

**Ohio**

Latino Affairs  
Commission

# Annual Report



• Advise • Connect • Build

2012

## History

The Commission was created by legislative act and signed into law by Governor James Rhodes on July 8, 1977. The statute provided for eleven members on the Board of Commissioners appointed by the governor with the advice and consent of the Senate. In 2009, the statute was revised to include legislators: two ex-officio members from the House of Representatives and two ex-officio members from the Senate.

The membership of the board is representative of the geographical and numerical distribution of Ohio's Hispanic population. They are of Hispanic origin and are American citizens or lawful permanent residents. The Commission must meet not less than six times per calendar year, and six members constitutes a quorum.

## Advise • Connect • Build

The purpose of the Ohio Commission on Hispanic/Latino Affairs is to advise the state legislature and governor on issues affecting Hispanic Ohioans, to connect the diverse Latino communities across the state, and to build the capacity of community organizations so they may better serve the fast growing Latino population of Ohio.

The Commission serves as a liaison between government and the Hispanic community in Ohio and advocates for the development and implementation of policies and programs to address the needs of the Hispanic Ohioans, especially but not limited to: education, employment, economic development, health and housing.



## Commissioners

2011/2012

**34th** Board of Commissioners (Oct 2011-Sept 2012)

Chair: Mary Santiago ~ **Lorain**  
Vice Chair: Andres Gonzalez ~ **Cleveland**  
Secretary: Michael Florez ~ **Cincinnati**

**35th** Board of commissioners (Sept 2012-Oct 2013)

Chair: Michael Florez ~ **Cincinnati**  
Vice Chair: Isabel Framer ~ **Copley**  
Secretary: Lourdes Barroso de Padilla ~ **Columbus**

Baldemar Velásquez ~ **Toledo**  
Rev. Max Rodas – **Cleveland**  
Mary Santiago ~ **Lorain**  
Richard Romero ~ **Lorain**  
Emerald Hernandez ~ **Columbus**  
Tony Ortiz ~ **Dayton**  
V. Anthony Simms-Howell ~ **Cincinnati**

## Legislative Members of the Board

Representative Dan Ramos (D – 56<sup>th</sup> District)  
Representative Christina Hagan (R- 50<sup>th</sup> District)  
Senator Gayle Manning (R- 13<sup>th</sup> District)  
Senator Charleta Tavares (D – 15<sup>th</sup> District)

## Our Team

The Office of Hispanic/Latino Affairs is directed by **Lilleana Cavanaugh, MBA**. She has served the Commission since August 2007, and she assumed the role of Executive Director in December 2009. The Public Policy Center is operated by **Nolan Stevens, JD.**, the Latino Community Network is directed by **Lilleana Cavanaugh**, and the Organizations Development Center is directed by **Jose Cos, MPA**. Our Office Manager and Constituent Services Coordinator, **Lair Marin- Marcum**, has been with the Commission since May, 2009.

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**Michael Florez**, Chair  
Cincinnati

**Isabel Frammer**, Vice Chair  
Copley

**Lourdes Barroso de Padilla**,  
Secretary  
Columbus

**Baldemar Velasquez**  
Toledo

**Rev. Max Rodas**  
Cleveland

**Richard Romero**  
Lorain

**Mary Santiago**  
Lorain

**Emerald Hernandez**  
Columbus

**Luis "Tony" Ortiz**  
Dayton

**V. Anthony Simms-Howell**  
Cincinnati

**Dan Ramos**  
State Representative  
District 56th ~ Lorain County

**Christina Hagan**  
State Representative  
District 50th ~ Stark County

**Gayle Manning**  
Senator  
District 13th ~ Huron, Lorain,  
Seneca (Part)

**Charleta Tavares**  
Senator  
District 15th ~ Franklin (Part)

Fellow Ohioans,

This annual report documents the significant public services accomplished by your Ohio Latino Affairs Commission in 2012. Most importantly, it clearly shows an impressive "return on investment" of the public funds approved by Governor Kasich and appropriated by the Ohio legislature for our agency. As required by our statutory mandates, our small professional staff continues to utilize efficiencies and innovations in order to serve the fastest-growing demographic in our state. This year, we doubled the number of interns working in our office. Twenty six volunteers provided over 1,182 hours of service for our Commission, the value of which adds up in monetary terms to \$22,304.

Of course, our successes are directly attributed to the strong partnerships we have forged with other government agencies, non-profit organizations, and Latino community leaders. From our first ever White House Latino Community Summit held at Lorain County Community College, to our special recognition at the National Puerto Rican Day parade in New York City, your commission is truly making a difference. We were honored to host U.S. Secretary of Labor Hilda Solis and Lieutenant Governor Taylor at our 2012 Hispanic Legislative Day. Likewise, we are grateful to Ohio's First Lady, Mrs. Karen Kasich, for her support of our annual Distinguished Hispanic Ohioan Awards ceremony where we paid solemn tribute to our fallen Latino soldiers and once more celebrated and recognized the contributions of Hispanic Ohioans.

Perhaps our most exciting accomplishment in 2012 relates to the implementation of our strategic plan to fully activate our organizations development center. Our Commission strives to build the capacity of Latino serving organizations across our state by actively seeking additional grant opportunities in the areas of workforce development, minority health, Race to the Top, and other important civic engagement projects. We also work actively to build capacity and leadership, and to create bridges of communication and cooperation among different organizations, state and local government offices and the private sector with the vision that together, we are far stronger and more effective than alone.

On behalf of all our Commissioners and dedicated staff, we thank you for taking this opportunity to review and acknowledge our service to the people of Ohio.

Respectfully,

*Michael Florez*  
Board Chair

*Isabel Frammer*  
Vice Chair

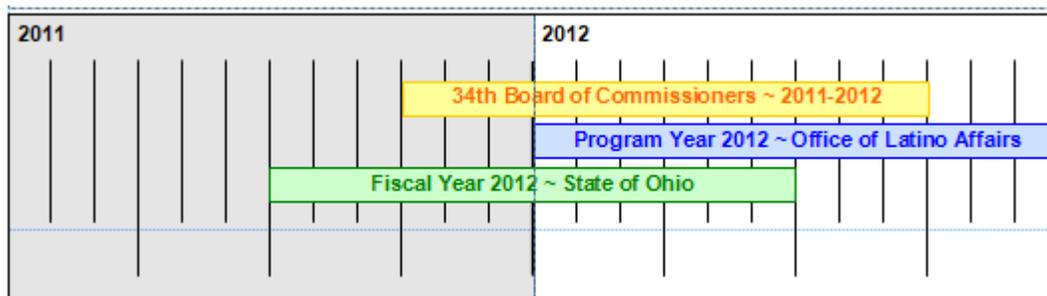
*Lilleana Cavanaugh, MBA*  
Executive Director

*Lourdes Barroso de Padilla*  
Secretary

*V. Anthony Simms-Howell*  
Finance Chair

Timeframes of the 2012 Annual Report

This report covers the actions of the **34th Board of Commissioners** from October 2011 through September 2012, the finances of the agency during **Fiscal Year 2012 of the State of Ohio** (July 2011 through June 2012), and **Program Year 2012** of the Office of Hispanic/Latino Affairs from January through December 2012.



Fiscal Year 2012 of the State of Ohio • July 2011 ~ June 2012

Line Item	FY10	FY11	FY12
Payroll	\$284,880	\$256,507	\$230,000
Services & Operations	\$14,564	\$15,004	\$50,000
Intrastate, Travel, Supplies	\$50,199	\$61,947	\$37,005
Equipment	0	0	0
Grants	0	0	0
Budget Cuts	0	\$13,495	0
Mandatory Cost Savings (Budget Reduction)	\$5,689	\$8,379	
Total	\$355,332	\$355,332	\$317,005

# By the Numbers

**1300**

Hispanic students attended college fairs and student leadership events co-sponsored by Ohio Latino Affairs.

**1,500+**

Hispanic leaders attended training and leadership events.



**57**

Legislators involved in regional Hispanic meetings and Hispanic Legislative Day.

**218** Latino Community Reports issued for the 129<sup>th</sup> General Assembly.



**100%**

Increase in student volunteer hours from 2011.

**2,520**

News and events posted in Olanet and shared with the community.

**11,500**

Voter registration pledges collected during the voter registration campaign.

**215**

Constituent inquiries and cases resolved.



**240**

Hispanic voter Inquiries were resolved on Election Day outreach.

**FAQ**

**84,893**

Website page views.



**33**

Distinguished Hispanic Ohioans and military heroes recognized for their leadership and service to our country.



**242** Followers on Facebook and Twitter.

**320**

New reports & resources added to the Olanet Database and Resource Library

**185** Grants announcements specific to Hispanics shared with the community.



# Advise : Public Policy Center



## OBJECTIVES:

- Advise the governor, General Assembly and state agencies on the priorities and challenges of Hispanic Ohioans.
- Assist the government in the development and implementation of programs and policies affecting Ohio's Latinos.
- Serve as a government liaison for Ohio's Hispanic community.
- Empower Ohio's Latinos through promotion of increased civic engagement.



The Public Policy Center is predominantly tasked with fulfilling OCHLA's "advise" mandate. Section 121.32 of the Ohio Revised Code tasks the Commission with "advising" Ohio's Governor and General Assembly on the effect on Hispanic Ohioans of current issues and proposals.

Most state agencies have an office or staffer that endeavors to protect its interests and those of its constituents as the Ohio General Assembly goes about its work. While the Public Policy Center at OCHLA most closely mirrors this role in other state organizations – and indeed "lobbying" is central to its mission - the PPC

executes this duty differently, and does much more.

OCHLA's Public Policy Center achieves its objectives in three key ways, all of which mirror the Commission's over-arching key mandates. In addition to advising the governor and General Assembly, the PPC *connects* Ohio Latinos to their elected officials, government agencies and to each other, and *builds* their capacity for civic engagement.

## Advising Ohio's Government

The Ohio Latino Affairs Commission is committed to supporting and implementing Governor Kasich's vision for Ohio. The Governor's office tackled myriad issues in 2012, but none more aggressively than economic development.

Throughout 2012, top executives in the Kasich's administration, OCHLA staff and commissioners met to discuss developing and equipping Ohio Latinos to participate in Ohio's broad economic recovery. The task force presented an agenda for Hispanic business growth and continues to work with the Governor's Workforce Development Reform Initiative.

In October, the Commission hosted the Governor's annual Distinguished Hispanic Ohioan Awards Gala, wherein more than 30 Ohio Hispanics were publicly recognized for their important work on behalf of their communities and Ohio. This high-profile recognition helps to build public awareness of the valuable contributions of Ohio Latinos.

Finally, OCHLA continued its work with Attorney General Mike DeWine's Human Trafficking Commission. OCHLA's Executive Director serves on the board of this taskforce, and the Commission's Public Policy Officer serves on the legal and legislative subcommittee. This year, OCHLA helped to publicize issues relating to human trafficking through its frequent briefs and an-

## Enhancing Government Effectiveness



nouncements, and helped shape House Bill 262 – a so-called “safe harbor” bill that will aid Ohio law enforcement in recognizing and stopping human trafficking – which Governor Kasich signed into law.

### Assisting Ohio’s General Assembly

#### Latino Community Reports



The Ohio Commission on Hispanic/Latino Affairs advises the Ohio General Assembly chiefly through the periodical release of Latino Community Reports. Latino Community Reports each cover one of a wide array of topics that are critical to Ohio Latinos. Latino Community Reports are distributed to those members of Ohio’s General Assembly that have a certain threshold of Hispanic constituents, which is the vast majority of legislators. They are then made available to the public through OCHLA’s distribution networks and website. These reports include data on a state and often district-level for Ohio’s legislators. They also outline problem areas for Hispanic Ohioans and identify opportunities for an improvement in policy or service, where appro-

priate.

In 2012, two reports were released while a third was prepared for release in early 2013. The first dealt with migrant seasonal farmworkers in Ohio – which are overwhelmingly Latino. It included demographics on a per-district basis on worker populations, ages and the crops with which they worked. It also included statewide data on Ohio’s agriculture industry and migrant seasonal farmworkers generally. This LCR demonstrated just how valuable Ohio’s migrant seasonal farmworkers are to sustaining Ohio’s booming agriculture industry, and outlined threats to the stability of that labor pool. Finally, that LCR suggested and analyzed potential solutions to the threats to that critical labor pool’s stability.

The second report covered housing discrimination against Ohio Hispanics. The report began by defining and describing housing discrimination, as well as the social ills attributable to housing discrimination. This report included anecdotal and empirical data from the U.S. Department of Housing and Urban Development, the Ohio Civil Rights Commission and several private fair-housing entities around the State. The report demonstrated that Ohio Hispanics drastically under-report housing discrimination when compared to similar, discrete racial minorities. By issuing district-specific data on Hispanic and Black populations and comparing the incidence of reports of housing discrimination between the two, the LCR showed that Hispanics are not availing themselves of civil housing protections against discrimination. This LCR concluded by suggesting possible reasons for this gap in reporting and potential solutions to it.

The third Latino Community Report of 2012 – to be released in January of 2013 – covers Hispanic voter patterns. The report offers national and Ohio-specific data on the Hispanic vote, how Ohio Hispanics voted for both Ohio and federal candidates, which issues they considered most important, and how 2012’s turnout compared to previous years in the context of the explosive growth of the population of Ohio Hispanics.



## Relationship Building

### Research and Testimony



*Rep. Michael Stinziano and Commissioner Emerald Hernandez meet with Central Ohio Leaders*

The Public Policy Center seeks to be an invaluable resource for Ohio legislators in serving their Hispanic constituents. The PPC makes itself available for research and testimony that members of the General Assembly may require regarding their Hispanic constituencies, their opportunities and the challenges they face. In 2012, several Representatives and Senators followed up on the issuance of LCRs or on other PPC announcements to become involved with certain issues or to be connected to key Hispanic constituents of theirs.

While the PPC is tasked with drafting and delivering testimony on bills on which OCHLA's Board of Commissioners has taken a stance, the Commission took no official action on legislation in 2012. Nevertheless, the PPC kept community leaders informed on the status and progress of key pieces of legislation and provided data and support for those constituents who testified on particular bills.

### Outreach to Legislators

OCHLA's Public Policy Center was continually reaching out to and forming important relationships with legislators in 2012. It achieves its goal by updating legislators on OCHLA events, campaigns and initiatives and inviting them to participate in them.

In 2012, the PPC sent six legislator briefs to members of the 129<sup>th</sup> General Assembly. These briefs always include an invitation to and logistical information for the Commission's next board meeting, a summary of re-

cent Commission events and initiatives, and a collection of the most important media articles relating to Ohio Latinos. Through these briefs the Commission hopes to keep legislators regularly abreast of the Commission's events, goals and priorities as well as to keep them informed of the most salient issues affecting their Hispanic constituents.

OCHLA also recruited legislators to participate in Commission events in 2012. Every legislator was invited to participate in May's Hispanic Legislative Day, and more than 30 participated in one or more portions of the agenda. This event was an opportunity for Hispanic Ohioans to establish a rapport and begin a dialogue with their elected leaders on the issues most critical to them and their communities.

Members of the General Assembly also attended and participated in the Distinguished Hispanic Ohioan Awards Gala. The PPC coordinated with legislators offices of their impending honors. As a result, every awardee received a commendation from a legislator in one of the Ohio chambers or from their representative in Congress.

## Connecting Ohio Latinos to Their Government

### Catalogue of Latino Outreach Initiatives

The primary tool that the PPC – along with the Organizations Development Center – uses to connect Ohio Hispanics to Ohio government services is called the Catalogue of Latino Outreach Initiatives, or CLOI. This catalogue lists bilingual contacts at each of Ohio's agencies, and lists Spanish-language publications from each agency. The catalogue also includes contact information for each of Ohio's governmental agencies. The agencies listed include the Ohio Departments of Education, Health and Public Safety, as well as the Ohio Attorney General, Ohio Secretary of State, the Ohio Civil Rights Commission and the Ohio Commission on Minority Health, to name just a few. CLOI is updated and made available on OCHLA's website and through our distribution channels.

## **Interagency Relationship Building & Collaboration**

The PPC worked in 2012 with various public and private agencies to encourage, improve and streamline their services to Ohio Hispanics. Aside from its participation on Governor Kasich's Hispanic workforce development taskforce and Attorney General DeWine's Human Trafficking Commission, OCHLA also worked with other state agencies to improve their services to Ohio Hispanics and the rates at which Ohio Hispanics access them.

As a prime example, the PPC represented OCHLA at meetings of a new interagency council on migrant workers for central Ohio. The council features representatives from state and private agencies that offer services of potential value to migrant seasonal farm workers. These include the Attorney General's Office of Consumer Protection, the Migrant Seasonal Farm Worker staff from the



Ohio Department of Job and Family Services, Workforce Investment Act boards and many others. OCHLA takes information from these meetings and disseminates it to our constituents through our networks, and helps to coordinate complimentary programming from these agencies to streamline their services to Ohio Hispanics.

## **Connecting Legislators to Hispanic Ohioans**

### **Regional Legislator Meetings**

One key initiative for the Public Policy Center in 2012 was to continue to bring Ohio Hispanics into contact with their specific elected representatives in the Ohio General Assembly. These meetings take place in the various Hispanic communities around Ohio – not in Columbus - and while



Cleveland and north-central Ohio Hispanic leaders hold roundtable with legislators.

the Public Policy Center arranges and supports these meetings, the policy officer does not attend them, set the agenda or decide on the format. All of that is left up to the meeting organizers and attending legislators. The goal of these meetings is to encourage familiarity between elected officials and their Hispanic constituents, and to encourage Hispanic leaders to partake in the political process and educate and inform themselves on current issues.

In 2012 the PPC arranged four of these meetings. They took place in Cleveland, Columbus, Toledo and Dayton. The format, agendas and participants for each were unique, as they reflected the priorities of those discrete communities. The meeting in Cleveland featured 11 members of the General Assembly from Cuyahoga County as well as several important Cleveland Hispanic leaders. The meetings in Columbus and Dayton were between several members of important local advocacy groups and just one local legislator each. The meeting in Toledo, however, focused on a single issue and included several local county and city-level officials. That meeting also boasted well over 100 attendees.



John Ramos presents priorities for Central Ohio's community at regional meeting with Legislators.

## Increasing Civic Engagement

### Hispanic Legislative Day



The Honorable Hilda Solis, Secretary of Labor, keynote speaker at Hispanic Legislative Day.

The most impactful day of the year for the Commission's Public Policy Center is typically its legislative day, and 2012 was no different. OCHLA teamed up with the Ohio Hispanic Chambers of Commerce and several partners to plan and execute the 2012 Ohio Hispanic Legislative Day.

Held on Wednesday, May 9, this was the agency's most successful legislative day ever. U.S. Secretary of Labor Hilda Solis was the keynote speaker, and the event drew more than 250 legislators and Hispanics from around the State. The event was held at the Ohio Statehouse, and the agenda featured regional meetings with a panel of legislators in which constituents set the agenda. The agenda also included afternoon workshops on developing Hispanic entrepreneurship, developing Ohio's Hispanic workforce, and immigration – the highest-profile issues at the time. Finally the event also boasted a catered lunch and reception – both invaluable networking opportunities for attendees and members of Ohio's government.



Laura Jurcevich meets Secretary of Labor, the Honorable Hilda Solis.

### Building Capacity for Civic Engagement



### Voter Registration

In 2012 the Public Policy Center completed a massive effort to expand voter registration among Ohio Hispanics. Electoral turnout among this group has historically been low, and OCHLA's campaign sought to mitigate this through expanded registration. The campaign lasted for more than a year, and contributed to historically high electoral turnout for minority voters in the November election.

To achieve its goal, OCHLA partnered with a wide variety of individuals and organizations around the State. These ranged from advocacy groups, non-profit Hispanic-serving organizations,

businesses, faith groups, individuals and state agencies. Key partners included the League of United Latin American Citizens (LULAC), Lorain's El Centro de Servicios



Sociales, Ohio Voice, the Ohio Secretary of State and the United States Hispanic Leadership Institute (USHLI). Roles that partners played also varied considerably. LULAC and others actively registered voters in the community while other organizations offered voter registration alongside their regular programming. Some supported the campaign through other contributions – the Secretary of State's office as an invaluable voter resource and USHLI through supplying voter registration propaganda – pins, posters, handouts and the like.

The agency also offered voter registration at several key events in 2012. For example, OCHLA registered voters at Hispanic Legislative Day, at our February White House Summit in Lorain, and at LULAC's Meet the Candidates Night. OCHLA staff and volunteers created folders with registration forms or manned booths wherein Ohio Hispanics could register to vote. LULAC and OCHLA also went



## Education & Outreach: Community Participation in the Electoral Process

out into the Columbus Hispanic community in search of registrants. Together, OCHLA and its partners executed three voter registration events at churches with large Hispanic congregations and manned voter registration tables at La Michoacana Hispanic market.

Finally, the Public Policy Officer traveled extensively around the State to promote voter registration through local Hispanic advocacy groups. In meeting with advocacy groups in Lorain, Toledo, Cincinnati, Dayton and Painesville the PPC handed out over 6,000 bilingual voter registration forms provided by the Ohio Secretary of State for distribution to those communities. Ultimately, OCHLA's partner organizations pledged to register more than 10,000 Ohio Hispanics to vote, ensuring the expanded political influence of Ohio Hispanics.

### Participation in the Electoral Process

The Public Policy Center prioritized educating Ohio Hispanic voters as well as ensuring their registration and protection. This education included the publication of voter resources as well as substantive education on the issues at stake in 2012.

The Public Policy Center issued eight voter registration briefs in 2013. These were distributed more and more frequently as the elections neared – first the March primary and then the November general election. Briefs included updates on the number of pledged registrations, qualifications and instructions for potential registrants, upcoming events at which voter registration would be offered, election schedules and deadlines, links to sample ballots for major Hispanic communities, issue descriptions on the Ohio Secretary of State site, and contact information for all 88 county boards of elections. They also included an original article on some facet of the electoral system or ballot issue.

The Public Policy Officer also wrote, lectured and hosted events on candidates, ballot issues and current issues considered at the Statehouse. Policy briefs, voter registration briefs and legislative updates all routinely covered issues at stake in 2012 elections, and policy briefs included campaign updates for both state and federal races. The Public Policy Officer lectured on state immigration enforcement and pending immigration bills in the General Assembly at the 2012 CHIP Hispanic Leadership Conference – at which immigration was the theme. Finally, OCHLA's Public Policy Officer helped arrange candidate participation and then hosted LULAC's Meet the Candidates night in late October.

### Voter Protection

For the first time in 2012, the Commission implemented voter protection strategies in the general election. Working with partners from Ohio Voice, Voto Latino and Lorain's El Centro, OCHLA staff trained El Centro staff and operated a bilingual voter hotline on Election Day. Callers could report problems at the polls – such as long lines, unavailable translation, improper procedures or myriad other problems. Callers could also inquire about their polling place, registration status, transportation options and voting hours. The PPC and its partners worked hard in the days and weeks preceding the election to publicize the availability of the hotline.



## Outreach: Legislative Updates

Working from the opening of Ohio polls until their closure, OCHLA staff and their partners fielded over 240 calls from Hispanic voters to 1-888-VE-Y-VOTA.

### Legislative Updates



Much of the Public Policy Center's work in 2012 was aimed at keeping Ohio Hispanics informed on policy developments at both the state and federal levels. The PPC achieved this goal through policy briefs and legislative updates – both of which are distributed through OCHLA's OLANet Alliance Group listservs, and through articles and interviews for Hispanic media outlets.

The PPC distributed 36 policy briefs in 2012. Each brief is mailed to members of OCHLA's Policy & Leadership and Justice & Civil Rights alliance groups – which together have hundreds of members from across the State. The briefs include upcoming events in the Hispanic communities around the State, updated status on over 70 bills that the PPC tracked through the General Assembly, an exhaustive collection of policy articles from myriad media outlets and an original update on some part of the legislative process or timely issue.

In addition to these briefs, the PPC also sent 16 legislative updates. These updates are typically written with the notes from a committee hearing on a critical bill that the Public Policy Officer has attended. They describe the bill in question and the testimony at the hearing, links to the bill's text and analysis from the Ohio Legislative Service Commission, a reminder of where the piece of legislation is in the lawmaking process and what the next step will be, contact information for committee members and the bills' authors, and a call to participate through attendance at a hearing or submission of testimony. In addition to distribution to the above alliance groups, these legislative

updates are also often sent to key Hispanic leaders and advocates from all over Ohio.

Finally, the PPC composed and translated 12 articles for publication in the Spanish-language periodical *La Jornada Latina* in 2012, and conducted four interviews with online news magazine *Mujer Latina Hoy*. Articles submitted to *La Jornada* cover a wide variety of topics but typically echo the content of legislative updates or brief articles. Interview topics include both timely policy issues as well as upcoming PPC events. In both cases, the alternative formats helps the Public Policy Center to reach a broader audience, and encourages participation in the political process by the broader Ohio Hispanic community.

### *At A Glance:*

Issued Policy Briefs	36
Bilingual Educational Articles	12
Legislative Updates	16
Voter Registration Briefs	8
Legislator Briefs	6
Latino Community Reports	218



Cleveland Community leaders & legislators.

# Connect:

## Latino Community Network



### OBJECTIVES:

- Facilitate and disseminate information about and for Latinos.
- Connect the diverse Latino communities in Ohio.
- Increase public awareness of issues faced by Latinos.
- Enhance relationships with state and local governments, private industry and business; promote understanding, collaboration and opportunities in the areas of government, education and employment for Latinos.
- Highlight the accomplishments and contributions of Spanish-speakers in Ohio.



Commissioner Baldemar Velasquez addresses community leaders.

The Latino Community Network is a hub of information for and about Hispanic Ohioans; a resource for the benefit of all Ohioans with a specific focus on connecting the diverse Latino communities of Ohio. The program serves the general public and is not limited to a specific geographic area.

### Networking and Engagement

The LCN accomplishes its objectives by maintaining a database of Latino community organizations, publishing a current statewide calendar of community news and events, delivering training conferences across Ohio, participating in Latino networking meetings across the State and organizing summits, the legislative visit day and

the annual Distinguished Hispanic Ohioan Awards Gala with the full partnership of members of the Commission.

### Increasing Dissemination of Public Information

Technology and social networking are crucial to expanding our capacity to connect and communicate with Latinos and the general public. The Ohio Latino Affairs website is a hub of current information and resources on subjects that impact and matter to Hispanics. Through our website, customer management system, Facebook and Twitter, we are able to simultaneously communicate and timely serve constituents.

### Enhancing Relationships, Collaboration and Opportunities

Through our information hub, state government agencies and Hispanic serving organizations are able to share and access information, download and print outreach and educational materials and stay in regular contact.

### Constituent Services

With a population of more than 365,000 Hispanics in Ohio, the demand for information and resources continues to increase. Our team responded to 215 cases presented by constituent inquiries during 2012. Additionally, state agencies contacted our office on a regular basis to request support in assisting Hispanic constituents. Often, our team translates information and/or interprets for these citizens.

### Highlighting Hispanics in Ohio

#### The Governor's Distinguished Hispanic Ohioan Awards

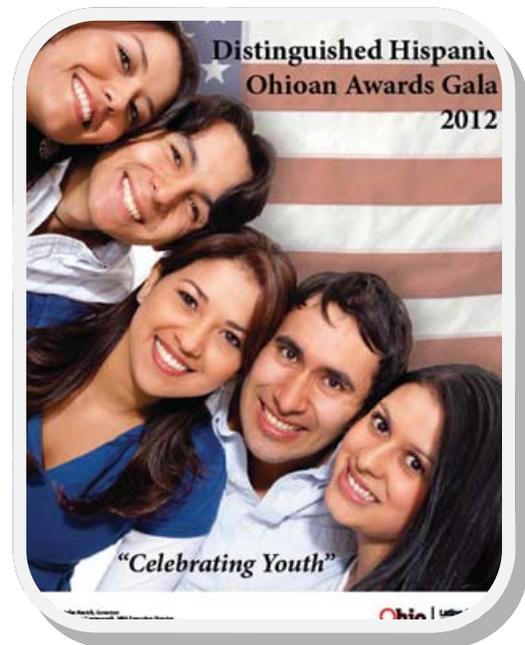
The annual Distinguished Hispanic Ohioans Award secures appropriate recognition of the accomplishments of Hispanics in Ohio. The 2012 annual gala's theme evolved

# Highlighting Hispanics in Ohio



around the theme “Celebrating Hispanic Youth.” Nationally, 50,000 American Latinos turn 18 every month and by 2050, Latino youth are expected to comprise 29% of the U.S. youth population. Our agency recognizes the importance of this growing segment of the population and is committed to supporting their empowerment and leadership development in our programming for 2013.

Additionally, Latino military service was recognized by bestowing awards to three veterans and one active duty serviceman. Of special significance was the presentation of the Fallen Heroes Awards, for Hispanic Ohioans who have made the ultimate sacrifice on behalf of our nation. Family members received this honor on behalf of seven fallen heroes from Lorain (Vietnam War) and one fallen hero from Eaton (Afghanistan War).



Type of Award	No. of awards
Distinguished Hispanic Ohioan	12
Nuestra Familia	8
Latino Military Service of Distinction	4
Latino Military Fallen Heroes	8
Total Gala Attendance	350



## Agenda Latina: The White House Summit

The purpose of Agenda Latina is to strengthen the connections between the Latino community leadership and organizations with the State of Ohio. The one-day event seeks to : (1) improve communication, (2) foster collaboration, (3) establish coordination, (4) examine & emulate best practices, and (5) develop statewide community agendas on specific subject matters.



In 2012, OCHLA partnered with the White House to host the first Hispanic Community Action Summit in Ohio. The Summit was attended by more than 300 Hispanic leaders from all across the state. The purpose of the summit is to focus attention on issues affecting the daily lives of Hispanics throughout the community, with a particular emphasis on jobs and the economy, education, healthcare, and the immigration system.

The Community Action Summit has three specific goals:

1. To establish a space where community leaders can meaningfully engage and interact with key decision- and policymakers in the President's administration on matters involving diverse policy;
2. To identify political and programmatic areas of concern, receive and respond to constructive criticism and feedback, and highlight local success stories and practices

in policy areas that benefit the Hispanic community and our nation;

3. To identify and develop opportunities for Hispanic leaders and stakeholders to collaborate with the President's administration and other leaders from across their region to address the interests and concerns of the Hispanic community.

## Partnerships & Collaboration

### Conferences & Summits

#### United States Hispanic Leadership Institute & ECHHO: College Career Fairs

The primary goal of the Student Leadership Series is to ensure that every Latino family has a student that is one of the following: the first student to graduate high school, the first student to enroll in post-secondary education or training or the first student to graduate from post-secondary education or training. **2012 Student Leadership Series** consist of **"Stay-in-School"** rallies for middle school and junior high students, **career & college recruitment fairs** for high school students, **regional leadership summits** for college students, and, if possible, **parent leadership training** and **professional development** events.

**Bridge Builders Forum:**  
**October 27th, 2012**  
**9:30 AM - 3:30 PM**  
 (Registration begins at 8:30 AM)  
 Ohio Union • 1739 N. High St. • Columbus, OH 43210

An expo designed to provide Ohio parents and students with college information. Join us for this **FREE** event to learn more about how to apply, financial aid, and college life. The day will also include a college/ community resource fair. Hispanic males are especially encouraged to attend.

Questions: [bridgebuilders@osu.edu](mailto:bridgebuilders@osu.edu)  
 To register: [www.osu.edu/bridgebuilders](http://www.osu.edu/bridgebuilders)

Office of Diversity and Inclusion  
 Gates Millennium Scholars  
 OHIO Latino Affairs Commission  
 HISPANIC SCHOLARSHIP  
 ECHHO

## Partnerships & Collaboration

### National Puerto Rican Day Parade New York City, NY

The state of Ohio was bestowed the honor of being the recipient of the National Puerto Rican Day Parade honors in New York City during 2012. The National Puerto Rican Day Parade honors the nearly four million inhabitants of Puerto Rico and nearly four million people of Puerto Rican birth or heritage residing in the United States.

The NPRDP hosts more than 15 events in the city, culminating with the parade, which has more than 100,000 participants and nearly three million spectators. OCHLA coordinated the participation of a 100-strong member delegation that represented Ohio in this important national event.



### Ohio Department of Job & Family Services Latino Community Day

Latino leaders from around the state convened at the Ohio Department of Job and Family Services for a full day meeting. OCHLA collaborated with ODJFS in promoting this important meeting. More than 50 leaders from across Ohio had the opportunity to become fully cognizant of the services offered by ODJFS, and to discuss ways how delivery of services can be improved.



### Lorain Leadership Conference –C.H.I.P.

The Coalition for Hispanic/Latino Issues and Progress hosts every year a leadership conference that attracts over 300 leaders. Ohio Latino Affairs partnered with C.H.I.P. and other organizations for this conference. Commission staff participated and facilitated in sessions regarding policy, education and health.



### ODADAS - MACC Behavioral Health Cultural Competence Planning

Ohio Latino Affairs has been working through 2012 with this important cultural competence taskforce. The planning process to be led by MACC will engage partners and stakeholders in addressing the “current state” of disparities in Ohio’s behavioral healthcare system. All stakeholders, in partnership with MACC, will identify appropriate strategies and action steps to reduce identified disparities. The end result will be a statewide cultural competence plan that, when implemented, will not only reduce disparities, but also decrease service cost and inefficiencies, thereby improving access to quality behavioral health care for consumers.

Additionally, our team presented on the state of Latino Mental Health at MACC’s 2012 conference *"Riding the Rapids: Integrating Care for Diverse Populations"*.



### Women’s History Month— International Women’s Day

Director Cavanaugh participated in the first International Women’s Day event organized at the Statehouse by the Somali Women Advancement Project. Additionally, the commission launched an e-campaign in recognition of Women’s Month. OCHLA will be working with the Somali and Asian communities to increase awareness and participation in the celebration of this year in 2013.

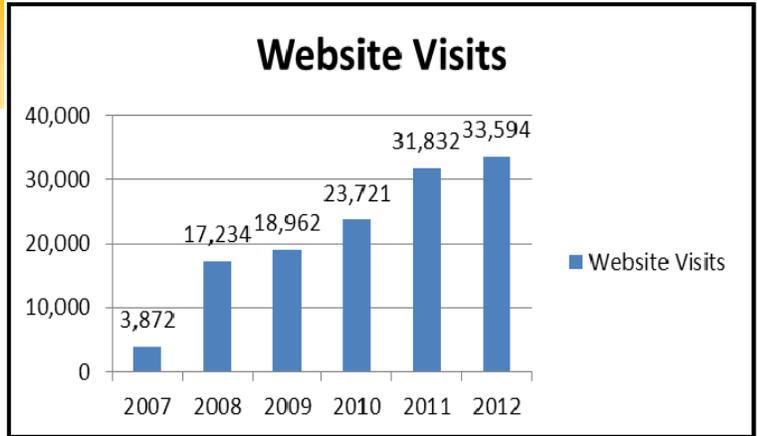
# Connecting and Informing

## Technology: Website and OLANet

As was the case in 2011, the OCHLA website, Organizations Directory, and e-campaign system have proven to be a preferred method for constituents to access the wide range of information and resources offered by the Commission in 2012. The commission uses technology as a bridge to connect Hispanics and all Ohioans with resources and services available through the Commission, other government agencies, and community organizations. From service directories, to original research reports, to emergency management announcements, the OCHLA website continues to grow in its capacity to provide useful content for constituents and users.

In 2012, the OCHLA website received **84,893 page views (counted every time a page is viewed from the OCHLA site)**, excluding those from OCHLA staff. **76.28%** of page views in 2012 came from new visitors, highlighting the expansion of OCHLA’s internet presence. Out of this high percentage of new visitors, 67.25% visited the site more than once, and viewed an average of 2.53 pages per visit. Inferring, then, the analytics suggest that new visitors to the OCHLA site in 2012 found the pages to be useful.

Not surprisingly, the site experienced the most traffic during the month of October, which coincides with Hispanic Heritage Month and the annual Distinguished Hispanic Ohioan Awards Gala. As with all of the Commission’s events, the website is used heavily to disseminate “save the date” announcements, register attendees, and provide information about event agendas and programs. The latest analytics confirm that the website provides a sound medium to communicate and serve constituents.

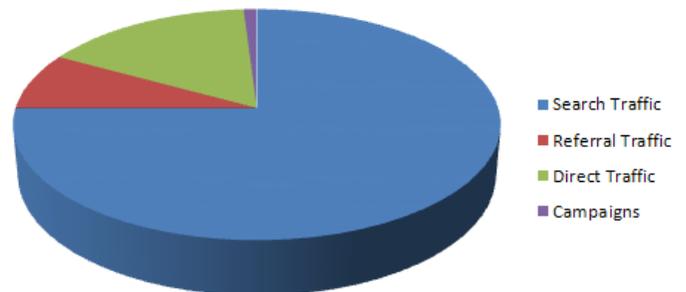


Below is a graphic of website metrics for 2012. As the charts illustrate, the number of total one time visits increased from 31,832 to 33,594 in 2012.

It is worth noting that of the new visitors to the OCHLA site in 2012, **75.47%** of them discovered the OCHLA site through a search engine, which indicates that as overall internet presence grows (website; social media; e-campaigns), visibility within search engines is increasing and thus generating additional traffic and increasing access to OCHLA resources.

For the second year in a row, the percentage of page views by returning visitors decreased to 23.72%, a figure that is likely the result of an increase in the number of subscribers to our e-campaign system and to our social media sites. In other words, 2012 saw more diverse use of OCHLA’s web resources.

-  **Visits: 33,594**
-  **Unique Visitors: 26,035**
-  **Pageviews: 84,893**
-  **Pages / Visit: 2.53**
-  **Avg. Visit Duration: 00:02:18**
-  **Bounce Rate: 67.25%**
-  **% New Visits: 76.23%**



**Website Improvements**

In 2012, OCHLA developed a new website to provide its users with easier access to the variety of resources offered by the Commission. Implementing our strategic plan to upgrade to a newer and more modern content management system, OCHLA worked closely with the Ohio Office of Information Technology to implement a cleaner website that features the agency’s most widely used tools, such as the calendar of events, directory of organizations and advanced e-campaign system. Our new website launched in December of 2012.



**A More Cost Effective Approach**

By switching to the web hosting services offered by the State of Ohio, OCHLA will benefit from a modern website that is also more cost-efficient and is also consistent with other state agencies. The new site is also simpler to navigate and more intuitive, resulting in quicker access to the reports library, organizations directory, demographics pages, news and events, and policy initiatives.

**Social Media:**

“Likes” to the OCHLA Facebook page have increased by **130** in 2012. Growth is due to consistent interaction with constituents in order to gauge their needs and interests. This interaction distinguishes social media from a traditional web site, and OCHLA makes use of this difference by allowing users to dictate the content that appears on the Facebook page. By taking the time to interact with constituents, OCHLA is able to provide information and outreach for programs, services, and events that are relevant to what the community wants to access.



## Build:

# Increasing the Capacity of Hispanic Leadership & Organizations



### OBJECTIVES:

- Provide a force-multiplier in building the capacity of private-sector, not-for-profit community organizations working for the benefit of all Ohioans, with a specific focus on organizations for and by Latinos.
- Develop, coordinate, and assist other public and private organizations that serve Spanish-speaking people, through training programs for the community.
- Review and approve grants to be made from federal, state, or private funds which are administered or sub-contracted by the office of Spanish-speaking affairs;
- Apply for and accept grants and gifts from governmental and private sources to be administered by the office or subcontracted to local agencies;

2012 was a year of expansion for the Organizations Development Center (ODC). Primarily designed to carry out the Commission's mandate to *build*, the work of the ODC focuses on increasing the capacity of community and government organizations in providing services and reaching out to Ohio's Hispanic communities.

By developing partnerships with state government and non-profits that provide direct services, the ODC enhanced the efforts of these key groups by providing training, consultation and administrative assistance to both existing projects and new initiatives.

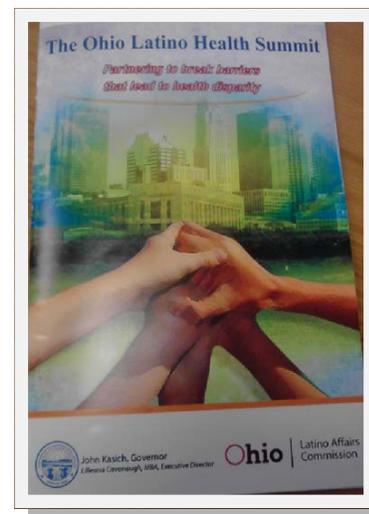
### The Ohio Latino Health Summit

As widely reported nationwide, Hispanics in Ohio suffer disproportionately from a variety of health issues, most of which are preventable with adequate access to health care, increased health literacy and cultural and language competency on the part of health providers. As such, the

ODC developed the first statewide Ohio Latino Health Summit in partnership with the League of United Latin American Citizens, the Ohio Latino Health Coalition, and the Ohio Commission on Minority Health.

The Summit served to provide health service providers with workshop sessions that would increase their ability to provide health services to Hispanic Ohioans. The Summit had the following objectives:

- To provide the setting for **multiple interactive workshops** comprised of discussions between **service providers, academics, government, and community leaders** to share best practices and latest research on the identified health priority areas to inform service delivery for Latinos.
- To provide a mechanism for further action and outreach and to communicate summit information to Ohio's communities through audio recording and a summary report for statewide access to summit.



# Increasing Capacity & Leadership

- To provide researchers, service providers and organizations with a **solid networking opportunity** to promote their services and establish partnerships that will benefit future service delivery.
- To inform the general public and the state legislature on the state of Latino health in Ohio through a report containing the **latest research, information, and resource** presented at the summit.

The Summit was attended by **over 150** health service providers, non-profit and community leaders. Attendees participated actively by attending sessions of their choice ranging on a variety of health topics, for a total of **16 workshop sessions**. Additionally, Summit sessions were audio recorded and were issued along with a summary report that can be viewed at <http://ochla.ohio.gov>.



Participants in one of the 16 workshops offered at Latino Health Summit.

## Summit Follow up Sessions

Additionally, OCHLA and LULAC Ohio are working together to develop a plan for regional meetings that address the action steps outlined by the Local Conversations Report, which is a project carried out by the Ohio Latino Coalition. It consists of the summary of focus group sessions carried out in 2011 in which groups of community leaders gathered to discuss their local health needs for Hispanics and action steps for overcoming them. Combined with discussions from the Summit, this will form the basis for local meetings with specific agendas de-

signed to advance those interests.

The ODC is assisting by organizing, developing the agenda, and recruiting participants. The first of the meeting was held on December 18, 2012. In 2013, such meetings will take place across Ohio.

## Increasing Capacity of Hispanic Community Serving Organizations

The ODC has served as a resource for government agencies and community groups who which to create, improve, or expand their services to their Hispanic communities.

## Close the Gap: Heart Health Initiative

in 2012, Boston Scientific began a project called Close the Gap, which consists of a collaborative attempt to reduce heart health disparities among women and minorities in Columbus, Ohio. As part of their goals, the group decided it would be critical to involve stakeholders who have experience in assessing the needs of the Hispanic community along with experience in providing outreach to Hispanics regarding health issues. As such, OCHLA staff have participated in the ongoing project, sitting on both the Board of Directors as well as the Community Outreach Taskforce. Within this taskforce, the ODC has strengthened the group's efforts by providing data on Hispanic heart health issues and population statistics.

Additionally, the ODC was responsible for connecting the project with key Hispanic community leaders and faith-based organizations in order to conduct a survey on major health needs within these communities. Moreover, the ODC translated the survey into Spanish in order to be inclusive of those with a language barrier. As the Taskforce continues its efforts of assessing the needs within Columbus, the ODC will continue to play a vital role in

accounting for Hispanic individuals who will benefit from increased outreach and awareness about available services and prevention methods for heart disease.

### Ohio Department of Health – Gestational Diabetes

#### Focus Groups

The **Ohio Department of Health** and members of their *Diabetes Prevention and Control Program* requested the assistance of the ODC in recruiting Hispanic participants for a series of focus groups regarding gestational diabetes. The purpose of the focus group sessions was to develop a better understanding of how Hispanic women receive and interpret information regarding diabetes prevention and services. As a result, the ODC was responsible for developing outreach materials in both English and Spanish to recruit participants for several focus group sessions, including those in Columbus and Lorain.



### Race to the Top

As the State continues its efforts to implement the structure for educational reform in K-12 schools, OCHLA has assisted by serving on the Race to the Top Steering Team. In this role, OCHLA works to ensure that Race to the Top efforts are accountable for the educational success of Hispanic students, many of whom are enrolled in some of the lowest-performing and economically disadvantaged schools. Since several Race to the Top objectives include the increased success of minority students, the leadership from an agency like OCHLA is critical.



Additionally, OCHLA has issued a report regarding the status of Race to the Top, with a specific focus on how the ongoing efforts are affecting Ohio's Hispanic students. Similar updates containing data and specifics will be issued in the future, and the current report can be found on our website.

### The Coalition for Homelessness and Housing in Ohio (CHHO)



A non-profit organization based in Columbus that works to provide housing rights education and services for people who are typically unable to access them. CHHO applied for a grant with the U.S. Department of Housing and Urban Development (HUD) to implement a statewide housing education outreach project that includes a strong emphasis on outreach to the Hispanic population. As such, CHHO and OCHLA met about collaborating on the project. OCHLA agreed to help refer CHHO to the proper communities and organizations, and also to use its own networks and e-campaign technology to assist with CHHO's outreach as a form of in-kind contribution. In addition, OCHLA provided a letter of support for the grant application that would provide Ohio with the funds necessary to carry out an extensive housing education campaign for Hispanic communities.

### Dayton International Schools

The ODC participated in several conference calls with the Dayton International Schools, a school district for students between grades 1-3. The institution serves as a Spanish immersion school and offers classes for students solely in Spanish for the purpose of equipping them with a second language along with a global mentality from an early age.

The school contacted the ODC to review potential funding opportunities for projects involving the expansion of their library as well as for providing teachers with opportunities to boost their teaching credentials with additional teacher certification credits. ODC staff met with school administrators to share grant funding opportunities available through government and private sources, and to recommend future strategies for seeking and applying for grant opportunities.



## Ohio Environmental Council: Raising Air Quality Awareness



In an effort to provide air quality awareness and inform communities about pollution hazards and measures to deal with them, the Ohio Environmental Council (OEC) reached out to the ODC for assistance in connecting with key Hispanic community leaders in central Ohio who could assist with outreach to the Hispanic community on air quality issues. OEC was referred to key organizations who could assist in providing their outreach materials to Hispanic community members. Additionally, ODC assisted in the translation of several materials that would allow OEC to disseminate their information in a culturally-competent manner.

### Community Informational Tour: Connecting Hispanics and Service Providers

In collaboration with the Ohio Department of Job and Family Services (ODJFS), our agency initiated regional events that will increase awareness of and access to government and community services for Hispanics.

The tour will be based on a previous model developed and implemented by ODJFS, and relays on OCHLA's experience and connections within the Hispanic community to attract major non-profits and community leaders that can serve alongside local government officials in a panel-like setting to discuss the services available for the issues that are important in each region.

Additionally, OCHLA and ODJFS are coordinating with regional one-stop job training centers to use their facilities as a location for the tour, in an effort to raise awareness about their valuable workforce developments services and build trust within their Hispanic communities.



## Grant Writing & Resources

In 2012, the ODC disseminated 12 different announcements containing links to grant opportunities to its network of registered subscribers. In total, 185 different grant opportunities from federal, state and local sources were sent, each with a specific focus on Hispanic/minority populations. The ODC assisted other Ohio based community organizations in applying for grant funds.

**Nueva Luz**, a prominent HIV/AIDS prevention and treatment non-profit organization in Cleveland, Ohio utilized the grant writing assistance of the ODC to obtain grant funds to develop housing opportunities for people with AIDS. The specific grant was obtained from **HOPW** (Housing Opportunities for People with AIDS) to provide housing support to the **326** HIV infected individuals that Nueva Luz serves both in Cleveland and Lorain.



Specifically, the ODC provided assistance with needs assessment research, conducting in-depth analysis on the need for HIV housing services in the Cleveland/Lorain area based on the existing number of Hispanics and minorities infected HIV/AIDS, their obstacles in acquiring adequate housing and the effect that a lack of adequate housing has on their lives and the well-being of the general community.

### Grant Writing Training

**Writing Quality Grant Proposals:** According to ODC research on the obstacles organizations face in acquiring grant funds, grant reviewers often have a difficult time understanding how the implementation of a non-profit's proposed project will lead to desired outputs and outcomes. This is not an indicator of the viability of a project, but rather a lack of experience or time to develop a strong logic model that allows funders to visualize how a project connects the dots between community needs and project outcomes. As such, the ODC developed a detailed PowerPoint guide that visually and verbally illustrates the importance of logic models, examples of successful ones, and how non-profits can begin to think about and create such models given the traditional constraints in resources,

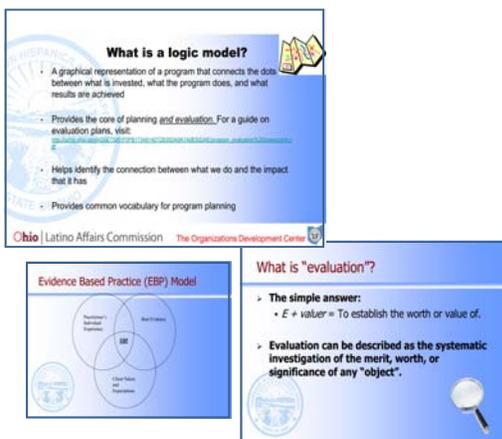
# Grant Writing & Resources

time and personnel.

**Creating Evaluation Plans for Grant Proposals:** Directly related to the concept of logic models is the necessity to implement a strong and clear evaluation plan that provides funders with the confidence of knowing that the effectiveness of a proposed project will be evaluated continuously throughout the funding period in order to make improvements and provide accountability for both funders and the community in question. The ODC put together a guide that emphasized the importance of such evaluation practices for grant and organizational purposes, as well as instructions and examples for developing a cohesive and illustrative evaluation strategy.

**Evidence Based Practices:** This training manual was designed to help organizations promote and take advantage of their greatest asset, which is their previous success and established history in providing their invaluable services. Often times, non-profits are too busy actually providing their services to be able to document all of their successes. This manual provides them with the tools they need to record their progress and present it as a case for future funding.

These training guides and manuals serve as the foundation for the diverse resources made available through the ODC website. Additionally, these guides were sent to the vast network of OCHLA's **Alliance Membership** groups, which include hundreds of Ohioans and Hispanic leaders involved in non-profit community work, and who will continue to benefit from such resources in 2013.

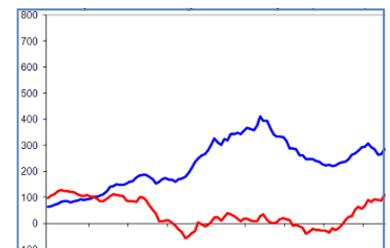


## Organizations that received technical support and data resources from the Organizations Development Center:

- Cincinnati Hispanic Chamber of Commerce
- Esperanza, Inc.
- El Centro de Servicios Sociales
- Nueva Luz
- El Centro de la Mujer
- Center for Hispanic Issues and Progress
- Office of Senator Charleta B. Tavares
- Su Casa Hispanic Ministries
- + 37 community members through constituent inquiries

## Increased Access to Important Data and Demographics

With increased constituent inquiries involving the need for data, statistics, and demographics on Ohio's Latino communities, the ODC expanded its website to include a comprehensive page that provides instructions and direct links to the most recent information. From guides to navigating the often complicated but valuable U.S. Census website, to reports from trusted



sources on the changing Hispanic population, the site serves as a one-stop shop for organizations in need of information to input into their grant applications, for academics with research needs, or for those curious about the changing demographics in the community.

# Building Leadership

## Ohio Latino Affairs Internship Program -

As part of our capacity building efforts, the agency continues to expand its successful internship program, which provides opportunities for dedicated individuals who want to increase their skills by gaining hands-on experience in public service. Interns obtain in depth exposure and knowledge about Hispanic Ohioans, they contribute to the community through their work, and participate in unique and engaging work to carry out the mandates covered in OCHLA's mission. Our agency's internship program serves as a great résumé-builder and qualifies for college or school credit.



Volunteers working as Host Ambassadors at the Distinguished Hispanic Ohioan Awards Gala.

### — Success Stories — Where Are They Now

- **Peace Corps Volunteer, Guatemala**
- **Administrative Officer**, Ohio Organizing Collaborative
- **Legislative Aide** to State Senator
- **Hispanic Community Liaison**, St. Vincent's Family Ctr.
- **ESL Teacher** in Bogota, **Colombia**
- **Researcher** at the Ohio State University
- **Administrative Assistant** at a State Board
- **Intern**, Columbus **Hispanic Chamber** of Commerce
- **Law student** at the **Boston University School** of Law
- **Legal assistant** at Manley Deas Kachalksy LLC
- **Accepted** at the **NASA Training Academy**
- **Grant winner** at the Ohio State University for post graduate **Spanish PhD**
- Accepted and studying at **Universidad de Alcala de Henares, Spain.**

	2011	2012
<b>Number of Volunteers</b>	13	26
<b>Volunteer Hours Worked</b>	708	1,182
<b>Value of Volunteer Hours</b>	\$15,122	\$22,304

Independent Sector calculates by using the average hourly earnings of all production and non-supervisory workers on private non-farm payrolls (as released by the Bureau of Labor Statistics) and increasing it by 12% to account for fringe benefits. The figure is an estimated value. Source: [http://independentsector.org/volunteer\\_time](http://independentsector.org/volunteer_time)

**Over 90% of our interns find employment or admittance to graduate school after their internships.**

While the contributions that interns make to OCHLA cannot be overstated, the agency places equal significance on ensuring that the experience equips interns with the tools they need to continue developing their professional and cross cultural competence and skills. Through an initial interview with all potential interns, OCHLA makes sure to understand and document each intern's specific skills, interests and future

employment aspirations, which leads to a process of selectively assigning interns to one of OCHLA's three centers.





# Annual Report

## 2012

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