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AUGUST 2019

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

The highlight of this month was our Census 2020 Kickoff Event at the Columbus Festival Latino. Our Commission and its partners were able to provide over two days valuable information to community members and engage with them on a one to one basis to respond to Census questions and encourage their participation. The Festival Latino attracts approximately 100,000+ on the span of two days. Additionally, our team met with Monique Moore from the Secretary of State's Office to speak about Voter Registration efforts and learn more in depth about their outreach programs in regards to the Latino community. We have agreed to continue building collaboration efforts among our two entities.

Planning for our feature events continues to evolve satisfactorily. We have secured the partnership and \$10,000 funding from the Ohio Department of Education for the 2019 Latino Education Summit. The Department of Higher Education and Department of Education have confirmed their participation in our summit and will present the findings of its recent report on "Pipelines to Diversify the Teaching Profession in Ohio." The 2019 Health Summit has all its presenters confirmed and logistics are on target. Finally, plans are well underway for the DHO Gala and awardees have been notified by commissioners. Our office has also issued the press release outlining the slate of awardees for this year.

Director Cavanaugh had the opportunity to provide expertise through participation in different advisory committees this month. In the area of Mental and Behavioral Health, our input was sought by the Disparities and Cultural Competence (DACC) Advisory Committee strategic planning group and the Trauma Informed Care (OhioMHAS) Advisory Board. Also, the Health Policy Institute of Ohio (HPIO) Advisory Committee sought input and feedback regarding their latest dashboard and Ohio Health Report. We also had the opportunity to visit the Joseph Smith with CityLookout Counseling Center, Springfield, OH to provide insight on



their outreach efforts for the growing Hispanic community in the area.

In the area of workforce and economic development, we have initiated conversations regarding the Columbus PIPE-Line to Trades project with Fairfield Technical and Trade School with a meeting to review the first cohort’s performance to be scheduled for late September. Our team also met with statewide representatives from the Small Business Development Center (SBDC) Everett Woodel and Barry Peel to learn about new programs through this office and continue to facilitate engagement with Latino organizations and individuals across the state.

In the area of community outreach, our team successfully completed the Latino Networking meetings scheduled for the Lower Northeast Region (Canton, Akron and Youngstown). Additionally, Director Cavanaugh, Community Liaison Marin-Marcum and PPC Officer McCain paid a visit to community leaders in Dayton, Ohio to assess the community well-being after the recent tornadoes and shootings which affected the city. Our meeting also led to initial conversations for the potential formation of the commission’s Latino Leaders’ Collaborative in this region by 2020.

Administrative and Fiscal Update:

The office’s remodel project is scheduled to take place in the first week of September. All planning meetings have been completed and we are on target with this plan. Financial matters continue to flow as expected with more details being provided at the board meeting.

Meetings attended:

- Aug 01—DACC Advisory Committee, Strategic Planning Event
- Aug 05—Director Everett Woodel and Barry Darryl Peel (US SBDC)
- Aug 05—Audre Negrete, Kansas Latino Affairs Commission
- Aug 06— Monique Moore, Secretary of State’s Office
- Aug 07—Trauma Informed Care Advisory Committee (OhioMHAS)
- Aug 08—Jessica Mercer (ODHE) & Cheryl Khron, ODE
- Aug 08—Columbus Business First, Diversity Awards Event
- Aug 09—Latino Connection Meeting
- Aug 10—Census 2020 Kick off, Columbus Latino Festival
- Aug 13—OCHLA Board Meeting
- Aug 14—DACC Advisory Committee Meeting
- Aug 14—Roland Medrano, La Mega
- Aug 15—Commissioner Elena Foulis
- Aug 16—International Institute of Akron, Mahdu
- Aug 16—Hispanic Scholarship Fund, Keynote (Cincinnati)
- Aug 21—Health Policy Institute of Ohio (HPIO) Advisory Group
- Aug 21—Priya Ramnath, Office of Real Estate and Planning
- Aug 23—Seth Seward, Assistant Director of Alumni Relations, Miami University
- Aug 26—Kent State University, Latino Education Summit Planning
- Aug 27—Stephen Francis, Setterlin Building Company
- Aug 28—Marta Rodriguez, Gabriela Pickett, Latinos Unidos (Dayton)
- Aug 28—Joseph Smith, Dayton Latino Connection
- Aug 28—Joseph Smith, CityLookout Counseling Center, (Xenia)
- Aug 29—A. Hulsey, Futurety Co.
- Aug 30—Dan Radocaj, Lourdes Bennett, El Centro de Servicios Sociales (Lorain)
- Aug 30—Latino Education Summit Planning Call, Kent State University & Committee
- Aug 30—Elizabeth Martinez, Franklin County Complete Count Committee Census 2020



Public Policy Center (PPC) Report

Carly McCain, Public Policy Officer

Summary of Successes

- **Building Relationships with General Assembly:**
 - Ohio House Chairman Scott Oelslager (R-North Canton)
 - Senator Nathan Manning (R-North Ridgeville)
 - Representative Susan Manchester (R-Lakeview)
 - Representative Bill Dean (R-Xenia): Communication regarding Rep. Dean's appointment to the statewide 2020 Complete Count Commission to establish collaboration and communication around the Commission's activities

2020 Census Efforts: We are working with our Commissioners and partnerships with statewide and local leaders to research where Complete Count Committees have and have not been established. Specifically, we are researching, identifying, taking note of, and encouraging Latino leadership in Complete Count Committees all around the state. We need trusted leaders in our community to help oversee the census and to encourage members of the community to complete the census

Meetings Attended:

08/01: Youngstown Latino Quarterly Networking Meeting
 08/02: Canton Latino Networking Meeting
 08/02: Akron Latino Networking Meeting
 08/05: Dr. Marilyn Sampilo, Health Equity and Cultural Competence Administrator (OhioMHAS)
 08/06: Monique Cox-Moore, Director of Community Engagement & Initiatives, Ohio Secretary of State
 08/08: League of Women Voters regarding civic engagement partnerships and strategies
 08/09: Call w/ Daniel Nilsson, Kent State University
 08/10: Festival Latino booth in Columbus to educate on 2020 Census
 08/13: OCHLA Committee and Board Meetings
 08/16: Call w/ Daniel Nilsson, Kent State University
 08/20: Megan Heckman, Legislative Aide to Ohio House Finance Chairman Scott Oelslager
 08/21: Kate Millen, Senior Legislative Aide to Senator Nathan Manning
 08/21: Marshall Troxell, Policy Coordinator at Equality Ohio
 08/23: Seth Seward, Assistant Director of Alumni Relations at Miami University
 08/23: 2019 Ohio Latino Education Summit Conference Call
 08/23: Nikki Tecco, Legislative Aide to Representative Susan Manchester
 08/26: Kent State for OLES planning meeting
 08/28: Martha Janette Rodriguez, Immigrant Resource Specialist, Human Relations Council at the City of Dayton
 08/28: Joseph Smith, Dayton Latino Connection
 08/28: Mr. Massey, CitiLookout Trauma Counseling Center in Springfield
 Call w/ Daniel Nilsson, Kent State University

Status on Major Projects:



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Strategic Reference	Priority	Accomplishments	Next Steps	Status
	Ohio Latino Education Summit	Had meetings to refine session objectives, held Proposals/Registrations/Logistics Committee conference calls and traveled to Kent State with Lilly to meet with the aforementioned committee in person	Continue working with our partners at Kent State to ensure we are receiving all of the information we need to provide to Marketing team at Kent State and to contracted program designers	In Process
	Legislative Visit Day	We officially switched the LVD to March 24, 2020 and internally communicated this to our OCHLA team	Start brainstorming with Lilly to create planning committee outlines	In Process

Latino Community Network (LCN) Report

Lair Marin-Marcum, Community Liaison
 Caeli Barnes, Social Media Coordinator

Most efforts have gone into planning for the Latino Health Summit sessions & logistics as well as the DHO change of venue logistics. Initial work is underway for the potential formation of a Latino Leaders Collaborative in Dayton. Along with our Social Media Coordinator Caeli Barnes, we are working on building our webpage for Hispanic Heritage Month which includes a directory of statewide events scheduled. Finally, our commission has been working with CRIS, Franklin County Coronels Office and FBI to host the first Human Trafficking bilingual conference for September 7th in Columbus.

Connecting the Community: Information and Resources

A new strategy is underway for the management of the Commission’s social media presence in order to increase relevance of the commission’s work and create a more robust presence through the different platforms. In the recent past, our social media channels have been used as a tool to mostly repost community events and announcements with minimal original input about the commission’s direct work. As a result, performance levels for actual engagement were not as effective (many of the repost images were being tracked as SPAM). Under the new strategy, there will be more intentional streamlining of events and how/where they are posted. We will increase the use of Twitter and Instagram, redirect some of the Facebook content by connecting the audience directly with the pages of the Latino organizations hosting events instead of reposting as images on our site, and we will utilize Facebook to increase original content directly related to the Commission. This change will result in decreased metrics in some areas while we slowly increase in others and build our stance as a thought leader. More updates on this project will be provided at the December board meeting.

- There were 19 Job Opportunities Postings this month.
- Social media postings on Facebook, Tweeter and Instagram decreased from to 603 to 243 from June to July. In or-



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Facebook likes increased to 2,191 . The Tweeter and Instagram postings have decreased by 90% in the past 2 months as the emphasis is placed on featuring OCHLA’s direct events. Total views of OCHLA website, went up to 13,155 in August compared to 12,736 in July witch is approximately a 5% increase in 1 month.

Summary Connecting the Community: Information and Resources

OUTLET	DESCRIPTION	July	August
Facebook	Number of “Likes” to date	2,153	2,191
Facebook, Twitter & Instagram	Postings of news, resources, events	243	111
Job Opportunities Website Page	Jobs Posted	122	19
Job Opportunities	Website Views	761	636
OCHLA Website	Total Views	12,736	13,155
OCHLA Website	Home Page Views	1,765	1,825
OCHLA Website	Users	2,030	2,188
Constituent Inquiries:		22	30

Meetings Attended

- 1 August – Youngstown Latino Quarterly Networking Meeting
- 2 August – Canton Latino Quarterly Networking Meeting
- 2 August – Akron Latino Quarterly Networking Meeting
- 5 August – Meeting with Jenny Lin—Invitation to participate in Northland project
- 5 August – Conference Call Chair Santiago—DHO 2019
- 6 August – Secretary of State / Monique Moore - Voter Registration reset program
- 8 August – League of Women Voters Meeting to Discuss Latino Voter Outreach
- 12 August – Conference Call with LHS 2019 Lisa Stewart/PCORI
- 12 August – DHO 2019 - Walk Through Hyatt Convention Center—Pria
- 13 August – Purba Majumder / Cybervation - Community Outreach: Job opportunities & e-learning portals
- 14 August – Latino Health Summit Planning Meeting / OSU Ann Graham (Glens Ass.)
- 14 August – Columbus Hispanic Heritage Month Calendar Planning Committee 2019
- 19 August – BWC at the Latino Health Summit Coordination Mtg.
- 19 August – Human Trafficking Bilingual Conference Planning Committee
- 20 August – 2019 LHS Call with Paola Raska - Session: The Role in Faith Leaders
- 20 August – Joyce the Clippers Logistics “Hispanic Leaders Recognition game
- 21 August – Mt. Carmel Latino/Hispanic Collaborative Meeting
- 22 August – Chris Tennant Youngstown Latino Network: Thrive Mahoning Valley & Bienvenidos a Youngstown!
- 22 August – OSU Presentation for Dr. Foulis / Intern-Volunteer Recruitment
- 22 August – LHS - Parizad - Block C : Choosing & Building a Medical & Health Sciences Career Moderator
- 26 August – Mtg Columbus Crew HHM Game Coordination & Logistics with Community
- 26 August – LHS/PCORI Call with Glenn & Lair
- 28 August – Meeting in Dayton with Martha Jannette Rodriguez / City of Dayton
- 28 August – OCHLA / Dayton Latino Connection Meeting - Joseph Smith
- 28 August – OCHLA/ Mr. Massey at Citilookout Trauma Recovery Center
- 29 August— DHO 2019 - Fiscal Agent Follow up



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Status Report on Major Projects

Strategic Reference	Priority	Accomplishments	Next Steps	Status
3.1	Regional Grassroots engagement— Toledo LLC	Finalized last meeting notes. Waiting for final review.	Coordinate and prepare agenda for next mtg 9/20	✓
3.1	Regional Grassroots engagement— Cincinnati LLC	Sett up conference call with Comm. Molina to start working on agenda	Prepare agenda for next mtg	✓
3.1	Regional grassroots engagement Canton/Akron/Youngstown	Successfully held all 3 meetings. All notes sent out and rescheduled Canton & Akron mtg date to October 30 and secured locations. Confirmed Youngstown for 11/13at East Library	Prepare agendas: Canton & Akron on October 30th. Youngstown: November 13th	✓
2.3	Distinguished Hispanic Ohioan Awards Gala	Finalize Master list and binders for Aug 13th board mtg. New venue location pinned down. Created new logistics, partnership packages and finished Press release and e-campaigns. Opened up Eventbrite successfully.	Pending Final contract. MOU with new Fiscal Agent. Work with Award-ees; Order awards, start preparing program booklet and ppt.	
2.4	Latino Health Summit	Finalized keynote preparation, breakout sessions, plenaries, and logistics. On-site visit done and face to face meeting with committee done. Eventbrite registration opened and e-campaigns calendar finalized.	Finalize all sessions. Prepare CEU's documentation. Continue to work on logistics.	
2.3	Community Resources & Outreach	HHM Calendar finalized and live.	Work on OLANET Cities by or before end of year. Upload Faith Directory & CLOI.	✓
3.1	Increasing Diversity and Inclusion: Interns Management	Initiated recruitment at OSU.	Interview, select inters and start working with them.	



Organizations Development Center (ODC) Report

Lilly Cavanaugh, Acting ODC Officer

Mary Grace Sanchez, ODC Coordinator

Summary of Successes

Census 2020:

Successfully partnered with the Children's Defense Fund, Franklin County Census 2020 Complete Count Committee, Proyecto Mariposas, Census.gov and many volunteers to host a [Census 2020 kick off event](#) to inform and engage the community. Proyecto Mariposas led an exciting children's area and Rose Simmons from the U.S. Census provided an outstanding number of volunteers and materials.

[The Big Table Conversation- A Discussion on the potential undercount of Latino Children](#) In the spirit of our Census 2020 Campaign we also partnered again with Children's Defense Fund and Proyecto Mariposas to host a Big Table conversation around the undercount of children, especially Latino children. We had a group of 30 people attend and discuss community plans to get these individuals counted.

Further work to share outreach and educational materials on the Census will continue to be a priority for this office, including coordination with our Social Media Coordinator to ensure there is a regular flow of information and awareness on Census matters.

Building Community Engagement

ODC Coordinator Sanchez worked with Community Liaison Marin to organize the Youngstown, Canton, and Akron Latino Networking meetings. Logistics and planning was completed for the next meeting in two months and the ODC Coordinator continues to build rapport with organizations and leaders.

Latino Connection

The members of the Latino Connection (a group of selected non profits working directly with OCHLA on mental health and trauma focused projects) met via conference call to discuss the status of potential funding for the mental health navigators project. ODC Coordinator is providing support and information to these organizations as well as facilitating sending materials related to the Census 2020.

Networking with community organizations

ODC Coordinator participated in the Columbus Latino Health Collaborative, a networking group that meets to discuss and update central Ohio leaders on matters related to the Latino community.

Mental/Behavioral Health

Worked with Executive Director Cavanaugh on a strategy to promote the Ohio Master Series on Cultural Competence in Behavioral Health. This is an initiative in collaboration with OhioMHAS, ATTC, OCHLA, and the Prevention Action Alliance. The purpose of the series is to provide a four month extensive, in depth training to prepare the mental & behavioral health workforce to serve individuals from diverse backgrounds. ODC Coordinator participated in an informational webinar and has been building the audience through emails and contacts with the community.

Building Opportunity through Grants

The Mental Health and Grant Opportunities newsletters were researched, prepared and emailed, reaching an audience of more than 300 points of contact. We will continue to assess creative ways of engaging this audience and making sure they are opening and hopefully pursuing these grant opportunities.



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Status on Main Projects:

Strategic Reference	Priority	Accomplishments	Next Steps	Status
2.5	Minority Health Grant	Accepted/Approved	Provided the comply grant requirements.	✓
2.4	Food Insecurity Grant	There is an updated draft language for the interagency agreement.	Meet, go over feedback, edit, wait for approval	
2.4	Census 2020 Campaign	Festival Latino & The Big Table	Continue working on database	✓
3.1				

Organizations Capacity Building

Organization	Assistance Request	Outcome
Latino Connection Group (El Centro, Su Casa, Adelante Toledo)	Moved meeting to a conference call.	New Outlook invite sent out and we expect to have more information on grant by next meeting.
Youngstown, Canton, Akron Latino Networking Meeting	Confirm new date and revise agenda	New meeting date confirmed and a ODC will give a short presentation on Census 2020 Outreach plan.

Engagement through Media

Mental Health

Total Audience: 133
 Opens: 35
 Clicks: 8

Grants

Total Audience: 178
 Opens: 49
 Clicks: 11

Meetings Attended:

- August 1, & 2– Youngstown, Canton, and Akron Latino Networking Meeting
- August 5– Meeting with Jenny, Northland Project
- August 5—Director Everett Woodel and Barry Darryl Peel (US SBDC)
- August 6- Secretary of State / Monique Moore - Voter Registration reset program
- August 9– Latino Connection Meeting
- August 13– OCHLA Board Meeting



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Meetings Attended:

August 13– OCHLA Board Meeting

August 16– vista Debrief with Lilly, Annette, and Caeli & International Institute of Akron

August 21– Columbus Latino Health Collaborative Meeting

August 26– Cultural and Linguistic Competence Masters Series: Announcing a New Training & Learning Collaborative for Ohio Providers Confirmation

August 27– Debrief with Lilly

Respectfully submitted,



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