The Republicans’ Latino Problem and How It Can Be Fixed

Friday, March 7, 2014
10:00AM – 1:00PM
Abramson Family Founders Room, AU School of International Service

Speakers’ Biographies

PANEL I: The Main Issues: Complicating Latino Support of the Republican Party

Jason Casellas is Associate Professor at the University of Houston. He received his PhD in political science from Princeton University and specializes in American politics, with specific research and interests in Latino politics, legislative politics, and state and local politics. He is the author of Latino Representation in State Houses and Congress (Cambridge University Press, 2011), and his work has appeared in the Journal of Politics, Legislative Studies Quarterly, Political Research Quarterly, and other peer-reviewed publications. Dr. Casellas is the recipient of numerous fellowships and awards, including a Princeton Fellowship, an American Political Science Association Fellowship, a Ford Motor Company Fellowship, the Samuel DuBois Cook Postdoctoral Fellowship at Duke University, and a United States Studies Centre Postdoctoral Fellowship at the University of Sydney (Australia). He also serves as a member of the Texas Advisory Committee of the United States Commission on Civil Rights.

Eric Hershberg is Director of the Center for Latin American and Latino Studies and Professor of Government at American University. Dr. Hershberg received his PhD in political science from the University of Wisconsin-Madison. He is a frequent commentator on U.S. electoral trends and the impact of public policies on Latino communities. Dr. Hershberg specializes in Latin American political economy, and has taught at New York University, Southern Illinois University, Columbia, Princeton, and the New School. He also served for fifteen years as a Program Director at the Social Science Research Council in New York City. His most recent publications include two co-edited volumes, one with Maxwell A. Cameron, entitled Latin American Left Turns: Politics, Policies, and Trajectories of Change (Lynne Rienner, 2010) and the second, New Institutions for Participatory Democracy in Latin America: Voice and Consequence (Palgrave Macmillan, 2012), with Maxwell A. Cameron and Kenneth E. Sharpe.

Sylvia Manzano is a Principal at Latino Decisions, a widely recognized Hispanic opinion research firm that specializes in culturally competent quantitative research design and analysis. She holds a PhD in political science from the University of Arizona. Dr. Manzano’s most recent work includes the design and analysis of the Latino National Election Eve Poll, national studies on Latino stereotypes and ethnic attitudes, and a series of projects that develop strategies to engage Latino voters and promote civic engagement. Her academic research on Latino politics and policy issues has appeared in many academic outlets including Political Research Quarterly, State Politics and Policy Quarterly, Politics and Gender, and Urban Affairs Review. She has been interviewed by numerous media outlets including NBC News, The New York Times, La Opinión, Fox News Latino, The Los Angeles Times, The Houston Chronicle, and National Public Radio. Prior to joining Latino Decisions, Dr. Manzano taught at Texas A&M University.

Ali A. Valenzuela is Assistant Professor in the Department of Politics at Princeton University. He received his PhD in political science from Stanford University, and has centered his teaching and research on American electoral politics, with a focus on Latino public opinion, immigrant socialization, voter turnout, religion and politics, and the politics of racial and ethnic identity in the U.S. His current work uses surveys and geographic data to investigate contextual and institutional sources of politicized group identities. This work is complemented by field and survey experiments that test the consequences of identity appeals on voter turnout and support for public policies. A third
area of his research asks how regular churchgoing and church characteristics influence policy views, interest in politics, group attachments, and party identification choices among religious individuals in the U.S. His research has been published in the Quarterly Journal of Political Science, American Politics Research, and Presidential Studies Quarterly.

PANEL II: Political Strategies to Connect the Republican Party with Latino Voters

**Glen Bolger** is Partner and Co-Founder of Public Opinion Strategies, a national political and public affairs survey research firm whose clients include leading political figures, Fortune 500 companies, and major associations. An American University graduate, Mr. Bolger is one of the Republican Party’s leading political strategists and pollsters. Public Opinion Strategies has 15 U.S. senators, six governors, and more than 75 members of Congress as clients. Mr. Bolger is the only pollster to be a three-time winner of the “Republican Pollster of the Year” award from the American Association of Political Consultants, winning the prestigious award for his work in 2002, 2009, and 2012. He has served as the pollster for many successful Republican candidates for local, state, and national office. Prior to co-founding Public Opinion Strategies, Mr. Bolger was the Director of Survey Research & Analysis for the National Republican Congressional Committee, the political arm of the House Republican Conference.

**Jordan Fabian** is Political Editor for ABC News-Univision. Prior to joining Univision in 2011, he served as a staff writer at The Hill newspaper in Washington, D.C. where he covered Congress and the 2012 presidential campaign. Mr. Fabian also currently writes for Fusion, a start-up English-language cable network partnership between ABC and Univision that targets Hispanics in the United States. Fusion aims to serve the fastest growing demographic in America by providing information about the economy, entertainment, immigration, education, and politics. Mr. Fabian writes extensively about international, national, and state-level politics and policies affecting the Latino community.

**Leslie Sanchez** is an author, television commentator, former director of a White House education initiative, and an expert on the national Latino community. She is also the founder of Impacto Group LLC, a market research firm that specializes in defining social and economic trends affecting women and the emerging U.S. Hispanic community. Ms. Sanchez holds an MBA from Johns Hopkins University. She is the author of Los Republicanos: Why Hispanics and Republicans Need Each Other (Palgrave Macmillan, 2007). Ms. Sanchez has served as deputy press secretary to the Republican National Committee, where she was one of the principal architects of the organization’s first-ever multi-million dollar ad campaign aimed at Hispanic voters. She appears on a wide range of major media outlets, and been published in multiple national news sources, including The Wall Street Journal, The New York Times, and The Washington Post.

**David Winston** is President of The Winston Group, a Washington, D.C. strategic planning and survey research firm. Mr. Winston has served as a strategic advisor to Senate and House Republican leadership for the past 10 years. He was formerly the Director of Planning for Speaker of the House Newt Gingrich, and advises center-right political parties throughout Europe. Additionally Mr. Winston was a senior fellow at the Heritage Foundation where he did statistical policy analysis and econometric modeling. In the private sector, he has advised Fortune 100 companies on strategic planning and brand reputation. Mr. Winston has lectured at The Wharton of School of Business, MIT, Harvard, and the National War College. His writings have appeared in a variety of publications, and he authored the chapter on Strategy for the college textbook Campaigns and Elections American Style (Westview Press). Mr. Winston is an election analyst for CBS News, and frequently appears on cable and network news.