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SEPTEMBER 2016

To the Honorable Board Members of the Ohio Commission on Hispanic/Latino Affairs

September has been exceptionally busy at the commission with many important projects underway and the preparation of the FY18-19 Biennial Budget.

Our plans for the execution of the Distinguished Hispanic Awards Gala continues to progress well and our team is ready to begin outreach efforts, community visits and to deliver keynotes during Hispanic Heritage Month. The Commission has made available an [online statewide calendar of events](#) that brings together the highlights of all celebrations around Ohio in a simple and easy to search information hub. Additionally, September is also Emergency Preparedness Month and our commission is actively engaged through social media to make sure that the Hispanic Community receives vital information on how to be ready to face emergencies. We appreciate the contributions of Vista Member Jesse who has been working with Community Liaison Lair Marin to ensure that our social networks are kept abreast of this important information.

We are also pleased to report a very successful 2016 Latino Health Summit in Cleveland, while at the same time, we continue to make strides on our Latino Vote Campaign efforts and are engaged in conversations with different target audiences as we develop our Workforce and Economic Development Action Plan.

Meetings Attended

- 01 Sept—Veronica Dahlberg, Update HOLA Project
- 02 Sept—Pablo Nunez, Lair Marin (ODJFS)
- 02 Sept—Yolanda Zepada, OSU
- 06 Sept—Vista Members Debrief /Orientation
- 07 Sept—Katherine Nickey, Connie Alexander, Biennial Budget
- 08 Sept—Workforce Committee Meeting (Jeffersonville)



08 Sept- Hispanic Roundtable Candidates Night (Cleveland)
 09 Sept—Yolanda Zepeda/Lair Marin (DHO)
 13 Sept— Rep. Vernon Sykes, Briefing re: Latinos in Ohio
 13 Sept—Natasha Curtis
 14 Sept—Beverly Martin, DAS Meet and Greet
 14 Sept—Todd Dieffenderfer, Shayne Downton, United Way Central Ohio
 19 Sept—Borinqueneers Gold Medal Recognition (Lorain)
 20 Sept—Priscilla Ayala, Latino Student Leadership Conference
 20 Sept—Our Lady of Guadalupe Center Open House
 21 Sept—Barbara Sykes, AARP Ohio Executive Director
 21 Sept—Sonia Chopra, Channel 9 News, Cincinnati
 21 Sept—Ohio State University, NCAC Event
 22 Sept—Ohio Hispanic Roundtable, Ohio Dpt. Of Mental Health & Addiction Services
 22 Sept—Cincinnati Latino Collaborative Meeting (Cincinnati)
 23 Sept – Meeting with Lorena Mora-Mowry—Mujeres Latina Today
 23 Sept—LULAC Cincinnati Annual Gala (Cincinnati)
 27 Sept—Greater Cincinnati Latino Coalition Presentation
 27 Sept— Dr. Bleuzette Marshall, University of Cincinnati, Latino Education Summit 2017
 28 Sept— Ohio Department of Health Hispanic Heritage Month Event Keynote
 29 Sept—DACC Advisory Board Meeting (Ohio Dept. of Mental Health & Addiction Services)
 29 Sept—Thomas Costello, Ohio University
 29 Sept – Briefing and Update with Ronnie Marquez-Posey/ Maria Gosser ODJFS Migrant Workers & Ombudsman Quarterly Mtg.
 30 Sept—MetroHealth Hispanic Heritage Month Keynote

Public Policy Center (PPC) Report

Andrea Lewis, Public Policy Officer

2016 Latino Vote Campaign

The 2016 Latino Vote Campaign has a goal to increase Latino voter participation this November. This month GOTV efforts have continued, with a particular emphasis on mobilizing Millennials. With over 40% of eligible Latino voters in Ohio between the ages of 18-33, it is critical to engage the Millennial perspective. I have continued work with an OCHLA intern to reach out to this population through our newest campaign, the “Ohio Young Voters Coalition.” This coalition is organized through a mostly digital organizing platform. A Facebook group has been created under the coalition’s name, and members are given the tools necessary to host a successful voter registration event. There are a few components of the campaign, which include: 1) voter registration drives—we are asking participants to host at least one registration drive on their college campus by October 11th. Because it is Hispanic Heritage Month, we are encouraging individuals to host their registration table at a HHM event happening on their campus. We send all materials necessary to host a drive to the individuals. 2) Resources for organizing the community—we are in the process of creating promotional materials that demonstrate the need for young Latinos to vote. Participants can print off posters and post around campus. We are also posting voting law requirements, polling sites, etc. for informational purposes. 3) Recognition—OCHLA will be recognizing the students groups participating in the Ohio



Young Latino Voters Coalition by granting a certificate of “Excellence in Civic Engagement” to groups that post a picture of a voter registration event they are hosting on Twitter.

In addition to working on the Ohio Young Voters Coalition campaign, I’ve continued to send voter registration materials to Latino interest groups around the state for upcoming events they are hosting. We partnered with LULAC once again, to host a voter registration drive at La Viña Church in Westerville, Ohio, and were very successful in our efforts. A few members of our team also traveled to Cleveland this month in support of the Candidates Night hosted by the Cleveland Roundtable. Additionally, an OCHLA intern and I were pleased to present at the Apoyo Latino: Greater Cincinnati Latino Coalition on the topic of the Ohio Latino electorate and the challenges and opportunities of mobilizing the Latino vote this election season. Our presentation was well-received and we were able to distribute important information as it pertains to Ohio’s Latino electorate.

Distinguished Hispanic Ohioan Awards

With the Distinguished Hispanic Ohioan Awards Gala just weeks away, our office has been happy to support our Community Liaison with many important tasks including requesting and obtaining Senatorial proclamations and House commendations for the 12 DHO awardees. Throughout the month I have continued to coordinate with the 23 legislative offices to get these recognitions on time.

I have also coordinated with Senator Sherrod Brown and Senator Rob Portman’s Office to get a congratulatory letter from each of them included in our program booklet. I also worked on preparing recognition for Trooper Kenneth Velez of Lorain, who was recently killed on duty.

Public Policy and Constituent Matters

- Edited a report titled “Local Conversations” on the topic of Latino health in Ohio.
- Created a promotional flyer for the upcoming Ohio Latino Education Summit.
- Drafted a Social Media Kit in advance of Hispanic Heritage Month to promote SB 280. The kit features sample tweets, FB posts, and other information to post in an effort to promote the advancement of the bill. Hispanic Heritage Month provides legislators with an optimal opportunity to pass SB 280, to recognize the contributions of America’s most well-known civil rights leader, Cesar Chavez. The Social Media Kit was sent to commissioners, in hopes that they will promote SB 280 on their personal accounts as well. OCHLA will use the sample social media posts on its account as well.
- Reviewed proposed strategic plan for Hispanic Chambers and provided suggestions for the plan.
- Responded to constituent request regarding HB 575. Provided constituent with additional information on the bill, and attempted to assist in coordinating a meeting for constituents and bill sponsor.
- Participated as a committee member for the Ohio Fairness and Sensitivity Data Review Meeting. We reviewed standardized test questions for grades 6-8, to check for biases that may favor a certain population over another.
- Presented a report to Latino leaders and legislators on the plight of unaccompanied children in Ohio.
- Chair Ortiz, Director Cavanaugh and I met with ODE Superintendent of Public Instruction, Paolo DeMaria to introduce ourselves and discuss issues of importance as it pertains to the Latino community. We had the opportunity to discuss issues surrounding unaccompanied children, and we



will be working with his office in the future to help provide teachers and administrators with the necessary tools to address unique situations pertaining to certain Latino students..

- Created an ecampaign to promote the Ohio Latino Student Summit.
- Created an ecampaign featuring all Hispanic Heritage Month events going on throughout the month.

Meetings Attended

9/1- Ohio Fairness and Sensitivity Data Review Meeting
9/6- Ohio Standards Coalition
9/6- Workforce and Economic Development Strategic Planning
9/6- Cleveland Candidates' Night
9/11—Voter Registration Drive
9/16—Ohio Hispanic Coalition Luncheon
9/16—Ohio Latino Student Summit (Conference Call)
9/16- Ohio Latino Student Summit (Conference Call)
9/21- Ohio State Community Leaders VIP Reception
9/22- Cincinnati Latino Leaders Collaborative
9/23- Latino Connection Meeting (Conference Call)
9/26—Chair Ortiz and Tom Roberts
9/27- Dr. Bleuzette Marshall, UC
9/27- Apoyo Latino: Greater Cincinnati Latino Coalition
9/28—Senator Gayle Manning
9/28- Senator Edna Brown
9/28- Senator Tom Patton's Office
9/29- ODE Superintendent Paolo DeMaria
9/30—Human Trafficking and Cultural Competence Conference

Latino Community Network (LCN) Report

Lair Marin-Marcum, Community Liaison

During the month of September, we have focused on the organization and logistics for the DHO. Our work included coordinating with commissioners, awardees and preparing the all the details related to the event.

We also compiled the Latino Health Summit final report and continued coaching Vista Member Jesse Dotson on the duties regarding social media and event organization/logistics. Finally, we successfully held the second Cincinnati Latino Leaders Collaborative with excellent participation from the community. LCN Marin-Marcum also participated and supported two Hispanic Heritage Month events in partnership with DAS & ODJFS. The 2 events were 1) A Successful Latina entrepreneurs panel & 2) A Latino Demo and dance classes that took place at the Rhodes Tower Auditorium.

Main LCN highlights:

- **Connect**
 - Conference Calls with Bobbie Bell -DAS Diversity Committee on advising for their two HHM 2016 events: 9/15 Successful Latina Leaders & 9/22 Latino Dance Demo & Class



- Coordinated Cincinnati Reds—HHM Event “Fiesta Rojos” Governor's Proclamations
- Mount Carmel Latino Collaborative—Presentation of Final Central Ohio Health & Social Services Directory

Connecting the Community: Information and Resources

OUTLET	DESCRIPTION	AUGUST	SEPTEMBER
Facebook	Number of “Likes” to date	1,264	1,279
Facebook & Twitter	Postings of news, resources, events	472	606
Website (Job Opportunities Page) Facebook & Twitter	Job Openings Promoted	100	70

September Constituent inquiries processed:	22
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Meetings Attended

- 1 Sept - DAS Diversity Committee Monthly Meeting/ Hispanic Heritage Month Conference Call
- 1 Sept - Meeting with TSJ Media VP Claudia de Leon - LHS Communications Partner for Radio
- 1 Sept - Meeting with Jesse: Emergency Campaign & DHO Campaigns / Awardees Information
- 2 Sept - Yolanda Zepeda / Lair OSU/OCHLA 2016 DHO Logistics Weekly Call
- 2 Sept - Meeting with Retired ODJFS Pablo Nunez to hand OCHLA award
- 7 Sept - Yolanda/OSU/OCHLA Conference Call - With Jason Davies—State Printing
- 7 Sept - Conference Call w/ Comm. Dan Molina—Latino Pods
- 9 Sept - Meet Maria Goeser, ODJFS
- 9 Sep - Yolanda Zepeda / Lair OSU/OCHLA 2016 DHO Logistics Weekly Call
- 13 Sep - 2016 Medical Interpreting Conference FINAL Debriefing Call
- 15 Sept - 2016 Latino Health Summit Steering Committee Conference Call - DEBRIEFING
- 15 Sept - DAS HHM Latina Successful Entrepreneurs Panel - Moderate
- 16 Sept - Yolanda Zepeda / Lair OSU/OCHLA 2016 DHO Logistics Weekly Call
- 22 Sept - DAS/OCHLA/ODJFS HHM State Employees- Dance Demo & Class
- 23 Sept - Meeting with Lorena Mora-Mowry—Mujeres Latina Today
- 23 Sept - 2016 DHO - Entertainment Logistics Conference Call
- 23 Sept - Yolanda Zepeda / Lair OSU/OCHLA 2016 DHO Logistics Weekly Call
- 23 Sept - LULAC Cincinnati Awards Gala
- 26 Sept - Invited lecture - OSU Spanish in Ohio
- 27 Sept - Yolanda Zepeda / Lair 2016 DHO
- 28 Sept - Mount Carmel Latino Collaborative—Central Ohio Health & Social Services Directory
- 28 Sept - ODH Diversity Program - Hispanic Heritage Month Event - OCHLA LCN Presentation
- 29 Sept - Briefing and Update with Ronnie Marquez-Posey/ Maria Gosser ODJFS Migrant Workers
- 30 Sept - OSU Student Tavia Thompson Inter/Volunteer Candidate Interview
- 30 Sept - OSU - Ohio State PACT Film Series Preview/Interview—Coming to America Series



30 Sept – Yolanda Zepeda / Lair OSU/OCHLA 2016 DHO Logistics Weekly Call

Organizations Development Center (ODC) Report

Georgina Alvarez, ODC Officer

CAPACITY BUILDING

During this month, I worked with our Vista Member Latisha to prepare her action plan and begin implementing some of the projects that had been on hold to strengthen the tool kit that this center has available for organizations. Among those new tools, we will soon have on our webpage information on funding, grants, sample documents including Memorandums of Understanding, Letter of Requests, Sample Grant information and other valuable tools that will assist those applying for grants.

Grant Announcements

- With the support of our Vista Member, the ODC is in the process of updating our information and creating a searchable database with specific funding opportunities/ grants/ volunteer opportunities to serve the needs of the Latino grassroots organizations. This tool once finalized will be made available through the ODC page on our website.
- Prepared and presented the final reports for grants MGS 16-22 and MGS 17-01. These reports were delivered to the Minority Health Commission.
- Issued four different grant opportunities for eligible Latino organizations.

Community Engagement

- Initiated follow up conversations with members of the Ohio Latino Connection to plan the next meeting.
- Coordinated with the Ohio Hispanic Chambers to prepare agenda for their next quarterly meeting.

Workforce & Economic Development

Continued to work on developing the workforce strategic plan and documenting meeting with the Workforce Committee.

Meetings and Events Attended

- September 8 - Workforce and Economic Development Strategy Plan (Jeffersonville)
- September 8 - Hispanic Round Table Meeting – Candidates Night (Cleveland)
- September 14 - United Way , Central Ohio Re: Fatherhood Network
- September 15 -Conference Call with Luis Javier Castro to discuss potential Leadership Programs
- September 23 -Conference Call with the Ohio Latino Coalition Group – September Meeting

Respectfully submitted,

