

ANNUAL REPORT

Ohio

Latino Affairs
Commission

Advise



Connect



Build



2011



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 shall be representative of the geographical and numerical distribution of Ohio's Hispanic/Latino population. They shall be of Hispanic/Latino origin and shall be American Citizens or lawful permanent residents. The Commission shall meet not less than six times per calendar year, and six members shall constitute a quorum.

Advise • Connect • Build

The purpose of the Ohio Commission on Hispanic/Latino Affairs is to advise state legislature and government 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/Latino community in Ohio and advocates the development and implementation of policies and programs to address the needs of the Hispanic/Latino Ohioans, especially but not limited to education, employment, economic development, health and housing.

Commissioners

2010/2011

Mary Santiago ~ **Lorain**
Chair
Andrés González ~ **Cleveland**
Vice Chair
Michael Florez ~ **Cincinnati**
Secretary
Baldemar Velásquez ~ **Toledo**
Rev. Max Rodas – **Cleveland**
Isabel Framer ~ **Copley**
Richard Romero ~ **Lorain**
Lourdes Barroso de Padilla ~ **Columbus**
Emerald Hernandez ~ **Columbus**
V. Anthony Simms-Howell ~ **Cincinnati**

Legislative Members of the Board

State Rep. Dan Ramos (D – 56th District)
State Rep. Christina Hagan (R- 50th District)
State Senator Gayle Manning (R- 13th District)
State Senator Charleta Tavares (D – 15th District)

Our Team

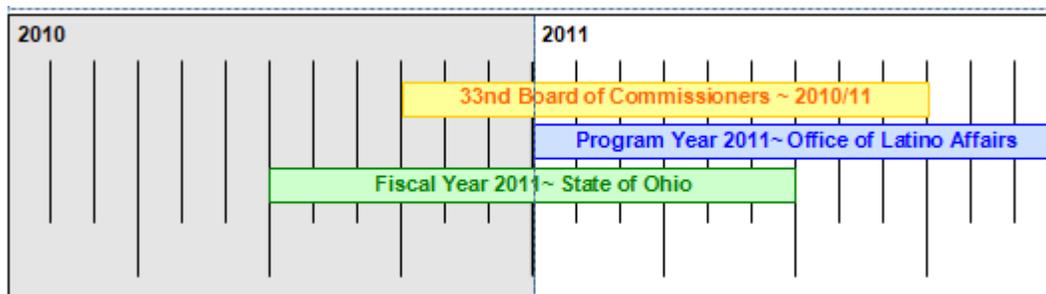
The Office of Hispanic/Latino Affairs is directed by **Lilleana Cavanaugh, MBA**. She has served the Commission since August 2007, and she assumed the role of Executive Director in December 2009. The Public Policy Center operated by **Nolan Stevens, JD.**, the Latino Community Network directed by **Lilleana Cavanaugh**, and the Organizations Development Center 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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Timeframes of the 2011 Annual Report

This report covers the actions of the **34th Board of Commissioners** from October 2010 through September 2011, the finances of the agency during **Fiscal Year 2010 of the State of Ohio** (July 2010 through June 2011), and **Program Year 2011** of the Office of Hispanic/Latino Affairs from January through December 2011.



Fellow Ohioans,

2011 was truly one of the most extraordinary years in the history of the Ohio Latino Affairs Commission! We are extremely appreciative of the support for our office reflected in Governor Kasich's Executive Budget proposal as well as the overwhelming vote of confidence we received in both houses of our legislature. Moreover, after careful scrutiny by the Sunset Review Committee, we are extremely proud that our agency has once again been unanimously renewed for another five year term.

Our sincere thanks to over 60 Latino leaders and organizations who reached out to our Governor and testified before multiple committees of the General Assembly on behalf of our Commission. Your selfless action helped to shine a bright spotlight on the value, relevance and effectiveness of our service to the state of Ohio.

Of course, we started 2011 fully cognizant of difficult economic conditions that remain a challenge for all of us. Yet this report will detail how we have utilized efficiency and innovations to overcome staff reductions and funding constraints in order to fulfill our statutory mandates for the fastest-growing demographic in our state.

Most importantly, this annual report will highlight the positive contributions Hispanic Ohioans contribute to our state and nation. Whether it be recognition of the patriotism exhibited by over 15, 000 Ohio Latino Veterans, the service of Hispanic public safety officers, the growing economic impact of our minority entrepreneurs, the discoveries of Latino scientists and researchers, the dedication of our teachers, or the countless hours of community service offered by our families, we are pleased to provide this documentation of our accomplishments for the people of Ohio.

In service,

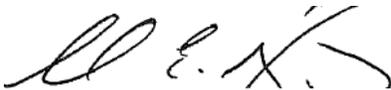
Respectfully,



Mary Santiago
Board Chair



Lilleana Cavanaugh, MBA
Executive Director



Andres Gonzalez
Vice Chair



Michael Florez
Secretary



Tony Simms-Howell
Finance Chair

Advise



Public Policy Center:

Expanding Latino
Civic Engagement &
Enhancing Government
Effectiveness

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
- Serving as a government liaison for Ohio's Hispanic community
- Empowering Ohio's Latinos through promotion of increased civic engagement

Advising Ohio's Government

1. *Engagement*

In 2011, the PPC was active in preparing legislative research and policy briefs on behalf of Ohio's Latinos. During the legislative budget process in the Spring 2011, more than 60 Latino leaders had the opportunity to engage with their elected officials. Over a dozen prominent community leaders testified before the state budget committee to emphasize the relevance of Latinos in Ohio and the importance of the Ohio Latino Affairs Commission as the bridge between community and government. In response to the community request, the PPC drafted and submitted testimony during the reapportionment process asking the board to safeguard the voting potential of Ohio's largest Latino communities.

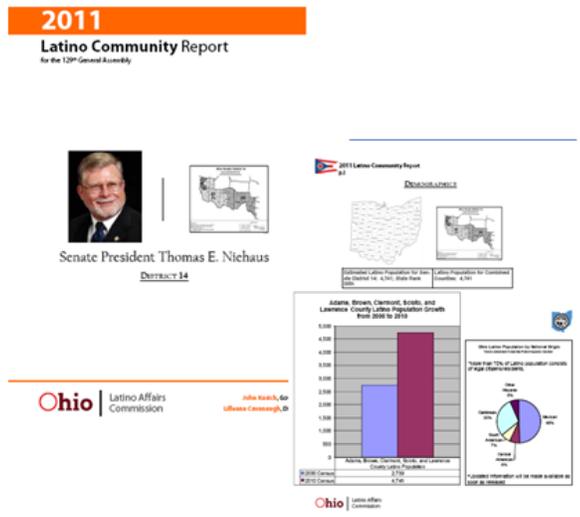
2. Legislative Outreach

Policy Briefs are an important tool in keeping the legislature abreast of the issues and opportunities facing Ohio Latino communities. During 2011, **eleven legislative policy briefs** were distributed to Ohio’s General Assembly members. Each brief – distributed monthly - apprised members of recent events and upcoming major events on OCHLA’s calendar, and updated them on ongoing initiatives from both the PPC as well as the Organizational Development Center and Latino Community Networks office. The briefs also include invitations to participate with upcoming OCHLA meetings and events, and a selection of news articles relevant to Ohio’s Latino communities.

The Latino Community Reports (LCR’s) are produced in accordance with the Commission's mandate "to advise." The LCR’s are policy analysis tools, which focus on information related to the Latino community and touch on relevant issues of current policy.

The 2010 Census and Latinos in Ohio

An in-depth analysis with customized with data specific to each legislator’s geographical district; also included data on growth rate, actual population and certain community metrics.



2011

Latino Community Report
for the 129th General Assembly, community organizations, and the public

Diabetes and Hispanic Ohioans:
Promoting Awareness and Action



Impact of Diabetes on Hispanic Ohioans

A comprehensive report showing statistics on diabetes among Latinos in Ohio and nationally, including a causal analysis based on data from the Ohio Department of Health, also suggesting a course aimed at prevention. This report offers a window into critical and costly health issue and how it impacts Latinos in Ohio.



3. Federal Engagement

For the first time in 2011, the PPC pursued engagement at the federal level. As the federal government is singularly responsible for many policy decisions that will impact Ohio Latinos, engagement at this level is critical to adequately serving constituents. The PPC sought and received several meetings with federal politicians and their local representatives. Senator Sherrod Brown was a speaker at this year’s Distinguished Hispanic Ohioan Awards gala, and Senator Portman recorded a greeting for the event as well. The PPC has built relationships with their key staffers here in Ohio in an effort to keep the community abreast of federal legislation and the positions and activities of their delegates.

Additionally, OCHLA has pursued working relationships with a handful of federal agencies. OCHLA organized a meeting for community leaders with Mr. John Tresviña, Assistant Secretary Fair Housing and Equal Opportunity at the US Department of Housing and Urban Development. This meeting presented a unique opportunity for Latino leaders to discuss the impact that housing and equal opportunity issues have for the Ohio Hispanic community, as well as to provide constructive feedback regarding the services provided by HUS. The PPC also organized a presentation to OCHLA’s Commissioners from the Department of Labor, and helped the U.S. Department of Agriculture to implement a program seeking to rectify past discrimination in the issuance of farm loans. Ohio Latino Affairs continues to be an excellent conduit of information from the federal government to organizations and leaders who focus on serving Hispanic Ohioans.



Dr. Gabriela Lamus, Dept of Labor keynote speaker Ohio DHO ~ Video Greeting from Senator Rob Portman, Senator Sherod Brown at the Distinguished Hispanic Ohioan Awards~

John Tresviña –Assistant Secretary, Fair Housing and Equal Opportunity, US Department of Housing & Urban Development meets with Latino leaders.



Assisting Ohio's Government in Latino Outreach

The Public Policy Center at OCHLA fulfills its mandate to advise Ohio's government through work with agencies aimed at streamlining and improving their efforts to serve the Latino communities in Ohio.

Collaboration in statewide taskforces: Human Trafficking and Race to the Top

Ohio Latino Affairs has collaborated with the Ohio Human Trafficking Commission since its inception, where it serves as part of the board and is actively engaged in its committees. In 2011, the Commission continued its work under Attorney General Mike DeWine. The Commission is a collaborative task force made up of key officials in various state agencies and nonprofit community organizations that pool resources and knowledge in an effort to coordinate the fight against human trafficking in Ohio. OCHLA provides unique expertise in reaching and protecting Latinos – which comprise a key trafficking demographic.

Additionally, OCHLA serves on the board of the **Race to the Top Reform Steering Team (SRST)**, a team comprised of state leaders from the public and private sectors to provide guidance and oversight to ensure Ohio meets its Race to the Top grant commitments.

Ohio Department of Education **Race to the Top**



Catalogue of Latino Outreach Initiatives – This electronic resource is a one-stop guide for Latinos accessing state services. The CLOI describes programs and initiatives relevant to Latinos from key state agencies. It also includes contact information for community liaisons where applicable, and information on bilingual publications and staff.

2011 AT A GLANCE:

- ✓ PPC monitored more than 50 pieces of legislation
- ✓ Attended dozens of committee hearings
- ✓ Issued 16 legislative updates
- ✓ Produced 50 weekly briefs; each reached over 500 constituents statewide
- ✓ Assisted more than 20 community leaders in preparing and delivering live or written testimony on legislation of consequence for the community

Connecting Ohio Latinos to Their Government

The Public Policy Center is dedicated to becoming an indispensable resource for Ohio Latinos in engaging their government. Through daily, weekly and bi-weekly monitoring of the legislative process and subsequent communication, the PPC keeps Ohio Latinos informed on the current questions facing the legislature.

Weekly Policy Briefs - Issued electronically to key community leaders across Ohio. These leaders in turn distribute critical news and legislative updates to the constituents they serve – guaranteeing that Ohio’s Latino communities are well-informed in an efficient way. These briefs show:

- (1) The status of all pieces of legislation that the PPC is currently tracking;
- (2) A list of upcoming OCHLA and community events;
- (3) A section of policy news abstracts relevant to the Latino community;
- (4) A legislative update featuring an explanatory article on legislation or the legislative process.

Legislative Monitoring - The PPC closely follows legislation as it moves through Ohio’s General Assembly. The PPC identifies legislation of consequence to Ohio’s Latino community and communicates the status, goals and potential impact of the legislation to its constituents. The entire list of monitored legislation is featured in our weekly policy briefs, and PPC staff attends all relevant committee hearings and legislative sessions on key pieces of legislation. The office also solicits and helps to generate testimony from interested constituents.

Empowering Ohio Latinos through Civic Engagement

Empowering Ohio Latinos to pursue civic engagement is a key priority of the Public Policy Center at OCHLA. In 2011, the PPC embarked on two key empowerment campaigns – voter registration and regional legislator meetings.

Latino Legislative Visit Day 2011 – “Latino Economic Impact in Ohio”

There are more than **7,100** Hispanic-owned businesses in Ohio, according to the most recent Survey of Business Owners conducted by the U.S. Census Bureau. Of that number, businesses with a payroll total **1,345** and, combined, employ more than **11,300** workers with an annual payroll of more than **\$270 million**. Receipts for those businesses top **\$1 billion** with receipts for all Hispanic-run businesses approaching **\$1.3 billion**.

Under the Theme: **“Focus on Business, Workforce and Economic Development,”** more than fifty Latino business leaders and legislators engaged to discuss Hispanic economic impact in Ohio. A business statewide agenda and priorities were shared with legislators and regional economic impact studies were presented.



Latino leaders visit the Senate Chamber during Legislative Day ~ State Representative Dan Ramos addresses business leaders~ Alfonso Cornejo presents Hispanic Economic Impact Study for Cincinnati ~ Mark Hemley, Director of the Common Sense Initiative meets Latino business leaders ~ Hispanic Chamber of Ohio leaders and Executive Director of the Commission ~ Cleveland, Wooster, Dayton, Springfield leaders at the House of Representatives Chambers ~ Attorney General Mike DeWine participated in the Latino Legislative Visit Day

Voter Registration Campaign

In September, OCHLA launched a year-long campaign to register Ohio Latinos to vote. The PPC’s goal is to register 10,000 voters by the 2012 election. The campaign began with Hispanic Heritage Month 2011 and will run through Hispanic Heritage Month 2012. To implement this goal, the PPC pursued partnerships with crucial state agencies and community groups to publicize and implement registration efforts within the disparate communities around the State. Additionally, OCHLA will work with the faith community and student groups to create new avenues for registration in 2012. In the short months since launching the program, OCHLA has already received pledges from community organizations to register more than 1,000 voters.

To compliment voter registration efforts, the PPC issued several election resources in the lead-up to the 2011 general elections. These covered local board of elections contact information, issue summaries, registration details, voting eligibility and logistics, and absentee voting instructions. Additionally, the PPC began issuing bi-weekly voter registration updates documenting the progress of the campaign, publicizing upcoming events, and including introductory summaries on voter registration process and eligibility.



Voter Registration taking place at the Columbus Festival Latino

Regional Legislators Engagement –

Over the summer, OCHLA introduced a campaign to put Latino community leaders directly in touch with their elected General Assembly representatives. OCHLA organized meetings and helped to communicate logistics and talking points, but allowed local Latino communities to decide on their own agendas. The goals of the initiative are to foster more frequent interaction between Latinos and their legislators, to apprise legislators of the issues facing their Latino constituents and to increase the political acumen and capital of Ohio Latinos. In 2011, OCHLA was able to facilitate these meetings in Dayton, Columbus and Cincinnati and is working towards hosting the meetings in Cleveland, Toledo, Lorain, Akron & Canton, and Youngstown.

Social Networking for Empowerment –

Website: The website now houses an indexing system by which bills are separated according to their subject matter. Each subject is described in detail according to the current issues that define it. These pages include issue synopses, links to resources dedicated to the subject, recent relevant news article abstracts and links to a separate page for each piece of legislation that falls under that category. Finally, each bill has its own page featuring a synopsis, status report, and link to the official language and Legislative Service Commission analysis.

Facebook and Twitter: Are utilized to communicate in a timely fashion with a more extensive audience.

Latino Media: OCHLA actively engages Latino and Spanish-language media outlets in a variety of formats – from TV and radio to print. The Commission regularly invites Latino and mainstream media to community and agency events, gives interviews on a variety of topics, releases press releases and writes articles for publication in Latino print outlets



2011 AT A GLANCE:

- ✓ Six Bilingual Policy Articles were published in Ohio's Latino media
- ✓ The Public Policy Liaison also appeared on public television to explain statewide ballot issues, and gave a radio interview regarding human trafficking

Connect



Expanding Constituent Services & Public Information

Objectives

- Facilitate information, dissemination 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

Increasing Access to Public Information

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.

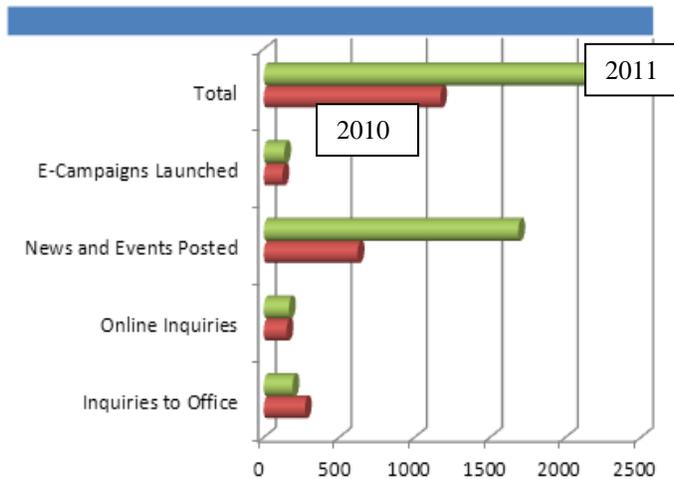
The LCN accomplishes its objectives by maintaining a database of Latino community organizations, publishing a current statewide calendar of community news and events, delivering training conferences across Ohio, participating in Latino networking meetings across the state, and organizing the legislative visit day and the annual Distinguished Hispanic Ohioan Awards Gala with the full partnership of members of the Commission.

Constituent Services 2011

The number of direct constituent inquiries decreased slightly in 2011 from 2010 [from 424 in 2010 to 358 in 2011]; however, the use of our website in 2011 increased by 36% and page views of our internet resources has increased 11% in the same period. We therefore conclude that more of our constituents are making use of technology to access information. Furthermore, our e-campaign tool is becoming a more predominant

communication tool, with a record of **136 e-campaigns** opened and read approximately **154,144 times** and forwarded by recipients **more than 6,000 times**.

In 2011, OCHLA launched its presence on Facebook and Twitter, providing us with timely social mediums to continue to reach and inform the community.



Type	Year 2010	Year 2011
Inquiries to Office	273	191
Online Inquiries	151	167
News and Events Posted	622	1687
E-Campaigns Launched	124	136
Total	1170	2181

Increasing Dissemination of Public Information

Technology: Website and OLANet

The use of technology to expand our capacity to connect and communicate with Latinos and the general public has been invaluable. Web content management software allows the regular update of organizations' information, events, news, and web-pages which translate into useful and timely information for our constituents. Since its inception in 2007, our website and OLANet directory have experienced constant growth. **Website visits have increased every year since 2007, with a 36% increase in 2011.** Additionally, important web page additions have led to a significant increase in the number of total pages viewed on the OCHLA site.

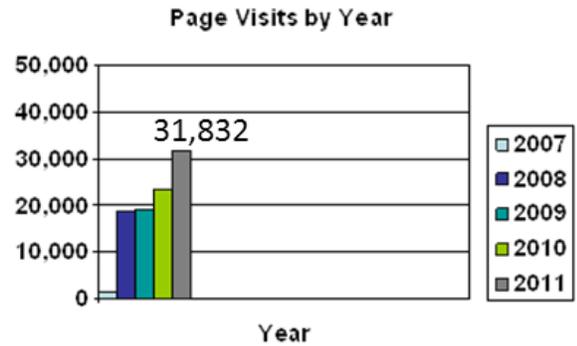


Content Performance

Pageviews 86,011 % of Site Total: 100.00%	Unique Pageviews 60,992 % of Site Total: 100.00%	Avg. Time on Page 00:01:27 Site Avg: 00:01:27 (0.00%)
Page: <input type="text" value="None"/>	Pageviews ↓	
1. /regions/index.aspx	8,422	
2. /	7,859	
3. /news/index.aspx	4,412	
4. /orgdirectory/index.aspx	3,607	
5. /ohla/index.aspx	3,092	
6. /contact/index.aspx	1,978	
7. /board/index.aspx	1,902	
8. /index.aspx	1,670	
9. /campaigns_initiatives/index.aspx	1,368	
10. /programs/index.aspx	1,325	

In 2011, the OCHLA web site received 86,011 page views, surpassing the 76,795 page views in 2010.

* A page view is counted for every page viewed on the OCHLA site



Website visits increased by 36% in 2011.

A visit is counted every time someone visits the homepage

New Web-pages Launched in 2011

Organizations Development Center	Grant opportunities, grant writing resources, and other organizational development tools	Latino Military Service & Veterans Day	Created for Veterans Day 2011, this page highlights DHO Latino Military Service of Distinction Awardees and all Veterans
Public Policy Center	Pertinent information and links to relevant legislation separated by categories	CLOI	Page dedicated for Catalogue of Latino Outreach Initiatives updates
Distinguished Hispanic Ohioan Awards 2011	Event details, registration, and profiles of 2011 DHO Awardees and their valuable contributions	Demographics	Updated page that separates demographics into categories. Updated regularly with Census and other information
Volunteer Page	Announcement of available volunteer opportunities, along with job description and contact information.	Latino Community Report: Census	Provides links to Census LCR on Latino demographics by legislative district for Ohio House and Senate

Enhancing Relationships, Collaboration and Opportunities



Created to serve state government, legislators and the general public, this virtual resource center is a tool used to increase information sharing and resources on matters regarding public policy for the community (Policy Resource Section) about the community for policy makers (Community Reports Section) and the administrative resources (Reports about the Ohio Latino Affairs Commission).

New 2011 Reports and Resources

AREA OF INTEREST	POLICY RESOURCE
Business & Commerce	1
Culture & Arts	1
Health & Safety	4
Labor & Workforce Development	1

Further information regarding the OLAnet Report Library and Database can be accessed online: <http://ochla.ohio.gov/ohla/reports.aspx>

Social Media

To continue building the audience for the valuable resources offered on the OCHLA website, and to create a presence among a younger demographic, OCHLA developed Facebook and Twitter web pages designed to promote the Commission's resources, connect people with community and government services, and provide up to the minute information about statewide events and initiatives that benefit Hispanics and all Ohioans.

OCHLA's weekly total reach on Facebook has increased by 114.81% since the page was launched.

With over 150 posts and 106 followers in only a few months, OCHLA has established an interactive social media presence that allows real-time news and information about events [including pictures and video] that allow users to view the positive impact of the Commission and partner organizations, thus creating a personable and accessible image for constituents. By enhancing the interactive community experience, OCHLA has become more accessible, transparent, and beneficial to its Ohio constituents while building connections with other community leaders in sharing resources and information.

Social media has provided OCHLA with a new way to advise the public about issues affecting Hispanics, connect Ohioans to resources, and promote resources to help build organizational capacity in a cost-effective and productive manner.



E-Campaign Outreach Success

In 2011, OCHLA sent out **136** E-campaigns to the **245** community organizations in the OLANet directory, and the **2,359** members who have voluntarily signed up to receive campaigns on news, events, services and initiatives that impact their communities and their areas of interest while helping to connect them to each other. Voluntary registration is crucial to the success of OCHLA's outreach and beneficial in that it ensures that the people receiving the e-campaigns are genuinely interested on the topic and are connected to networks where the information can be relevant and shared. It is also efficient since e-campaign recipients are organized by their chosen area of interest.

*** In 2011, our 136 e-campaigns were opened and read approximately 154,144 times and forwarded by recipients more than 6,000 times**

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. In preparation for the 2011 annual gala, the agency issued an awareness campaign highlighting the contributions of Latino Women in Ohio. We also continued to highlight our servicemen and women through the Latino Military Service of Distinction Award.

- Outstanding Latina Award Recipient -



Anita Lopez
Lucas County Auditor

This year gala will feature a special tribute to the contributions of Latino women in Ohio, to recognize their outstanding devotion to creating empowerment opportunities, advocating for the community, improving the quality of life, and promoting diversity and cultural awareness. We will be honored to present the **Outstanding Latina Award** to Anita Lopez, Lucas County Auditor, a young Latina leader who encompasses all these qualities, and who serves with vision, determination and excellence.

Keynote Speaker
Dr. Gabriela Lemus



Join us for a motivational message from Dr. Gabriela D. Lemus, Senior Advisor and Director of the Office of Public Engagement at the Department of Labor.

Dr. Lemus was the first woman to hold the position of Executive Director at the Labor Council for Latin American Advancement (LCLAA) from 2007-2009, as well as the first woman to chair the National Hispanic Leadership Agenda (NHLA) from 2008-2009. During her tenure at LCLAA, she helped co-found the National Latino Coalition on Climate Change (NLCCC) and was a Commissioner for the Commission to Engage African-Americans on Climate Change (CEAAC). From 2000-2007, she was Director of Policy and Legislation at the League of United Latin American Citizens (LULAC) where she launched the LULAC Democracy Initiative, a national Hispanic civic participation campaign and founded Latinos for a Secure Retirement - a national campaign to fight against the privatization of Social Security.

Distinguished Hispanic Ohioan Awards Statistics:

Type of Award	No. of awards presented
Distinguished Hispanic Ohioan	9
Nuestra Familia	5
Latino Military Service of Distinction	4
Special Award: "Outstanding Latina"	1
Total Gala Attendance	325

The Ohio Latino Affairs Commission Proudly Salutes
the Recipients of the 2011 Ohio Latino Awards

~ Distinguished Hispanic Chicanos ~



Luis Alcalde
Columbus



Angel Cabranes
Lorain



Joel Diaz
Columbus



José Feliciano Jr.
Cleveland



Dr. Maria Pujana
Westlake



Lourdes Ribera
Cincinnati



Dr. Evelyn Rivera
Cleveland



Víctor Pérez
Tiffin



Dr. Raul Soto
Columbus

~ Nuestra Familia "Our Family" ~



Laura Hines



Procter & Gamble



Hon. Judge Ronald Adrine



Policy Bridge - Public Policy Think Tank



David Leopold

~ Latino Military Service of Distinction ~



Colonel Blanche Aviles Casey
United States Air Force



Corporal Luis Martinez
United States Marine Corps



Master Sgt. Tamara Gonzales
Ohio Air National Guard



Chief Warrant Officer Kenneth Ramos
Ohio Army National Guard



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 community.

The vision of the Organizations Development Center of the Office of Hispanic/Latino Affairs is to provide a force-multiplier in building the capacity of leaders and community organizations working for the benefit of all Ohioans, with a specific focus on organizations for and by Latinos.

Increasing Capacity

Bi-monthly Grants Listings

In 2011, The Organizations Development Center launched its Latino Grants Central Service, a project that provides bi-monthly access to pre-screened grant opportunities suitable for non-profits serving Ohio's Latino communities in the areas of education, health, economic development, and social justice. Grants from federal and state government, as well as private foundations are promoted to organizations, including links to applications and contact information that help organizations avoid some of the time consuming and labor intensive work required to locate viable funding sources.

Depository of Demographic and Economic Data

Assistance is made available to organizations that require help with acquiring data necessary to meet grant requirements. The ODC has compiled a robust depository of demographic and economic data on Latinos in Ohio which is made available to organizations seeking to apply for grants.

Assistance with Grant Writing

The ODC is available to assist non-profits who do not have the capacity to develop their own grant proposals with technical writing and is available to provide feedback on grant proposals prior to submission to funders.

Accessible Grant Writing Resources and Training

The goal of the ODC website is to provide a one-stop center for Hispanic service providers to build their knowledge base and capacity to acquire funds and improve their service delivery. The ODC page (<http://ochla.ohio.gov/ohla/organizationsdev.aspx>) offers:

- Instructional Power Points & Handouts
- Online lessons and exercises that help people become acquainted with this often complicated process. Samples of successful grant proposals
- Latest listings on grant opportunities

The newly created ODC website



Jose Cos, MPA
Organizations Development Center Officer

ODC is launching with two capacity building initiatives geared toward connecting Latino serving community organizations in Ohio with grant opportunities and grant writing/application resources. This project was selected as ODC's first because it presents a good opportunity to make use of valuable services that are already provided by organizations as well as grants and other funding sources that are already available. By connecting the two, ODC will benefit the already stellar services provided by organizations by helping them acquire funds and build relationships with one another to better serve their communities. The two initiatives being undertaken by ODC in this regard involve a grant assistance project, as well as new additions to the website, which include free resources for finding and applying for grants. We encourage you to find out more about each of these initiatives by clicking the links below:

Bimonthly Announcement of Available Grants	Register to receive our bimonthly announcement of available grant opportunities as soon as it is published, to ensure you have as much time as possible to craft proposals.
Grant Funding Opportunities	Includes available grant opportunities from previous bimonthly announcements.
Grant Writing Resources	

2011 AT A GLANCE:

- ✓ Collaborated with three organizations and assisted in reviewing grant opportunities
- ✓ Provided research for proposal narratives and community needs assessments
- ✓ Connected organizations with shared interests and needs in order to develop partnerships for improved program development and grant proposals.
- ✓ Pre-screened and promoted through its grant announcements list serve, information on over 100 grant opportunities for Latino serving organizations
- ✓ Issued customized training materials on grant writing which is hosted on the ODC webpage

Strategic Initiatives: Workforce and Economic Development

Ohio Latino Affairs continued its partnership with the Ohio Hispanic Chambers of Commerce and the Ohio Department of Development to increase economic development opportunities.

Ohio Hispanic Business Summit



OCHLA collaborated as a partner with the Ohio Hispanic Chambers on the first Ohio Hispanic Business Summit, which was held on October 13, 2011. The summit brought together more than 500 Hispanic and non-Hispanic businesses and leaders who wish to collaborate, grow their business and continue to revitalize our state's economy. The summit offered 18 different business development sessions, a business expo with wide attendance and a business networking session.



Michael Florez- Commissioner (Cincinnati), Lair Marin- Office Manager,
Mary Santiago, Board Chair (Lorain), Isabel Framar - Commissioner (Copley),
Andres Gonzalez - Commissioner (Cleveland), Richard Romero - Commissioner (Lorain)

Project OPEN –Columbus Latino SBDC

The Latino SBDC component of Project OPEN concluded 2011. The Columbus Latino SBDC will now be hosted at the Columbus State Community College, where it will continue to serve the needs of small business owners and entrepreneurs. Our successful pilot here in Central Ohio inspired the Department of Development to invite Cleveland's Hispanic Chamber to establish their own center. In just 2 years, the Cuyahoga County Latino SBDC facilitated \$15 million in contracts, prevented 16 layoffs, and created 125 new jobs. More recently, an SBDC at the Greater Cincinnati Urban League Union Institute & University has begun serving minorities and Hispanics in the Southwest region of the state,

further expanding the impact of Latino small business development centers. Ohio Latino Affairs continues to collaborate with the Ohio SBDC network to increase access and opportunities for Latino businesses and entrepreneurs.



Strategic Initiatives: Education -

The Commission continued to affirm the priorities on education established on the C.O.R.E. [Communities Organizing to Reform Education] plan which outlined the 2010-2011 education priorities for the Commission. The plan is designed to integrate with the commission’s statutory mandates and is based on input from the community, state of Ohio stakeholders (Office of the Governor, Dept. of Education and Board of Regents).

Gates Millennium/HSF Bridge Builders Forum

The Ohio Commission on Latino Affairs established a partnership with The Ohio State University, the Gates Millennium Scholars, and the Hispanic Scholarship Fund (HSF) to host the first “Bridge Builders Forum” on Saturday, September 17, 2011.

The program - geared mainly to Latino males - offered motivational speakers and student panels to talk to students about succeeding in high school and how to get to college. Parents learned about the college admission system and how to find different ways to support students as they apply for college. In addition to the workshops, Ohio area institutions participated in a mini-college fair during the event.



Bridge Builders Forum Participants



Bridge Builders Forum
Gates Millennium / Hispanic Scholarship Fund

The Ohio Union at The Ohio State University
1739 N. High Street Columbus, OH 43210

September 17th, 2011

Agenda

8:30 – 9:30 am	Registration and Breakfast
9:30 – 9:45 am	Welcome from HSF/GMS and Ohio State University
9:45 – 10:30 am	Group Session Motivational Speakers
10:40 – 11:30 am	Concurrent Sessions I Students: Achieving Academic Success Parents: (English) Admissions Requirements (Español) Los Requisitos de Admisión
11:45 – 12:30 pm	Concurrent Sessions II Students: Choosing Your Major and Career Parents: (English) Financial Aid and Scholarships (Español) Ayuda Financiera y Becas
12:30 – 1:50 pm	Lunch Break and College Fair
1:50 – 2:00 pm	Closing Session and Raffle

www.go.osu.edu/bridgebuilders
Contact: Yolanda Zapeda, Zapeda.3@osu.edu, 614-292-5848

Ohio Latino Affairs Commission
Office of Diversity and Inclusion
ECHO

ODI



Attendance:

- 300 students
- 176 parents
- 64 college & organizations representatives

Career and College Fair for High School Students - Partnership with the United States Leadership Institute (USHLI)

USHLI is recognized nationally and internationally for organizing and conducting nonpartisan voter registration and leadership development programs in 40 states. A critical component of its mission involves the utilization of career and college recruitment fairs to encourage students to stay in school, understand that dropping out is not an option, improve their academic performance, and plan to pursue some kind of post-secondary education or training.



Mr. Mena Badros, Keynote speaker at the Career Fair

The Lincoln-West High School Career and College Recruitment Fair brought together more than 250 students from several schools in the Cleveland area. The event encouraged students to (1) pursue a post-secondary education, (2) understand how to finance college, (3) explore vocational and technical career opportunities and (4) speak with college recruiters. Through this event, USHLI and OCHLA cooperated with two Latino service organizations: Esperanza Inc. in Cleveland and ECHHO.



Strategic Initiatives: Ohio's Emerging Diversity Initiatives

Increasing the Capacity of Latino Leadership

Legislative Visit Day

Under the leadership of the Public Policy Center, the Commission hosts the annual Latino Legislative Visit Day. This capacity and leadership building initiative is a full day event which brings Latino leaders to meet Ohio legislators to discuss with them important public policy issues, and dialogue about needs and opportunities faced by Latino Ohioans. In 2011, Ohio Latino Affairs partnered with the Ohio Hispanic Chambers of Commerce for this endeavor.



Latino Business
Legislative Visit Day
February 16, 2011

Latino Economic Impact in Ohio

- **Small Business Ownership:** There are more than 7,000 Hispanic-owned businesses in Ohio, according to the most recent Survey of Business Owners conducted by the U.S. Census Bureau. Of that number, businesses with a payroll total 1,245 and, combined, employ more than 11,300 workers with an annual payroll of more than \$270 million. Receipts for those businesses top \$1 billion with receipts for all Hispanic-run businesses approaching \$1.2 billion, Ohio Day of Small Business.
- **Business Power by Region:** Cincinnati and Northeast Ohio's Hispanic Chambers have commissioned impact studies and produced comprehensive reports. Northeast Ohio's report estimates the Cleveland-Akron-Blythe area's combined annual incomes of the Hispanic/Latino community was estimated at about \$2.75 billion in 2008 dollars. The figure for Columbus exceeds \$1 billion; Cincinnati approaches \$1 billion; and statewide Hispanic incomes amounted to an estimated \$8.2 billion. All reports are available on OCHLA's website: <http://www.ochla.com/resources/impactstudies>
- **Agriculture Industry:** Ohio ranks in the top ten nationally in the production of some fruits and vegetables, and for over 70% of Ohio's 30 commercial crops, employer's depend on a 100% Latino migrant farm worker labor. \$2 counties led a Latino migrant population in 2010, totaling nearly 14,000 people. *OCHLA/Minority Affairs/February, January 2011.*

Latino Small Business Agenda

- **Reduce time/lag in contracting with the State:** Improved procurement process that embraces a small business model and support systems to ensure they meet standards and quality for minority business opportunities.
- **Access to Capital:** Lack of access to capital hinders small business' ability to expand and limits opportunities to generate jobs and get Ohio's economy back on track.
- **Attracting new and building business capacity:** Focus on emerging business sectors health care & technology. Disparities numbers of Latino businesses are in the construction field.

Hispanic Population by County: 2000		Percent of County Population	
Total Hispanic Population			
Cuyahoga	46,494	DeLaware	7.2%
Franklin	24,131	Stark	6.8%
Lucas	19,859	Lorain	6.8%
Lorain	19,269	Fulton	5.7%
Hamilton	9,143	Henry	5.6%
Madison	7,984	Lucas	4.9%
Montgomery	6,453	Putnam	4.2%
Summit	4,491	Chatham	3.7%
Butler	4,212	Harrison	3.6%
Sandusky	4,205	Seneca	3.4%
Wood	4,067	Wood	3.3%
Lake	3,999	Cuyahoga	3.3%

Latino presence in Ohio's Hispanic community is comprised of more than 250,000 people, accounting for 2.6 percent of the state's total population. According to the 2006 American Community Survey by the U.S. Census Bureau, Ohio's Hispanic population grew by 2.4 percent since 2000 and more than doubled since 1990. All of these numbers are expected to grow with the new census count release.

- 265,761 people - 2.6 percent of Ohio's total population is Latino.
- 22.4 percent increase in population since 2000.
- 69,000 were born outside the U.S.
- Median age of 27 years compared to 38 years for Ohioans as a whole.

**Latino Small Business Agenda
presented to Legislators**

Agenda Latina

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 Agenda on specific subject matters.



Agenda Latina 2011 Participants

With more than 50 participants, the 2011 Agenda Latina included presentations on workforce and **Economic Development** (presented by the Ohio Department of Development, Small Business Development Division and the Central Ohio Workforce Investment Board), **Education** with emphasis on the implementation of the **Race to the Top Grant** and its implications for Latinos (addressed by RttT experts) and **Leadership Development**.



Karen Shauri explains how the Small Business Development Centers benefit Hispanics in Ohio

Michael Sawyer speaks about Race to the Top and its impact for Latinos



League Of United Latin American Citizens -[LULAC] National Convention



Ohio Latino Affairs - along with other Hispanic organizations in our state - collaborated in the organization and realization of the LULAC National Convention 2011. The event convened in Cincinnati with over 10,000 participants, including the top leaders from government, business, and the Hispanic community. The LULAC Convention brings participants from all over the country to discuss issues affecting Latinos, to set the organization's policies, and to elect its national leaders.



OCHLA Commissioner Tony Simms-Howell addresses Convention attendees.



Lilly Cavanaugh, Executive Director welcomes Convention participants on behalf of Governor John Kasich.



Vicente Fox, 55th President of Mexico addresses the LULAC Convention

2011 Ohio Diversity Latino Talent & Leadership Conference

For the third year, OCHLA collaborated as a partner in the organization and realization of the Ohio Diversity Latino Talent & Leadership Conference. With more than 600 participants, the full-day conference offered keynote addresses, presentations, and panel discussions focused on issues related to the recruitment, mentorship, and advancement of Latinos and other minorities in the workplace. The conference attracted companies seeking to employ Latinos and other minorities, as well as potential employees wanting to learn how to access the job market and make use of their multicultural and bilingual skills. Ohio Latino Affairs Commissioners hosted a Workshop to discuss the “Current landscape of Latinos in Ohio”; a discussion that provided an overall landscape of the Hispanic community in the State of Ohio, including some of the successes and challenges that Latinos face in their personal, professional and civic lives.



White House Hispanic Policy Summit



The first ever White House Hispanic Policy Summit took place on July 11 -12, 2011 at The White House in Washington, DC. Lilleana Cavanaugh, Executive Director of the Commission and Isabel Frammer, Board Commissioner, were among the 150 Hispanic leaders from across the country invited to the Summit. The White House Hispanic Summit brought together prominent Hispanic leaders in elementary, secondary and higher education, along with state legislators, national and local community non-profit leaders to The White House to be briefed on the Obama administration's policies and initiatives. Participants also provided policy recommendations to the administration on a wide range of areas including: civil rights, education, community development, immigration, labor, telecommunications, environmental protection, and health safety net programs.

OCHLA has secured the opportunity to host Ohio's first ever White House Summit during February 2012, and will bring White House and federal administration officials to Ohio to discuss policy issues and to present specific recommendations that will help improve the quality of life for Hispanic Ohioans.



Leo Pierson, Lilly Cavanaugh, Isabel Framer and Father Jorge Ochoa. Ohio participants at the Hispanic Policy Conference

Meeting with Governor John Kasich and First Lady Karen Kasich

On December 12th, 2011, Ohio Latino Affairs and the Governor's office on Minority Affairs conveyed a conversation between the Governor and statewide Latino leaders. The meeting provided a critical interface for the Governor to learn about the priorities of this demographic and for the leaders of Ohio's Latino communities to see how they fit into the Governor's vision for Ohio. The conversation resulted in part with the formation of a task force dedicated to pairing Ohio Latinos with labor-hungry industries and educating the Latino workforce both vocationally - through licensure or certification - and traditionally.



Lorena Mora-Mowry, Johanna Espinoza, Governor John Kasich, Cristina Farr, First Lady Karen Kasich & Lilly Cavanaugh

Ohio Latino Affairs Internship Program -

Our successful internship program continues to grow, providing opportunities for dedicated individuals who want to contribute to their community while gaining hands-on experience in public service. Volunteers have the chance to participate in unique and engaging work to carry out the mandates covered in OCHLA's mission. Additionally, volunteer work with OCHLA serves as a great résumé- builder and qualifies for college or school credit.



At a Glance:

- ✓ Number of Volunteers: 13
- ✓ Volunteer Hours Worked: 708
- ✓ Value of Volunteer Hours: \$15,122*

*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

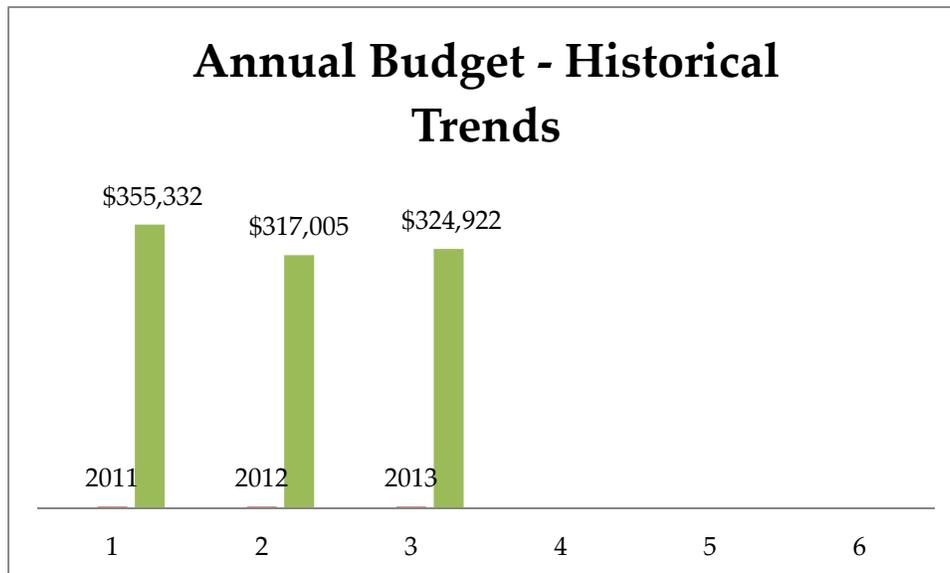
Our intern speaks:

"Since working with you, I'm happy to say that now I am in Boston studying law at Boston College! My time at OCHLA had a huge positive impact on my goals during college and was a formative part of who I am as a person. I am very interested in eventually practicing law because of my parents' stories and the stories and knowledge I gained at OCHLA. "

FINANCIAL REPORT

Fiscal Year 2011 of the State of Ohio • July 2010 ~ June 2011

Line Item	FY09	FY10	FY11
Payroll	\$329,685	\$284,880	\$256,507
Services	\$17,072	\$14,564	\$15,004
Intrastate, Travel, Supplies	\$74,857	\$50,199	\$61,947
Equipment	\$2,082	0	0
Grants	\$128,718	0	0
Budget Cuts	(\$147,707)	0	\$13,495
Mandatory Cost Savings (Budget Reduction)		\$5,689	\$8,379
Total	\$552,414	\$355,332	\$355,332





Ohio Senate
 Senate Building
 1 Capitol Square, Room 57
 Columbus, Ohio 43215
 (614) 466-5131

Committees:
 State & Local Government and Veterans Affairs,
Ranking Minority Member
 Ways and Means and Economic Development,
Ranking Minority Member
 Education
 Government Oversight and Reform
 Health, Human Services and Aging

Charleta B. Tavares
 State Senator
 15th District

May 17, 2011

Nolan Stevens
 Riffe Center – 18th Floor
 77 South High Street
 Columbus, Ohio 43215

Dear Mr. Stevens,

I would like to thank you for the letter you sent providing me with the Latino Community Report for my district. I appreciate any information that will enable me to better serve the Latino/Hispanic populations of Ohio.

The Ohio Commission on Hispanic/Latino Affairs is performing valuable work by helping to strengthen and empower Latino communities. By providing legislators with this information you are ensuring that as the Latino community grows, their interests and needs are met. I feel privileged to represent such a diverse district and your organization is an excellent resource for me as I work to develop policies that best serve my constituents.

I would like to thank you again for your letter as well for your commitment to serving the Latino population of Ohio. If there is ever an occasion in which you require my assistance or presence please do not hesitate to contact my office at (614) 466-5131 or SD15@maild.sen.state.oh.us.

Sincerely,

 Senator Charleta Tavares
 15th District

From: C. S.
Sent: Thursday, December 22, 2011 12:18 PM
To: K. B.
Cc: Cavanaugh, Lilleana
Subject: RE: Obayashi-Ruhlin JV Seeks Hispanic Subcontractors and Suppliers for New Ironton-Russell Bridge Project, Ohio

Hi Karla, this is such wonderful news! *I have to say that the Ohio urban and SBE/DBE community has the BEST support network of the entire United States. Starting with Lilly the news has spread and been responded to in a great way! I haven't seen the same type of link anywhere else.*

March, 2011:

Hi,
 I wanted to provide some feedback on your page http://ochla.ohio.gov/Campaigns_Initiatives/Emergencyprep.aspx
 I'm not sure if you are the correct person to contact but I wanted to let you know that *as someone putting together some fire safety resources, your page was really helpful. Thanks!*
 Take Care,
 A. Chambers