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OCTOBER 2020

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

This month has been engaging, busy and encouraging as we see some of our major projects coming to fruition. The second profile for the Hispanic Impact Campaign [“Hispanic Ohioans Are Everyday Heroes”](#) featuring Michelle Simms from Cincinnati was released this month.

The [Virtual Summit Latina Equal Pay Day](#) was successfully held on October 29th. Voter Registration Outreach and Education Campaign were successfully completed. It is expected that Ohio will reflect the country’s trend with increased Latino voter participation. The Public Policy Center will be monitoring the reporting and update the board once data is made available.

Director Cavanaugh has been participating in the [AIM Hire Workforce and Education Symposium Fall Series](#) which brings together policymakers, and business, education and community leaders to learn and strengthen collaboration to prepare Ohioans for success in education and the economy by bridging Ohio’s workforce gap. This event is a collaboration between Ohio Excels (which has been a partner with the Commission in the past,) and the Governor’s Office of Workforce Transformation.

Director Cavanaugh had the opportunity to partner with the Ohio Department of Mental Health and Addiction services to do a Spanish interview with La Mega Radio on the initiative [“Take Charge Ohio.”](#) This campaign seeks to empower Ohioans to work together to use pain medication safely and to educate the community about the overdose epidemic. The program was aired live on October 14th as we brought Hispanic Heritage Month to an end.

ONGOING PROGRAMS AND INITIATIVES

Latino Affairs Commission Summit 2020, Friday, November 13, 2020— More than 30 experts will participate in the 17 sessions scheduled for the Summit. We expect to attract



about 300 participants to the event. [The program is available here.](#)

Administrative Update: The fiscal update is included as an attachment with this report. Expenses are below forecast due to decreased outreach activity and travel.

Meetings attended:

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

- 01 Oct—Sara Cruet Barreto, Giovanna Alvarez, Su Casa
- 01 Oct—Dr. Marilyn Sampilo
- 02 Oct—City of Columbus, Office of Diversity Advisory Council
- 02 Oct—Diversity and Empowerment Council, Secretary of State
- 02 Oct—Tiffany Hubber, Ohio Department of Health
- 05 Oct—Farm Workers Work Group Debrief
- 05 Oct—Dr. Marilyn Sampilo, Madeline Lanese, Mental Health Webinars
- 06 Oct—Jordan Harder, DAS, Diversity and Inclusion Institute
- 06 Oct—Tiffany Hubber, Ohio Department of Health
- 07 Oct—Patricia Ruiz, La Mega Nota
- 07 Oct—Trauma Informed Care Advisory Group
- 08 Oct—Marco Grgurevic, Greater Cleveland Partnership
- 08 Oct—League of Women Voters, Latinas in Government Event
- 09 Oct—Debrief with Mr. Ron Todd, Governor's Office and Asian/Pacific Islanders leaders
- 09 Oct—Debrief with Mr. Ron Todd, Governor's Office and New African Commission
- 09 Oct—Ohio Immigrants and Refugees: Lived Experiences Webinar
- 09 Oct—Dr. Elena Foulis, Podcast Recording: Ohio Habla OSU
- 13 Oct—AIM Hire Workforce and Education Symposium Fall Series
- 13 Oct—Latina Equal Pay Day Planning Committee
- 14 Oct—La Mega Radio Interview for Campaign
- 14 Oct—Diversity and Inclusion Institute
- 14 Oct—Latino Town Hall, City of Columbus
- 15 Oct—SBA/OCHLA Strategic Alliance Memorandum signature event
- 16 Oct—FALCON Networking Meeting (Farm Labor)
- 16 Oct—Institute People of Color Event
- 16 Oct—Ohio Immigrants and Refugees: Lived Experiences Webinar
- 16 Oct—OCHLA Executive Committee Meeting
- 19 Oct—Jen Thrasher, Boards and Commissions Debrief
- 19 Oct—Agricultural Resource Group, COVID-19 Debrief
- 19 Oct—Dr. Marilyn Sampilo, Debrief
- 19 Oct—Lorena Mora Mowry, Mujer Latina Today interview
- 21 Oct—Presentation, Women in Leadership, Women of Color Foundation
- 21 Oct—Director Alisha Nelson
- 21 Oct—Tiffany Hubber, Jennifer Crist, Migrant Workers Project
- 22 Oct—WELD, Government Boards and Commissions Certification Presentation
- 22 Oct—Jen Thrasher, Boards and Commissions Debrief
- 23 Oct—Debrief with Mr. Ron Todd, Governor's Office and Asian/Pacific Islanders leaders
- 23 Oct—Debrief with Mr. Ron Todd, Governor's Office and New African Commission
- 23 Oct—Ohio Immigrants and Refugees: Lived Experiences Webinar
- 23 Oct—OCHLA Board Meeting
- 25 Oct—Joseph Hill, OhioMHAS, Latino Mental Health Navigator Project
- 26 Oct—Dion Josey, Amanda Morris, Labor Meeting



26 Oct—Jordan Harder, Carolina Tatcher, Diversity and Inclusion Institute, DAS
27 Oct—AIM Hire Workforce and Education Symposium Fall Series
28 Oct—Keynote and participation, Diversity and Inclusion Institute, DAS
29 Oct—Latina Equal Pay Day event
30 Oct—Ohio Immigrants and Refugees: Lived Experiences Webinar

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. The focus in early October was on voter registration because the deadline to register to vote in Ohio was Monday, October 5. After that, we focused on voter education in terms of promoting the different ways to vote in Ohio. We worked to create our own graphics for this mission and we also worked with the Ohio Secretary of State's office to provide bilingual information to the public.

-**Tracking and Communication of Education-related Resources:** Worked with internal staff to track ODE and other government 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.

-**2020 Ohio Latino Affairs Summit:** Worked with internal and external teams to put together an impressive roster of presenters and breakout sessions for the education track of the Summit. [Please review the list of presenters starting on the Summit Program Book.](#)

Education Track Advisory Committee:

Dr. Elena Foulis - Coordinator of Service Learning and Heritage Language Learning in the Department of Spanish and Portuguese at the Ohio State University

Yolanda Zepeda - Assistant Vice Provost in the Office of Diversity and Inclusion at the Ohio State University

Dr. Manuel Martinez - Vice President for Academic Affairs at Ohio Dominican University

Donna Villareal - Lau Resource Center for English Learners at the Ohio Department of Education

Cleveland Clinic Collaboration Project: The Public Policy Center has teamed up with Dr. Marilyn Sampilo to assist 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. They will be the ones who publish a report on this topic, but we are advising them in areas of public policy that are relevant to DACA recipients and those that are close to them.

Meetings Attended:

10/02: 2020 Ohio Latino Affairs Summit planning meeting

10/02: 2020 Ohio Latino Affairs Summit education track session planning meeting

10/05: Public Policy Center Internship debrief

10/06: Carly Interview w/ Proyecto Mariposas RE importance of voting and civic engagement

10/08: Culturally Responsive School Practices to Promote the Success of Hispanic English Learners meeting

10/09: 2020 Ohio Latino Affairs Summit planning meeting

10/14: New American Advisory Council meeting

10/14: Public Policy Center Internship debrief

10/14: Culturally Responsive Programs to Improve Access to Mental Health in the Hispanic/Latino Community

10/16: 2020 Ohio Latino Affairs Summit planning meeting

10/16: 2020 Ohio Latino Affairs Summit education track session planning meeting

10/19: Public Policy Center Internship debrief



- 10/19: Carly and Lilly Public Policy Center debrief
- 10/22: Council of Unaccompanied Minors meeting
- 10/23: 2020 Ohio Latino Affairs Summit planning meeting
- 10/23: OCHLA Board Meeting
- 10/26: Public Policy Center Internship debrief
- 10/28: English Learner Advisory Committee meeting
- 10/28: Public Safety Emergency State of Ohio meeting
- 10/28: 2 2020 Ohio Latino Affairs Summit Student Panel on Anti-Racism Panel planning meetings
- 10/28: Carly and Prevention Action Alliance meeting
- 10/29: English Learner Advisory Committee meeting
- 10/30: 2020 Ohio Latino Affairs Summit planning meeting

Community Network (LCN) Report

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

During the month of October the LCN workload focused on The Latino Summit Health Track as well as on COVID-19 work, participating in Virtual Meetings, preparing weekly blast e-mail and working with state agencies, compiling, updating COVID-19 resources and mailing information to community networks . The number of COVID-19 Translations has decreased, but translations for the Secretary of State’s Office remain steady . Other support activities related to the pandemic include working with taskforce committees and groups, assisting the Executive Director and other state agencies, connections and translations.

Constituent Services: Constituent calls continue an increasing trend with 52 inquiries received this month.

Intern/Volunteers: The new OSU interns are doing well and continue working on the OLANet directory, the Hispanic Heritage Month calendar and the Latino Summit. Our intern Andrea C. continues working on the OLANet Directory our intern Michelle G. continues assisting with translations.

Translations: During October, we have worked in 12 translations, revisions and updates.

Summary Connecting the Community: Information and Resources

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

Meetings Attended:

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

- 1 October – EAMS Call Facebook Profiles Discussion
- 1 October – Janet Gora/Program Director “Connecting All Ohioans to Mental Health First Aid” Greet & Meet
- 1 October – Latino Summit Call Change of title for Navigating Health Resources, panelists & content
- 1 October – Call with Milly Valverde - Latino Summit Debrief - Update on sessions
- 1 October – Latino Summit Health Steering Committee - Review Agenda and Updates
- 2 October – Latino Summit Touch Base TEAM Call
- 2 October – Latino Summit Registration TEAMS Call
- 5 October – New Intern Mackenzie to finalize Orientation Package and start new projects
- 5 October – TEAMS Call with AG - Review Draft MOUs for OSU Student Michelle Goodman & SBA



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- 5 October – TEAMS Call with Rebecca Nelson Latino Summit Session on Racism as a Public Health Crisis
- 7 October – COVID-19 Black Alliance Social and Community Context Community Zoom
- 7 October – Red Cross HHM Latino Blood Drive follow up
- 8 October – Intern Michelle Goodman/Lair MOU Debrief and Review
- 8 October – COVID-19 ENC Full Body Meeting
- 9 October – Latino Summit Touch Base TEAM Call
- 9 October – City of Columbus—Elections Vote Campaign Video Filming
- 9 October – SBA Health Guidelines assistance with Stapler and putting together booklets OCHLA Office
- 13 October – Call Marilyn Sampilo—Status of COVID-19 Pecori Survey
- 13 October – CCS Partnership in Action Zoom Meeting
- 13 October – CCS ESL Hudle Zoom
- 15 October – Dayton Latino Connection Zoom
- 15 October – HHM Franklin Co Sheriffs Cadet Academy Community Advisory Council Panel Discussion
- 15 October – HHM Nationwide Insurance Generaciones Panel - Celebrating Past, Present, & Future
- 15 October – COVID-19 Black Alliance - ENC Full Body Zoom
- 15 October – Latino Summit Racism as a Health Crisis Panelists conference check in
- 19 October – Agricultural Workers Resource Group Debrief
- 20 October – NOAHH Members Monthly Zoom Meeting
- 20 October – COVID-19 CCS Partnership in Action Meeting
- 21 October – Kim Kehl Call—Recommendations & Assistance w/Translator for a Child Welfare Trauma webinar
- 21 October – COVID-19 Black Alliance Social and Community Context Community Zoom
- 21 October – Call w/ Julia Arbini-Carbonell Ohio Hispanic Coalition - Touch base & Translation for Kim Kehl
- 22 October – COVID-19 ENC Full Body Meeting
- 23 October – Latino Summit Touch Base Meeting
- 23 October – October OCHLA Board Meeting
- 26 October – Latino Summit Run through Practice
- 26 October – Call Commissioner Molina—LCC Cincinnati
- 26 October – Latino Summit Marketing Strategy - Health Track Cherrell/Lair
- 26 October – Intern Michelle/Lair Review last Translations
- 26 October – TEAMS Call - Moderator & Panelists - "Racism as a Public Health Crisis" Panel session
- 26 October – NALEO VE-Y-VOTA hotline Call Center Training
- 27 October – Latino Summit TEAMS Call Mary Ann Abiado - Panel on New Ohio Health Tool Kit - PPT & Logistics
- 27 October – CCS Partnership in Action Zoom Meeting
- 27 October – Greater Cincinnati Latino Coalition Meeting
- 28 October – Public Safety Emergency Notification Training
- 28 October – Follow up / Debrief. Moderator & Kerwin Institute Kyle Strickland - Racism as a Public Health Crisis
- 28 October – Camila / Lair Latino Summit Health Track Logistics / Zoom / Run of Show
- 29 October – Canton Latino Networking Meeting
- 29 October – Akron Latino Networking Meeting
- 30 October – Latino Summit Touch Base

Social Media Outreach and Engagement:

[Cherrell Miller, Social Media Coordinator](#)

October saw a tremendous rise in traffic and engagements on the Commission’s social media platforms. Our Facebook performed well throughout the month as we prepared for the Election, and close of the 2020 Census. There were 125 posts throughout Facebook, Twitter, Instagram, and LinkedIn as we ended Hispanic Heritage Month. We also highlighted voter education, marketed our upcoming 2020 Ohio Latino Affairs Summit and released a Special Edition of the Hispanic Impact Campaign which highlighted Ohioans who were making a difference through the COVID-19 pandemic. We continue to see an increase employer job listing submissions, as well as community events as the state continues to open. The commission continues to post and gain traction on our new LinkedIn account which received



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nearly 700 impressions throughout posts and profile visits. The Commission also went live on Facebook with the Small Business Administration as we signed a Memorandum of Understanding to support Latino Businesses in Ohio.

Facebook:

On Facebook, the commission reached over 13,000 users in the month of October. The page gained over 300 new followers which pushed the commission to 3,033. In January 2020, the page started off with 2,350 page likes and has increased by 635 throughout the span of the year.

Twitter:

The Commission reached 1000 followers at the end of August. An increase in posts and new marketing tools led to 30 new followers and nearly 1000 page visits in just two months.

Instagram:

With the Primary election closing in, the Commission took to developing new ways of interacting with its followers on Instagram. We shared interactive videos, Instagram stories, and audience targeted posts which led to a 300% increase in engagements, and 50 new followers.

Website:

The Commission has created a new page for the 2020 Ohio Latino Affairs Summit, and we hope to gain more traction as we draw closer to the event. In October, the top pages of the website were: Job Opportunities-335 page views; COVID Resources- 300 page views; Community Network (Hispanic Impact) - 274 page views; Latest News 200 page views.

Since March, the majority of website page views were due to the Coronavirus. In the past two months Job Opportunities has an increased amount of visits as the State begins to open, and the need for COVID resources declines.

Outlet	Data Measured	June 2020	July 2020	August 2020	September 2020	October 2020
Facebook	Page Likes	2,616	2,630	2,673	2,692	2,721
	Followers	2844	2,659	2,703	2,720	3,033
	Reach	11,237	16,694	13,040	8038	13,048
Twitter	Followers	979	990	1001	1019	1032
	Profile Visits	77	236	134	598	354
	Mentions(from other orgs)	20	56	51	105	62
Instagram	Followers	616	625	643	677	727
OCHLA Website	Total Views	13,808	10,957	15,590	14,944	16,206

Meetings Attended:

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

10/15 – Hispanic Impact Interview with Michelle Simms

10/26- Summit Marketing Strategy



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Organizations Development Center (ODC) Report

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

Summary of Successes:

E-Newsletters: Authored and distributed the grants and mental health newsletters. We are also conducting a survey with newsletters recipients to determine interest, usefulness and how often they wish to receive the newsletter. Initial results show they would be interested in weekly instead of monthly updates.

	Release Date	Recipients	Topics
October Mental Health	October 1st	147	Opioid Abuse Treatment in the Latino Community
October Supplemental Mental Health Newsletter	October 19th	147	How to stay Mentally Healthy During an Election
October Grant Newsletter	October 1st	196	Relevant grants

Latino Connection & OHCC Meetings : These 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. As discussed in the September report, the next three meetings for both groups have been scheduled. The invites have been sent out and participants have already begun to accept the invitation.

Canton and Akron Latino Networking Meetings: The ODC attended these meetings and was able to assist in Community Liaison. The purpose of these meetings is to connect and distribute resources to organizations in the same area with a similar mission.

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.

Webinars: On Wednesday, October 14th, 2020 Dr. Sampilo gave a webinar entitled “*CULTURALLY RESPONSIVE PROGRAMS TO IMPROVE ACCESS TO MENTAL HEALTH SERVICES TO HISPANICS/LATINX COMMUNITY*” The This webinar is part of the MHTTC series the commission has been hosting this year.

Capacity Building and Community Outreach: Lissette Quinones of Quinones ministries which provides several resources for Latinos struggling with opioid addiction which were featured on the mental health newsletter. The ODC Coordinator continues to research the topic of opioid use in the Latino community and has started sharing resources to support recovery.

CARES act funding information has been broadly distributed to businesses and non profits. The ODC was able to assist organizations in filling out the paperwork including Martha Rodriguez from Welcome Dayton, and Veronica Dahlberg of HOLA Ohio. The ODC also made contact with a Latino Community theater who performs all their shows in Spanish. The organization is a Cleveland non-profit that has been around since 2018. The ODC was able to connect the Community Liaison who has reached out in order to educate about the OLA net. The ODC also attended a Community Agency Meeting from which she was able to share the resources with the Community Liaison.



2020 Ohio Latino Affairs Summit: The ODC Coordinator is the lead for the summit's organization and works closely with Director Cavanaugh, LCN Lair Marin and PPC Carly McCain to manage and stage the event. To date, there are 230 participants registered. The event is composed of 17 breakout sessions in health, education, and business. The main roll of the ODC has been to organize the logistics of the event, which will continue until after the event has concluded. In order to coordinate with OSU who is hosting the zoom rooms, the ODC has been working closely with the Assistant Vice Provost at the Office of Diversity and Inclusion OSU. Also, Social Media Coordinator Miller has created a resource page for the summit to assist in promoting the event and hosting all relevant information. The page can be accessed [here](#).

Meetings Attended:

- October 1st, 2020 – Minority health Event debrief
- October 2nd, 2020 – Latino Summit Touch base
- October 5th, 2020 – Business Track Plan B meeting
- October 6th, 2020 – Annette Debrief Cherrell and Madie
- October 9th, 2020 – Latino Summit Touch Base
- October 13th, 2020 – Biweekly Debrief
- October 14th, 2020 – Providing Culturally Responsive Care Webinar by Dr. Sampilo
- October 15th, 2020 – Debrief with Annette
- October 16th, 2020 – Latino Summit Debrief
- October 19th, 2020 – Debrief with Dr. Marilyn Sampilo
- October 21st, 2020 – Business Track, run of show meeting
- October 22nd, 2020 – Community Agency Meeting
- October 23rd, 2020 – Latino Summit Touch Base
- October 23rd, 2020 – OCHLA board meeting
- October 27th, 2020 – Biweekly Debrief
- October 29th, 2020 – Canton Latino Networking meeting
- October 30th, 2020 – Akron Latino Networking Meeting
- October 31st, 2020 – Latino Summit Touch Base
- 9/30/20 Lissette Quinones webinar

Respectfully submitted.



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