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AUGUST 2020

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

Our team is shifting gears to more regular programming this month beginning with preparations for the Latino Affairs Commission Summit 2020, the rescheduling of the Legislative Visit Day (originally programmed for November) and preparation for the Emergency Preparedness Campaign along with Hispanic Heritage Month.

Regular work related to the pandemic continues as usual with more emphasis now on the Pop Up testing efforts across Ohio. Director Cavanaugh and Public Policy Officer McCain regularly listen to the Governor's Press Conferences. The press releases are translated and distributed to Latino media with coverage in our social media channels and via interviews with La Mega Media and Mujer Latina Today.

On the fiscal and administrative front, work is underway to begin preparations for the FY22-23 biennial budget planning process. Our team is working to ensure all staff are using the OneDrive and SharePoint platforms to host all commission documents and we have completed an upgrade on our website hosting platform. In the next few weeks, Social Media Coordinator Miller will be working with the team to make our website easier to navigate from mobile devices including cell phones and tablets.

ONGOING PROGRAMS AND INITIATIVES

Mental and Behavioral Health Strategy—A date for the three reminder webinars of the year are being secured. A full schedule should be available by end of September.

Census 2020— We continue to engage with Latinos through our social media campaign.



Elections 2020—Weekly outreach campaign is underway to engage, involve and educate the community regarding the upcoming elections. Specific emphasis is being placed on encouraging Latinos to participate as poll workers.

Emergency Preparedness Month—LCN Lair Marin-Marcum is working with Social Media Coordinator to host a campaign during September to encourage Latinos to prepare for weather related emergencies and to work on a family plan. The campaign features weekly social media blasts with useful bilingual information.

Education Outreach in Times of COVID-19—PPC Officer McCain has launched a regular weekly campaign to assist families, organization leaders and advocates with information on back to school guidelines, tips, information from the Ohio Department of Education and other relevant data to improve the transition of students to school (online, hybrid, in person.)

Hispanic Heritage Month—Activities planned for this year’s HHM have declined significantly. LCN Lair Marin-Marcum will capture events on the commission’s HHM Page and promote this through social media.

Hispanic Impact Campaign—Special Edition

Commissioners were invited to submit names of individuals who have done outstanding work to support the Latino community through the COVID-19 Pandemic. Those selected will be featured in our Special Edition of the Hispanic Impact Campaign starting in October and through February 2020. Social Media Coordinator Miller will be in charge of this campaign with support from LCN Lair Marin-Marcum.

Legislative Visit Day—(Rescheduled) The event was initially scheduled for November, but due to the pandemic, it has been rescheduled for September 22, 2021. PPC Officer McCain has secured the Statehouse for the new date and she is working with Director Cavanaugh to ensure all administrative details are handled. She has also reached out to potential speakers to inform them about the date change.

Latino Affairs Commission Summit 2020—Three committees have been formed and are actively working to plan the tracks for the summit, scheduled for Friday, November 13, 2020. The program will have three tracks:

TRACK	CHAIR PERSON	STAFFER
Health	Commissioner Elizabeth Guzman-Bowman	Lair Marin-Marcum
Education	Commissioner Elena Foulis	Carly McCain
Business Growth	Commissioner Dan Molina	Lilly Cavanaugh/Madeline Lanese

Meetings attended:

Ongoing Meetings: (1) OCHLA Team Debrief, (2) Meetings with team members (3) Governor’s Press Conferences

- 03 Aug— Migrant and Seasonal Workers Advisory Group
- 03 Aug— Lorena Mora, Mujer Latina Today
- 04 Aug—DACC Leadership Workgroup Meeting
- 04 Aug—Barb Smoot, WELD (Latina Equal Pay Day)
- 04 Aug—Tracy Intihar, Alisha Nelson, Tif Huber, Mary Shaffer Agricultural & Migrant Workers Workgroup
- 04 Aug—Debrief Chair Mary Santiago
- 05 Aug—NALEO National Conference (Virtual)
- 05 Aug—Secretary of State Diversity & Empowerment Council
- 05 Aug—Migrant & Seasonal Workers Safety Advisory Group meetings with advocates, growers, health depts.
- 06 Aug—NALEO National Conference (Virtual)



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06 Aug—Vincent Fasone, Guadalupe Velasquez
 06 Aug—Jennifer Crist, ODJFS, Lair Marin-Marcum
 06 Aug—Latina Mentoring Academy presentation
 07 Aug—Delores Williams, DACC Leadership Workgroup
 07 Aug—Migrant & Seasonal Workers Safety Advisory Group
 11 Aug—Debrief Chair Mary Santiago
 11 Aug—OCHLA Board Meeting
 11 Aug—Latinas Equal Pay Day Planning Meeting
 12 Aug—Jose Salinas, OMEC, Jennifer Crist, ODJFS, Lair Marin (Migrant Children)
 12 Aug—Women of Achievement Virtual Event (Columbus)
 12 Aug—Youngstown Latino Networking Meeting
 13 Aug—Black Women Equal Pay Day Event (Virtual)
 13 Aug—Rebecca Nelson, Columbus Health [COVID-19]
 13 Aug—Mahdu Sharma, International Institute of Akron, Tif Hubber, Ohio Department of Health
 13 Aug—Cincinnati Latino Leaders Collaborative
 14 Aug—Debrief with Mr. Ron Todd, Governor’s Office & Asian/Pacific Islander Leaders
 14 Aug—Debrief with Mr. Ron Todd, Governor’s Office & New African Commission
 14 Aug—Rebecca Nelson, Columbus Health [COVID-19]
 17 Aug—NALEO Board of Directors’ Meeting (Virtual)
 17 Aug—Secretary of State, Frank LaRose, Poll Workers Briefing
 18 Aug—Ethnic leaders Meet Up: Pop Up Testing (various names)
 18 Aug—Latina Equal Pay Day Planning Meeting
 19 Aug—Minority Health Strike Team Debrief
 19 Aug—DACC Leadership Development Workgroup
 19 Aug—Jennifer Crist, ODJFS, Lair Marin-Marcum
 19 Aug—Health and Human Services re: Filbrun
 20 Aug—Elizabeth Nielsen, Strategic Doing
 25 Aug—Latino Contact Tracing Work Group
 25 Aug—Agricultural Worker Guidance Workgroup
 26 Aug—Jose Salinas, OMEC, Jennifer Crist, ODJFS, Lair Marin (Migrant Children)
 26 Aug—Latina Equal Pay Day Planning Meeting
 28 Aug—Debrief with Mr. Ron Todd, Governor’s Office & Asian/Pacific Islander Leaders
 28 Aug—Debrief with Mr. Ron Todd, Governor’s Office & New African Commission
 Aug 31—Secretary of State Frank La Rose
 Aug 31—DACC Leadership Workgroup Meeting

Public Policy Center (PPC) Report

Carly McCain, Public Policy Officer

Summary of Successes

-**Tracking and Communication of Ohio Department of Education Resources:** Implementation of the outreach continues for the ODE resources that are relevant to our community, specifically in relation to students, parents, and families. This information is distributed in English and Spanish amongst our team so that we may post it on our website, social media, and distribute it amongst our networks.

Legislative Visit Day: Legislative Visit Day 2020 has been postponed and tentatively rescheduled for Wednesday, September 22, 2021.



-2020 Ohio Latino Affairs Summit: Worked with internal staff to establish clear standards, guidelines, and deadlines for the planning of each track of the Summit. The Public Policy Center is in charge of planning the Education track of the Summit and has reached out to various education and higher education professionals to collaborate on refining different breakout sessions.

-New Intern: Ayanna Williams, an undergraduate student at The Ohio State University's College of Social Work, joined our team this month as our newest Public Policy Intern. Ayanna will be interning with us for her fall 2020 and spring 2021 semesters.

Meetings/Calls:

Ongoing Meetings: (1) OCHLA Team Debrief, (2) Meetings with team members

- 08/06: Carly and Madeline Lanese Public Policy Center orientation
- 08/11: OCHLA Board Meeting
- 08/12: Carly and Lilly Legislative Visit Day debrief
- 08/13: Cincinnati Latino Leaders Collaborative
- 08/17: Ayanna Williams' 1st Day orientation
- 08/17: LULAC Zoom meeting
- 08/27: Public Policy Internship orientation for Ayanna
- 08/27: Carly and Dr. Foulis call to discuss 2020 Ohio Latino Affairs Summit education track

Community Network (LCN) Report

Lair Marin-Marcum, Community Liaison
Cherrell Miller, Social Media Coordinator

During the month of August, we continue to focus on activities related to COVID-19. Community Liaison is participating, preparing and attending Virtual Meetings with COVID-19 Alliances, compiling, updating COVID-19 resources and mailing out a weekly blast to all community networks & mailing lists. We continue doing COVID-19 Translations for several agencies.

We continue to support state government by attending taskforce committees and work groups, providing, compiling information regarding the impact of COVID-19 on the Latino community and distributing relevant resources and information to the community. LCN Lair Marin-Marcum is working closely with Executive Director and ODJFS migrant Ombudsperson on farmworkers project with ODH, ODJFS, ODE and other state agencies/organizations to secure resources and translations. We continue to update directories and the OLANET directory.

Constituent Services

Constituent calls increased by 50% to 30 during the month of August.

Intern / Volunteers

intern Andrea C. continues working on the OLANet Directory. In addition, our past OSU Winter / Spring /Summer semester intern Michelle G. has requested to continue on standby for translations work. In August we will be opening up 1-2 more intern/volunteer opportunities to place OSU students via Dr. Foulis.



Summary Connecting the Community: Information and Resources

AUGUST 2020	March	April	May	June	July	August
Constituent Inquiries:	40	76	35	35	20	30
Job Opportunities posted	22	6	9	10	9	13

Meetings Attended:

Ongoing Meetings: (1) OCHLA Team Debrief, (2) Meetings with team members

- 3 August – Voter Registration campaign / Material & Outreach
- 4 August – Meet & Greet Lynn Stevens/ODOT & Pedro Falconi HCC New Vice President—Trainings
- 4 August – Social Media Postings/El Centro Cherrell/Lair
- 4 August – Columbus City Schools “CCS” Partnership in Action Zoom meeting
- 5 August – Call with ODJFS State Monitor Advocate Jennifer Christ Follow up on a case
- 6 August – African American COVID-19 Alliance Zoom Mtg - OCHLA COVID-19 Resources presentation
- 6 August – Call with ODJFS State Monitor Advocate Jennifer Christ Follow up—Rescheduling for Lilly
- 7 August – Rebecca Nelson / Lair Touch Base on outreach with Community
- 10 August – Conference Call Jill Frost / UMADAOP 31st Statewide Conference Assistance
- 11 August – OCHLA Board Meeting
- 12 August – Mt. Carmel Latino/Hispanic Health Collaborative
- 12 August – Bi-weekly Mtg: Children served through ODE and Ohio Migrant Education Centers
- 12 August – Youngstown Latino Networking Meeting
- 12 August – Commissioner Foulis/ OCHLA Recording OSU presentation
- 12 August – Columbus City Schools “CCS” - New Americans subcommittee Partnership
- 13 August – Columbus Health/Rebecca Nelson Latino Outreach Conversations/Govs repss
- 13 August – TEAMS COVID-19 y Tu Salud - Video - Education one
- 13 August – Cincinnati Latino Leaders Collaborative Meeting
- 18 August – Columbus City Schools “CCS” Partnership in Action Zoom meeting
- 18 August – Intern Andrea/Lair—Debrief on OLANet project
- 18 August – Franklin Co Sherriff’s Community Advisory Board
- 19 August – Caresource Community Outreach with Jeff Lemichuck
- 19 August – Call with ODJFS State Monitor Advocate Jennifer Christ Follow up
- 19 August – US Government Background check on Caroline Filbrun for ne positions
- 19 August – OSU—Tatianna & Glenn Martinez COVID-19 Community outreach
- 20 August – Latino Connection Zoom Meeting
- 21 August – Falcon Farmworkers Advocacy Network Meeting
- 21 August – Mary Schaffer/Lair Debrief & Follow up Falcon Meeting
- 21 August – Jose Salinas/Lair Debrief next meeting & Falcon Meeting
- 21 August – Falcon Farmworkers Advocacy Network Meeting
- 21 August – Mary Schaffer/Lair Debrief & Follow up Falcon Meeting
- 21 August – Jose Salinas/Lair Debrief next meeting & Falcon Meeting



Social Media Outreach and Engagement:

Cherrell Miller, Social Media Coordinator

This month, there were over 90 posts throughout Facebook, Twitter, and Instagram as back to school, voting, and census became prominent conversations in the media. Job opportunities and local events are being shared more rapidly as Ohio continues to re-open. Governor De Wine continues to implement strategies and proper precautions that have allowed companies to work and operate at their full capacities. Considering this, we continue to expect an increase in organizations sharing their job opportunities and upcoming events.

Social media metrics have continued to rise over all platforms. This was expected due to COVID-19, back to school, and voting. The commission also joined LinkedIn late this month as we are planning to be more present on this platform. We hope to release community highlights, resources and information regarding our upcoming summit in the near future. Throughout the community we saw a rise in members contacting us in order to obtain resources, as well as promote on our website and social media platforms.

Facebook:

On Facebook, the commission reached over 12,000 users in the month of August. The page continues to grow, with 2,600 page likes and rising just above 2,700 followers. In January 2020, the page started off with 2,350 page likes and has increased by 322 throughout the span of the year.

When comparing data, in 2019 the Facebook page has increased of nearly 400 new followers for the entirety of the year. This month the commission gained 45 followers after losing almost 100 followers in the month of July. We are working hard to plan, and research new strategies in order to continue to gain more followers, traction, and visibility on Facebook.

Twitter:

The Commission's Twitter is growing, and we were very happy to report that we finally reached over 1,000 followers by the end of the month, which was earlier than projected.

Website:

In August, the top pages of the website, not including our Homepage with 2,155 page views, were: ODC Grants/Funding-424 page views; ODC Mental Health- 400 page views; Latest News- 376 page views; COVID Resources- 371 page views; Hispanic Serving Organizations- 318 page views.

Since March, the majority of website page views were due to the Coronavirus. This month we saw a change as conversations regarding the coronavirus are happening less frequently. With back-to-school we projected to see a rise in this due to the rise in COVID cases, but it has indeed declined. Instead the community members seeking back-to-school, voting, and job resources.

<i>Outlet</i>	<i>Data Measured</i>	May 2020	June 2020	July 2020	August 2020
Facebook	Page Likes	2,599	2,616	2,630	2,672
	Followers	2,816	2844	2,659	2,702
	Reach	25,557	11,237	16,694	12,040
Twitter	Followers	969	979	990	1001
	Profile Visits	153	77	236	130
	Mentions (from other orgs)	51	20	56	51
Instagram	Followers	609	616	625	643
OCHLA Website	Total Views	12,423	13,808	10,957	15,590



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Meetings Attended:

Ongoing Meetings: (1) OCHLA Team Debrief, (2) Meetings with team members

8/3- Elections Campaign Materials
8/4- El Centro's Community network
8/6- Public Policy Orientation
8/11- Hispanic Impact Campaign interview with Chief Paez
8/11- OCHLA Board Meeting
8/12- Youngstown Latino Networking meeting
8/12- Website DDN Software IT, State of Ohio
8/13- COVID-19 y Tu Salud Mental
8/14- Spanish Speaking Driver Intervention program
8/20- Cross Training with Madie
8/31- Hispanic Ohioans Campaign Planning

Organizations Development Center (ODC) Report

Lilly Cavanaugh, Executive Director
Madeline Lanese AmeriCorps Vista, Organizations Development Center

Summary of Successes:

Engagement with Latino Serving Organizations

The ODC was able to assist representative from La Conexión in finding grant resources applicable to them. The ODC also engaged with other community members through email about questions on grant and mental health newsletters.

E-Newsletters

The supplemental mental health newsletter was released August 17th, 2020. Emailed to 145 recipients. The featured story was how to manage mental health during COVID-19. The September grant and mental health newsletters were drafted in August and released on September 1st, 2020. The ODC was introduced to Dr. Marylin Sampilo with the Cleveland Clinic, and will be collaborating with her for the upcoming mental health newsletters.

Mujer Latina Today COVID-19 and your Mental Health Videos

The Executive Director produced an introduction for the 4 video series produced by Mujer Latina Today. The video series was produced in Spanish and two expert psychologists in Ohio produced the content. The rest of the OCHLA team helped to produce promotional material and distribute through email and social media.

Webinars

ODC Coordinator Lanese attended one webinar on health equity and one on the opioid crisis as it relates to the Latino population. Notes were taken and some were used for the mental health newsletter. The research and knowledge distribution on the opioid crisis will continue in September. OCHLA is in communication with Dr. Sampilo and will be hosting another webinar in September.

Latino Connection and Ohio Commission of Hispanic Chamber of Commerce

Both meetings were successfully scheduled and agendas have been produced for both.



Ongoing Projects:

Latino Affairs Commission Summit 2020

Preliminary stages of planning and meetings have begun for the summit. The Executive Director and ODC will be working together on the business portion. The summit will include speakers on business, health, and education and will be a virtual event held November 13th 2020.

Grants Database

Grants on the Organizations Development page are in the process of being reviewed and updated. Conversations are also taking place about how to best update the Organizations Development page in general. ODC Coordinator will continue to work with Executive Director to build strategies about website organization.

Grant Research and Training

ODC Coordinator continues to learn about new grants from grant watch and other sites, as well as researching how to obtain funding.

Vista Orientation

The ODC Coordinator has attended orientation held by AmeriCorps, is completing in-house training with OCHLA, as well as reading literature on nonprofits in the area, grant research, and grants that have previously been received.

Resource Share and Distribution

ODC Coordinator is working with the team to compile resources for the community each week and distribute through different social media channels.

Meetings Attended

Ongoing Meetings: (1) OCHLA Team Debrief, (2) Meetings with team members

- August 3rd - Elections Campaign - Materials and outreach
- August 11th - OCHLA Board meeting
- August 12th - Youngstown Latino Networking Meeting
- August 13th - Mujer Latina Project meeting Thursday August 13th
- August 13th - Cincinnati Leaders meeting
- August 13th - Responding to Crisis in the Latino Population with an Equity Lens Webinar
- August 14th - Coaching Session
- August 19th - Overview VISTA guidelines
- August 20th - Cross Training Social Media
- August 26th - Latino Summit Business Track Touch Base
- August 26th - AmeriCorps Professional Workshop
- August 26th - Latino Alliance Meeting
- August 26th - Introduction to Dr. Sampilo
- August 28th - Addressing Racial Equity in Overdose Prevention Webinar

Respectfully submitted.

