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Erica Rois O'Reilly.com

**It's one thing to post information online. It's quite another to convey the impact of that information. In the aftermath of a groundbreaking study, we helped the Lumina Foundation do just that.**

**The Challenge**

Latino access to postsecondary education is critical to the future of the United States. Yet, most people don't understand the challenges Latinos' face, the opportunities available to them, or the broader impact of their struggles.

Dr. Raymond Padilla's "What is Known About Latina/o Student Access and Success in Postsecondary Education" assembled and tagged

decades of research on Latino access to higher education. What the studied revealed was amazing. The challenge was finding a way to turn this academic report into a meaningful online experience.

**The Solution**

Initial discussions revolved around redesign and presentation, but after meeting Dr. Padilla and learning more about the research, Brainstorm proposed an interactive solution. The site, entitled Camino de la Universidad (The Road to College) is a Flash-based, rich media site that presents the research and findings in a memorable and easy to understand format.

Design, photography, music, voice, and text set the conceptual tone. Beyond that, additional resources were created to allow additional avenues into the research itself.

**The Results**

This project is an example of how a variety of individuals with seemingly unrelated skill sets (research, philanthropy, marketing and design) can come together to create an elegant, informed, and passionate message with impact for the greater social good. The impact of Dr. Padilla's research is ever-present in the site, inspiring a number of positive reviews, national and international awards.

**O'Reilly.com, Women in Technology:**

“... What sets me apart is that I have learned to harness the power of my difference. Case in point: just days before being invited to write this article, I receive an email from the UC Davis Chicana/o Studies alumni list to which I subscribe. It contains a link to the Lumina Foundation's interactive report on Latino's educational attainment entitled Camino de la Universidad

(The Road to College). I click on it only because there is a promise of it being interactive.

I am happily met with a fast-loading Flash page full of rich images, beautiful sounds, and intuitive navigation. As I check out their source code, the narrated report continues to play in a different browser window. I listen to the stats, for every 100 Latino elementary school students, 48 drop out of high school and 52 graduate from high school. Of those 52 that graduate, only 10 earn a Bachelor's degree and only 4 go on to earn a graduate degree.

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