Latino Academy
of Workforce Development, Inc.



Impact Report 2024

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Rooted in Community, Ready for What's Next

LETTER FROM THE BOARD PRESIDENT



Shiva Bidar-Sielaff

Dear Friends and Supporters,

2024 was a year of profound transition for the Latino Academy of Workforce Development. As we reflect on this moment, we are filled with both gratitude and optimism.

First, on behalf of the Board, I want to extend our heartfelt thanks to Baltazar de Anda Santana. His vision and leadership were instrumental in establishing the Latino Academy as an independent nonprofit. His deep commitment to adult education and workforce development helped build a foundation rooted in community trust and impact. We wish him continued success as he explores new opportunities.

This year also brought a significant milestone as we welcomed our new Executive Director, Dr. Nydia Martinez. Dr. Martinez brings not only extensive experience in adult education and community development but also a clear passion for building equity and opportunity. We are excited about the perspective and strength she brings to this next chapter.

We are equally grateful to our staff, who continued to serve our community with dedication and professionalism throughout this leadership transition. Their commitment ensured that our programs remained strong, responsive, and centered on the needs of our students and partners.

As we close out the year, we remain rooted in our community—and ready for what's next.

Sincerely,
Shiva Bidar-Sielaff

LETTER FROM THE EXECUTIVE DIRECTOR



Dr. Nydia Martinez

Dear Community,

It has been a true honor to join the Latino Academy of Workforce Development this year as Executive Director. From the moment I arrived in Madison from Washington State, I have been welcomed with warmth, generosity, and an unshakable sense of community.

This organization and its mission speak deeply to both my professional commitment and my personal journey. Like many of the adult learners we serve, I understand what it means to navigate new systems, build new skills, and pursue opportunities that can change the course of a family's life. That's the heart of what we do—and why I'm proud to lead this incredible team.

2024 was a year of listening, learning, and laying the groundwork for continued strength and innovation. I want to thank our staff, board, partners, and most of all, our students—for allowing me to step into this role and be part of such meaningful work.

Looking ahead, I see the Latino Academy playing a vital role in addressing Wisconsin's long-term workforce needs by investing in the potential of every adult learner—regardless of background, language, or immigration status. We are not just filling jobs. We are building futures, families, and stronger communities.

With gratitude,
Dr. Nydia Martinez



Mission & Vision

At the Latino Academy of Workforce Development, our mission is to educate and empower Latino adults and community members of all backgrounds to pursue opportunities for advancement through education, workforce training, and personalized support. Our vision is a more just, inclusive, and economically vibrant Wisconsin—one where adult learners are recognized as valuable contributors to their communities and the workforce.

Why it matters

As Wisconsin faces shifting demographics, an aging workforce, and growing demand in sectors like construction, hospitality, and transportation, the need for inclusive workforce development strategies has never been more urgent. The Latino Academy is helping meet that need—by delivering culturally responsive programs, building trust with immigrant and English learner communities, and connecting people not just to jobs, but to careers. We remain committed to systems that center human dignity, build real opportunity, and create pathways to stability and success—for everyone.

Our impact

The Latino Academy provides an array of culturally competent programming tailored to the needs of Madison's growing Latino and immigrant communities, ensuring that people have the support, skills and credentials they need as they forge pathways towards family-supporting careers.

In 2024, we continued to assist job seekers with building, updating, and tailoring their resumes and cover letters, and with job searches and interview prep. Monthly career fairs removed barriers for clients with language challenges, limited professional networks, or unfamiliarity with hiring systems; and connected them with industries and career paths they may not have previously considered.

The Latino Academy served over 2,300 underemployed and unemployed adults in 2024 in programs including GED preparation, English as a Second Language (ESL), commercial driver's license (CDL) training, construction training, business development, and digital literacy.

Individuals Served	
Career Fairs	471
Employment Support	464
General Support Services	298
Waitlist for Services	370
Inbound Calls	3,792

Completion rates remained strong, reflecting both participant commitment and the Academy's wraparound support:

Program	Participants	Completion Rate
ESL (English as a Second Language	236	62%
GED (High School Equivalency Diploma)	130	65%
Computer Literacy	60	75%
Business Development Seminars	98	100%
Construction & Transportation Accelerator	19	65%
RTTC (Roads to Transportation Careers)	115	95%
Hospitality	52	80%

Program Highlights: Meeting the Moment

In a year marked by change, our programs adapted to evolving community and workforce needs:

ESL Innovation

- Responding to rising demand, we launched workforce-integrated ESL classes, including a new ESL for Childcare course. Participation soared. Curricular planning also began to explore AI tools for language learning, preparing learners for a digital future.

GED/HSED Expansion

- We significantly grew participation in our GED/HSED offerings, helping more adults pursue high school equivalency and long-term career goals.

Higher Education Access

- Through a strategic partnership with Fair Opportunity Project and UW Help, we delivered bilingual FAFSA and college readiness workshops, opening post-secondary doors for many first-generation students and their families.

Entrepreneurship Meets Clean Energy

- A standout in 2024 was our bilingual solar panel installation training, equipping Spanish-speaking learners with access to green energy careers—where representation is still limited.

Looking Ahead: 2025 Priorities

Digital Literacy
Integrate tech fluency across all programs, from ESL to entrepreneurship

Transportation Sector Innovation
Launch a pilot for soft-skills training tailored to transportation careers

ESL + Employer Partnerships
Develop collaborative ESL courses that directly align with workforce placement

Construction Expansion
Deepen bilingual offerings to meet labor market demand

GED/HSED Pathway Refinement
Strengthen graduation and retention for adult learners



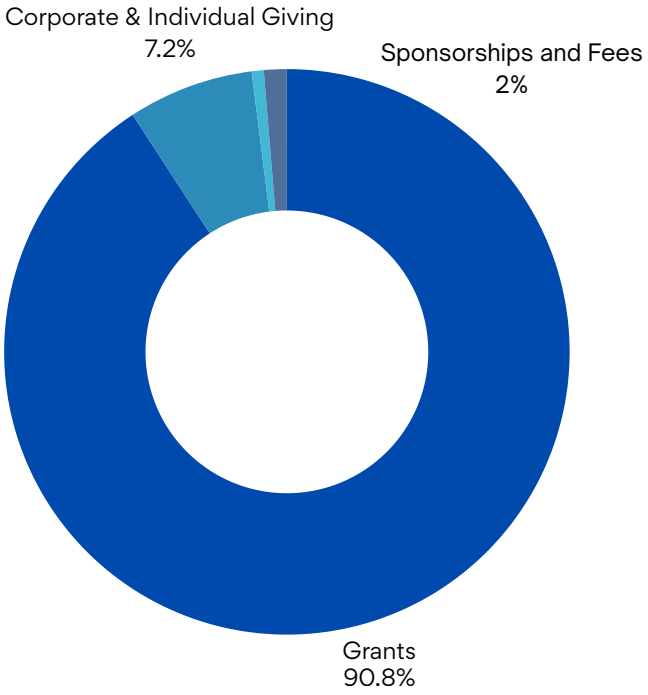
Financial Overview

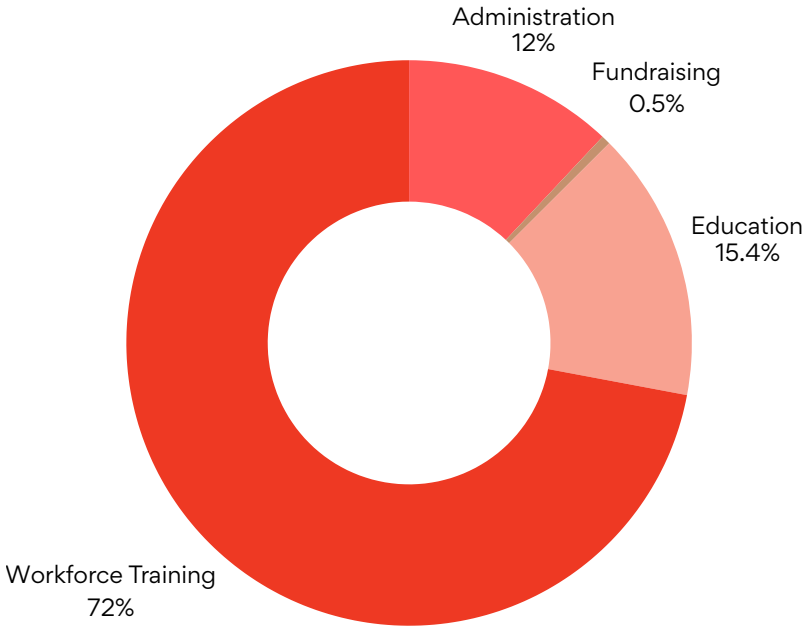
In 2024, our financial choices reflected one key principle: alignment with mission. Whether it was expanding program capacity, investing in leadership transition, or piloting innovation, we ensured that every dollar served our community.

This diverse mix of support reflects both public investment and private trust in our work. The strong share of government and private grants allowed us to scale high-impact programs, while growing corporate, individual, and sponsorship support provided essential flexibility. This year's financial stewardship was grounded in transparency, responsiveness, and a deep understanding of our community's priorities.

Revenues

Grants	$1,730,335
Corporate & Individual Giving	$136,996
Event Sponsorships	$24,859
Fees for Service	$13,157
TOTAL	**$1,905,347**





Expenses

Administration	$190,438
Fundraising	$8,333
Education	$245,120
Workforce Training	$1,144,065
TOTAL	**$1,587,956**

Partners Make Us Stronger



Kim Conradt
Wisconsin Motor Carrier Association

The Latino Academy's programs are made possible by strong partnerships with a great many businesses, agencies and organizations.

The launch of the Regional Transportation Training Center (RTTC) and our CDL Class A Training Program in May 2024 represents a powerful example of what's possible when shared investment meets community need. This project is the result of deep collaboration between individual donors, employers, funders, and public partners who believe in our mission and in the potential of every learner who walks through our doors.

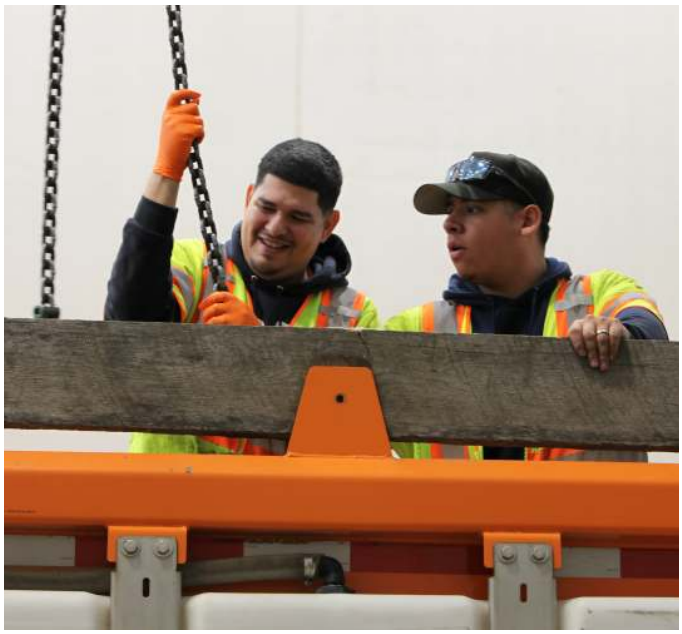
With the support of a Community Project Grant from the U.S. Department of Labor, Employment and Training Administration, we've expanded access to high-quality CDL training for adults balancing work, family, and other responsibilities. Our program—offered tuition-free—combines federally required ELDT modules, 40 hours of classroom instruction, and up to 160 hours of hands-on road training using LAWD's own fleet. The result is a rigorous, supportive pathway to career-ready credentials and long-term employment in transportation and infrastructure.

This initiative directly aligns with LAWD's mission to serve the workforce and economic needs of Wisconsin. The program is open to all individuals who meet the required eligibility criteria, regardless of background, and is designed to remove barriers to high-demand careers through practical training and responsive support.

We recognize and thank our partners not only for their financial contributions, but for their ongoing collaboration, trust, and vision. Their support fuels our commitment to equity, economic mobility, and workforce innovation that meets real-world demand. Together, we are building more than programs—we are building futures.

KEY PARTNERS

Dane County
City of Madison
City of Fitchburg
Madison College
Wisconsin Motor Carrier Association
United Way of Dane County
LiUNA
Stevens Construction
ABC Construction
Park Bank
Associated Bank
Old National Bank
Operation Fresh Start
Boys & Girls Club of Dane County
Roots & Wings Foundation
Evjue Foundation
Hispanic Federation
Otto Bremer Trust
Oscar Rennebohm Foundation
Literacy Network
Wisconsin Literacy Network
Workforce Development Board of South Central Wisconsin (WDBSCW)
Wisconsin Department of Workforce Development (DWD)
Madison Community Foundation
Endres Manufacturing
Sustain Dane
Focus on Energy
Wisconsin Women's Business Initiative Corporation (WWBIC)
Downtown Madison Inc.
Destination Madison



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KEY STAFF

Nydia Martinez, Executive Director
Margarita Avila, Director of Transportation
Julio Garcia, Director of Education
Jorge Aguilar, Director of Transportation

Acknowledgments & Credits



This report reflects the labor, heart, and vision of many.

To our staff, who showed unwavering dedication throughout a year of transition—you are the heartbeat of this organization.

To our volunteers and interns, who offered your time, talent, and energy—your presence matters.

To our funders and partners, whose investments made these outcomes possible—thank you for standing with us.

And to our students—past, present, and future: ustedes son el alma de este trabajo. You remind us why we do what we do.