

2010 ANNUAL REPORT



ADVISE



BUILD



CONNECT



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.

Staff ~ 2010

Lilleana Cavanaugh, MBA
Executive Director

Ursula Barrera-Richards, J.D.
Policy Director

Lair Marin Marcum
Office Manager

Commissioners ~ 2009/2010

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**

V. Anthony Simms-Howell ~ **Cincinnati**

Office & Interagency Council

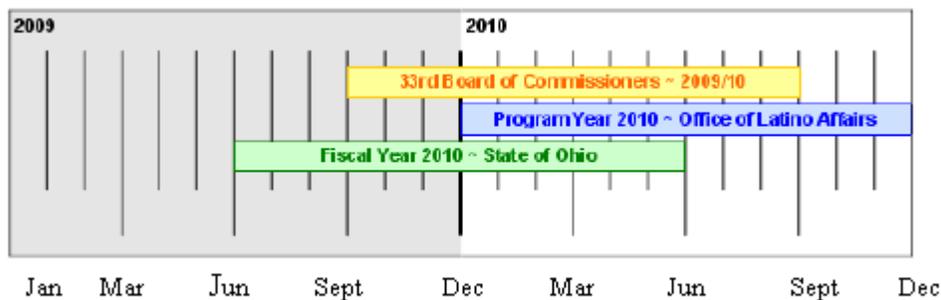
The Office of Hispanic/Latino Affairs and the Ohio Interagency Council on Hispanic/Latino Affairs are two state agencies within the purview of the Commission. **Lilleana Cavanaugh, MBA**, who leads both as Director of the Office and Chairman of the Council, has served the Commission since August 2007, assuming the role of Executive Director in December 2009. The Office has three program offices, the Public Policy Center operated by **Ursula Barrera-Richards, J.D.** since June 2010, the Latino Community Network directed by **Lilleana Cavanaugh, MBA** since August 2007, and the Organizations Development Center which as of yet remains unfunded. Our Office Manager, **Lair Marin Marcum** has been with the Commission since May, 2009.

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Timeframes of the 2010 Annual Report

This report covers the actions of the **33rd Board of Commissioners** from October 2009 through September 2010, the finances of the agency during **Fiscal Year 2009 of the State of Ohio** (July 2009 through June 2010), and **Program Year 2010** of the Office of Hispanic/Latino Affairs from January through December 2010.



Dear Ohioans,

This year marks the 33rd anniversary of the Ohio Commission on Hispanic/Latino Affairs. Since its creation under Governor Jim Rhodes, the agency has been witness to great change in Ohio. Our nation's 48.4 million Latinos are the largest ethnic minority, and we are heavily invested in contributing to a prosperous future for the United States. Here in Ohio, the 2010 Census shows a marked growth in the Hispanic & Latino community. In fact, according to the American Community Survey, the Hispanic population in Ohio *grew by 22.4 percent since 2000 and more than doubled since 1980.*

Our agency has seized the opportunity presented by this demographic change to cultivate critical partnerships, to utilize technology and business models to offer innovative services that effectively increase the government's capacity to deliver public services and to respond to constituent needs. In 2010, the commission offered versatility of cultural competence, multilingual skills and in-depth knowledge of Latino and other New American communities to positively impact positively the work of Ohio's government agencies. OCHLA has provided services as an "in kind contribution" to a wide range of state agencies and commissions to evaluate and maximize Hispanic-Latino engagement, create information networks with the community and build partnerships to lead educational and outreach campaigns. Our agency's expertise provided a competitive edge that resulted in cost savings and efficiencies to the citizens of Ohio.

We strive to effectively connect Hispanic Ohioans as well. For example, our robust website hosts the OLANet organizations directory - a growing database with information about Latino serving organizations. We also host the OLANet Reports and Library Resource Database. Our agency remains in close contact with 12 Latino Networking groups across Ohio engaging over 300 leaders on a regular basis. More than 600 community events and news were shared through our channels in 2010 and over 400 constituent service requests were successfully resolved.

As with all Ohio agencies, our challenge ahead is great. In 2010, budget reductions required the elimination of one full time position reducing our staff from 4 to 3 full time employees. Our workload and responsibilities steadily increase as we continue to assist Hispanic Ohioans to successfully integrate in our communities and workforce.

- Ohio needs to create, retain and attract jobs that will make us globally competitive in order to recover from the national economic recession. Our services are needed to help Ohioans prepare for the workforce challenges of the twenty-first century, including developing flexible language workers, and recognizing skill-sets of Ohioans from other countries.
- As Ohio's school-age population becomes more and more diverse, it is crucial to ensure that our education system possesses the cultural competency and skilled teachers to ensure that every child has a fair start. Our office played an important role in Ohio's successful "Race to the Top" application which earned the Ohio Department of Education \$400 million in federal funds.
- Stronger relationships with diverse populations, the fastest growing demographics in the state, need to be enhanced. We are building relationships between new American communities with public officials at all levels of government. In the area of public safety and homeland security, our commission has the capacity to channel emergency information from EMA's, Department of

Health, Public Safety and Homeland Security to all Ohioans, with emphasis to those with limited English proficiency and new Americans. In fact, last year our office played a key role in responding to the H1N1 flu emergency as well as disseminating information about the 2010 US Census count.

- According to the US Department of Veteran Affairs, there are 11,000 Latinos residing in our state who have honorably served in our nation's armed forces. In 2010, OCHLA was proud for the first time to recognize eight Latino veterans for distinguished service and community engagement during the Governor's Distinguished Hispanic Ohioan Awards.

With the continued support of our committed board of commissioners and highly qualified team, we look forward to assisting our Governor and the Legislature in service of Hispanics and all citizens in Ohio.

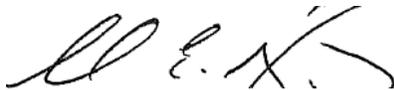
Respectfully,



Mary Santiago
Board Chair



Lilleana Cavanaugh, MBA
Executive Director



Andres Gonzalez
Vice Chair



Michael Florez
Secretary



Tony Simms-Howell
Finance Chair

ADVISE • CONNECT • BUILD**ADVISE:**

**Public Policy
Research and Civic
Engagement:
*Enhancing
Government
Effectiveness***

Objectives

The Public Policy Center at OCHLA strives to fulfill its “advise” mandate through:

- Advise the governor, general assembly, and state departments and agencies of the nature and priorities of Hispanic/Latino people challenges and opportunities.
- Assists in the development and implementation of, comprehensive and coordinated policies, programs, and procedures focusing on Latinos.
- Propose and evaluate agencies’ existing programs or prospective legislation affecting Hispanics.
- Serve as a clearinghouse to review and comment on proposals to meet the needs of Hispanics that are submitted to it by public and private agencies.

The vision of the Public Policy Center of the Office of Hispanic/Latino Affairs is to be a nationally-recognized policy research center for the benefit of all Ohioans, with a specific focus on policy for and about Latinos.

The Program is not limited to a specific geographic area; it serves the general public, state and local government, private sector and service/non-profit organizations.



**Advising Leadership -
Policy Resources**

In fulfillment of the PPC’s mandates to advise policymakers on issues affecting Hispanic Ohioans, the PPC produced in 2010 four different types of regular policy briefs. These are:

- Forty seven Weekly Policy Briefs: Policy briefs monitor general trends, updates, activities in neighboring states and across the United States;
- Eight Issue Policy Briefs: On topics and issues, such as immigration, Día de Los Niños, human trafficking, State & Local enforcement of immigration, employment verification, demographics, economic support outreach, and education.
- Thirteen Legislative Policy Briefs: on specific bills, proposals, or pieces of legislation;
- One Tactical Policy Brief: on the legislative process.

Latino Community Reports (LCR’s)

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. LCR's are published by OCHLA three times a year.

2010 LCR's

I Q:	The Census - focuses on the Commission's efforts in ensuring that all Ohioans are counted in the 2010 Census
II Q:	Citizenship - focuses on the issues presented by federal inaction on immigration and state's reactions
III Q:	Latino Childhood Obesity - sheds light on some of the reasons for the disparate numbers of Latino children suffering from obesity and on-going public policy efforts to address the problem

Links to these online resources can be found at: <http://ochla.ohio.gov/ohla/LegislativeLatinoCommunityReports2010.aspx>

The Interagency Council

The Interagency Council is composed of representatives of key government agencies. Created by statute, the council provides and coordinates the exchange of information relative to the needs of Spanish-speaking people and promotes the delivery of state services to them. During 2010, OCHLA reactivated relationships and provided support/ information or disseminated information for 25 agencies. A total of 22 individuals representing various state agencies participated at board meetings and are actively engaged with OCHLA to increase the effectiveness of outreach efforts, consult on challenges, and increase communication channels between these agencies and the Hispanic community.

Interagency Council Attendance	22 (Since Aug. 2010)
Interagency Council Presentations	8

Catalogue of Latino Outreach Initiatives

Presented to Interagency Council Members, the Catalogue – CLOI – includes information and resources available to Latinos and denotes the initiatives and programs available through different agencies to serve Hispanics. The 2010 updated version is a convenient tool to increase the commission's ability to serve as liaison between the government and the Hispanic population in Ohio.

Number of agencies featured in the Catalogue of Latino Outreach Initiatives	19
New update of CLOI expected by:	April 2011



OCHLA contributed with state agencies to launch 32 outreach initiatives for the Hispanic community in 2010

Supporting the work of state government in its effort to serve the Hispanic community is one of our priorities. Using OLANet campaigns, our website, and electronic mail we were able to reach Hispanics across Ohio to deliver important educational information and resources:

Initiative or Campaign	Agency
1. Birth Certificate Validity of U.S. Citizens of Puerto Rican Ancestry	BMV
2. Bi-lingual Poll Workers needed	Secretary of State
3. Flu Season 2010-2011	Centers for Disease Control
4. Voter Registration	Secretary of State
5. Launched Two Constituent Services for Puerto Ricans Campaigns	BMV
6. Launched Six Emergency Preparedness Campaigns in 2010	Emergency Management Agency
7. Hispanic Heritage Month	Office of the Governor
8. Race to the Top	Department of Education
9. Launched six Census Data and related information campaigns	US Census
10. Severe Weather Alert Week	Ohio Emergency Management Agency
11. Minority Business Seminar	Department of Administrative Services
12. AG's Spanish website available	Ohio Attorney General
13. Human Trafficking Training	ODJFS
14. Governor's Women's Initiative	Office of the Governor
15. Latino Informational Video Conferencing	ODJFS
16. Minority Business Symposium	Department of Administrative Services
17. Civil Rights Hall of Fame	Civil Rights Commission
18. Latino Outreach in Arts Community	Ohio Arts Council
19. Minority Health Month	Minority Health Commission
20. Rehabilitation Outreach	Rehabilitation Commission
21. Fire Prevention Month	State Fire Marshall

Initiative or Campaign	Agency
22. Sharing best practices and Creating the Organization	Governor's Asian and Pacific Islanders Advisory Council
23. Connecting Latino Veterans to their benefits	Veterans Services
24. Distributing Spanish language materials	Ohio Attorney General
25. Partnership for Next Generation Learning	Department of Education
26. School Bullying Policy	Dispute Resolution Commission
27. Human Trafficking Advocacy and Awareness Day	Ohio Senate
28. Diabetes Materials Outreach	Department of Health
29. Treasurer's Outreach Efforts in Latino Community	Treasurer's Office
30. Public Utility Commission's Latino Materials Available	PUCO
31. Low Income Energy Assistance	Ohio Consumer's Council
32. PIPP Plus, Spanish Outreach	Ohio Consumer's Council

Promoting Education and Services



FORMULARIO DE RECLAMOS AHORA DISPONIBLE EN ESPAÑOL

Ohio Attorney General



Recursos para el Consumidor Recursos para el

Ohio Consumer Council



Las publicaciones disponibles en español

Secretary of State



Ohio Treasurer of State

Increasing the Channels of Public Communication



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 Ohio Latino Affairs Commission).

2010 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>

Public Information

The Public Policy Center increased transparency and overall distribution of policy related information. Media visibility for public policy initiatives allows OCHLA to convey its message to a broad audience.

Submitting articles and news releases to the Latino media is another way to stay engaged with the community. The submissions provide valuable information on issues of importance to

the Latino community in a culturally appropriate way. The bilingual articles are regularly distributed to all Ohio Latino media outlets (print, web, radio).

TYPE OF INFORMATION	AUDIENCE per publication
Weekly Public Policy Briefs	500*
Three Policy Articles published	
Eleven Legislator Briefs published	264 legislators and aides

* **Policy Brief** is frequently re-posted on other websites and forward to others, thus exponentially increasing the news flow.

Articles and Months of Publication:

1. Census – 1/2010
2. Change of Leadership / Momentum 2010 - 2/2010
3. Legislative Visit Day – 04/2010
4. OCHLA Recognizes Senator George Voinovich - 09/2010
5. Distinguished Hispanic Ohioans Award and Latino Military Service of Distinction 9/2010
6. Importance of Advocacy - 10/2010
7. OCHLA Participates in Human Trafficking Advocacy Day – 11/2010

Media Outlets Covering OCHLA Events & Article Publication	7
Example: Combined Circulation of October Policy Article	70,000

Enhancing Government Effectiveness

The PPC coordinates with the other program offices of the agency (the Latino Community Network, or LCN, and the Organizations Development Center, or ODC) to execute the strategic initiatives as determined by the Board of Commissioners. For 2010, the Board implemented the following initiatives:

- Workforce & Economic Development – Project OPEN (economic development) and research on Workforce Investment Boards
- Education – C.O.R.E. and Education Campaign
- Ohio’s Emerging Diversity Initiatives: Hispanic Impact Campaign, The 2010 Census, Pandemic Preparedness, Distinguished Hispanic Ohioan Awards.

Public Policy Center:
Contributions to Key Initiatives

Workforce and Economic Development

Workforce and Economic Development web content continued to be developed in 2010. Three Hispanic Chambers are engaged in Economic Impact Studies for Cincinnati, Columbus and Cleveland. The Cincinnati’s Latino Economic Impact Study is available on-line. To find this information go to: http://ochla.ohio.gov/Campaigns_Initiatives/wed.aspx Other studies will be posted as they become available.

Workforce Investment Boards

Similar to the letters of support for Boards and Commissions, the PPC Center researched in 2010 Workforce Investment Board openings and county procedures for appointment, to increase the number of qualified Latino business and community leaders who may apply for appointment on such boards.

Education

The Commission continued to affirm the priority on education established on the C.O.R.E. [Communities Organizing to Reform Education] Report of 2009; including an update on Education issues for Latinos and in-depth analysis of how issues can be met with government resources and programs that are already in existence. The C.O.R.E. report is the successor to Soluciones and outlines 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).



C.O.R.E. Plan Building Blocks

PHASE	STATUS
English Language Education Programs Catalogue [ELL Catalogue]	Completed & Published in 2010
Ohio Latino Scholarship Network & Database Scholarship resources and how to apply for them	Database launched in 2010
Outreach Initiative To help school districts increase and improve parental involvement	Target for 2011
Public Awareness Campaign Importance of enrolling children in early childhood programs	Target for 2011
Access & Tuition Equity Initiative To encourage parents and leaders to participate in education policy processes	Target for 2011



Ohio Latino Scholarship Network

The Ohio Latino Scholarship Network will encourage and facilitate collaboration among Ohio's scholarship programs targeted to Latinos.

One component of the Network is the Scholarship Resource Center, which was

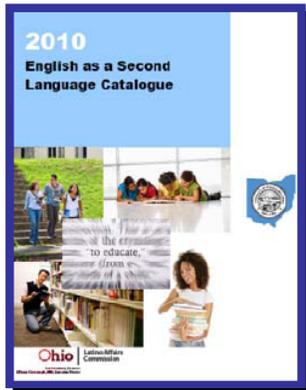
launched in November 2010. The Resource Center will provide scholarship and application information, as well as tips for applying for scholarships. These resources will continually be added as we are made aware of opportunities.

English Language Learner's Catalogue

The Public Policy Center launched the English Language Learners Catalogue, which is now available online in the Education Reports Section of the Reports Database. The ELL includes 146 programs in nine Ohio regions.

Further information regarding education can be accessed on the Education Webpage:

<http://ochla.ohio.gov/ASSETS/B00CF5846BDD4812A18BD3E2480568D6/Catalogue%20-%20Ver.FINAL.pdf>



Ohio's Emerging Diversity Initiatives

Legislative Visit Day 2010

Legislative Visit Day 2010 was conducted in partnership with the Hispanic Roundtable from Cleveland, Ohio Hispanic Chambers of Commerce (OHCC) and the League of United Latin American Citizens (LULAC) Ohio. The collaborative effort ensured that Latino Legislative Day reflected the commission's commitment to empower Latinos across Ohio. Each partner organization contributed talent, knowledge, and experience which support important sectors within the Ohio Latino community.

The Public Policy Center created a Legislator Brief, an Ohio Latino Agenda, Overview of

Legislation OCHLA followed and Hispanic Impact report. The break-out workshops resulted in additional priorities being identified by region. The event's attendance surpassed 100 participants.

Latino Military Service of Distinction Award

OCHLA recognized Latino Military Service of Distinction Award winners for the first time in 2010, during the Distinguished Hispanic Ohioans Awards & Gala. The Service of Distinction award was presented to worthy Latino Ohioans whom served honorably and continue to contribute to their community, state, and country in an exemplary manner.

Contact was made with each of Ohio's 88 Veterans Service Commissions, as well as the Ohio Department of Veterans Services, to publicize the award. Accordingly, nominations came from across the state of Ohio. Eight veterans were honored during the DHO.

Their meritorious service to our nation deserved special recognition on a statewide level as a fitting expression of our gratitude and admiration. It is expected that the Service of Distinction Award will be an annual award during the DHO.

Board and Commission Application Facilitation

In an effort to increase minority participation on Boards and Commissions and in accordance with the statutory mandate, the Latino Affairs Commission began an initiative in 2010 to recommend qualified Latino candidates for Ohio Boards and Commissions vacancies.

OCHLA identifies candidates through word-of-mouth or personal contact. Their legislators are identified, and then their resumes and background is forwarded to the legislator. OCHLA requests letters of support from the legislators to complement candidates' applications to the desired Board and Commission. Information about board vacancies is made available to the community in the Hispanic Impact Campaign webpage.

ADVISE • CONNECT • BUILD**CONNECT:**

Increasing 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

The Latino Community 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 general public and is not limited to a specific geographic area.

Increasing Access to Public Information

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, conducting hearings and conferences, 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 increased by 125% in 2010

Demographic changes, socioeconomic factors, an increase in policy & legislative activity have increased the demand for constituent services in 2010.

Ohio's Latino population has continued to grow at double and triple digit growth rates. With information from the last census, from 1990 through 2000:

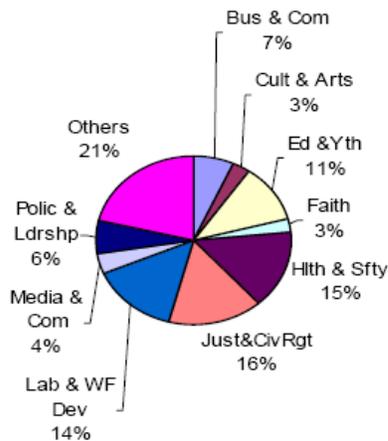
- 6 out of 88 counties witnessed between 212% and 296% growth
- 67 out of 88 counties Latino population grew between 26% and 200%
- Ohio's most populous counties grew tremendously in terms of Latino population as well – Cuyahoga at 50%, Hamilton at 83%, and Franklin at 163%

As a consequence of the above, private citizens, state and local governments, community organizations and leaders have been requesting information from the agency at increased levels. The LCN's mandate to "disseminate information" to Hispanic Ohioans has never been in greater demand.

Constituent case work has increased from approximately 200 cases a year in 2008-2009 to over 424 a year in 2010. Communication channels for these service requests include direct telephone calls, walk-ins, inquiries submitted

via our website and through emails, as well as questions received during community visits. For reporting purpose, inquiries are categorized by areas of interest with Justice & Civil Rights, Health & Safety, Labor & Workforce Development, and Education being the top categories. For a detail description of all categories, visit: <http://ochla.ohio.gov/alliances/index.aspx>

2010 Telephone Constituent Cases



Comparative Chart 2009 – 2010

Inquiry Type	2009	2010
Business & Commerce	11	18
Culture & Arts	5	8
Education & Youth	34	31
Faith	3	7
Health & Safety	38	41
Justice & Civil Rights	24	43
Labor & Workforce Dev.	21	39
Media & Communications	14	11
Policy & Leadership	6	17
Gral. information Inquiries	31	58
Total	187	273

Increasing Dissemination

In 2010, 746 Events, News & E- campaigns were launched

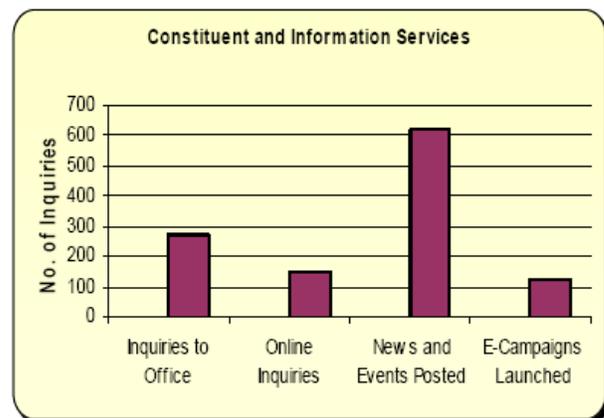
Additionally, the aforementioned demographic growth means that state agencies have increased

the number of programs and initiatives designed to especially or uniquely reach Hispanic Ohioans. The dissemination of information is of great importance. The LCN has responded in kind – as requested by other state agencies – to augment the ability of state government to reach the important growing Hispanic constituency. For details on campaigns launched, refer to page 7 of this report.

Constituent Services – 2010

Community organizations and the public have taken advantage of the OLANet’s Events and News Calendar to distribute information about organizations, events, critical news and networking opportunities. For example, for Hispanic Heritage month, over 100 events throughout the state were promoted through our online webpage and calendar. One hundred twenty four Electronic campaigns were launched to ensure that critical information reached Latino networks across the states. State agencies and private sector companies make use of the OLANet Events directory to ensure their outreach efforts take advantage of scheduled gatherings, festivals and events in the community resulting in a greater access to Latinos across Ohio.

CONSTITUENT SERVICES	
Inquiries to Office	273
Online Inquiries	151
News and Events Posted	622
E-Campaigns Launched	124
Total	1170



National and Statewide Relationship Building

The commission has worked intensely during 2010 to continue to enhance relationships with federal, state and local governments, to promote understanding, collaboration and seek opportunities to better include and serve the Hispanic community. As part of these efforts, the Executive Director participated in the following boards and committees:

- The Ohio Complete Count Committee

Co-chair, Hard to Count Committee, U.S. Census

- U.S. Census Bureau

OCHLA, Partner Organization

- National Preparedness Month

Ohio Planning Committee Member

- Ohio Service Council

Advisory Committee Member

- Ohio Arts Council

Advisory Committee Member

- Ohio Literacy Network

Board Member

- Trafficking in Persons Study Commission

Commission Member

- LULAC 2011 National Conference

Statewide Committee Member

- United States Council on Latino Affairs

(USCLA), Council Policy Chair

Connecting Latino Communities

In 2009, the next stage of the transformational process on the focus of the commission was announced with the specific goal of concentrating on our most important resource: *The People*.

The evolution has taken the commission in an evolution to (1) clearly define a foundation

through its mandates (advise, connect and build), (2) to a focus on processes (needed to establish the infrastructure of the organization), (3) to projects clearly defined by our key initiatives (necessary to reconnect with the community organizations,) (4) to people, (required to create the civic engagement and participation necessary to produce long lasting change).

2010 has been a year dedicated to strengthen the Latino Community Network and supporting the community councils. Latino serving community organizations have consistently felt the upward pressures due to increased services demands, and downward pressures on budgets due to decreased philanthropic activity, which have translated into a need for the LCN to help connect these community organizations, encouraging them to pool resources, learn best practices from each other, and engage in greater levels of cooperation in order to better deal with the community dynamics.

CHANNELS

OLAnet Database

With more than 250 Latino and Latino serving organizations registered, the OLAnet Database is a vital component of the Community Alliance Framework. It's a virtual source for information about organizations, resources, outreach information, events and news pertaining to the Latino community.

Latino Networking Organizations

A system of fourteen grassroots community led networking groups throughout Ohio that meet regularly to share information, resources and discuss the progress and needs of the Latino communities across the state. Each meeting brings an average of 20-40 people who make one of our best communication channels to share and obtain information of interest to and for the Hispanic community.

Advisory Councils

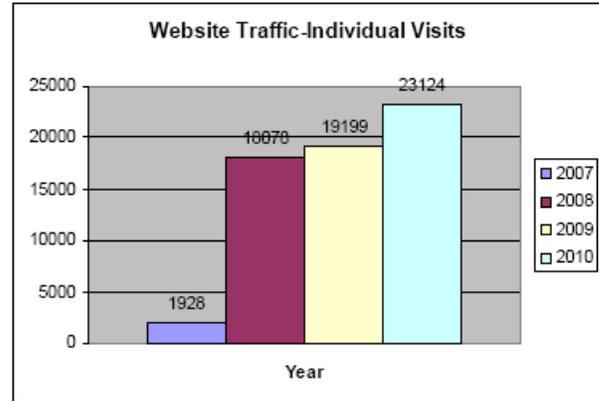
Two advisory councils OCLSSA composed of key Latino leaders and social service

organizations, and the OCHCBA which includes all Hispanic Chambers of Commerce in Ohio.

Technology: Website and OLANet

The use of technology to increase our ability 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.

Since its insertion in 2007, our website and OLANet directory have experienced constant growth. In 2010, there were 23,124 unique visits (a series of page requests from the same uniquely identified client) resulting in **76,795 page views** for the year.



An individual visit is defined as a series of page requests from the same uniquely identified client.

Content Performance		
Pageviews 76,795 % of Site Total: 100.00%	Unique Pageviews 52,915 % of Site Total: 100.00%	Avg. Time on Page 00:01:14 Site Avg: 00:01:14 (0.00%)
Page		Pageviews ↓
1.	/	9,196
2.	/regions/index.aspx	5,121
3.	/news/index.aspx	4,482
4.	/orgdirectory/index.aspx	3,552
5.	/ohla/index.aspx	2,963
6.	/board/index.aspx	2,174
7.	/index.aspx	2,013
8.	/contact/index.aspx	1,997
9.	/ohla/reports.aspx	1,685
10.	/campaigns_initiatives/index.aspx	1,327

New Web-pages Launched in 2010

Distinguished Hispanic Ohioans 2010	Historical record of Distinguished Hispanic Ohioan Awardees
Emergency Preparedness	Critical information and resources on National Preparedness, Fire Safety, Flu Prevention and Winter Safety
Ohio Hispanic Impact	Information outlining contributions, demographics and facts about Latinos in Ohio
Ohio Latino Media	Comprehensive database of Latino media (Print, Radio, Web, etc.)
Workforce and Economic Development	Information and links to the Ohio Dept of Development, Jobs, Latino SBDC and Hispanic Chambers
Education Initiative	C.O.R.E. Report English Language Learners Database and Directory Latino Scholarship Network Directory

Our website has experienced over 5,000 new visits since 2008

Highlighting Hispanics in Ohio

The accomplishments and contributions of Hispanic Ohioans during 2010 were emphasized this year through the Distinguished Hispanic Ohioan Awards featuring the recognition of Latino Military Service and the Hispanic Impact Campaign.



DHO Recipients, 2010



The Governor's Distinguished Hispanic Ohioan Awards

The Annual Distinguished Hispanic Ohioans Award secures appropriate recognition of the accomplishments of Hispanic/Latino people in Ohio. For the first time in 2010, the Latino Military Service of Distinction Award was introduced, to honor Hispanic American heroes who excelled in their service to country and continue to be leaders and remain engaged in serving their communities.

Distinguished Hispanic Ohioans	9
Nuestra Familia Awardees	8
Latino Military Service	8
Total Recognitions	25
Gala Attendees	225



Robert Torres, Military Award Recipient



Hispanic Impact Campaign

All about Hispanic Ohioans



Presented with the challenge to increase awareness about facts and contributions of Latinos in Ohio, the Commission implemented this long term campaign that seeks to connect the General Assembly and the public with the Latino community and vice versa.

The campaign provides a one stop location for Hispanic facts, it presents new legislators with orientation information about Latinos in their communities, and increases general awareness among the public about Latinos.

<http://ochla.ohio.gov/ohla/cib.demographics.aspx>

Every month, a featured story was profiled on the Homepage of our website to draw attention to Latinos in Ohio. An important advancement in 2010 is the creation of the Latino Media Database, an online resource with information about 30 media outlets that directly reach the Hispanic community.

http://ochla.ohio.gov/Campaigns_Initiatives/HispanicImpact.aspx

HISPANIC IMPACT CAMPAIGN

Number of featured organizations	6
Individual profiled	3
Number of Latino Elected Officials in database	21
Number of outlets part of the Ohio Latino Media Database	30
Demographic facts and resources (data and links)	41



Latino Talent at the Distinguished Hispanic Ohioan Awards



Governor Ted Strickland and Veterans Affairs Director Bill Hartnett congratulate Latino Military Awardees



Nuestra Familia (Our Family) Awardees 2010

ADVISE • CONNECT • BUILD**BUILD:**

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, including the conducting of training programs for community leadership and service project staff.

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

Although the ODC is an UNFUNDED MANDATE, the commission strives to include elements of this service center in all

possible endeavors. This work is accomplished by regular communications with Latino organizations and leaders about training programs for community leadership, and Leadership training programs, management training programs, grant writing classes, grant opportunities, etc. During 2010, more than 150 informational emails and e-campaigns were distributed among the networks with opportunities such as aforementioned. Additionally, the commission works extensively to encourage and facilitate communications, sharing of information and resources among different Latino serving organizations across the state. This cooperation is increasing the ability of organizations to respond to the needs of the community and take advantage of the knowledge and practical experience that they share with each other.



Honorable Judge Keila Cosme, Jaqueline Rioja and Ursula Barrera Richards at OCHLA event

The ODC also hosts a statewide “Leadership Council” comprised of not-for-profit agency executive directors for the purpose of forging partnerships and acquiring best-practices. The commission maintains regular communications with the council.

The ODC is available to serve approximately 375,000 Hispanic Ohioans across the state by working with:

14 community councils (Dayton, Cincinnati, Columbus (2), Springfield, New Carlisle, Toledo (2), Norwalk,

Painesville, Cleveland (3), Youngstown)

2 statewide Latino Health Councils
(General Health Outreach and Latino Mental Health)

43 community organizations in North East Ohio (including Cleveland, Akron, Canton, Youngstown, etc.)

17 community organizations in North West Ohio (including Toledo, Fremont, Findlay, Fostoria, Bowling Green, etc.)

15 community organizations in North Central Ohio (including Lorain and Sandusky, etc.)

92 community organizations in Central and South East Ohio (including Columbus, Marion, Chillicothe, Zanesville, etc.)

70 community organizations in South West Ohio (including Dayton, Springfield Cincinnati, etc.)

Increasing the Capacity of Latino Leadership

Legislative Visit Day

Under the leadership of the Public Policy Center, the Commission hosts every year the Latino Legislative Visit Day. This capacity leadership building initiative is a full day event which brings Latino leaders to meet Ohio legislators to discuss important public policy issues, and dialogue about needs and opportunities faced by Latino Ohioans.

Under the theme of civic engagement and capacity building, the 2010 Legislative Visit Day included workshops organized by geographical regions to discuss the following:

• **Integrating efforts**—*How can Latinos be more engaged in policy matters in their communities?*

Each region met to discuss and formulate community action plans based on regional needs and priorities.

• **Relationship building**—*How can Latinos better partner locally on matters affecting policy and legislation?*

Leaders discussed opportunities to better collaborate and coordinate efforts with local, county and state government. They emphasized the need to find common goals, to increase communication channels with elected officials, and to become better informed about outreach efforts and government services that can benefit Hispanics.

A Community Expo was also part of the Legislative Visit Day, this event provided Latino grassroots organizations the opportunity to showcase their work and offered a setting to network with legislators. Additionally, Senator Theresa Fedor was recognized for her determined work and effort to ensure representation and participation of Latinos in important issues affecting the community.



Community leaders listen to reports from each region about engagement plans

The partners for the event were the Hispanic Roundtable of Cleveland, The League of United Latin American Citizens and the Hispanic Chambers of Commerce.

No. of Community Participants	102
Legislators Present	50
Awards Presented	1
Partners for Event	3



Senator Theresa Fedor
Recipient of the 2010 Legislator Advocate Award

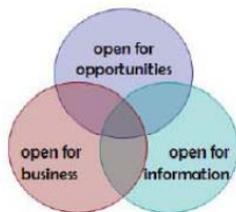
*Increasing the Organizations
Capacity*



Project OPEN, is an economic development and capacity building project in partnership with the Ohio Department of Development, the Ohio Business Connection, the Small Business Development Centers (SBDC) of Ohio and OCHLA.

The Economic Opportunity

In spite of stagnant population growth overall, Ohio enjoys a growing Latino population, which includes a growing entrepreneurial class and a growing consumer market sector. There is an inconsistent patchwork of information about this segment, start-up assistance services, and ongoing support services across the state. Furthermore, here is a window of opportunity to work to quickly integrate Latino entrepreneurial initiative in American business customs and practices, and to help Ohio businesses secure Latino market share.



The Plan

Introduced as a three phase plan, Project open began in 2008 and was set to conclude in 2010.

Phase I- Open for Business: The Latino SBDC

Phase II – Open for Opportunity: The Hispanic Chamber of Columbus, Pilot Project

Phase III – Open for Information: Economic Impact of Hispanics in Ohio (scheduled for 2011).

The main objective for Project OPEN is to serve as a proof-of-concept for demonstrating the viability for a set of statewide Latino SBDC’s and Hispanic Chamber-centric capacity building initiatives in future years.



**Phase I- Open for Business -
The Latino SBDC**

Project Duration: July '08-Sept '2010
[Extension approved until Sept '2011]
Amount: \$90,000

The first component of Project OPEN is the process of leveraging the existing investment by the Ohio Department of Development, the Small Business Association, and the Ohio Business Connection in a specialized Small Business Development Center designed to help with professional guidance by connecting up-start Latino entrepreneurs with research, financing sources, and training in central Ohio.

The Latino SBDC offers bilingual services including consultation, educational programs and information, specialized services to build Latino small firm’s capacity to compete effectively in the market. By 2010, the following types of assistance were offered through the Latino SBDC:

- Registration (licenses, permits, bonds, etc)
- Strategic Business Planning
- Access to Financing
- Business Training and Education
 - ◊ Business Start up
 - ◊ Business Plan Basics
 - ◊ Access to Financing
 - ◊ Basic Accounting & Recordkeeping
 - ◊ Computer Literacy

Specific Results:

• Over 300 hours of client counseling have been completed.

• Established and underway training schedule for 2010 with over 100 hours of courses and seminars:

- ◊ Business Start Up
- ◊ Quick books
- ◊ Marketing strategies
- ◊ Access to Capital
- ◊ Social Networking
- ◊ Taxes
- ◊ Take that Idea out to the Marketplace
- ◊ Constant Contact

• Engaged in active partnerships with the following entities:

- Hispanic Chamber of Columbus
- Fellow HCCs around the state
- Fellow SBDCs around the state
 - ◊ Columbus State
 - ◊ Lake County Port Authority
 - Local Non Profits
 - ◊ Centro Esperanza Latina
 - ◊ New Directions Career Center (NDCC)
- Central Ohio Minority Business Association (COMBA)
- Ohio Wesleyan University
- CAPA

The Latino SBDC requested an extension to their project due to the availability of additional funding which allowed them to extend the use of \$45,000 OCHLA's 2010 funding.

The funds will continue to be used per the established goals and guidelines and will be

spent by September 2011. This extension request was approved by the OCHLA Board.



Ariana Ulloa-Olavarrieta, Latino SBDC Director and OCHLA Commissioner Lourdes Barroso de Padilla.



**Phase II - Open for Opportunity:
The Columbus Hispanic Chamber of Commerce**

Duration: July 2008-September 2010
Amount: \$130,000

The second component of Project OPEN creates opportunities for Ohio businesses to expand their marketplace presence in the Latino consumer market, as well as helping small businesses to grow beyond the start-up phase.

By growing the capacity of Hispanic Chambers of Commerce (HCC) to fill this gap and strengthening the relationship between the HCC and the local metropolitan Chamber of Commerce, large companies can benefit from increased exposure to Latino consumers and small businesses get exposure to mainstream.

There is an established network of HCC's across the state, but each entity has its own level of development and opportunities for growth. Project OPEN seeks to specifically evaluate and

assist the HCC in central Ohio in its capacity building efforts, working in partnership with the Columbus Chamber, to ensure that goals are met, opportunities for business are created, and long-term viability is achieved.

By the end of 2010, the Hispanic Chamber of Columbus has demonstrated a progressive increase in capacity to serve the needs of the Hispanic marketplace in central Ohio.

Main Objectives Accomplished

- Implementation of programs that assist the economic development of Hispanic firms
- Increasing business relationships and partnerships between the corporate sector and Hispanic-owned businesses
- Increasing business relationships and partnerships between the public sector and Hispanic-owned businesses
- Monitoring legislation, policies and programs that affect the Hispanic business community
- Organizing Hispanic and Latin American entrepreneurs & executives for the purpose of creating strength and unity in central Ohio
- Growing revenues for the HCC and organizational stability.

Specific Results:

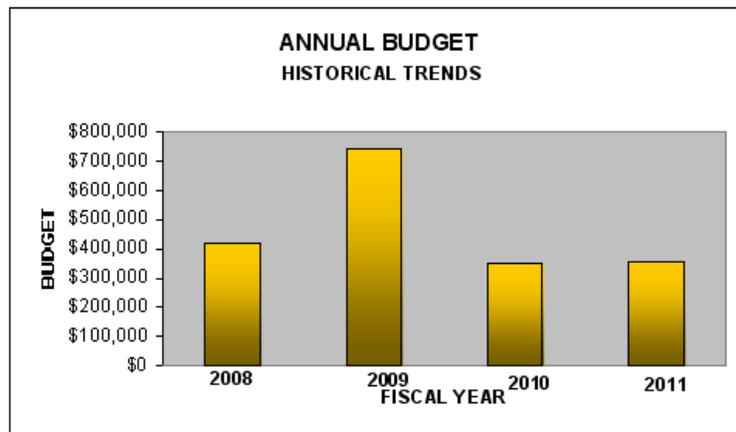
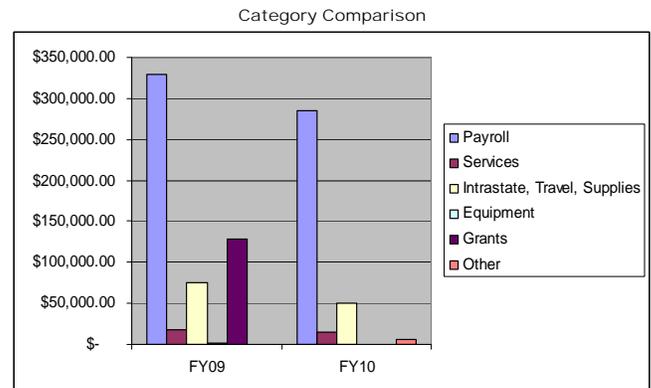
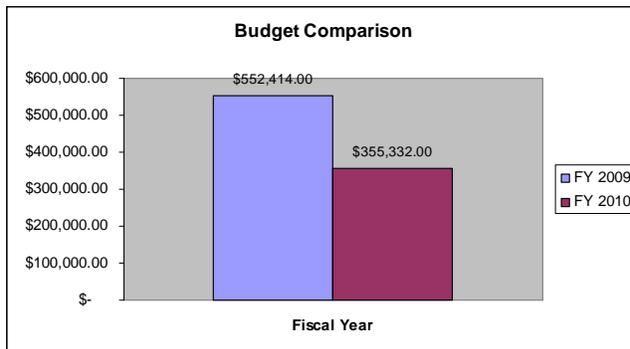
- Sabor de Columbus 2009, 2010 – Both sellouts
- Latina Mentoring Academy – First in Ohio
- First Annual HCC Golf Outing
- “Moving Forward for Success” - First of its kind event in the US with Honda of America
- Honda Ohio Hispanic Business Advisory Council – First of its kind in the US with Honda

- Increased membership from 15 in 2008 to 165 in 2010 (Pending renewal invoices)
- Provided combined HCC/Columbus Chamber membership to 75 Hispanic owned small businesses
- Hosted 16 Hispanic owned companies (Ohio and Indiana) for “Moving forward for Success”
- Facilitated sponsorships for 10 Hispanic owned businesses to participate in the Ohio Business Opportunity Fair
- Facilitated up to 10 sponsorships for Hispanic owned companies to be certified by the South Central Ohio Minority Business Development Council
- Major events attracted over 1,000 attendees
- Monthly networking events provided over 2,000 positive business contacts for Hispanic business owners
- Hosted a seminar in cooperation with the LSBDC and Penn National Gaming exclusively for Hispanic Owned businesses attracting 54 Hispanic owned businesses.
- Provided direct counseling to over 50 Hispanic businesses
- Facilitated 64 Direct service or product purchases for Hispanic owned companies
- In partnership with the LSBDC procured \$10,000 for a computer lab to benefit Hispanic small businesses
- Featured 26 Hispanic owned restaurants and caterers in two major events
- Featured 16 Hispanic owned small businesses in monthly newsletter to provide higher profile and increase business
- To date the HCC has secured \$54,500 in sponsor and member fees.

FINANCIAL REPORT

Fiscal Year 2010 of the State of Ohio • July 2009 ~ June 2010

	FY09	FY10
Payroll	\$329,685	\$284,880
Services	\$17,072	\$14,564
Intrastate, Travel, Supplies	\$74,857	\$50,199
Equipment	\$2,082	0
Grants	\$128,718	0
Budget Cuts	(\$147,707)	
Mandatory Cost Savings (Budget Reduction)		\$5,689
Total	\$552,414	\$355,332



Annual Budget Variances

2008	2009	2010	2011
\$416,753	\$738,631	\$348,825	\$355,332

2010 ANNUAL REPORT

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