



# Ohio Latino Affairs Commission ANNUAL REPORT 2014



Build • Connect • Advise



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Fellow Ohioans,

We are pleased to share our 2014 Annual Report documenting an impressive return on taxpayer investment in the Ohio Latino Affairs Commission. Hispanics continue to lead our state's population growth, and we are proud to have contributed to Ohio's economic turnaround and global competitiveness.

Our small staff and dedicated volunteers work tirelessly to implement our Governor's program priorities and to fulfill our legislative mandates. For example, in cooperation with the Minority Health Commission, we partnered with Mount Carmel Hospitals to host our Latino Health Summit. We also hosted training workshops to deal with behavioral health, domestic violence, health and wellness thus supporting Governor's Kasich's health transformation aspirations.

We also continued our "best practices" through the Latino Education Summit in partnership with the Ohio State University and collaborated with 30 federal and state agencies, as well as private partners to bring opportunities to build capacity, prepare leaders, and make sure that Latinos and their organizations have the necessary tools to progress.

Our legislative mandates require us to recognize and celebrate the contributions of our Distinguished Hispanic Ohioans and Latino serving organizations. This year, two of our community leaders were inducted into the Ohio Veteran's Hall of Fame. We were also pleased to support the successful award of the Congressional Gold Medal to the Borinqueneers.

As our partnerships and collaborations expand, we also grow our community networks. Hispanics are avid users of technology providing our team an opportunity to expand information sharing through social media, virtual training and webinars and other means of communications which will continue to expand our ability to inform and connect Hispanic Ohioans.

The board of commissioners and staff are committed to continuing to serve Hispanic Ohioans and promote inclusion, opportunity and prosperity. We thank you for your support.

In Service,

**Michael Florez, Esq.**

Chairperson

## ABOUT THE OHIO COMMISSION ON HISPANIC/LATINO AFFAIRS

### MISSION

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.

### ABOUT THE COMMISSION

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, inclusion, health and housing.

The Office is responsible for compiling and providing the Commission information about, and advice on, solutions to the problems of Hispanic and Latino people. In addition, the Director works with the Commissioners to develop programs and initiatives to fulfill the statutory mandates of the Commission. In order to maximize the accountability of the Office in its execution of the Commission's mandates and initiatives, the Office has taken its sixteen mandates and split them into three categories - to build, to connect and to advise and created Program Offices focused specifically on these mandates.

The Program Offices are the Organizations and Development Center (to build); the Latino Community Network (to connect); and the Public Policy Center (to advise). The team, with the support of its board of commissioners, works together to ensure that the commission is responsive to the needs of Ohio's close to 400,000 Hispanics, who are a leading Ohio's population growth and represent 3.4% of the state's population.

### OHIO COMMISSION ON HISPANIC/LATINO AFFAIRS

#### TABLE OF ORGANIZATION



### Ohio Revised Code §121.33

The Office is responsible for compiling and providing the Commission information about, and advice on, solutions to the problems of Hispanic and Latino people. The Office shall execute the tasks assigned by the Commission which shall include but not be limited to:

- (A) Serve as a clearinghouse to review and comment on all proposals to meet the needs of Hispanic and Latino people that are submitted to it by public and private agencies;
- (B) Apply for and accept grants and gifts from governmental and private sources to be administered by the office or subcontracted to local agencies Office of Hispanic/Latino Affairs;
- (C) Monitor and evaluate all programs subcontracted to local agencies by the Commission;

- (D) Endeavor to assure that Hispanic and Latino people have access to decision-making bodies in all State and local governmental departments and agencies;
- (E) Submit a full written annual report of its activities, accomplishments, and recommendations to the Commission;

- (F) Establish advisory Committees on special subjects as needed to facilitate and maximize community participation in the operation of the Commission. The Committees shall be composed of persons representing community organizations and charitable institutions, public officials, and such other persons as the office determines;
- (G) Establish, with state and local governments and private business and industry, relations that promote and assure equal opportunity for Hispanic and Latino people in government, education, and employment.

Advise  
Public Policy Center

Connect  
Latino Community Network

- (A) Gather and disseminate information and conduct hearings, conferences, investigations, and special studies on problems and programs concerning Spanish-speaking people;

(B) Secure appropriate recognition of the accomplishments and contributions of Spanish-speaking people to this state;

(C) Stimulate public awareness of the problems of Spanish-speaking people by conducting a program of public education;

(D) Develop, coordinate, and assist other public and private organizations that serve Spanish-speaking people, including the conducting of training programs for community leadership and service project staff;

(E) Advise the governor, general assembly, and state departments and agencies of the nature, magnitude, and priorities of the problems of Spanish-speaking people;

(F) Advise the governor, general assembly, and state departments and agencies on, and assist in the development and implementation of, comprehensive and coordinated policies, programs, and procedures focusing on the special problems and needs of Spanish-speaking people, especially in the fields of education, employment, energy, health, housing, welfare, and recreation;

- (G) Propose new programs concerning Spanish-speaking people to public and private agencies and evaluate for such agencies existing programs or prospective legislation concerning Spanish-speaking people;

Build  
Organizations Development Center

- (H) Review and approve grants to be made from federal, state, or private funds which are administered or subcontracted by the office of Spanish-speaking affairs;

### Ohio Revised Code § 121.32

In addition, the Director works with the Commissioners to develop programs and initiatives to fulfill the statutory mandates of the Commission, which are to:

- (I) Review and approve the annual report prepared by the office of Spanish-speaking affairs;
- (J) Create an interagency council consisting of following persons or their authorized representatives:

One member of the senate appointed by the president of the senate; one member of the house of representatives appointed by the speaker of the house of representatives; the directors of administrative services, agriculture, education, development, health, highway safety, job and family services, liquor control, mental health, mental retardation and developmental disabilities, natural resources, rehabilitation and correction, youth services transportation, environmental protection, and budget and management; the chairperson of the Ohio civil rights commission, the administrators of the bureau of workers' compensation and the rehabilitation services commission; and an additional member of the governor's cabinet appointed by the governor.

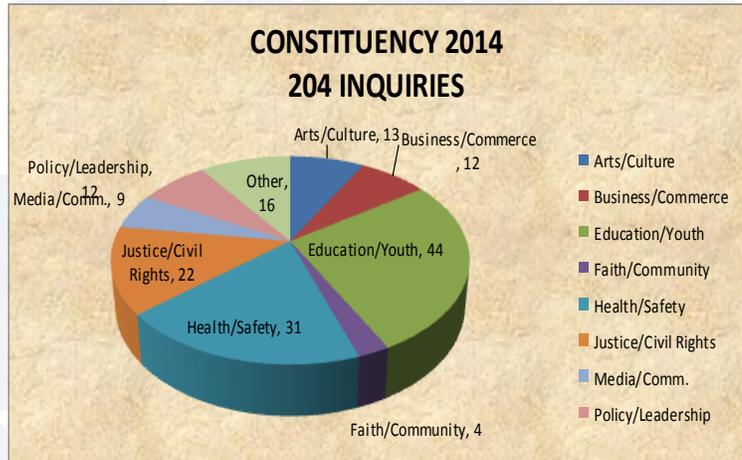
The commission on Hispanic-Latino affairs, by rule, may designate other state officers or their representatives to be members of the council. The director of the commission shall be the chairperson of the council. The interagency shall provide and coordinate the exchange of information relative to the needs of Spanish-speaking people and promote the delivery of state services to such people. The council shall meet at the call of the chairperson.

# We Serve Latinos in Ohio

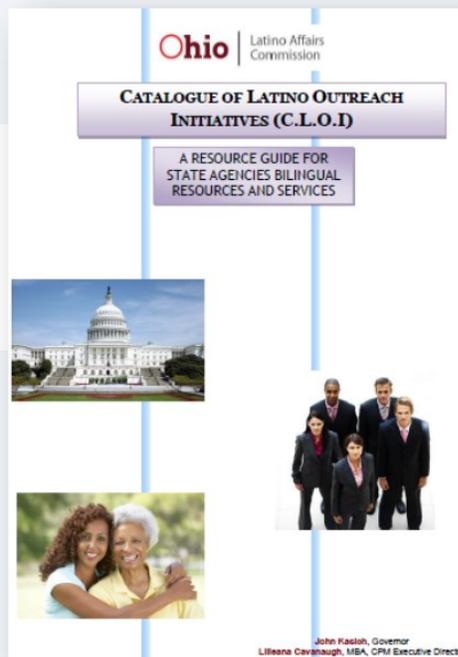
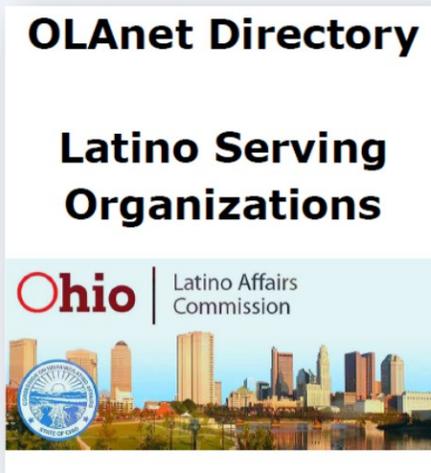
As of July 2014, the US Census reported **389,271** Latinos in Ohio. The largest concentrations are located in Northeast and Central Ohio and **if they were to be placed together, they would be the third largest city in the state.**

**Two-thirds of Ohio's counties have seen increases in their Hispanic populations** since 2010 and declines in the number of non-Hispanic residents. **In 87 out of 88 counties, Hispanics make up the dominant population growth.**

The Ohio Latino Affairs Commission plays an important role resolving constituent inquiries and using these cases as evidence of areas where outreach, education and coordination efforts are needed to improve government service delivery. The commission responded to 204 direct constituent inquiries in 2014. The majority of cases involved matters dealing with education, followed closely by cases dealing with health, safety and civil rights.



The commission also maintains an online directory of 212 Hispanic service providers in the state. The OLANet (Ohio Latino Network) member organizations are contacted at least twice a year or more to update their information and resources to ensure the most up to date information. Members of OLANet are also included on our communication networks to guarantee prompt information dissemination through Ohio's Latino communities. Additionally, through the online Catalogue of Latino Outreach Initiatives, the commission offers updated information on bilingual services in 26 state agencies.



**Hispanic Serving Organizations in Ohio: 212**

- ⇒ Central: 79
- ⇒ Southwest: 65
- ⇒ Northeast: 39
- ⇒ Northwest: 19

# Ohio's Future is Today's Hispanics



## MAXIMIZING OHIO'S EMERGING DIVERSITY

Our Commission encourages the integration of growing diverse populations in Ohio with the conviction that Hispanic Ohioans, along with all other global citizens are an asset to Ohio and an important part of the state's development and future.

Our agency is committed to empowering Hispanics by working towards building more sustainable communities and addressing development from a holistic approach that involves social change focusing on economic opportunities, health, education, the environment, and an improved quality of life in our communities.

As government retrenches and funding sources become more competitive, Ohio Hispanic serving organizations are challenged with serving growing needs and creating sustainable funding for their programming. We are aiming our efforts to connecting people with diverse skills and shared passion in order to increase collaboration— which allows each to have a greater impact than they could alone. In partnership with community organizations, the public and private sector. The commission is creating opportunities to build synergy, share best practices, create partnerships, and learn ways to more efficiently and effectively meet the needs of a growing Hispanic community across Ohio. The commission works with partners in the public and private sector to identify opportunities to build leadership, empower Latino serving organizations, grow civic engagement and improve the delivery of state mandated services.

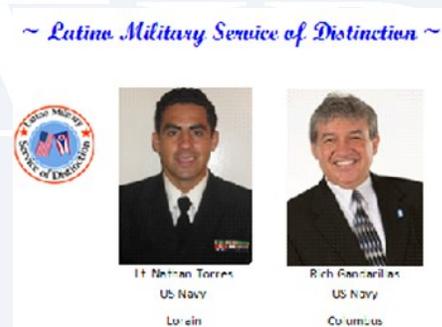
By working in partnerships, the commission increases its ability to serve a greater number of constituents and decreases the cost of service. Our partners benefit through the impact of immersing and gaining deeper understanding of the Hispanic community, thus creating bridges of communication and growing their cultural competence, resulting in a force multiplier effect.



# Recognizing Hispanics & Their Contributions

## Distinguished Hispanic Ohioan Awards & Latino Military Service

The annual Distinguished Hispanic Ohioans Award secures appropriate recognition of the accomplishments of Hispanics in Ohio. The 2014 annual gala's theme "Celebrating Our Roots & Culture" was highlighted through a speech by State of Ohio District 56 Representative Dan Ramos. The event was made possible through a partnership with the non-profit Latino Empowerment Organization Network "LEON". The 2014 gala was attended by 206 participants and presented 11 awards and recognitions.



## Ohio Veterans Hall of Fame

In 2014, two Hispanic Veterans were inducted in Ohio's Veterans Hall of Fame. The Commission was pleased to support Jose Rafi Rodriguez and Richard Gandarillas for this important recognition, as well as recognize all of Ohio's veterans and those who have been previously recognized by the commission with the Latino Military Service of Distinction Awards.



# Engaging with our Community



# We Work to Build Capacity

## AGENDA LATINA 2014— Social Ventures, Technology and Sustainability

Focused on 23 Latino grassroots and serving organizations, Agenda Latina 2014 brought together top leadership to explore and understand the new philanthropy models which demand more efficient, sustainable organizations. The full day event, directed by John Heymann, CEO of the New Level Group and Chairman of the Social Ventures Network, allowed participants to explore how the economy, technology, and the new realities of the social environment are impacting how serving organizations are conducting their programs and responding to the needs of the community.

Social Ventures -  
The Power of  
Collective Impact

Latino organizations considered their potential for growth, the role of board governance, how to work with innovative ideas and analyze regional trends which can impact their potential for growth. The group was introduced to the concept of profit social ventures—the possibility of combining social and financial objectives to provide solid society change and fiscal stability for organizations. The hands-on workshop provided our Latino organizations with workbooks, materials and one to one consultation with Mr. Heymann to review the specific needs of their respective organizations.

## AGENDA LATINA 2014 - Topics

### Sustainable Social Ventures

- The new world of social impact organizations
- Sustainability defined: Building capacity for organizational effectiveness and mission impact
- Elements of effective organizations

### Effective Governance

- Shared model of governance
- Board-Staff roles & responsibilities
- Strategic Thinking vs. Strategic Planning

### The Importance of Culture

- Vision, mission, values
- Attributes of highly effective teams

### Building Sustainable Funding

- Challenges of fundraising today
- Contributed income/Earned income
- Impact investors



Agenda Latina 2014  
Representing Latino Serving Organizations

# We Support **Emerging** Businesses, Cultivate **Growth** and **Sustainability**

## Meet and Greet: Ohio Hispanic Chambers of Commerce and Government Officials



The Ohio Latino Affairs Commission convened a gathering of 24 business leaders representing the Ohio Hispanic Chambers of Commerce to provide an update and overview of the economic milestones gained within the Latino community in the last couple of years. Representatives from the Governor's Office, Chief of the Minority Business Development Division, the Minority Small Business Administration, the Bureau of Workers Compensation, Administrative Services Procurement and MBE Divisions, were also invited by the commission to attend this event. The valuable discussions helped to increase understanding about challenges faced by Hispanic businesses and also to report back to critical government entities about the impact that chambers are having in each of the regions of the state.

### ***Feedback from the Ohio Hispanic Chambers of Commerce:***

- Hispanic Chambers will work to strengthen their support of each other. Ohio's Hispanic Chambers are committed to having a greater presence in Columbus to react to important legislative bills, and continue to engage with State Government regarding opportunities for Latino Businesses.
- We are committed to grow global talent within our communities through economic development, community development and educational opportunities.
- Our Chambers want to work with Ohio's state government to increase workforce training for specific careers where multilingual skills are a competitive advantage.
- Hispanic businesses need to connect more with government initiatives. Too often Hispanics are not making use of resources because these resources are not presented in a cultural or linguistic appropriate way to meet the needs of the Latino Community; as Chambers, can work with Ohio's state government to remedy that.
- We encourage state government to invest in a global Ohio and create opportunities to increase the access to college and support the promotion of bilingual education.

## **Department of Development, Minority Business Development**

### **Division**

In 2014, our agency increased its work to involve Latino businesses and organizations with the Minority Business Assistance Centers, who specialize in serving the needs of Ohio's small, minority and disadvantaged businesses. The centers provide important services including technical assistance, professional consulting, access to capital and assistance obtaining contract opportunities. A primary objective of the program is to identify emerging businesses and cultivate their growth and sustainability. In 2014, the commission organized two face to face conversations between Hispanic business leaders and MBAC; additionally, the commission translated/edited informational materials into Spanish which will be used by the department to information flow and increase the use of MBAC services by Latino business.

*"We cannot overestimate just how important it is to connect with businesses on their level. We've got to talk their language."*

Governor John Kasich  
State of the State Address

### **Administrative Services Procurement and MBE Divisions**

Met with representatives from these divisions to explore how to increase Latino participation in MBE opportunities and held two meetings for these divisions to dialogue directly with Latino business leaders. In 2014, the commission distributed regularly bid notices and opportunities through its statewide networks to all major cities with high Latino demographics.

### **Small Business Development Centers**

Continued to drive traffic to the Cincinnati, Columbus and Cleveland Latino -SBDC's and regularly distributed all information on the centers training programs and opportunities through the Hispanic Chambers Networks, Latino media and Latino leadership contacts to increase the participation of Hispanic small business owners and first time entrepreneurs to these resources.

### **US Small Business Administration and Women Business Assistance Centers**

Hosted the USBA and US Women Business Assistance Centers in Latino events to increase awareness about the services provided by these federal entities; focusing in particular on financing, lending and women specific opportunities.

### **Amigos Latinos Business Summit—Hosted in collaboration with Wright State University**

The commission joined efforts with Wright State University and the Dayton Hispanic Chamber of Commerce for the Amigos Latinos Business Summit. This regional event brought together more than 100 small entrepreneurs, students, young professionals and women entrepreneurs. The day included workshops, a job fair and exhibitors hall, which brought information and valuable face to face time with future employers and those in state government who offer support services to increase opportunities for economic development and the growth of small businesses.



# We build a foundation to **Maximize Community Health**

## The State of Latino Health—Regional Conversations

Regional Conversations are a direct response to feedback received from participants at our statewide Latino Health Summits. Participants asked for the “opportunity to bring the dialogue about health disparities and access to health care to each region in order to focus on local needs, and increase collaboration in their respective areas, since all matters are best resolved in the reality of each community.” Through a grant from the Minority Health Commission, OCHLA conducted Health Conversations in areas of the state with highest Latino demographics: Cincinnati, Cleveland, Lorain, Toledo, Youngstown, and in Mid-Ohio [Dayton and Columbus]. The conversations involved close to 100 participants statewide and rendered feedback on the state of health for Latino communities. Participants also shared their reaction regarding the implementation of the Affordable Care Act, and outlined priorities for the 2014 Latino Health Summit. The findings from the regional conversations were compared to the Minority Health Commission’s 2011 study and provided important data for the commission’s work.

### **Our Leaders Speak:**

“Health providers need to understand better the value of interpreters and realize they are the “people who bridge the gap.” Often interpreters are under-valued by physicians and medical staff.”



The Cincinnati meeting included community leaders, OCHLA Board Members and representatives from LULAC (League of United Latin American Citizens) among others

The necessity for increased cultural competence at service delivery points, better language access services, and the need to understand more how to navigate the healthcare system in the US are predominant themes through the regional conversations. Hispanic Ohioans are becoming more sophisticated consumers of health services, who value access to health services as a critical component of wellness and family life. They want to better understand their rights and obligations as consumers; and at the same time they want to know what should be expected of the health care system.

The implementation of the Affordable Care Act provides a perfect example of how availability of health care services requires structural changes to ensure proper health literacy and education for Latino consumers as well as proper cultural competence and multicultural skills for service providers at each level of the system. The interests of Latino consumers are shifting from the need to satisfy urgent care needs to preventive and long care health issues, including dealing with the elderly, palliative care, juvenile diabetes, use and abuse of medications, obesity, the need for better education programs on nutrition and exercise.

## In Their Own Words:

“In Toledo, immediate needs include the lack of funding to maintain meaningful and sustainable engagement with children and families through the entire year.”

“Across the state, there is a broad influx of new Americans, including refugees, migrants, immigrants ; this results in a greater need for timely language access (interpreting services and translations), as well as cultural competence. With the implementation of the Affordable Care Act, more Hispanics and other ethnic groups are accessing healthcare services; this has brought to surface the need for greater diversity and inclusion preparation within the health care system.”

“In Youngstown and Canton communities are more sparse. The lack of proper transportation to travel to Hispanic serving organizations, doctors’ appointments, school meetings, etc. is a major challenge for new families.”

### Our Leaders Speak:

“We need more multilingual health workers; considering the growth of refugees and other immigrants in the Cleveland area in the next 20 years, we are called to develop strategic alliances with Colleges, High Schools, Technical Schools, Foundations as well as Hospitals to secure the workforce required to meet the needs of the community.”



Metro Health and the Ohio Latino Affairs Commission joined efforts to host the Cleveland Conversation, included are Eduardo Muñoz, Mary Galindo, Lair Marin and Benito Lucio.



The Lorain conversation included the participation of State Representative Dan Ramos and State Representative Matt Lundi and was hosted at El Centro de Servicios Sociales.

### Our Leaders Speak:

“ Faith based organizations (churches) are very important in healthcare and family well-being. They are a magnet for Latino adults and should be considered as possible partners for health outreach and family well-being programs.”

# We work to improve **Quality of Life** and **Wellness**

## Minority Health Month: Dealing with Substance Abuse and Domestic Violence

Through a grant from the Minority Health Commission, our agency conducted two health care awareness initiatives to decrease health disparities and increase access and quality of health services for Hispanic Ohioans. The project focused on substance abuse and domestic violence and brought together 100 participants.

Two half day workshops focused on community leaders, Hispanic advocates, case workers, health care practitioners and other service providers shared resources, strategies and best practices to prevent substance abuse and combat domestic violence focusing on the growing Latino population. Spanish materials were carefully selected and distributed among the participants to the workshops, to ensure that leaders would have appropriate resources to use as educational tools once they return to their different regions. Additionally, 25 other health publications were included in the participants' packets to supplement theme specific targeted materials.



Ohio Department of Mental Health & Addiction Services speak about state resources



Dr. Erendira Lopez Garcia from Wright State University speaks on the experience of immigrants and risk for domestic violence

Educational campaigns were used as tools prior to the workshops in order to reach out to the extended community and increase awareness about the issues with substance abuse and domestic violence. Regular e-campaigns were launched and promoted through distribution lists, social media outlets and our website, consequently, increasing the impact of the educational campaign to reach at least 500 contacts through social media and 150 or more local and regional Latino leaders and networks.



The project included the production of a DVD on Resources for Domestic Violence Victims. Through a series of short interviews produced by Mujer Latina Today, women will have the means to easily find information on resources, recovery, and other important topics.

Five hundred DVD's were distributed among those who participated in the Domestic Violence Workshop and the 2014 Latino Health Summit. DVD's are a great educational tool for the Latino community because Hispanics are more receptive to educational information on this format than they are to brochures or flyers. Also, the DVD is discrete enough to allow women to "Watch it and pass it on to a friend."

## Latino Health Summit 2014:

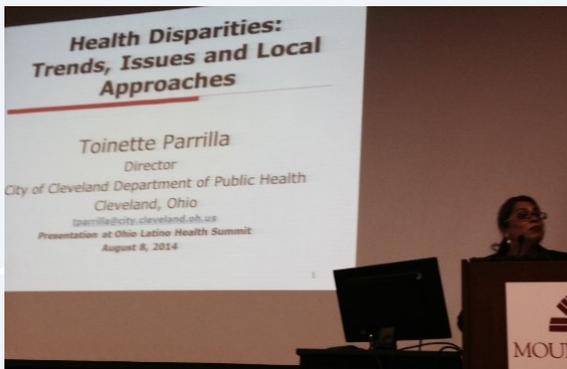
### “BUILDING AND PRESERVING OUR HEALTH”

#### SUMMIT OBJECTIVES:

**To shift the community’s focus from a curative approach to health disparities to a preventative approach.** The Summit sought this goal through workshops that allowed intimate dialogue between presenters and guests, which included service providers, academics, community leaders and policymakers.

**To highlight and promote the sharing of best practices by providing a forum for the exchange of contacts and ideas and for strengthening the cohesion of the Latino healthcare community in Ohio.** Service providers shared best practices with each other and with other guests, and engaged in networking and visited exhibitor displays.

**To encourage the formation of a Latino health policy network** – a statewide group of advocates that monitor law and suggested health policy at both the state and federal levels, and influence the evolution of health policy to better serve the needs of Ohio Latinos. This year’s Summit included an introductory presentation on health policy, and emphasized the transformative role of policy in shaping health outcomes at each part of the agenda.



Director Toinette Parrilla from Cleveland speaks about their work to increase health in Latino neighborhoods.

#### SUMMIT AT A GLANCE:

**Participants: 180**

**Specialized Conferences: 4**

**Workshops: 6**

**Partners:**

- Mount Carmel Hospitals
- LULAC
- Ohio Minority Health Commission
- Molina Healthcare
- Center for Closing the Health Gap

Language and Healthcare along with Cultural Competence were central themes to the summit. Doctors Martinez and Diez from the Ohio State University shared key considerations in ensuring meaningful access to healthcare in spite of language barriers. As a community with a significant proportion of new Americans, many Ohio Latinos speak Spanish predominantly or even exclusively, which presents obstacles to the adequate provision of healthcare. Doctors Martinez and Diez discussed the context surrounding this issue, including the legal obligations to provide language access in healthcare service provision and the means – adequate or otherwise – by which service providers seek to fulfill it.

Dr. Victor Cueto’s Resident Physician in Internal Medicine and Pediatrics, Jackson Memorial Hospital at the University of Miami Miller School of Medicine presented on the considerations that comprise culturally competent healthcare service provision. Dr. Cueto’s extensive expertise with and involvement in both the academic and community leadership facets of cultural competence have given him a veritable trove of experience and anecdotes with which to illustrate his points. Guests learned the components of cultural competence, the barriers and challenges to installing effective cultural competence protocols and the most effective means to overcome them.

# We Create Opportunities & build Partnerships

## OCHLA's Volunteer Program

The OCHLA Intern/Volunteer program provides a unique experience for future workforce leaders to immerse in the work with multicultural communities, learn about state government and gain in-depth knowledge about Hispanic Ohioans.

Through three and six month internships, students are able to tackle projects in their fields of interest, practice their Spanish language skills, and hone on potential interest areas as they consider alternatives for graduate work. Our Intern/Volunteer program is generating a future workforce that is learning about diversity and inclusion, and at the same time, they are increasing our ability to accomplish our goals by increasing the agency's manpower.

### 2014 VOLUNTEERS

- ◇ **Number of Volunteers: 24**
- ◇ **Number of Volunteer Hours Worked : 964**
- ◇ **Value: of Volunteer Hours: \$21, 738\***  
{\* [www.independentsector.org](http://www.independentsector.org)}
- ◇ **Completed a Bachelors or Graduate degree: 23**



## Agency Partnerships and Collaborations

Ohio Latino Affairs Commission partnered with over 30 public and private entities to bring forth programs, trainings and information to Ohio Hispanics thus increasing the agency's ability to meet its mandates and sharing the cost of program delivery which results in fiscal efficiencies and improved service quality.

## **Our Partners**

United States Department of Justice	Minority Health Commission
U.S. Attorney for the Southern District of Ohio	Ohio's Department of Health
Ohio Asian-American/Pacific-Islanders Advisory Council	Development Services Agency
City of Columbus's Community Relations Commission	United States Hispanic Leadership Institute
Office of Civil Rights, ODJFS	Mount Carmel Hospitals
Ohio Civil Rights Commission	League of United Latin American Citizens
U.S. Citizenship and Immigration Services	LEON
U.S. Department of Homeland Security	The Ohio State University
U.S. Department of Health & Human Services	Ohio Council on Islamic Race Relations
Federal Bureau of Investigation	Westerville City Department
Equal Employment Opportunity Commission	Advocates for Basic Legal Equality
Westerville Police Department	Center for Closing the Health Gap
Ohio Department of Mental Health and Addiction Services (OhioMHAS)	Molina Healthcare
Wright State University	Ohio Department of Education
CHIP Lorain	Ohio Department of Job and Family Services
	Ohio Attorney General Mike De Wine

# We **Connect** and **Inform** Latinos in Ohio

National trends demonstrate the importance that social media and technology plays in the flow of information to the Latino population. The Ohio Latino Affairs Commission is taking advantage of technology to increase its outreach and effectively build bridges of information and communication with Hispanic communities across the state. This is crucial during severe weather emergencies, health outbreaks and emergency management situations.

## Hispanic Consumers:

- ⇒ Are **more social**, influential and **impressionable** online than non-Hispanic consumers
- ⇒ Are **twice as likely** to either **share content or click on shared content** than Americans in general
- ⇒ Hispanic consumers **share via social media five times more** often than non-Hispanic users, and content shared by Hispanic consumers is 35% more likely to be clicked on than content shared by the non-Hispanic population
- ⇒ Hispanic consumers also appear to **read more content on mobile devices** than do non-Hispanic consumers.

(Greenberg, Karl. Hispanic Consumers are Social Media Catalysts. *Marketing Daily*, Feb. 2014)

## 2014 By the Numbers:

Events Promoted: **810**

Job Opportunities Promoted: **351**

Facebook Followers: **800** (100% increase)

Facebook: **1,600** Events & News Posted

Tweeter: **3,183** Feeds



# We work to **Improve Education**

## Ohio Latino Education Summit

In partnership with the Ohio State University, the Ohio Department of Education and El Puente in Dayton, the commission hosted its second annual education summit. The Latino Education Summit brings together educators, administrators, non-profit leaders, parents, students and policymakers to discuss prevailing issues regarding the education of Ohio's Hispanic students. The conference features workshops where selected participants share "best practices" with each other and with attendees, as well as additional programming focused on educational issues for Ohio Latinos.



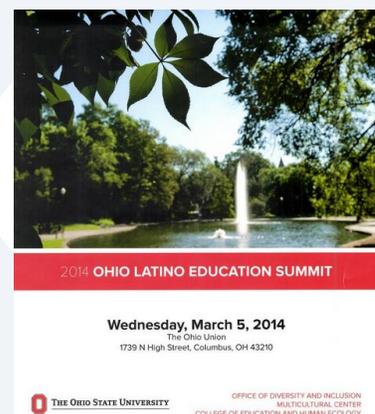
Participants at the 2014 Latino Education Summit

*Photo Credit: Thomas Sheibenberger*

The 2014 summit, featured six afternoon presentations of best practice models and a policy panel engaged high-level administrators and policymakers, including Dean Cheryl Achterberg of the Ohio State College of Education and Human Ecology, Dr. Ross, Senior Vice Chancellor Gary Cates from the Ohio Board of Regents, Wright State University President Dr. David Hopkins and Senators Lehner and Tavares. Educators were inspired with remarks from Dr. Samuel Betances and Sophia Rodriguez, President of the Western Ohio Education Association. The Ohio State University faculty presented their latest research on Latino educational achievement, and participants were welcomed by Dr. Valerie Lee – OSU's Vice President for Diversity and Inclusion.

### ~ 2014 BEST PRACTICE PRESENTATIONS ~

- **Central Ohio English Language Educator Collaborative, on ELL Education**
- **The Springfield City School District, on their Hispanic Outreach Program**
- **The ACLU of Ohio, on school disciplinary practice**
- **Esperanza, an education-oriented non-profit serving Cleveland Latinos**
- **El Puente, a tutoring non-profit serving Dayton Latinos**
- **Ohio State University, on two institutional programs aimed at serving Latinos**



## BRIDGE BUILDERS FORUM

An initiative in collaboration with the Ohio State University, the Gates Millennium Scholars Program and the Hispanic Scholarship Fund, designed to increase Latino access to higher education. Interactive sessions provide bilingual information for high school youth and their families to help them prepare for college, including workshops on making college choices, paying for college and preparing competitive college applications. College representatives from 25 Ohio colleges and universities were on hand to network with participants at the closing college fair.

# We identify Issues and Promote Civic Engagement

## Civil Rights Town Hall

OCHLA's 2014 Civil Rights Town Hall Meeting brought 85 community leaders and representatives from new Americans and immigrant communities to discuss prevailing issues of civil rights. The event advances OCHLA's efforts to connect Ohio Latinos to each other and new American communities in order to build civic engagement and a greater understanding of public policy issues.



Town Hall Participants engage in the session on "Law Enforcement and Community Relations"

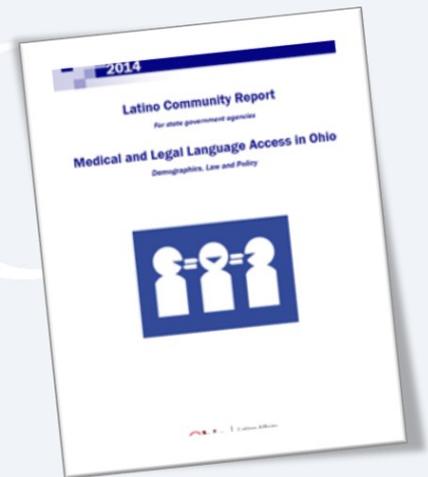
### CIVIL RIGHTS TOWN HALL OBJECTIVES

- *To provide an informed understanding of civil rights and responsibilities for new Americans.*
- *To familiarize new Americans with best practices in managing situations that may threaten their civil rights.*
- *To create community among new Americans as well as an effective dialogue with local and state law enforcement.*

The Town Hall was hosted in partnership with the United States Department of Justice through the office of Carter Stewart, U.S. Attorney for the Southern District of Ohio, the Ohio Asian-American/Pacific-Islanders Advisory Council and the City of Columbus's Community Relations Commission, the Office of Civil Rights at the Ohio Department of Job and Family Services and the Ohio Civil Rights Commission. Additionally, federal agencies including U.S. Citizenship and Immigration Services, the U.S. Department of Homeland Security, the Federal Bureau of Investigation and the Equal Employment Opportunity Commission also collaborated with our agency for this event.

## Latino Community Reports (LCR's)

These reports are issued to the legislators in Ohio's General Assembly and offer an analysis on salient issues or trends in Ohio's Latino communities. In 2014, the commission expanded on its report regarding *Deferred Action for Childhood Arrivals*. A second report on **Language Access in Ohio Courts and Hospitals** was prepared to include district-specific data - on the languages spoken in Ohio and nationally, their growth, and the English competency of their speakers. Additionally, the LCR thoroughly summarizes relevant state and federal law on language access, and presents, analyzes and contrasts Ohio's models for language access in courts and at medical facilities.



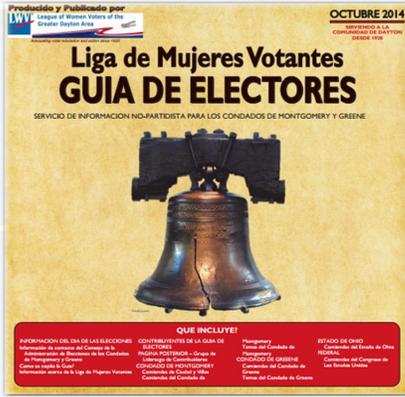
## Policy Briefs

Over a dozen briefs were distributed in the year to maintain the community abreast current affairs and pending legislative decisions that will affect Ohio Latinos. The briefs include a link to OCHLA's statewide events calendar, as well as status updates on tracked legislation and media articles on important policy issues.

The Policy Briefs are also accompanied by original articles elaborated by our public policy team translated into Spanish and distributed through Ohio's Latino media to inform and educate Latinos about relevant issues. The briefs are mailed to about 500 recipients around Ohio.



## Voter Registration



The commission issued educational campaigns and distributed bilingual voter registration information. Through our website's dedicated page, constituents were able to locate how to register to vote, identify their local voting guides, connect with the Secretary of State, and have access to bilingual materials, including the "Guia de Electores" produced by the Greater Dayton League of Women Voters thus increasing access to critical educational informational and increasing Latino participation in the elections.

## Engaging with Ohio's Global Communities

OCHLA was also present at different community events that discussed the importance of immigrants, covered issues of inclusion and civic participation, and provided further information on how to help Hispanics become engaged in their communities. In March 2014, the commission participated in Wright State University's workshop: "Immigrant, Inc.: Building an Ecosystem to Help Immigrant Entrepreneurs Succeed." The event included discussions on trends in immigrant entrepreneurship and economic development and what immigrant entrepreneurs need to succeed in the United States.



Georgina Alvarez, Lair Marin, Lilly Cavanaugh and Commissioner Tony Ortiz participate in the Immigration Inc. Workshop held at Wright State University. (Photo Credit: Thomas Sheibenberger)

# We participate in the **National Latino Agenda**

The Ohio Latino Affairs Commission supports national efforts that seek the integration, empowerment and recognition of Hispanic and Latinos in the United States. By staying involved and engaged at a national level, the commission is able to examine trends and embrace best practices that increase the agency's capacity to serve Hispanics.

## **Borinqueneers Congressional Gold Medal**

Our agency played an important role in building momentum in Ohio, which also triggered action in other states to support the effort in the U.S. Congress to recognize the Borinqueneers. In June, 2014, President Obama awarded the Congressional Gold Medal to the U.S. Army's 65<sup>th</sup> Infantry Regiment – nicknamed **the Borinqueneers**. The 65<sup>th</sup> is the only segregated Hispanic – primarily Puerto Rican - military unit in U.S. history, and it served with distinction in World War I, World War II and the Korean War. The commission also delivered testimony for one of two companion resolutions in the Ohio General Assembly – HCR 48 and SCR 31 – both of which recognize the contributions and valorous service of the 65<sup>th</sup> Infantry Regiment. Furthermore, Ohio's surviving members of the battalion were recognized at the 2014 Distinguished Hispanic Ohioan Awards.



Subject: RE: BREAKING NEWS!!! Borinqueneers CGM Bill Going to Pres. Obama For Signature, Senate Approves CGM Bill

Thank you Lilleana...

Ohio played a CRUCIAL role in this mission. Especially with the Ohio State Assembly resolution. This may have been a critical trigger in the House Speaker present the CGM Bill for a vote. Thanks to you, Nolan and Henry.

We will definitely stay in touch.

Best,  
Frank Medina  
National Chair  
Borinqueneers Congressional Gold Medal Alliance

## **Latina Inc., Magazine, Ohio Style Business Series**



The commission was also present at the first [Latina Inc. Business Series](#) to take place in Ohio. The event, hosted by the nationally recognized magazine Latina Inc., seeks to provide an interactive business development program that brings together Latina business owners with key corporations and government entities. Over 31,000 Latina entrepreneurs in more than 115 cities have participated in the Series which began in 1998.

## **United States Hispanic Leadership Institute**



In February 2014, our agency participated in USHLI's national conference and formed part of the Student Leadership Series Summit, an event within the national conference that works to increase the number of college fairs and outreach to Latino youth to ensure they are well informed on college access opportunities, how to navigate financial aid, and the support systems required for successful access to college and a career completion. More than 800 students in Ohio benefited from the Student Leadership Series in 2014.

Photo Credit: USHLI.ORG

## Hispanic Legislative Visit Day

In December, the commission hosted its annual Legislative Visit Day, focusing on Economic Development and Empowerment. Over 100 participants attended this event and had the opportunity to meet individually with legislators, participate in the networking lunch and attend several workshops and presentations including:

- ✓ Hispanics as an Emerging Engine: Our Legacy and Our Future
- ✓ The Positive Impact of Welcome City Programs
- ✓ Economic Opportunities through the US SBA
- ✓ The Implications of Executive Action an Immigration Temporary Relief.

The Ohio Hispanic Chambers partnered with the commission for this event, which ended with a conversation session among the Chambers and representatives from the Governor's and Lieutenant Governor's Offices, and other state agencies to continue the dialogue initiated earlier in the year regarding how to best reach Hispanic entrepreneurs and businesses and promote business opportunities.



Todd McGonigle, EEO Program Director, Alfonso Cornejo, Cincinnati Hispanic Chamber President, and Roberto Salinas, Dayton Hispanic Chamber Chairman discuss MBE opportunities for Latino businesses



Roundtable with Government Officials and Latino Business Leaders

# 2014 Impact Summary

Total Number of Events Orchestrated: **15**

Community Visits to engage with Hispanic Organizations: **35**

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One to One Meetings with Grassroots Organizations: **20**

Meetings with Migrant and Farmworker Groups: **2**

Latino Directories Issued by Commission: **5**

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Latino Networking Organizations: **212**

Northeast: 39

Northcentral: 14

Central: 79

Northwest: 19

Southwest: 65

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ESL Directory Members: **120**

Agencies in Catalogue of Bilingual Initiatives: **26**

Bilingual Jobs promoted through website: **351**

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Events Promoted: **810**

Website, Facebook & Twitter News Items: **5,593**

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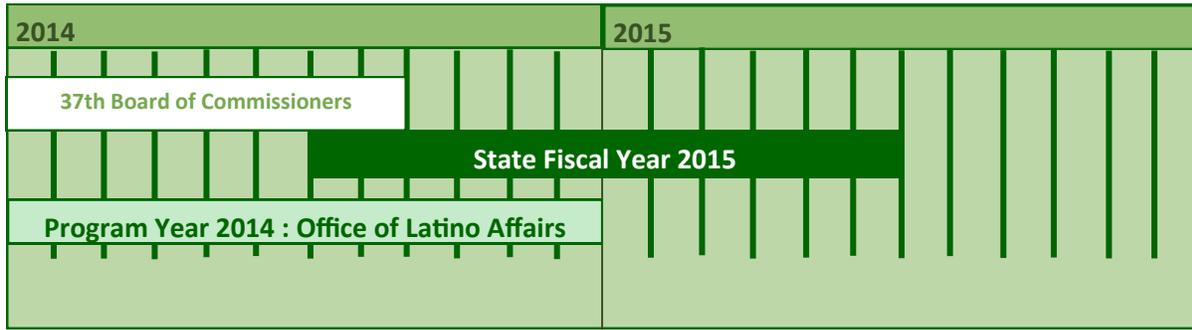
Total Number of Partners / Collaborators: **30+**

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Total Number of Event Attendees: **2,000+**

## Timeframes for the 2014 Annual Report

Note: This report covers the actions of the 37th Board of Commissioners, the finances of the agency during Fiscal Year 2015 of the State of Ohio, and the work of the Office of Hispanic/Latino Affairs from January through December 2014.



Ohio Latino Affairs GRF Allocation FY 2013 - 2017	
Fiscal Year	GRF Allocation in \$
2013	314,084
2014	377,961
2015	392,776
2016	385,371
2017	385,366

## Our Commission's **Core Values**

***Building cooperation and understanding between Hispanic Ohioans and Government*** by providing Hispanics with information, resources and by informing the Governor, Legislature and state agencies about Hispanic issues throughout the State.

***Collaborating with the community*** by promoting community awareness, education, engagement and inclusion in mainstream society to ensure Latinos are part of the foundation and fabric of the state.

***Partnering with state agencies to create institutional change*** to assure equity and access to culturally competent programs and services for Latinos.

***Identifying Hispanic Ohioans issues and concerns through public policy analysis*** and data driven outcome-based research in order to create awareness of issues to form the foundation for institutional and systemic change in the Ohio state government.

***Engaging with the National Latino Agenda*** and aligning our initiatives with the efforts that seek the integration and empowerment of Hispanic and Latinos in the United States.

***Planning the work of the commission based on strategic priorities*** that consistently impact and address the needs of the Latino community in Ohio. The strategic plan will be the roadmap that will guide the Commission in identifying future initiatives and goals.

***Encouraging new ideas and supporting openness and acceptance of differing ideas or beliefs.*** The commission respects the opinions of others and will provide a safe environment for all voices, opinions, ideas and beliefs.

By 2050, our nation will be increasingly more diverse, and Latinos will be one of the forces driving this demographic change.

According to the 2010 U.S. Census Bureau population estimate, there are roughly 50.5 million Hispanics representing about 16 percent of the U.S. population.

By 2050, there will be no racial or ethnic majority among the general population of the United States, it is projected that the Latino population will double to 30 percent. Consequently, the role of Latinos in shaping our country's political and economic climate is becoming more significant.

## Board of Commissioners

Michael Florez, Chair  
Cincinnati

Mary Santiago, Vice Chair  
Lorain

Tony Ortiz, Secretary  
Dayton

José Feliciano Jr.  
Aurora

Iris Martinez-Juergens  
Dayton

Tony Simms-Howell  
Cincinnati

Emanuel Torres  
Columbus

Mike Robinson  
Loveland

Elizabeth Guzman-Bowman  
Columbus

## Legislative Members of the Board

Representative Dan Ramos  
(D - District 56)

Representative Matt Lynch  
(R - District 76)

Senator Gayle Manning  
(R - District 13)

Senator Charleta Tavares  
(D - District 15)



## Our Team

Lilleana Cavanaugh, MBA, CPM  
Executive Director

Lair Marin-Marcum  
Community Liaison

Georgina Alvarez  
Organizations Development Officer

Briana Black  
Administrative Clerk

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Ohio Latino Affairs Commission  
**ANNUAL REPORT**  
2014

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