



**2012 Don and Rosemary Vial Awards for Digital Inclusion  
Exemplary Individual Performance Nominee**

**Ms. Alicia Orozco**  
Project Coordinator  
Chicana / Latina Foundation



Alicia is the Project Coordinator of the Broadband Awareness and Adoption (BAA) project. Under her leadership, the BAA staff has accomplished critical outcomes, educating, connecting and training first time Internet users. Alicia is a long time community organizer who knows the Latino community well. She helped establish successful partnerships with Mi Pueblo Markets, Sacred Heart Community Services, Redwood City Main Library, Third Street Community Center, Santa Clara County Office of Education Head Start Program, Catholic Charities' State's First Five Program, Salinas Local Union 297. This has led the organization to connect close to 1,000 low-income first-time Internet users and teach Digital Literacy classes to over 800 people.

Additionally, Alicia has used her formidable management skills to create record keeping and reporting forms which facilitate the monthly and quarterly required reports. Some of her reporting forms have been adopted by other CETF partners. She has been consistently praised for her timeliness and efficiency as well as her team spirit and willingness to cooperate with all sister agencies. Alicia is highly regarded by her friends and colleagues based on her long time commitment to community and labor organizing in the San Francisco Bay area, her 7 years as an aide in various California legislative offices and now as the lead staff of the Chicana Latina Foundation's BAA project. In this current position, Alicia has distinguished herself as a passionate advocate for the most marginalized in our community. She has travelled far and wide to make sure that families living in hard-to-reach areas are able to connect to the Internet and obtain the necessary resources.