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NOVEMBER 2020

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

During November, the team successfully executed the 2020 Ohio Latino Affairs Summit on Friday, November 13th. The goals for the event were accomplished and we are working on preparing a final report that will include feedback from participants and other relevant data. Our deep gratitude goes to more than 30 speakers who throughout the day presented on the COVID 19 pandemic and its impact on education, health and businesses.

General activities surrounding our work with the pandemic continue with emphasis on promoting pop-up testing, hosting radio shows through La Mega and working closely with different work teams to provide relevant information. We continue to translate relevant outreach materials and the Governor's Press Releases which are disseminated, along with informational resources through Latino media and networks across Ohio.

Executive Director Cavanaugh participated in several advisory meetings this month and has begun working with the team to prepare for end of year reporting, including our annual report and preparations for the 2021 programming. On the fiscal front, activities remain on target per the budget plan with decreased expenses as a result of diminished outreach, travel and events.

Meetings Attended

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

Nov 02—Donna Alvarado, ODE English Learner Advisory Group
Nov 02—Dr. Marilyn Sampilo, Cleveland Clinic
Nov 03—Ken Latham, Fatica Ayers, Ohio Disabilities Council
Nov 04—Trauma Informed Care Advisory Group
Nov 04—Andrea Lewis, Opioids Crisis, Paul Werth



Nov 05—Ohio Department of Aging, Strategic Plan on Aging (SAPA) Advisory Committee
Nov 05—Commissioner Mary Santiago
Nov 05—Cincinnati Leaders Collaborative
Nov 05—WELD, Annual Calendar Meeting
Nov 06—Tif Hubber, Ohio Department of Health
Nov 06—Debrief with Mr. Ron Todd, Governor’s Office, Asian and Pacific Islander Leaders
Nov 06—Debrief with Mr. Ron Todd, Governor’s Office, New African Immigrant Commission
Nov 09—Clarissa Felix, Thalia Amador, SBA
Nov 10—Chancellor K.L. Allen, WG University
Nov 10—AIM Hire Webinar: Apprenticeships Today
Nov 10—Ohio’s COVID-19 Populations Needs Assessment Findings, OSU (Virtual Event)
Nov 12—DACC Advisory Board Meeting
Nov 12—Dr. Linda Robertson, Cleveland Council on World Affairs
Nov 13—2020 Ohio Latino Affairs Summit
Nov 16—Youngstown Latino Networking Meeting
Nov 16—NALEO Board Meeting
Nov 16—DAS/CBRE Space Study Interview
Nov 16—Anna Taft ,Carly McCain, Tandana Project
Nov 17—Dr. Marilyn Sampilo, Mental Health Webinars
Nov 17—Diversity and Empowerment Council, Secretary of State’s Office
Nov 17—Health Policy Institute of Ohio, presentation
Nov 17—Debrief, Chair Manuel Lopez
Nov 18—Jason Jolley, Anirudh Ruhil, Carly McCain, Ohio University
Nov 18—Rebecca Nelson, Columbus Public Health, COVID-19
Nov 18—Americorps Vista Supervisor Meeting
Nov 18—Executive Committee Meeting Manuel Lopez, Dr. Elena Foulis, Elizabeth Bowman
Nov 19—Marcia Moreno, Barb Smoot, WELD
Nov 19—Chair Manuel Lopez
Nov 19—Director Alisha Nelson, Recovery Ohio (COVID-19)
Nov 20—Tif Hubber, Ohio Department of Health
Nov 20—Debrief with Mr. Ron Todd, Governor’s Office, Asian and Pacific Islander Leaders
Nov 20—Debrief with Mr. Ron Todd, Governor’s Office, New African Immigrant Commission
Nov 20—Patricia Larkins-Hicks, Ohio Developmental Disabilities
Nov 23-27—Out of office, Vacation and Thanksgiving Holiday

Public Policy Center (PPC) Report

Carly McCain, Public Policy Officer

Summary of Successes

-**Voter Education:** The Public Policy Center led the team in voter education outreach. In early November, we focused on voter education in terms of promoting the different ways to vote in Ohio. We also worked to keep Latino media and community leaders informed on the certification period after election day to help keep the public in the loop about the legal and necessary procedures that pertain to counting votes.

-**2020 Ohio Latino Affairs Summit:** Worked with internal and external teams to host the virtual 2020



Ohio Latino Affairs Summit on Friday, November 13, 2020. The Public Policy Center was in charge of organizing the education track of the event. Breakout sessions were well attended and participants actively participated and connected with each other. The breakout sessions were as follows:

- Identifying Students as English Learners in Ohio Schools
- From the Perspective of an Educator: Lessons in Remote and Hybrid Learning
- Building Partnerships to Promote Creation and Use of Open Educational Resources
- Staying Connected in College During Periods of Online Learning and Physical Distancing
- 3-4:30 PM: Student Panel on Anti-Racism

-**Latino Community Report:** Further developed the Fall/Winter LCR, which will focus on the Hispanic/Latino Ohioan community and Financial Access and Equity. The Public Policy Center reached out to and had meetings with Latino business leaders to incorporate their feedback and testimonies into the report. This LCR will be published by mid to late December.

Cleveland Clinic Collaboration Project: The Public Policy Center continues to work with Dr. Marilyn Sampilo, in a research project with her residents at the Cleveland Clinic. We seek to examine the current state of DACA in Ohio and what kind of an impact it has on mental health.

Meetings Attended:

Ongoing Meetings: (1) OCHLA Team Debrief

- 11/02: OSU and Public Policy Center meeting to discuss Ayanna’s internship progress
- 11/03: 2020 Ohio Latino Affairs Summit Zoom room training
- 11/05: Cincinnati Latino Leaders Collaborative meeting
- 11/06: 2020 Ohio Latino Affairs Summit planning meeting
- 11/06: Carly and Alicia Pagan, LULAC
- 11/11: New American Advisory Council meeting
- 11/12: Carly call w/ Sheila Boehner Willamowski from Speaker Cupp’s office
- 11/13: 2020 Ohio Latino Affairs Summit – Education Track
- 11/16: OSU and Public Policy Center meeting to discuss Ayanna’s internship progress
- 11/16: OCHLA and Tandana Foundation meeting
- 11/16: Carly presentation to OSU Morrill Scholarship Program students
- 11/18: Carly and Lilly meeting w/ Ohio University Voinovich School of Leadership and Public Affairs
- 11/19: Council of Unaccompanied Minors meeting
- 11/20: Carly call w/ Sue Cuevas from Nueva Esperanza Credit Union
- 11/23: Public Policy Center internship debrief w/ Ayanna
- 11/23: Carly meeting w/ Thalia Amador, US Small Business Administration
- 11/24: OSU and Public Policy Center meeting to discuss Ayanna’s internship progress
- 11/30: OSU and Public Policy Center meeting to discuss Ayanna’s internship progress

Community Network (LCN) Report

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

During the month of November the LCN focused on finalizing planning for the Latino Summit Health Track. COVID-19 work continues steady, particularly in outreach due to the increased number of cases and new guidelines. We continue d assisting state agencies, compiling, updating COVID–19 resources and mailing out information to community networks & mailing lists. We are still doing some COVID-19 Translations. We are also on the final stages of the OLANet Directory review, which should be finalized by December.



Constituent Services

Constituency calls remain consistent. As of November 23rd, we've had 50 not much lower than the 52 that we received in November or the 50 in September. These continue to be much higher numbers than normal for our commission.

Intern / Volunteers

During November, we've been working with our 2 new OSU interns Dana W. and Mackenzie D. with the Latino Summit and the OLANet directory new page. Our summer & fall intern Andrea Cid will be finishing her internship in November and intern Michelle Goodman continues assisting with some translations and is doing a shorter 2 hrs. as part of her fall semester translation OSU classes.

Translations

Doing the month of November we have worked on 11 translations, revisions and updates.

Connecting the Community: Information and Resources

	March	April	May	June	July	August	Sept.	Oct.	Nov
Constituent Inquiries:	40	76	35	35	20	30	50	52	45
Translation	60	98	67	15	56	10	11	12	10
Job Opportunities posted	22	6	9	10	9	13	35	31	17

Meetings Attended:

Ongoing Meetings: (1) OCHLA Team Debrief

- 2 Nov – NALEO Voter Call center
- 3 Nov – Worked as Poll Worker
- 4 Nov – Mt. Carmel Collaborative Quarterly Zoom Mtg
- 4 Nov – COVID-19 Black Alliance Joint Health & Community Meeting
- 4 Nov – Latino Summit Health Track Responding to the Pandemic Moderator Panelist TEAMS Call
- 5 Nov – Clark County/Springfield Monthly Hispanic Coalition ZOOM
- 5 Nov – COVID-19 Alliance ENC All Group Meeting
- 5 Nov – Cincinnati Latino Leaders Collaborative
- 6 Nov – Latino Summit Ohio Health New Spanish Toolkit—Maria Ann Abiado
- 9 Nov – Latino Summit Plenary PCORI Survey logistics with Glenn, Marilyn & Camila
- 9 Nov – Latino Summit Mental Health Marilyn Sampilo Logistics & run through
- 9 Nov– Latino Summit Mental Health Kim Kehl Logistics & run through
- 9 Nov – Intern Mackenzie Damon—Latino Summit Volunteer Run
- 10 Nov – Ohio Alianza 614 Human Trafficking Update
- 10 Nov – Red Cross Latino Blood Drive Cesar Chavez Day
- 10 Nov – Greater Columbus Community Trust Zoom
- 12 Nov – New Black Alliance PIA COVID-19 Equity Zoom
- 12 Nov – Latino Summit Final Run through dates
- 13 Nov – Latino Summit All Day OCHLA Event—



- 16 Nov – Youngstown Latino Networking Meeting
- 16 Nov – Laney / Lair Special project, Spanish Flyers Distribution
- 17 Nov – NOAHH Members Monthly Zoom Meeting
- 17 Nov – Care Source Community Mtg, Special Speaker for CHRIS on Immigrants and Refugees
- 17 Nov – Rebecca Nelson Columbus Health—Debrief on local Hispanic Businesses non compliance—
- 17 Nov – New Black Alliance PIA COVID-19 Zoom
- 17 Nov – Tara Carr Rutgers Univ. Entrepreneurs in Ohio working on survey
- 23-27 Nov—Vacation
- 30 Nov – Agricultural Workers Resource Group Debrief
- 30 Nov – Milly Valverde/OSU Call —Debrief on Grant Letter Request
- 30 Nov – Call Kim Kehl/Lilly - Mental Health Translator/Interpreter Video Project

Social Media Outreach and Engagement:
[Cherrell Miller, Social Media Coordinator](#)

Throughout the month of November, the commission successfully marketed its 2020 Latino Affairs Summit, which led to a lot of new views and followers on our social media platforms. Twitter performance increased as we reported live updates from the event. This month the Commission engaged with its followers with Election, Summit, and COVID-19 updates. The commission continues to report on Governor Mike DeWines’ press releases with latest updates regarding the coronavirus pandemic. The Commission also reported live during the Latino Summit, creating the hashtag #LatinOHSummit20, gaining 100 page views and 25 new followers.

Facebook:

On Facebook, the commission reached nearly 9,000 users in the month of November. The page gained almost 200 new followers which pushed the commission to 3,196.

Twitter:

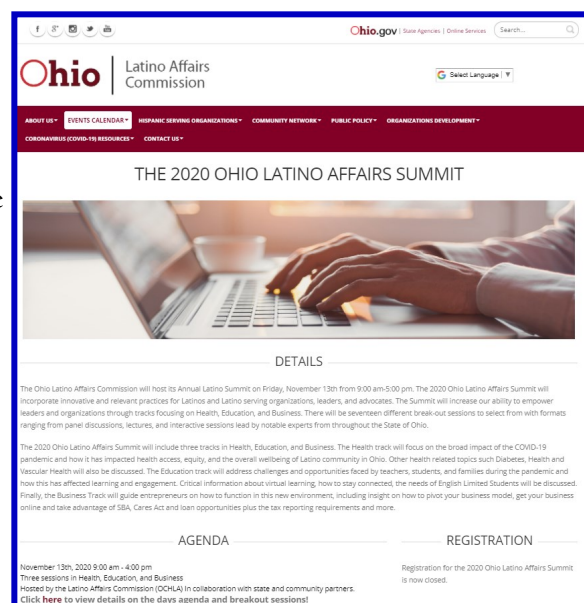
While reporting on the 2020 Ohio Latino Affairs Summit, the Commission’s twitter platform reached 1050 followers this month, and 75 mentions from other community leaders and organizations.

Instagram:

This month, Instagram had the least amount of engagements on posts but our page still gained 20 new followers.

Website:

We created the 2020 Ohio Latino Affairs Summit webpage that housed event information, updates, registration links, and the Summit program. In November, the top pages of the website were: Coronavirus- 535 page views; Job Opportunities- 258 page views; Public Policy Resources - 238 page views.



Outlet	Data Measured	June 2020	July 2020	August 2020	September 2020	October 2020	November 2020
Facebook	Page Likes	2,616	2,630	2,673	2,692	2,721	2,877
	Followers	2844	2,659	2,703	2,720	3,033	3,196
	Reach	11,237	16,694	13,040	8038	13,048	10,688
Twitter	Followers	979	990	1001	1019	1032	1046
	Profile Visits	77	236	134	598	354	514
	Mentions(from other orgs)	20	56	51	105	62	76
Instagram	Followers	616	625	643	677	727	746
LinkedIn	Followers			5	32	63	77
OCHLA Web-site	Total Views	13,808	10,957	15,590	14,944	16,206	14,579
Job Postings	Submitted	10	9	22	35	31	17

Meetings Attended

Daily- Team debrief and Weekly Summit Debrief

Nov 04—Summit Program Review

Nov 09—Latino Summit Next Steps

Nov 12— Hispanic Impact with Andrea Creiger

Nov 13—2020 Latino Affairs Summit

Organizations Development Center (ODC) Report

Lilly Cavanaugh, Executive Director

Madeline Lanese AmeriCorps Vista, Organizations Development Center

Summary of Successes:

Grant and Mental Health Newsletters

Authored and released two mental health newsletters and one grant newsletter in November. Worked with Dr. Marilyn Sampilo at the Cleveland Clinic to determine information to be shared on mental health topics. Newsletters are shared with constituents from a list-serve and are also posted on the website. New recipients were added this month. Due to the results of a customer satisfaction survey sent out and evaluated by the ODC, the ODC now sends out a weekly email blast of relevant grants as well as the monthly grant newsletters. These emails started the first week of November. The goal is to make the monthly newsletter into a more sustainable resource with tips on grant writing and featured foundations. The weekly emails can provide more up to date grant options in a timely fashion.



Newsletter	Release Date	Recipients	Topics
November Mental Health	November 1st	150	Anxiety in the Hispanic/Latino Community.
November Supplemental Mental Health Newsletter	November 16th	150	How to manage stress during the holidays.
November Grant Newsletter	November 1st	198	Columbus Foundation

Latino Connection & OHCC

These quarterly meetings serve the purpose of keeping the commission apprised to the needs of the community as well as keep organizations connected and updated on projects. The December meetings are scheduled, and information is regularly being exchanged with both groups.

Resource Share

The ODC continues to work with the Social Media and Outreach Vista and the team to find and promote useful resources on a weekly basis.

2020 Ohio Latino Affairs Summit

Organized the logistics for the 2020 Ohio Latino Affairs Summit. The ODC assisted in organizing weekly meetings amongst Commissioners, OCHLA Staff, and involved planning members. The ODC also managed the registration for the event. The event consisted of three tracks (health, education and business) with 17 breakout sessions to choose from. Over 300 participants registered for the event and over 150 participated, the data and survey responses from the events are still being processed and will be available soon.

Meetings Attended:

- 11/03/20 Zoom Summit Drop in
- 11/05/20 Cincinnati Leaders Collaborative
- 11/06/20 Latino Summit Touch Base
- 11/09/20 Latino Summit Business Track Next Steps
- 11/10/20 Biweekly Debrief
- 11/13/20 2020 Ohio Latino Affairs Summit
- 11/16/20 Youngstown Latino Networking meeting
- 11/17/20 Color Me Latina Web Conference
- 11/17/20 Debrief with Dr. Marylyn Sampilo Liaison

Respectfully submitted,

