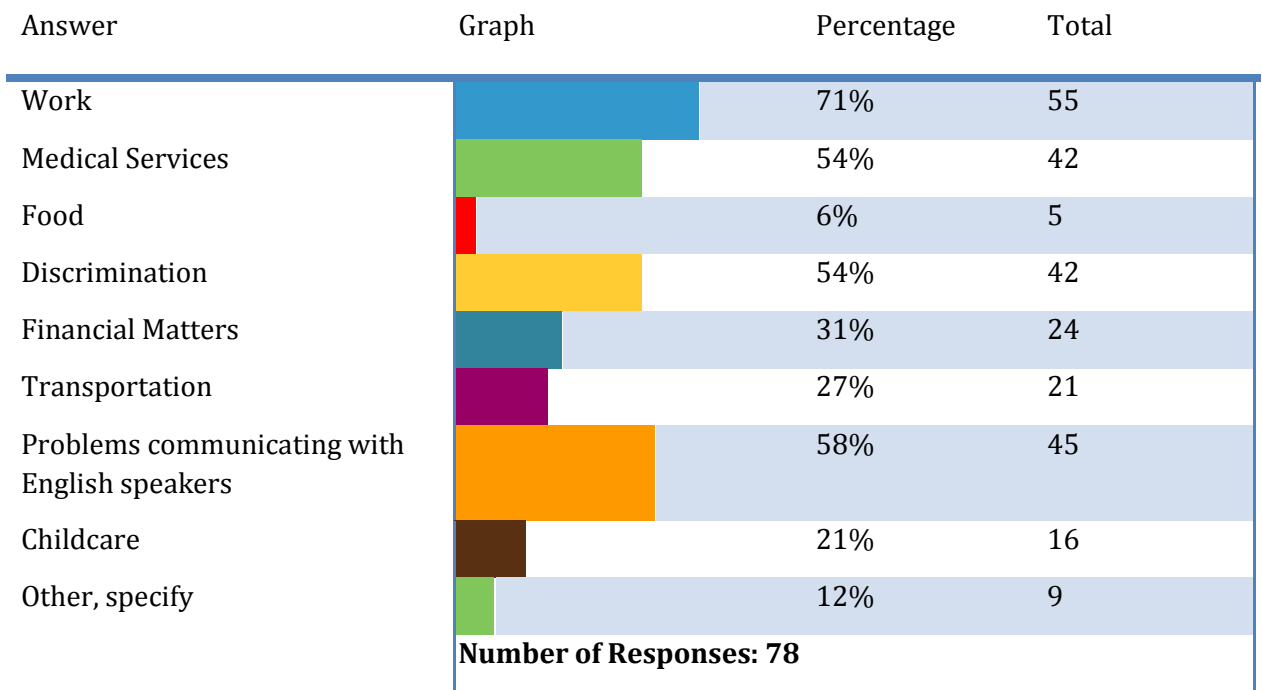


**Figure 1.1 Country of Origin  
of Respondents.**

CHAPTER 2  
MAJOR CONCERNS

According to this survey, the top four concerns of the Hispanic community in Bowling Green, KY are work (71%), medical services (58%), problems communicating with English speakers (54%), and discrimination (54%) (refer to Figure 1.2 for further illustration of their concerns). This paper will primarily analyze these main problems as well as other issues within the community, such as Hispanics’ perceptions of the local police. Suggestions on actions that Bowling Green can take to alleviate these issues will then be provided.

**What are some concerns of the Hispanic community in Bowling Green?**



**Figure 1.2 Major Concerns of the Hispanic Community**

## *Discrimination*

According to the U.S. Equal Employment Opportunity Commission, racial discrimination involves the act of treating someone disrespectfully because he or she is of a certain race. According to the 2007 National Survey of Latinos conducted by the Pew Hispanic Center, Hispanics have replaced blacks as the group subject to the most discrimination in the United States. This survey also reported that over half (54%) of Hispanics in the U.S. report that discrimination represents a major problem that prevents Latinos from succeeding in this country. Generally, Latinos are divided as to the reason for why they face discrimination. When provided four options, Hispanics stated language as the most prominent cause of discrimination (46%); 22% chose immigration status, 16% chose income and education levels, and 11% indicated that skin color was the principal cause of discrimination (“2007 National Survey of Latinos”). English-dominant Latinos are more likely to claim their physical appearance as the cause for receiving unequal treatment, whereas Spanish-dominant Latinos are more likely to cite the language they speak as the main cause (“2007 National Survey of Latinos”).

One of the major goals of this survey was to understand if discrimination is an issue for Hispanics in Bowling Green, and where and how this discrimination is manifested. Indeed, 54% of the survey participants indicated that discrimination is a concern in the Hispanic community. Although discrimination was not considered the principal concern indicated by the respondents, it is important to note that in many ways it is a common factor in various other areas that were studied in this

survey. Since discrimination infiltrates the workplace, schools, businesses and other areas, this problem will be a common theme throughout this paper.

### *Work*



In this needs assessment survey, a large majority (71%) of the participants reported that work is a concern in the Hispanic community. Since the survey simply asked participants to identify whether work was a general worry for their family or for the Hispanic community, the nature of the concern is difficult to pinpoint—for example, the issue could possibly stem from underemployment, discrimination, or safety issues.

National research, however, reveals that Latinos are vulnerable workers, and that this population has particularly suffered from the current economic recession. According to the U.S. Department of Labor, the recession especially affected the labor sectors in which Hispanics are overrepresented—namely the construction industry. In 2006, there were nearly 7.7 million Hispanics working in the construction industry. In 2008, the housing collapse brought declines in housing prices and increased number of foreclosures. The construction industry suffered, and by 2010 employment of Hispanics in the construction industry had plunged 27.8% to 5.6 million workers (Maloney). The Hispanic unemployment rate to increased to 12.5%, three percentage points higher than the national unemployment rate. Moreover, the U.S. Department of Labor reported that Hispanic workers are also underrepresented in the sectors that have improved during the recession, particularly the education and health industries (Maloney).

The disproportionate wage gap has also made it difficult for Hispanics to maintain financial stability. Hispanic employees have consistently earned 28 to 31 percent less as compared to all other employees; the median usual weekly earnings of Hispanic employees in the first quarter of 2010 were \$554, as compared to \$754 for all other employees (Maloney).

As of February 2012, the national unemployment rate of Hispanics or Latinos had slightly improved and averaged 10.7% as compared to the overall unemployment rate of 8.3% (“Hispanic Labor Force in Recovery”). The participants of my needs assessment survey had the option of indicating their employment status. Only 41 of 80 participants indicated their employment status; of those who responded, 76% indicated that they were employed, and 24% were unemployed.

### Do you work?

Response	Graph	Percentage	Total
Yes, I am employed.		76%	31
I am currently unemployed.		24%	10
<b>Number of Responses</b>			<b>41</b>

**Figure 1.3 Employment Status Among Local Hispanics.**

Another factor for such a high concern related to work among local Hispanics could be discrimination in the workplace, for example, being refused work or promotion due to race or ethnicity. According to a report by the Pew Research Center, 58% of Latinos in the U.S. identified discrimination in the workplace as a major problem (Brodie, et al, 70). This report continues to explain that Hispanics

are likely to feel more subtle forms of racial discrimination, such as being treated with less respect than others, receiving services of lesser quality than others, and being insulted or called derogatory names (Brodie, et al, 70).

According to the results of my survey, the local participants seem to feel that they are fairly treated in their workplace. The following graphs depict their feelings on discrimination at work; Fifteen (15%) of the participants disagreed or strongly disagreed with the statement that they feel treated fairly by their supervisor. Six percent (6%) did not feel treated fairly by human resource officers or office personnel. However, a somewhat larger portion (18%) stated that they did not feel treated fairly by their coworkers. This survey did not ask the participants to elaborate on their experiences with discrimination in the workplace. It is also important to note that less than half of the survey respondents answered this series of questions. Therefore, this area should be further investigated in future research.

### I feel that my supervisor treats me fairly.

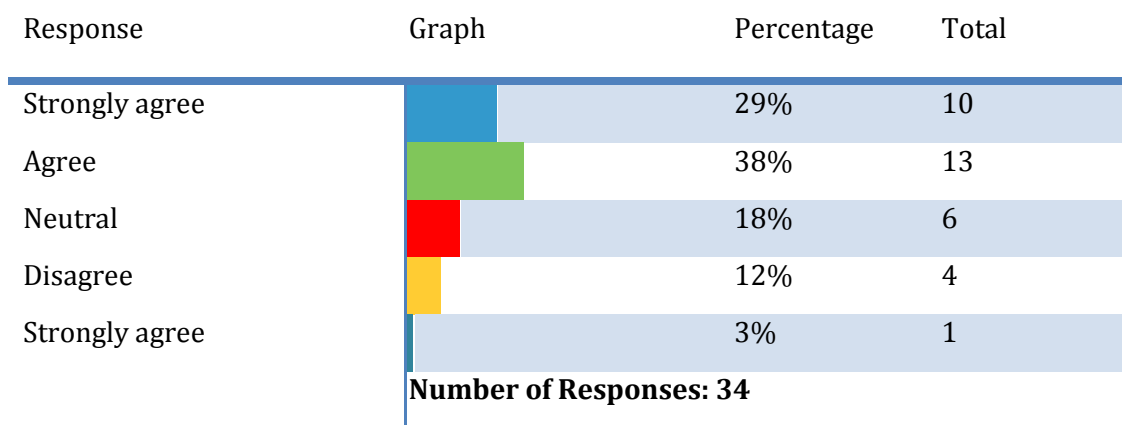


Figure 1.4 Perceptions of treatment from supervisors in the workplace



### I feel that I am treated fairly by human resource officers and office personnel.






Response	Graph	Percentage	Total
Strongly agree		30%	10
Agree		21%	7
Neutral		42%	14
Disagree		3%	1
Strongly disagree		3%	1
<b>Number of Responses</b>			<b>33</b>

Figure 1.5 Perceptions of treatment from personnel in the workplace

### I feel that I am treated fairly by my coworkers.






Response	Graph	Percentage	Total
Strongly agree		31%	10
Agree		19%	6
Neutral		31%	10
Disagree		9%	3
Strongly disagree		9%	3
<b>Number of Responses</b>			<b>32</b>

Figure 1.6 Perceptions of treatment from coworkers in the workplace

A large portion of Hispanics work in high-risk industries and face other limitations in the workplace such as a language barrier, illiteracy, a limited understanding of workers' rights, and discrimination. In order to improve the employment situation of Hispanics living in the United States, the U.S. Department of Labor has identified several plans to alleviate these barriers for Latinos. Various

programs through the Obama administration have targeted Hispanic youth, encouraging them to attain a college education and facilitate their transition from school to the workplace. The Occupational Safety and Health Administration (OSHA) and Wage and Hour Division (WHD) are stepping up their efforts to educate workers about their rights and enhancing awareness of work safety among Latino employers. Despite numerous setbacks in today's financial crisis, the U.S. Department of labor reported that the economic situation is improving for this Hispanic population ("Hispanic Labor Force in Recovery").

With almost three-fourths of survey participants indicating that work was a major concern for the Hispanic community, it is clear that the city of Bowling Green can also do its part to improve the employment situation for local Hispanics. Improvements can be made by encouraging Hispanics to attain a higher education and by implementing programs that would ease the transition for high school graduates to employment. Occupational fairs for local Hispanics would provide the opportunity to educate workers about their rights, to explain important safety protocols, and to answer any questions about employment. However, due to some workers being illiterate, not only should any pamphlets or workers' manuals be translated to Spanish, but interpreters should be available to explain the content of the pamphlets as well. The number of Hispanics in the Bowling Green workforce will only increase, and taking these steps will improve the odds of Hispanics having a positive experience in the workplace.

## *English*

The survey participants also indicated that the language barrier represents a major concern of the Hispanic community. Currently no data exists that shows the English proficiency level of Hispanics in Bowling Green (all of the participants chose to take the survey in Spanish). However, the Pew Hispanic Center reports that immigrants who are highly educated, arrive in the United States as a child, or have spent many years in the U.S. are more likely to be fluent in English (Hakimzadeh and Cohn). Proficiency in the language of the country in which one lives is a major indicator of the degree of one's integration into the community. Not being able to communicate with non-Spanish speakers seems to represent a major problem among Hispanics in Bowling Green. A notable 43% of the survey participants indicated that they would not utilize businesses or services if they did not provide bilingual services. Also, 57% indicated that they would like more information about English classes for Hispanics.

Interestingly, although the language barrier is a problem, the majority of the participants indicated that they rarely, if ever, utilize interpretation services. It is important to note that the question did not specify whether these interpretation services are formal or informal and was left to the participant to determine. From those that did indicate that they use interpretation services, the majority classified them as being of average quality. Perhaps they are not utilized because Hispanics are unaware of such services or do not know how to access them, but understanding this issue should also be a goal of future surveys about this population.

### How often do you use interpretation services?

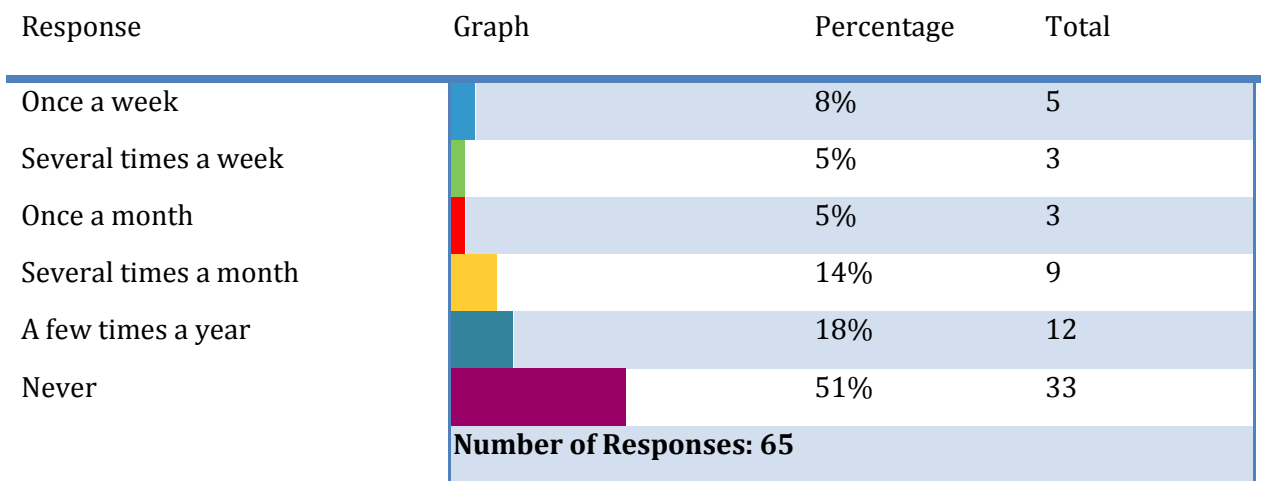


Figure 1.7 Rate of use of interpretation services

### How would you rate interpretation services in Bowling Green?

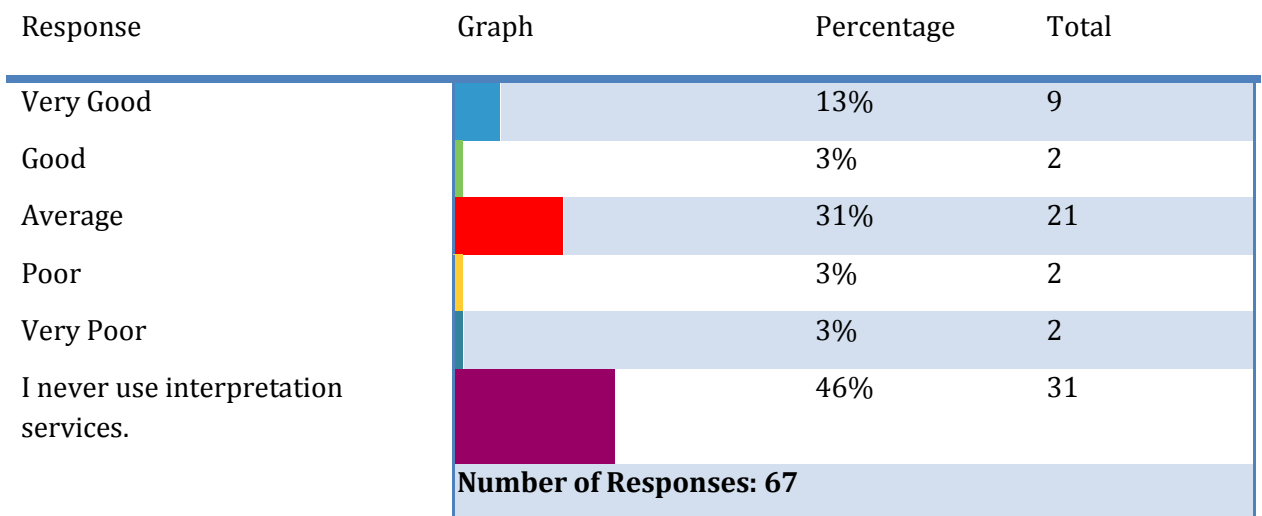


Figure 1.8 Quality of Interpretation Services

#### Medical Services

Another concern of the Hispanic community, as indicated by 57% of the survey participants, is medical services. Although Latinos are more likely to suffer from serious health problems such as diabetes, obesity and heart conditions, they

often face several dilemmas when seeking medical care. An alarming one-third of Latinos in the U.S. is uninsured, making them significantly more likely than any other racial group to be unable to afford medical insurance or to obtain care when needed (Mahon). Since Latinos are often employed in low-wage jobs in which health insurance is not provided, workers are left to purchase their own healthcare coverage, the price of which may very well be unaffordable for Latino families. Latinos are almost three times more likely to lack health insurance than whites, and according to the National Council of La Raza, Latinos constitute one-third of the nation's almost 47 million uninsured (Feder).

Even if Hispanics are eligible for private or public insurance, many are still wary of enrolling, as only a third of Latinos under the age of 65 are insured by the federal program Medicaid (Feder). Premiums may still be unaffordable, or Hispanics may not be aware of or are intimidated by the enrollment process. Although the new health care reform legislation would provide coverage to more low-income people and provide subsidies for those who are not insured by their employers, some provisions will still make it difficult for Hispanics to access coverage. One provision requires legal immigrants to have lived in the U.S. for five years before enrolling in Medicaid; undocumented immigrants will still be unable to enroll in any kind of government insurance program. Hispanics may be hesitant to participate in any government program, fearing that using government assistance will negatively affect their future attempts to apply for citizenship (Feder).

If Hispanics are able to access medical care, the language barrier poses another barrier to receiving quality care. Those who are not proficient in English

may experience difficulty communicating with healthcare providers. Although federal law mandates that hospitals provide interpreters, many times they are scarcely available (Feder). Spanish-dominant Latinos may experience difficulty understanding the doctors' diagnoses or comprehending the directions for taking medications. This communication barrier and a lack of health insurance are two deterrents for Latinos needing medical care.

The survey participants consistently indicated that more bilingual medical services as well as Latino doctors and nurses are needed in Bowling Green. Again, Latinos are severely underrepresented in the healthcare industry. Latino doctors are more likely to understand the cultural differences among patients of this ethnicity. The Commonwealth Fund reported that Spanish-dominant patients served by Spanish-speaking doctors tend to ask more questions about their health and are better able to remember their doctors' recommendations. However, in 2006 the U.S. Health Services and Resources Administration (HSRA) reported that Latinos comprised only three percent of nurses and four percent of physicians; this means that the ratio for Latino patients to Latino physicians is approximately 3,000:1. For non-Latinos, that ratio decreases significantly to 335 patients to 1 physician (Rodriguez).

Recruiting more Spanish-speaking healthcare providers in Bowling Green will help alleviate the communication barrier and make it easier for those with health problems to seek the care that they need. Perhaps WKU could promote more Latinos to seek employment in the health industry by encouraging them to enroll in their pre-medical programs and providing financial assistance. Forms and

information pamphlets in physicians' offices and hospitals should be translated to Spanish. Health fairs and clinics where Hispanics can have access to Spanish-speaking doctors and receive care free of charge should be provided annually. These barriers to medical care pose a serious crisis for the Latino community, and undoubtedly need to be addressed urgently.

## CHAPTER 3

### OTHER PERCEIVED CONCERNS

#### *Perceptions of the Police*

The passing of immigration legislation in states such as Arizona, Alabama and Georgia that requires law enforcement officers to inquire about immigration status if they suspect someone to be undocumented has heightened Hispanics' fear of racial profiling by the police. Many Hispanics in the United States state that this new legislation will prompt police to stop them just for being Hispanic, which will in turn result in major distrust of authorities. According to a 2008 (pre-immigration legislation) Pew Research Center national poll, only 45% of Latinos said they had a "great deal or fair amount" of confidence that public officers in their communities would treat Latinos fairly" ("Hispanics and Arizona's New Immigration Law").

Past researchers on this subject have discussed the difficulties of determining the perceptions of specifically Hispanics towards the police, as previous studies cluster the population into minority groups that include both Hispanics and African Americans (Stahl and Williams). However, evidence would suggest that fear of racial profiling by authorities could be a legitimate concern among Hispanics. An analysis of traffic stops made by police officers in Kentucky was conducted after the state government legally prohibited racial profiling in police departments. Traffic stop data was collected in order to determine if race



indeed was a predictor of being searched by the police, and if race was a predictor in finding positive search results. The findings were statistically significant for Hispanic motorists; Hispanics are 5.51 times more likely than white motorists to be searched by Kentucky police. Furthermore, neither the motorists' race nor ethnicity was a predictor of yielding positive search results (Stahl and Williams). This data merits a legitimate concern of racial profiling towards Hispanics.

This concern was evident in the survey results, as well. Fifty-four (54%) of the participants responded that they trusted the local police. However, the participants indicated a much higher level of trust in other emergency responders in Bowling Green such as firefighters (76%) and ambulance paramedics (74%).

The following graphs illustrate another series of questions concerning Hispanics' perceptions of law enforcement. Forty-seven (47%) of the participants believed that the police's function was to help them, 42% were satisfied with police services, and 53% reported that they felt comfortable around the police.

### Do you trust in emergency responders in Bowling Green?

	Yes	No	I'm not sure	Total
Police	34 (54%)	10 (16%)	19 (30%)	63
Fire Department	44 (76%)	6 (10%)	8 (14%)	58
Ambulance	42 (74%)	6 (11%)	9 (16%)	57

**Figure 1.9 Trust of Emergency Responders**

### Do you think the Bowling Green police is here to help you?


Answer	Graph	Percentage	Total
Yes		47%	36
No		20%	15
I don't know		33%	25
<b>Number of Responses</b>			<b>76</b>

Figure 2.1 Perceptions of Local Police

### Are you satisfied with the services of the Bowling Green police?


Response	Graph	Percentage	Total
Yes		42%	32
No		26%	20
I don't know		32%	25
<b>Number of Responses</b>			<b>77</b>

Figure 2.2 Satisfaction with Local Police Service

### Are you comfortable with the services of the Bowling Green police?


Response	Graph	Percentage	Total
Yes		53%	40
No		31%	23
I don't know		16%	12
<b>Number of Responses</b>			<b>75</b>

Figure 2.3 Level of Comfort of Police



These results reveal that much needs to be done to improve trust among the police and the Hispanic community in Bowling Green. The responses of the participants suggest that their distrust originates from a weak relationship between the police and the Hispanic community. This rapport could be strengthened through employing more Hispanic officers and training officers to speak Spanish. However, as the responses imply, simply knowing the Spanish language might not suffice; a genuine interest in the community and culture must be demonstrated from police officers. Several participants provided further information about their perceptions of the police and how this relationship could be improved. Although some stated that no changes needed to be made in order to feel comfortable around the police, the majority of respondents suggested that the police force employ more Hispanic officers, or at least more officers who speak Spanish.

This response is supported by statistics from another survey question in which 49% percent of the participants indicated that they do not believe that the police make an effort to understand the Hispanic culture. If there is no attempt at communication between authorities and the Hispanic community, misconceptions and mistrust will surface. Some responded that Hispanics would be more likely to trust the police if the officers were to actually be more consistent in patrolling and helping the Hispanic community. Other participants suggested that the police needed to explain the laws to the people; in fact, the large majority (75%) of survey participants indicated that, if arrested, they would not know their rights. Clear communication (in Spanish and English) and more building personal relationships

should help eliminate the perception that the police racially profile and target Hispanics.

Much needs to be done to improve trust between the police and the Hispanic community. Eliminating the language barrier and taking steps to understand the culture should be the first step to forging a stronger relationship.

**If you have been detained by the police at one point, did you know your rights or resources available to you?**

Response	Graph	Percentage	Total
Yes		25%	12
No		75%	36
<b>Number of Responses</b>			<b>48</b>

**Figure 2.4 Knowledge of Available Rights**

*Treatment within Businesses and Services*

A major goal of this survey was to understand how Hispanics feel about utilizing businesses and services in Bowling Green, as it is an important indicator to their feelings of integration into the community. Fifty percent (50%) of the survey participants indicated that they feel welcomed by local businesses and services, and 49% indicated they feel welcome only some of the time. However, a smaller portion of 39% indicated that they feel well treated by businesses and services, and 59% felt well treated only some of the time.

## Do you feel welcomed by businesses and services in Bowling Green?

Response	Graph	Percentage	Total
Yes		50%	38
Sometimes		49%	37
No		1%	1
<b>Number of Responses</b>			<b>76</b>

Figure 2.5 Perceptions of Businesses and Services

## Do you feel well treated by businesses and services?

Answer	Graph	Percentage	Total
Yes		39%	29
Sometimes		59%	44
No		3%	2
<b>Number of Responses</b>			<b>75</b>

Figure 2.6 Treatment by Businesses and Services

With only 39% of Hispanics feeling consistently well treated in businesses and services, Bowling Green could do more to emphasize equal treatment and make this population more comfortable utilizing services. When asked the reasons why one might not use businesses and service in Bowling Green, 43% of the participants answered a lack of bilingual services as the main reason.




According to the responses, businesses with bilingual employees, signs and advertisements in Spanish would attract more Hispanic customers. Notably, many participants responded that not discriminating based on race or the ability to speak

English would attract more Latinos. Another reoccurring response was that services should sell more products from various Hispanic countries. Overall, the participants indicated that good bilingual communication and respecting all customers equally would make Hispanics feel more welcome in local businesses and services.

*Resources for Local Hispanics*

Twenty-four (24%) of the participants responded they were not satisfied with services available to Hispanics in Bowling Green, and 42% responded that they were satisfied only some of the time. Bowling Green does have an International Center available for recent immigrants and refugees, but 40% of the survey participants were not aware of any resource center specifically for Hispanics.

**Are you satisfied with the services offered to the Hispanic community?**

Response	Graph	Percentage	Total
Yes		34%	25
Sometimes		42%	31
No		24%	18
<b>Number of Responses</b>			<b>74</b>

**Figure 2.7 Satisfaction with Services Available**

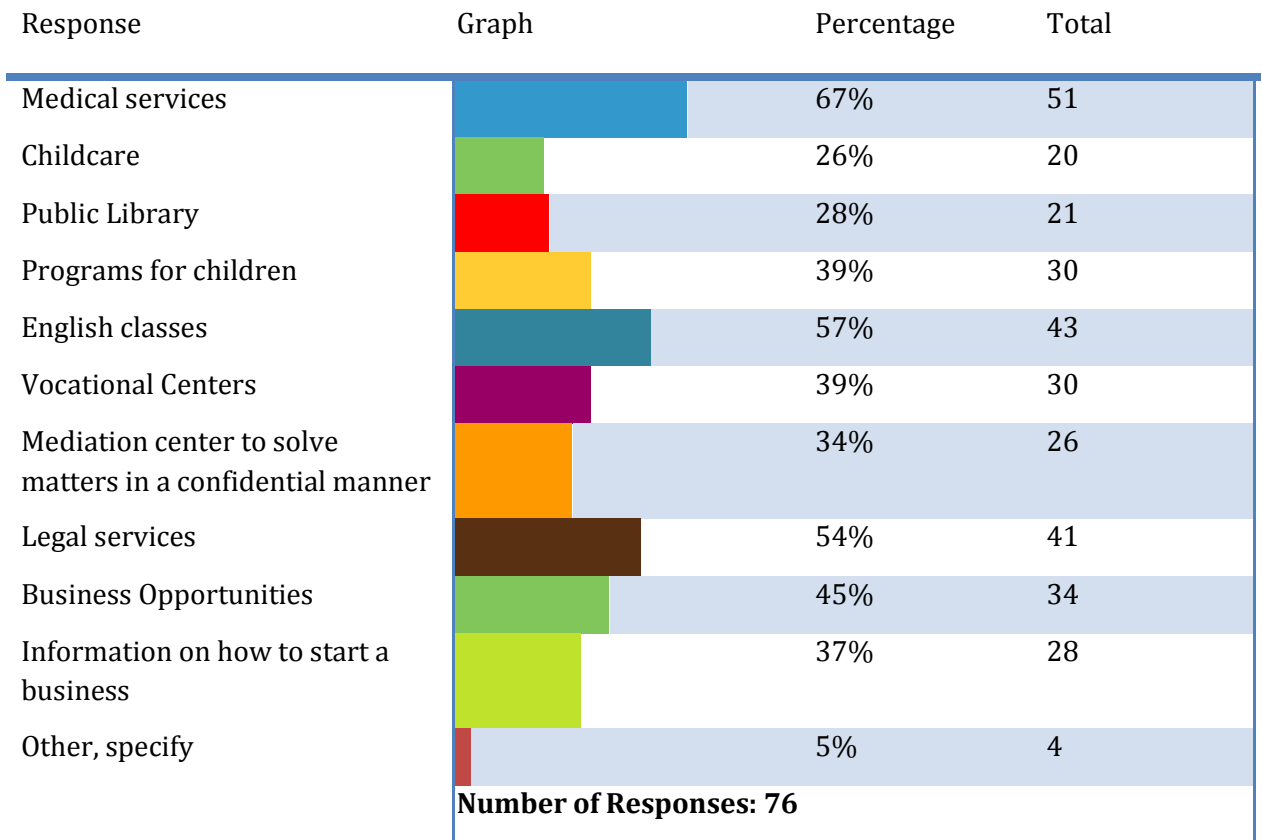
This survey also asked participants to indicate what kinds of businesses or services would improve their quality of life in Bowling Green. The most common response was a desire for English classes. Currently, there are many organizations

in Bowling Green that offer free English classes for Hispanics. The ALIVE Center, Western Kentucky University, and numerous churches provide classes at various times. However, it is possible that these classes need to be better advertised—especially in Spanish and within the Hispanic community. It is also possible that the times of the classes are not compatible with Hispanics’ work schedules. Future surveys should inquire as to what times and locations would be most appropriate for Hispanics interested in taking English classes, as well as other accommodations that need to be provided so that these opportunities can be better utilized (childcare, transportation, etc.).

The participants also indicated that they would like better modes of transportation. Twenty-six percent (26%) indicated a lack of transportation would deter them from using a service in Bowling Green. Another prominent suggestion included medical services in Spanish or more Latino doctors, as previously discussed. The following list indicates other suggested services that would improve the quality of life of Hispanics in Bowling Green:

- Extended hours at banks and clinics
- Tutoring and music classes for children
- Childcare services for parents who work and study
- Financial aid for college students
- More cultural activities for Hispanics; i.e., a dance hall

## About which of the following services would you like to have more information?



**Figure 2.8 Request for More Information**



## CHAPTER 4

### WHAT IS BOWLING GREEN DOING?

Several organizations in Bowling Green have already recognized many of these needs and are taking steps to improve the situation for these local Hispanics. The Amigos Resource Network in Bowling Green seeks to identify the root causes of issues within the Hispanic community and to connect Hispanics with available community resources. The Hispanic Organization for the Promotion of Education (H.O.P.E.) has recognized the need for local Hispanic high school students to be able to attain a higher education. H.O.P.E. is working in several ways to encourage Hispanic students and their families to achieve a higher education. The organization is promoting the idea that attending college is indeed a possibility for Hispanic students by providing information about college applications, holding open houses at local middle and high schools, and by providing financial support. Each semester, H.O.P.E offers two \$500 scholarships for local Hispanic students enrolling in Western Kentucky University.

The city government has also created a new community intercultural liaison position in an effort to understand the needs of the diverse communities in Bowling Green. The new liaison, Leyda Becker, is working to create a Spanish news station, "La Nuestra" that will be aired on Sunday afternoons. This new appointment confirms that the government of Bowling Green has recognized the need for such a

liaison, and is committed to improving connections with its multicultural community.

The ALIVE Center of Western Kentucky University also provides free English classes as well as free GRE classes in Spanish that are open to the Hispanic community. The ALIVE Center also offers these classes on Saturdays and provides childcare services, which is convenient for working immigrants and parents. The Bowling Green Chamber of Commerce also offers a Welcome Guide in Spanish for Hispanics moving into the Bowling Green area. This guide is a great resource that includes information on finding places to live, schools for children, employment, public services, legal rights and resources, and other organizations that provide services in Spanish.

The survey responses indicate that local Hispanics would benefit from more Latino professionals, including doctors, lawyers, and law enforcement officers. However, research shows that there is a serious scarcity of Latino professionals throughout the United States. A major factor attributing to this shortage is that many young Latinos do not have the financial means to attend a university or professional school. Latinos are the minority group most likely to take out loans to finance their education, and without the same financial support as other groups, thousands of dollars in school loans is a major burden to overcome. Moreover, Latino students are often not well prepared during their primary education to face the rigorous course loads of professional schools. Hispanic students tend to attend underfinanced schools, are less likely to take rigorous honors or AP classes, and have higher dropout rates (Rodriguez).

Again, this survey did not include questions about education because this issue is being extensively researched by the Hispanic Research Initiative at Western Kentucky University. This organization has recognized this educational crisis among Hispanics, and is working to make achieving a higher education more of a reality for local Hispanic students. Their efforts and the efforts of other community organizations to encourage and capacitate Hispanic students to achieve a higher education, whether at WKU or another institution, is the stepping-stone for providing an environment in which Hispanics can reach their full potential.

## CHAPTER 5

### HINDRANCES AND SUGGESTIONS FOR FURTHER RESEARCH

There were various hindrances in this project that could have interfered with the research process and that should be considered when designing future investigations. Given the targeted population, this research was conducted almost entirely in Spanish. Although I could communicate basic information and asked a native Spanish speaker to assist me with the surveys, the language barrier most likely prohibited me from fully understanding the issues that participants were attempting to communicate. Since I am not Hispanic myself, they might have been more reluctant to share their true opinions or provide personal information. It is also important to consider that when researching this population, researchers should consider the sensitivity of some areas such as immigration status. Although this factor likely plays a major role in Hispanics' perceptions of Bowling Green, divulging this information could result in major political and legal implications. I wanted to maintain the participants' trust and ensure that their participation did not expose them to any risks, so this topic was not included in the research.

Unfortunately, as previously illustrated, the survey was limited to only literate Hispanics. The literacy rate among Hispanics in Bowling Green is not known, but future surveys should make accommodations for Hispanics who are non-literate, as leaving out that important population could affect survey results. This problem

might be avoided in the future by verbally administering the survey to the participants. Another important factor to consider when analyzing this research is that it only represents the perceptions of Hispanics who attend a worship service in Bowling Green. It is also possible that Hispanics who attend a church service and have a church community already feel more established in the community as opposed to those who do not attend a church service.

Also when communicating with this population, it is extremely important to form personal relationships and converse with Hispanics face-to-face, rather than through email or phone calls. After this research is complete, the results will be personally presented to the local churches and organizations that participated, and I will express my appreciation for their involvement. Given the nature of this research, it is essential that this population understand that their participation is valued and will be genuinely considered by the Bowling Green community.

## CHAPTER 6

### CONCLUSION

My goal for this project was to give the Bowling Green community a better understanding of its Hispanic population and to give some suggestions on how it could better serve this growing demographic. In order to serve this purpose, this research needs to be shared with the Bowling Green community as well as with those members who made this research possible. The next step of this project is to return to the churches where I administered the surveys and share the results with their congregations. I also have plans to meet with city government representatives to discuss the survey results and possible future steps that Bowling Green can take to better serve its Hispanic population. Due to time constraints their reflections will not be included in this paper; however, this step represents an extremely important component to this project. These meetings will allow me the opportunity to ask the survey participants to expand upon some of the findings. For example, I may ask how, specifically, discrimination is manifested in the workplace, how often local Hispanics seek medical care, and whether or not they are aware of English classes available to them in the community. Their answers to these questions will give me an even better and very important idea of what needs to be studied and improved upon in the future. Meeting with the churches will also allow me to express my

appreciation and serve as a way to give back to this community that was so welcoming, supportive, and accommodating.

Although this research was rather time consuming and challenging, I learned so much during the process. Since I am not Hispanic, I worried that I would be seen as an outsider and not accepted into their community. However, so many people not only welcomed me but also shared their personal experiences and opinions. I truly developed a better sense of the word “community” and realized the importance of working together to achieve a common goal. This research was truly the result of a community effort.

This project challenged my language abilities as well. Although I brought versions of the survey in English and Spanish, all of the participants chose to take the Spanish version. The pastors asked me to introduce myself and explain my project in front of their congregations, and several people spoke to me about their concerns and opinions after the church services. Of course, all of this was conducted in Spanish. Although a native Spanish speaker accompanied me at a few of the locations, I knew that speaking Spanish would connect me with the church members on a more personal level. Throughout my years as a Spanish major at Western Kentucky University, I have developed a love for the language and for the Hispanic culture.

Immersing myself in this environment was fascinating and allowed me to develop not only my language skills but my intercultural and leadership skills as well. Since I developed my own project, I had to take the initiative in every step. It also required networking within the Spanish-speaking community and personally

meeting with church leaders and members. I quickly realized that contacting Hispanic leaders in the community would require more effort than simply sending emails. Many did not have email addresses or listed phone numbers, so although I was living an hour away at the time, I drove to their churches on Sunday mornings to introduce myself. I administered the surveys many times during meals that were prepared by the congregation, which allowed me to talk to Hispanic members of the church. These opportunities developed my understanding of diversity and intercultural communication; I learned that when interacting within the Hispanic culture it is important to relate on a personal level and to take time to form relationships. I am returning to these churches to inform them of the survey results and to show that this project was a sincere effort to better understand the Hispanic community in Bowling Green, KY. As a researcher, it is my civic responsibility to give back to this welcoming community. I am very grateful that I was able to further examine an area about which I am passionate and in the process meet great people and gain a deeper appreciation for the Hispanic population.

Ultimately, in order to meet the needs of this community, non-Hispanic citizens of Bowling Green must make an effort to form personal, genuine relationships with the local Hispanic population. Although providing bilingual information and services is important, understanding the people and the culture will ultimately bridge the gap between the two communities. The Hispanic population is rapidly growing, and Bowling Green possesses many beneficial resources that can be utilized to make the city a welcoming environment for Hispanics. Hopefully the gathered data will provide the community with a better



understanding of what problems the Hispanic population confronts and what community organizations (such as libraries, churches, emergency services) can do to be more accessible and better utilized by Hispanics, as facilitating this population's integration will ensure a stronger community as a whole.

## Appendix A: Participant Consent Form in English

### Participant Consent Form

**Project Title:** Hispanic Outreach in Bowling Green, KY: Assessing the Needs of the Hispanic Community

My name is Caitlin Reyes and I am a student at Western Kentucky University. I am conducting a survey in order to find out what the Hispanic community needs to be successful and comfortable in Bowling Green. I also want to know how well the city reaches out to the Hispanic population.

This survey will ask multiple choice and open-ended questions about your opinions about living in Bowling Green. Your voice matters in this community, so please feel free to make suggestions or comments on the survey. You do not need to attach your name or address, so all questions will be anonymous. This survey does NOT ask about legal status. All answers will be kept confidential.

The results from this survey will give a better idea of how Bowling Green can better serve its Hispanic population. Please be as thorough as possible, but if you feel uncomfortable answering a question feel free to skip it. You may stop taking the survey at any time.

**By continuing to take the survey you are giving your consent for this research project. Thank you!**

THE DATED APPROVAL ON THIS CONSENT FORM INDICATES THAT  
THIS PROJECT HAS BEEN REVIEWED AND APPROVED BY  
THE WESTERN KENTUCKY UNIVERSITY INSTITUTIONAL REVIEW BOARD  
Paul Mooney, Human Protections Administrator  
TELEPHONE: (270) 745-4652

## Appendix B: Survey in English

### Hispanic Outreach Survey

This survey asks your opinions about living in Bowling Green. Your answers will help Bowling Green understand what the Hispanic community needs in order to make their lives better. Specifically, I'd like to know how well businesses (grocery stores, department stores, etc.) and services (public library, healthcare services) reach out to the Hispanic population. Please answer as thoroughly and honestly as possible, but you may skip any question or stop taking it at any time. Your answers will be confidential. No one will know what you have written, and your name will not be attached to the survey. Thank you very much for your help!

#### General Information

1. Age \_\_\_\_\_
2. Gender (Circle): Male      Female
3. What country were you born in? (specify) \_\_\_\_\_
4. How long have you lived in the United States? (specify) \_\_\_\_\_
5. How long have you lived in Bowling Green? (specify) \_\_\_\_\_

#### General Concerns

*Please read the questions and put an "X" next to your answer.*

6. Do you feel like you are welcomed in the Bowling Green community at large?  
 Yes     Sometimes     No

7. What are some major concerns of the Hispanic community in Bowling Green?  
 Employment       Financial Issues  
 Healthcare       Transportation  
 Food       Difficulty communicating with non-Hispanics  
 Discrimination     Child care  
 Other: (specify) \_\_\_\_\_

8. What are some major concerns that you or your family has?  
 Employment       Financial Issues  
 Healthcare       Transportation

- Food                       Difficulty communicating with non-Hispanics  
 Discrimination         Child care  
 Other: (specify) \_\_\_\_\_

9. Which services do you use the most in Bowling Green? (Check all that apply)

- Grocery                       Healthcare services         Department stores  
 Transportation services     Interpreting Services       Public Library  
 Childcare services  
 Other: (specify) \_\_\_\_\_

10. From your experience, what are some of the reasons that make you not use a service or not go to a business in Bowling Green?

- lack of transportation  
 lack of time  
 lack of cultural understanding of the service provider  
 lack of knowledge about how to use a service (such as the library)  
 lack of bilingual services  
 discrimination  
 Other: (specify) \_\_\_\_\_

11. Do you feel welcomed by businesses and services in Bowling Green?

- Yes     Sometimes     No

12. Do you feel you are treated fairly by businesses and services in Bowling Green?

- Yes     Sometimes     No

13. How could businesses and services better reach out to the Hispanic community?  
(specify)

\_\_\_\_\_

14. Are you satisfied with the services available to the Hispanic community in Bowling Green?

- Yes     Sometimes     No

33. Do you use resource centers offered to the Hispanic community?  
 Yes  No  I don't know of any resource centers offered to the Hispanics.

15. What services would you like to know more about? (Check all that apply)  
 Medical/Healthcare services  Public Library  English classes  
 Childcare services  Programs for children  Career centers  
 Hispanic Resource Centers  Legal services  
 Business Opportunities  How to start a business  
 Other: (specify) \_\_\_\_\_

16. What services or businesses that are not available to you now would improve your quality of life in Bowling Green?  
(specify) : \_\_\_\_\_

**Emergency Services**

17. Do you believe the Bowling Green police is there to help you?  
 Yes  No  Not Sure

18. Are you satisfied with the services of the Bowling Green police?  
 Yes  No  Not Sure

19. Do you feel comfortable around the police in Bowling Green?  
 Yes  No  Not Sure  
Why or why not? (specify) \_\_\_\_\_

20. How would you feel more comfortable around the police in Bowling Green? If you could, what would you recommend to the police or what would you like to see happening so you could feel more comfortable around the Bowling Green police?  
(specify) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

21. Do you think the police are aware of your culture?  
 Yes  No  Not Sure

22. Do you think the police try to understand your culture?

Yes       No       Not Sure

23. In the past, have you had an emergency situation where you needed to call emergency services?

Yes       No

24. If yes, did you call the emergency responders?

Yes       No

25. If so, were you satisfied with how they responded?

Yes       No

Why or why not? (specify) \_\_\_\_\_

26. Do you trust emergency responders in Bowling Green?

Police:

Yes       No       Not sure

Fireman:

Yes       No       Not sure

Ambulance:

Yes       No       Not sure

### **Interpretation Services**

27. How often do you use interpretation services?

once a week

several times a week

once a month

a couple times a month

a few times per year

Never

28. How would you rate interpretation services in Bowling Green?

Very good

Good

Average

Not very good

Very Bad

I've never used interpretation services.

### **Legal System**

Please mark if you agree or disagree with the following statements:

29. I believe I know my rights as a resident of Bowling Green.

Strongly agree    Agree    Neutral    Disagree    Strongly disagree

30. If you have difficulties, worries, or legal problems (for example: problems with the landlord, problems at work, or problems in which you have been mistreated or taken advantage of), how often do you try to find a solution to those problems?

Always    Most of the time    Half of the time    Some of the time  
 Never

I've never had legal issues

31. If you have been held by the police at one point, did you know your rights or resources available to you?

Yes    No

32. If you were denied service somewhere, do you know your rights or the resources available to you that ensure your rights are respected?

Yes    No

33. If you have legal worries or complaints, how comfortable would you feel using the legal system or presenting your complaints in court?

Very comfortable

Somewhat comfortable

Very uncomfortable

Despite having legal worries or complaints, I have never used the legal system to solve my problems. If you mark this answer, please explain why you would not use the court to solve your problems.

\_\_\_\_\_  
\_\_\_\_\_

### **Employment**

34. Where do you work? \_\_\_\_\_

How long have you been employed there? \_\_\_\_\_

I am not working (I'm unemployed)

**If you are employed, please mark if you agree or disagree with the following statements:**

35. I am treated fairly by my supervisor.

Strongly agree    Agree    Neutral    Disagree    Strongly disagree

36. I am treated fairly by my coworkers.

Strongly agree    Agree    Neutral    Disagree    Strongly disagree

37. I feel I am treated fairly by human resources at my workplace.

Strongly agree    Agree    Neutral    Disagree    Strongly disagree

-----  
If you are interested in continuing helping us further with this survey, could I call you for additional information? If yes, please list your name and the best way to contact you (ex. Telephone or email address). This information will be kept confidential.

Name: \_\_\_\_\_

Phone number/Email address: \_\_\_\_\_

Thank you for your help!



## Appendix C: Participant Consent Form in Spanish

### **Formulario De Consentimiento**

**Proyecto:** Encuesta de la comunidad hispana en Bowling Green, KY

Me llamo Caitlin Reyes y soy estudiante en Western Kentucky University. Estoy realizando una encuesta para enterar que necesita la comunidad hispana en Bowling Green para ser exitosa y cómoda. También quiero saber que tan bueno la ciudad trata de integrarse con la comunidad hispana.

Esta encuesta le preguntará preguntas con selecciones múltiples y preguntas abiertas sobre sus opiniones de su vida en Bowling Green. Nos importa su voz en esta comunidad. Por eso, por favor haga sugerencias o comentarios en cuenta al tratamiento de los hispanos en esta ciudad en la encuesta si desea. No es necesario incluir su nombre ni su dirección, y todas las respuestas serán anónimas. Esta encuesta NO le pregunta sobre el estatus legal.

Las resultas de esta encuesta le darán a Bowling Green una idea de que necesita la comunidad hispana para mejorar sus vidas. Por favor, conteste las preguntas extensiva, pero tenga en cuenta que puede dejar cualquier pregunta en blanco o dejar de tomar en cuenta la encuesta si desea. Muchas gracias por su ayuda!

**Por continuar a realizar esta encuesta, Usted está dando su permiso para participar en esta investigación. Muchas gracias!**

Este proyecto ha estado aprobado por el Institutional Review Board de  
Western Kentucky University.

Caitlin Reyes, Western Kentucky University

TELEPHONE: (270) 993-1383

Dr. Sonia Lenk, Western Kentucky University

TELEPHONE: (270) 745-5906

## Appendix D: Survey in Spanish

### Encuesta a la comunidad hispana

Esta encuesta pide sus opiniones sobre su vida en Bowling Green. Sus respuestas ayudarán a Bowling Green a entender las necesidades de la comunidad hispana para mejorar sus vidas. Específicamente, me gustaría saber qué tan buenos son los negocios (ej. tienda de comestibles y centros comerciales) y los servicios (ej. Biblioteca pública, servicios médicos) con la comunidad hispana. Por favor, conteste las siguientes preguntas tan extensiva y honestamente como pueda. Tenga en cuenta que puede dejar cualquier pregunta en blanco o dejar de tomar en cuenta la encuesta si desea. Sus respuestas serán confidenciales. Nadie sabrá lo que Usted, particularmente, ha contestado a cada una de estas respuestas. Como ve, su nombre no será identificado a esta encuesta. Muchas gracias por su ayuda!

#### Información general

1. Edad \_\_\_\_\_
2. Sexo: Hombre    Mujer
3. ¿En qué país nació Usted? (especifique) \_\_\_\_\_
4. ¿Hace cuánto tiempo ha vivido en los Estados Unidos? (especifique) \_\_\_\_\_
5. ¿Hace cuánto tiempo ha vivido en Bowling Green? \_\_\_\_\_

#### Asuntos Generales

*Por favor, lea las preguntas y ponga una "X" a un lado de su respuesta.*

6. ¿Se siente acogido(a) en la comunidad entera de Bowling Green?  
 Sí     A veces     No
7. ¿Cuáles son algunas preocupaciones que tiene la comunidad hispana en BG?  
 Trabajo                       Asuntos financieros  
 Servicios médicos     Transportación  
 Comida                       Problemas de comunicación con los que hablan ingles  
 Discriminación     Cuidado de niños  
 Otra: (especifique) \_\_\_\_\_
8. ¿Cuáles son algunas preocupaciones que tiene Usted o su familia?  
 Trabajo                       Asuntos financieros  
 Servicios medicales     Transportación  
 Comida                       Problemas con comunicar los que hablan ingles

Discriminación     Cuidado de niños  
 Otra: (especifique) \_\_\_\_\_

9. ¿Cuáles son los servicios más utilizados por Ud. en Bowling Green? (Seleccione todas las respuestas que correspondan)

Tienda de comestibles     Servicios médicos     Biblioteca pública  
 Servicios de transportación     Servicios de interpretación  
 Cuidado de niños     Centros comerciales  
 Otro: (especifique) \_\_\_\_\_

10. ¿En su experiencia, cuáles son algunas de las razones por las cuales no usa un servicio o va a un negocio en BG?

falta de transporte  
 falta de tiempo  
 falta de entendimiento cultural o conocimiento del proveedor del servicio  
 falta de conocimiento de cómo usar un servicio (como por ejemplo la biblioteca)  
 falta de servicios bilingües  
 Otro: (especifique) \_\_\_\_\_

11. ¿Se siente bienvenido(a) por los negocios y los servicios en Bowling Green?

Sí     A veces     No

12. ¿Siente que los negocios y servicios lo tratan bien?

Sí     A veces     No

13. ¿Como podrían los negocios y los servicios atraer mejor a la comunidad hispana?

Escriba su respuesta: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

14. ¿Está Ud. satisfecho(a) con los servicios disponibles para la comunidad hispana?

Sí     A veces     No

15. ¿Usa Usted centros de recursos que se le ofrecen a la comunidad hispana?

Sí     No     No sé de ninguno centro de recursos para los hispanos.

16. ¿De cuales de los siguientes servicios le gustaría tener mas información?

(Seleccione todas las respuestas que correspondan)

Servicios médicos     Biblioteca publica     Clases de ingles  
 Cuidado de niños     Programas para los niños     Centros vocacionales

- Centro de Mediación para resolver sus problemas de manera confidencial  
 Servicios legales  
 Oportunidades de negocio       Información para empezar un negocio  
 Otro: (especifique) \_\_\_\_\_

17. ¿Cuáles servicios o negocios (que no están disponibles hoy) mejorarían su calidad de vida en Bowling Green? (especifique) \_\_\_\_\_

### **Servicios de emergencia**

18. ¿Cree Ud. que la policía de Bowling Green sirve para ayudarle?

- Sí       No       No sé

19. ¿Está satisfecho(a) con los servicios de la policía de BG?

- Sí       No       No sé

19. ¿Se siente cómodo(a) alrededor de la policía en BG?

- Sí       No       No sé

¿Por que o por que no? (especifique) \_\_\_\_\_

\_\_\_\_\_

20. ¿Cómo podría sentirse mas cómodo(a) alrededor de la policía en Bowling Green? Si pudiera, que le recomendaría Ud. a la policía o que le gustaría que pasara para que se sintiera mas cómodo(a) alrededor de la policía en Bowling Green? (especifique)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

21. ¿Piensa Ud. que la policía es conciente o conoce su cultura?

- Sí       No       No sé

22. ¿Piensa Ud. que la policía trata de entender su cultura?

- Sí       No       No sé

23. ¿En el pasado, ha tenido Ud. una situación de emergencia en la cual tuvo que llamar a los servicios de emergencia?

- Sí       No

24. ¿Si es así, les llamó a los servicios de emergencia?

Sí             No

25. ¿Si es así, estuvo satisfecho(a) con la manera en que respondieron?

Sí             No

¿Por qué sí estuvo o no lo estuvo? \_\_\_\_\_

26. ¿Confía Ud. en los respondedores de emergencia en Bowling Green?

Policía:  Sí             No             No estoy seguro

Bombero:  Sí             No             No estoy seguro

Ambulancia:  Sí             No             No estoy seguro

### **Servicios de interpretación**

27. ¿Con qué frecuencia usa Ud. los servicios de interpretación?

Una vez por semana

Algunas veces por semana

Una vez por mes

Algunas veces por mes

Algunas veces por año

Nunca

28. ¿Cómo calificaría a los servicios de interpretación en Bowling Green?

Muy buenos

Buenos

Más o menos

Malos

Muy malos

Nunca uso servicios de interpretación.

### **Sistema judicial**

*Favor de decir si está de acuerdo o no está de acuerdo con las siguientes oraciones:*

29. Creo que sé mis derechos como residente de Bowling Green.

Estoy totalmente de acuerdo

Estoy de acuerdo

No estoy de acuerdo ni en desacuerdo, neutral

No estoy de acuerdo

Estoy totalmente en desacuerdo

30. Si tiene dificultades, preocupaciones o problemas legales (por ejemplo, problemas con el arrendador, dificultades en el centro de trabajo, problemas cuando se siente maltratado por terceros o cuando siente que se han aprovechado de usted) ¿Con que frecuencia trata de encontrar una solución al problema?

- Siempre
- La mayoría del tiempo
- La mitad del tiempo
- Algunas veces
- Nunca
- Nunca he tenido problemas judiciales.

31. Si Usted ha sido detenido alguna vez por la policía, ¿sabe qué derechos o recursos tiene a su disposición?

- Sí
- No

32. Si a Usted se le niega el servicio en algún lugar, ¿sabe qué derechos o recursos tiene a su disposición o qué organismo puede recurrir para que sus derechos sean respetados?

- Sí
- No

33 ¿Si tienes preocupaciones, quejas o reclamos contra terceros, qué tan cómodo(a) se siente al utilizar el sistema judicial o ir a la corte a reclamar o presentar sus quejas?

- Muy cómodo(a)
- Mas o menos cómodo(a)
- Muy incómodo(a)
- A pesar de tener preocupaciones, quejas y reclamos, nunca he acudido a la corte para resolver mis preocupaciones o problemas con otras personas. Si marca esta respuesta, favor de explicar ¿Por qué no ha acudido a la corte o los tribunales?

---

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### **Trabajo**

34. ¿Dónde trabaja Usted? \_\_\_\_\_  
¿Hace cuanto tiempo ha trabajado allí? (especifique) \_\_\_\_\_  
Actualmente no tengo trabajo (Estoy desempleado)

**Si está empleado(a), favor de marcar si está de acuerdo o si no está de acuerdo con las siguientes oraciones:**

35. Siento que mi supervisor me trata de manera justa.  
 Estoy totalmente de acuerdo

- Estoy de acuerdo
- No estoy de acuerdo ni en desacuerdo, neutral
- No estoy de acuerdo
- Estoy totalmente en desacuerdo

36. Siento que mis compañeros de trabajo me tratan de manera justa.

- Estoy totalmente de acuerdo
- Estoy de acuerdo
- Neutral
- No estoy de acuerdo
- Estoy totalmente en desacuerdo

37. Siento que la oficina de personal y recursos humanos me tratan de manera justa.

- Estoy totalmente de acuerdo
- Estoy de acuerdo
- Neutral
- No estoy de acuerdo
- Estoy totalmente en desacuerdo

---

Si desea continuar ayudándonos a obtener información relacionada a este proyecto entrevista/encuesta, ¿Lo podría llamar a Usted para incluir información adicional? De ser así, podría escribir su nombre e indicar cuál sería la mejor manera de contactarme con usted. (Esta información se será confidencial).

Nombre: \_\_\_\_\_

Número de teléfono: \_\_\_\_\_ o correo electrónico: \_\_\_\_\_

Muchas gracias por su ayuda!

## Appendix E: Survey Responses

### Summary Report



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#### *Hispanic Outreach Survey*

#### **Age:**

The 73 answers to this question can be found in the Appendix

#### **Gender:**

Response	Graph	Percentage	Total
Male		42%	31
Female		58%	43
<b>Number of Responses</b>			<b>74</b>

#### **What country were you born in?**

The 78 answers to this question can be found in the Appendix.




#### **How long have you lived in the United States?**

The 76 answers to this question can be found in the Appendix.

#### **How long have you lived in Bowling Green?**

The 74 answers to this question can be found in the Appendix.

#### **Do you feel welcomed in the Bowling Green community?**

Answer	Graph	Percentage	Total
Yes		55%	42
Sometimes		41%	31
No		4%	3
<b>Number of Responses</b>			<b>76</b>











## What are some concerns of the Hispanic community in Bowling Green?

Answer	Graph	Percentage	Total
Work		71%	55
Medical Services		54%	42
Food		6%	5
Discrimination		54%	42
Financial Matters		31%	24
Transportation		27%	21
Problems communicating with English speakers		58%	45
Childcare		21%	16
Other, specify		12%	9
<b>Number of Responses: 78</b>			



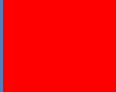



## ¿What are some concerns that you or your family have?

Response	Graph	Percentage	Total
Work		54%	37
Medical Services		47%	32
Food		12%	8
Discrimination		32%	22
Financial matters		28%	19
Transportation		15%	10
Problems communicating with English speakers		28%	19
Childcare		16%	11
Other, specify		10%	7
<b>Number of Responses: 68</b>			




### What are the services that you utilize the most?

Response	Graph	Percentage	Total
Department Stores		68%	54
Transportation Services		13%	10
Childcare		24%	19
Medical Services		51%	40
Interpretation Services		25%	20
Commercial Centers		49%	39
Public Library		32%	25
Other, Specify		4%	3
<b>Number of Responses: 79</b>			




### In your experience, what are some reasons for which you do not use a business or service in Bowling Green?

Response	Graph	Percentage	Total
Lack of transportation		26%	18
Lack of time		49%	34
Lack of cultural knowledge or no acquaintance with owner		36%	25
Lack of knowledge of how to use the service (ex. Library)		36%	25
Lack of bilingual services		43%	30
Other, specify		9%	6
<b>Number of Responses: 70</b>			

### Do you feel welcomed by businesses and services in Bowling Green?

Response	Graph	Percentage	Total
Yes		50%	38
Sometimes		49%	37
No		1%	1
<b>Number of Responses</b>			<b>76</b>




### Do you feel well treated by businesses and services?

Answer	Graph	Percentage	Total
Yes		39%	29
Sometimes		59%	44
No		3%	2
<b>Number of Responses</b>			<b>75</b>




### How could businesses and services better reach out to the Hispanic community? (Specify)

The 46 responses to this question can be found in the Appendix.












### Are you satisfied with the services offered to the Hispanic community?

Response	Graph	Percentage	Total
Yes		34%	25
Sometimes		42%	31
No		24%	18
<b>Number of Responses</b>			<b>74</b>

## Do you use resource centers offered to the Hispanic community?

Response	Graph	Percentage	Total
Yes		32%	23
No		29%	21
I don't know of any resource centers offered to Hispanics		40%	29
<b>Number of Responses</b>			<b>73</b>




## About which of the following services would you like to have more information?

Response	Graph	Percentage	Total
Medical services		67%	51
Childcare		26%	20
Public Library		28%	21
Programs for children		39%	30
English classes		57%	43
Vocational Centers		39%	30
Mediation center to solve matters in a confidential manner		34%	26
Legal services		54%	41
Business Opportunities		45%	34
Information on how to start a business		37%	28
Other, specify		5%	4
<b>Number of Responses: 76</b>			




## What services or businesses that are not available to you now would improve your quality of life in Bowling Green? (Specify)

The 25 responses to this question can be found in the Appendix.




## Do you think the Bowling Green police is here to help you?

Answer	Graph	Percentage	Total
Yes		47%	36
No		20%	15
I don't know		33%	25
<b>Number of Responses</b>			<b>76</b>

## Are you satisfied with the services of the Bowling Green police?

Response	Graph	Percentage	Total
Yes		42%	32
No		26%	20
I don't know		32%	25
<b>Number of Responses</b>			<b>77</b>

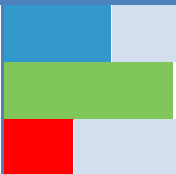
## Are you comfortable with the services of the Bowling Green police?

Response	Graph	Percentage	Total
Yes		53%	40
No		31%	23
I don't know		16%	12
<b>Number of Responses</b>			<b>75</b>

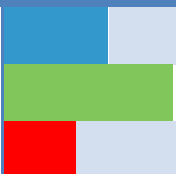
## How would you feel more comfortable around police in Bowling Green? If you could, what would you recommend to the police or what would you like to see happening so you could feel more comfortable around the Bowling Green police? (Specify)

The 36 answers to this question can be found in the Appendix.

### Do you think the police knows or is of conscious of your culture?

Response	Graph	Percentage	Total
Yes		31%	23
No		49%	36
I don't know		20%	15
<b>Number of Responses</b>			<b>74</b>

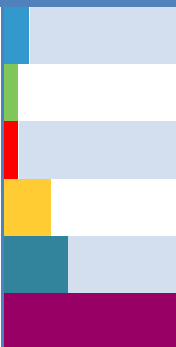
### Do you think the police tries to understand your culture?

Response	Graph	Percentage	Total
Yes		30%	23
No		49%	37
I don't know		21%	16
<b>Number of Responses</b>			<b>76</b>

### Do you trust in emergency responders in Bowling Green?

	Yes	No	I'm not sure	Total
Police	34 (54%)	10 (16%)	19 (30%)	63
Fire Department	44 (76%)	6 (10%)	8 (14%)	58
Ambulance	42 (74%)	6 (11%)	9 (16%)	57

### How often do you use interpretation services?

Response	Graph	Percentage	Total
Once a week		8%	5
Several times a week		5%	3
Once a month		5%	3
Several times a month		14%	9
A few times a year		18%	12
Never		51%	33

<b>Number of Responses</b>	<b>65</b>
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### How would you rate interpretation services in Bowling Green?

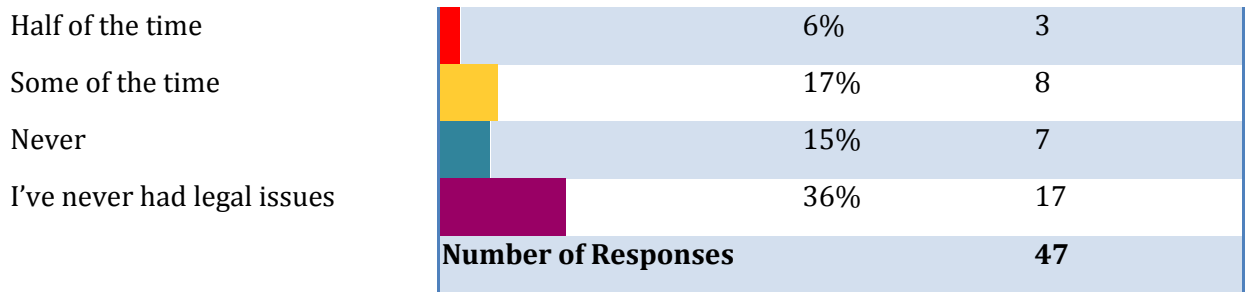
Response	Graph	Percentage	Total
Very Good		13%	9
Good		3%	2
Average		31%	21
Poor		3%	2
Very Poor		3%	2
I never use interpretation services.		46%	31
<b>Number of Responses: 67</b>			

### I believe I know my rights as a resident of Bowling Green.

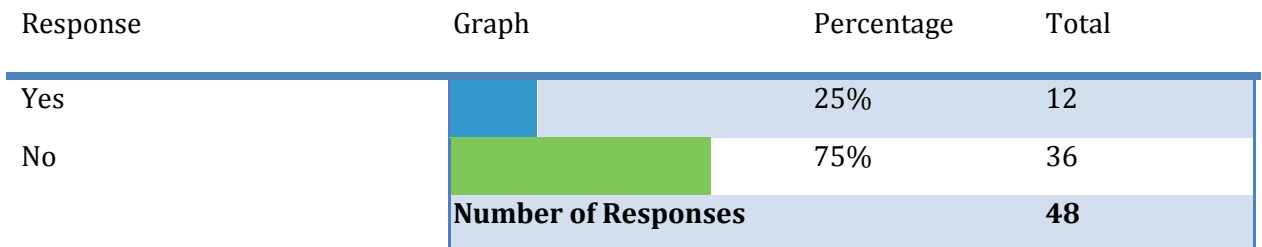
Response	Graph	Percentage	Total
Strongly agree		25%	14
Agree		20%	11
Neutral		31%	17
Disagree		11%	6
Strongly disagree		13%	7
<b>Number of Responses</b>			<b>55</b>

### If you have difficulties, worries, or legal problems (for example: problems with the landlord, problems at work, or problems in which you have been mistreated or taken advantage of), how often do you try to find a solution to those problems?

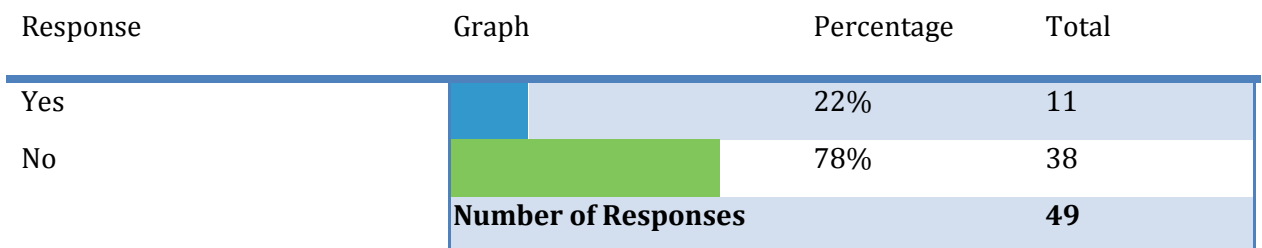
Response	Graph	Percentage	Total
Always		13%	6
Most of the time		13%	6



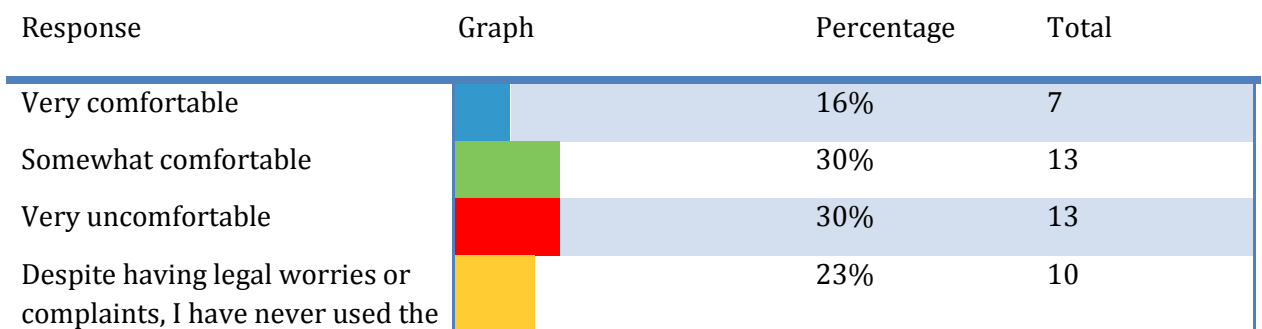
### If you have been detained by the police at one point, did you know your rights or resources available to you?




### If you were denied service somewhere, do you know your rights or the resources available to you that ensure your rights are respected?





### If you have legal worries or complaints, how comfortable would you feel using the legal system or presenting your complaints in court?










legal system to solve my problems.		
	<b>Number of Responses</b>	<b>43</b>




### Do you work?



Response	Graph	Percentage	Total
Yes, I am employed.		76%	31
I am currently unemployed.		24%	10
	<b>Number of Responses</b>		<b>41</b>

### I feel that my supervisor treats me fairly.






Response	Graph	Percentage	Total
Strongly agree		29%	10
Agree		38%	13
Neutral		18%	6
Disagree		12%	4
Strongly agree		3%	1
	<b>Number of Responses: 34</b>		

### I feel that I am treated fairly by human resource officers and office personnel.

Response	Graph	Percentage	Total
Strongly agree		30%	10
Agree		21%	7
Neutral		42%	14

Disagree		3%	1
Strongly disagree		3%	1
<b>Number of Responses</b>			<b>33</b>

### I am treated fairly by my coworkers

Response	Graph	Percentage	Total
Strongly agree		31%	10
Agree		19%	6
Neutral		31%	10
Disagree		9%	3
Strongly disagree		9%	3
<b>Number of Responses</b>			<b>32</b>

Appendix F: Written Responses

Age:

#	Response
1.	23
2.	47
3.	28
4.	32
5.	26
6.	43
7.	26
8.	25
9.	41
10.	28
11.	32
12.	45
13.	30
14.	40
15.	24
16.	36
17.	51
18.	40
19.	27
20.	21
21.	35
22.	39
23.	31
24.	22
25.	31
26.	32

27.	43
28.	33
29.	31
30.	22
31.	23
32.	66
33.	21
34.	36
35.	64
36.	38
37.	59
38.	35
39.	34
40.	37
41.	57
42.	41
43.	38
44.	33
45.	41
46.	41
47.	32
48.	32
49.	43
50.	50
51.	45
52.	42
53.	28
54.	36
55.	40

56.	40
57.	22
58.	33
59.	36
60.	47
61.	25
62.	19
63.	18
64.	38
65.	42
66.	46
67.	34
68.	18
69.	16
70.	32
71.	33
72.	33
73.	62

### Where were you born?

#	Respuesta
1.	Mexico
2.	Ecuador
3.	Guatemala
4.	Guatemala
5.	Guatemala
6.	Colombia
7.	Argentina
8.	Guatemala
9.	Mexico

10. Dominican Republic
11. Mexico
12. Mexico
13. México
14. Mexico
15. Honduras
16. El Salvador
17. El Salvador
18. Guatemala
19. El Salvador
20. México
21. El Salvador
22. El Salvador
23. Guatemala
24. El Salvador
25. El Salvador
26. Mexico
27. Mexico
28. El Salvador
29. El Salvador
30. Honduras
31. USA
32. Mexico
33. El Salvador
34. El Salvador
35. USA
36. Guatemala
37. El Salvador
38. Costa Rica

39. Mexico
40. Cuba
41. El Salvador
42. El Salvador
43. El Salvador
44. Peru
45. El Salvador
46. El Salvador
47. El Salvador
48. El Salvador
49. El Salvador
50. El Salvador
51. El Salvador
52. El Salvador
53. El Salvador
54. El Salvador
55. El Salvador
56. Puerto Rico
57. Mexico
58. Mexico
59. Mexico
60. Mexico
61. Mexico
62. Mexico
63. Honduras
64. Honduras
65. Spain
66. Colombia
67. Colombia

68. Colombia
69. Puerto Rico
70. Guatemala
71. Guatemala
72. Guatemala
73. Guatemala
74. Estados Unidos
75. Estados Unidos
76. México
77. El Salvador
78. Mexico

### How long have you lived in the United States?

#	Respuesta
1.	9 years
2.	17 years
3.	8 years
4.	7 years
5.	8 years
6.	11 years
7.	9 years
8.	4 years
9.	9 years
10.	6 years
11.	13 years
12.	11 years
13.	10 years
14.	10 years
15.	7 years
16.	16 years



17. 11 years
18. 20 years
19. 28 years
20. 30 years
21. 11 years
22. 11 years
23. 17 years
24. 9 years
25. 13 years
26. 15 years
27. 8 years
28. 11 years
29. 15 years
30. 15 years
31. Majority of my life
32. 7 years
33. 30 years
34. 22 years
35. 21 years
36. 27 years
37. 14 years
38. 40 years
39. 9 years
40. 1 year 8 months
41. 15 years
42. 12 years
43. 18 years
44. 25 years
45. 23 years

46. 5 years
47. 11 years
48. 10 years
49. 22 years
50. 20 years
51. 12 years
52. 9 years
53. 18 years
54. 27 years
55. 20 years
56. 14 years
57. 10 years
58. 15 years
59. 11 years
60. 15 years
61. 6 years
62. 7 years
63. 8 years
64. 22 years
65. 18 years
66. 17 years
67. 8 years
68. 7 years
69. 20 years
70. 22 years
71. 23 years
72. 16 years
73. 12 years
74. 10 years

75. 9 years
76. 10 years

### How long have you lived in Bowling Green?

#	Response
1.	1 year
2.	7 years
3.	5 years
4.	6 years
5.	5 years
6.	9 years
7.	7 years
8.	7 years
9.	3 years
10.	1 year
11.	9 years
12.	9 years
13.	9 years
14.	9 years
15.	5 years
16.	16 years
17.	11 years
18.	18 years
19.	7 years
20.	11 years
21.	11 years
22.	10 years
23.	17 years
24.	6 years

25. 11 years
26. 12 years
27. 11 years
28. 13 years
29. 14 years
30. 67 years
31. 7 years
32. 10 years
33. 22 years
34. 6 years
35. 11 years
36. 14 years
37. 24 years
38. 9 years
39. 1 year 8 months
40. 8 years
41. 11.5 years
42. 18 years
43. 16 years
44. 19 years
45. 5 years
46. 11 years
47. 18 years
48. 19 years
49. 18 years
50. 12 years
51. 9 years
52. 18 years
53. 16 years

54. 19 years
55. 4 years
56. 15 years
57. 11 years
58. 5 years
59. 3 years
60. 7 years
61. 7 years
62. 8 years
63. 7 years
64. 1 year
65. 8 years
66. 4 years
67. 1 month
68. 3 weeks
69. 10 years
70. 16 years
71. 10 years
72. 5 years
73. 9 years
74. 3 years

**How could businesses and services better attract Hispanics? Please, write your response.**

#	Response
1.	Hiring bilingual employers
2.	Having kind and responsible personnel who is maybe bilingual
3.	Offering bilingual services
4.	Bilingual information

5.	More Hispanic products from different countries
6.	Having a better concept of each person's life and a respect for each person and their work
7.	Having a little more patience, primarily with those who do not speak English. Have a level of education that permits them to behave better with different social levels.
8.	Having signs in Spanish
9.	Treating Hispanics better
10.	Treat people with the same level of kindness that they do Americans, not by what they see on the outside because we have the same rights because this is a free country, supposedly
11.	Making Hispanics feel part of the community and inquiring about their needs, and above all treating them better than clients with more money, like a person with the same rights.
12.	With forms in Spanish
13.	Hiring bilingual people
14.	By treating people the same, regardless if they are Hispanic or not, because simply for being Hispanic they assume that we don't speak English.
15.	Treating people well all of the time
16.	Having more interpretation services
17.	With the help of you all
18.	Being kind to people
19.	Having bilingual employees and giving them more work opportunities with fair salaries
20.	Being nice and having an assortment of items at a business for when the client finds what he's looking for
21.	Treating the Hispanic community better
22.	Having bilingual employees because there are people that don't know English; it is not my case but I have seen this in other people that don't know how to speak, read, or write in English.
23.	Information in Spanish, people that speak Spanish.
24.	Interpretation services, signs in Spanish, reduce racism
25.	Don't let us feel discriminated against
26.	Have Hispanic products that belong to our culture
27.	It has to do with how much other people have been exposed to people of different ethnicities
28.	Increase the support of the Hispanic community, increase the visibility of the community

	and educate the rest of the residents
29.	Don't make us feel discriminated against
30.	Treat people with kindness because we all need to feel welcomed
31.	Having more bilingual people in banks, schools, malls, and hospitals
32.	Businesses are afraid of promoting Spanish because they are afraid of being identified with Latinos in front of Americans
33.	Publicize to Hispanics in Spanish
34.	Improve prices and quality of their products and services
35.	Hire bilingual employees that help customers ask for food and translate their services
36.	More respect towards the Hispanic community
37.	Speak Spanish
38.	Provide good service without discriminating
39.	Speak more English
40.	Good attention to clients
41.	Teach more respect to Hispanics. They see us as if we were ignorant just because some don't speak English well.
42.	Have more people who speak Spanish
43.	Have an interpreter to be able to communicate
44.	Having people who speak Spanish
45.	Attend to clients kindly, have personnel who knows the language attend to people so they can feel more comfortable
46.	More services in Spanish

**Which services or businesses (that are not available today) would improve your quality of life?**

#	Response
1.	English classes
2.	Recreational centers and a united community without religious borders
3.	More English classes and help with transportation
4.	A good place to dance

5. Drivers license
6. More services for classes and lessons for Hispanics
7. Hispanic library
8. Transportation
9. Acceptance of a birth certificate to study
10. Intensive English classes
11. More money
12. Transportation
13. Bilingual immigration lawyers
14. How to give piano and music classes for children
15. Many in particular
16. Hospitals with people who speak Spanish, Latino doctors
17. Latino doctors
18. More Hispanic businesses, like for example a wider variety of restaurants, childcare services for children of mothers who work and study. Also, scholarships to financially help students who study in our university
19. Business opportunities that would extent more to the Hispanic community and offer more options to our people
20. Transportation
21. Cultural activities outside of those offered by WKU
22. Business consultant
23. N/A
24. That banks and clinics extend their hours past 4pm
25. Learning centers for children

**How could you feel more comfortable around the police in Bowling Green? If you could, what would you recommend to the police or what would you like to happen so that you'd feel more comfortable around the police in Bowling Green?**

#	Response
1.	It is good as it is



2.	Having more Hispanic employees
3.	That they let us be respected
4.	The majority of the police is good, only a few seem racist
5.	That they let me work in peace
6.	That there was more interaction with the Hispanic community
7.	That they were more attentive
8.	That...
9.	Take care of more neighborhoods
10.	The police have more consideration about the legal situation of Hispanics
11.	I think that the most important would be to have the opportunity to have a license or an official ID
12.	That they don't be racist
13.	That they treat everyone equally and that they patrol more in areas where there is danger
14.	Hire Hispanics
16.	To have better information and a closer relation with them
17.	That they don't stop you just for being Hispanic
18.	That they discriminate against people
19.	That they learn the Spanish language to at least be able to communicate, it is necessary and the same as us making the effort to learn English
20.	More communication with the Hispanic community, a little more help
21.	That they speak Spanish
22.	That they be attentive and greet you sincerely
23.	That they explain the law to our community
24.	That they not question us about our legal status
25.	Until now I have not seen one single Hispanic police officer in Bowling Green
26.	That the law be more relaxed
27.	Speak Spanish?
28.	Work more with the community
29.	N/A
30.	That they not be racist

31. That they help us
32. The police pass more often in the parks and houses and commercial areas
33. That they not question us about our legal status
34. That there was a law did not discriminate
35. That they not be racist against us Hispanics
36. More Spanish, more hospitals

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