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FEBRUARY AND MARCH 2020

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

The programmatic activities of our office have changed drastically with the onset of the Coronavirus Pandemic -COVID 19. Our team has been tele-working for the last three weeks of March, and we have deployed our resources to support and assist state government and constituents to the best of our ability.

This report is a summary of general activities scheduled for February and March, with emphasis on the work related to the pandemic response. Our appreciation goes out to Chair Mary Santiago, Vice Chair Manuel Lopez and Secretary Beth Bowman who have been in constant communication with our team as we transitioned to respond to the crisis and outline programmatic and budget priorities for the commission.

Director Cavanaugh has been working on a daily basis with the Governor's Office through Boards and Commission's Director Jen Thrasher and Minority Affairs Liaison Ron Todd to strategize on the response to Latinos, ethnic minorities and limited English proficient Ohioans. The rest of our team works in coordination with Director Cavanaugh to assist in building up resources, translating information, connecting with community leaders, assisting agencies on inquiries regarding the pandemic and Latinos, building up a robust presence in social media and through our website and overall, adapting to meet the changing daily needs.

We have been working closely with the Secretary of State Frank LaRose's office to launch an aggressive informational campaign to ensure Latinos actively participate in the primary election, which was directly impacted by the COVID 19 pandemic. We also have continued to be heavily involved on the Census 2020 Count.

Highlights of our COVID 19 Response:

-Translations—approximately 60 translations have been produced by the OCHLA Team for



- **Communications strategy and outreach**— Our commission was heavily involved in the effort to ensure the www.ohio.gov website obtain the versatility to be available in multiple languages via close caption. Every day, Governor DeWine's press conferences are easily captured in Spanish and other languages; simultaneous interpretation is now available through WOSU in Spanish as well. Press Releases are being translated into Spanish daily and distributed widely through Latino Media (Radio, Print, TV, Online) and Social Media. A Bilingual Resources Webpage was created on our website and is updated daily. Our Facebook posts reach has increased from 7,083 a month in February to 44,264 in the month of March; that is a 524.93 % increase in outreach. More details on the impact of social media and website outreach can be found in the Latino Community Section report prepared by our Social Media Coordinator, Caeli Barnes. Director Cavanaugh has been a regular guest for La Mega Media in the markets of Cincinnati, Cleveland and Columbus daily (with an audience of over 80,000 monthly followers) hosting the "Boletín Informativo" at 5:00 pm Monday through Friday to provide daily updates on Governor DeWine's press conferences. Director Cavanaugh also suggested to the Ohio Department of Mental Health and Addiction Services to have Close Caption for Dr. Lori Criss' weekly Facebook Meet up to talk about mental health <http://facebook.com/ohiomhas>; this is now underway and close caption in multiple languages is available.

-**Constituent Services**—Lair Marin is our point of contact and coordinator to respond to or share among the team constituent inquiries. Each staff member has their work phone lines forwarded to their virtual offices, thus we are able to continue to work with our networks and respond to constituents in a timely basis. All team members are participating in different type of community debrief calls and are sharing information with each other on the daily morning video conference debrief and throughout the day as needed. In March, constituent increased 100% and that number is expected to continue to climb in the short term.

Highlights regarding Census 2020

Annette Reyes, has been at the lead of our efforts in coordination with Director Cavanaugh. A virtual informational session was conducted on March 25th with community leaders and organizations. The session focused on what we can do to still engage the community to be counted in the census using social media platforms. April 1st was Census Day. The commission used Twitter, and Facebook to encourage Hispanic Ohioans and all community members to go online to complete the 2020 Census. Currently the Census Field Operations offices are closed in Mid April. This means the 2020 Census can only be completed online or via phone. The self-response deadline has been moved to August 15h. Which means individuals have until that date to go online or call in to respond. The Commission has been aggressively promoting the Census and providing regular updates to the community on Census matters.

AmeriCorps Vista Program

VISTA recruitment planning is underway. The current members will finish their service in July and August. Their commitment and service during this year as well as these past few weeks has allowed the Commission to provide updated, relevant and much needed information to Latino's throughout the State and the organizations that serve them. The Commission will have four VISTA members who will start in July 2020. Two members will serve at the Commission, one will serve at El Centro and the other at Su Casa. Recruitment is available through the VISTA portal with a deadline to apply by July 1st. Currently we are in the process of working on developing job descriptions/posts for Indeed, our Social Media platforms and for disbursement through our email networks.

Fiscal Impact of COVID-19

As a result of the pandemic, Governor DeWine has requested all state agencies and commissions to review their budgets and forecast a 20% available budget cut for FY 20. All travel, hiring, new contracts and purchasing not related to the pandemic's response has been frozen. Director Cavanaugh and the Executive Committee have worked to ensure the agency can continue to function considering the cuts and the cancellation of all events scheduled for the Commission since March and through June. More details on the budget impact will be provided during the Board Meeting by Vice Chair Lopez.



Meetings attended:

February:

Feb 03—Sheryl Maxfield, Department of Commerce
 Feb 04—Hispanic Chambers of Commerce Quarterly Meeting
 Feb 05—Trauma Informed Care Conference Planning Meeting
 Feb 05—Census 2020, Franklin County Meeting
 Feb 06—Yahaira Rose, Proyecto Mariposas
 Feb 06—City of Columbus Learning Series-Women's Right To Vote
 Feb 06—Monique Moore, Ohio Secretary of State's Office
 Feb 06—Marcie Seidel, Prevention Action Alliance.org
 Feb 06—Charles Hauser, Retreat Planning
 Feb 11—Manju, Asian Health Coalition
 Feb 12—Secretary of State Frank La Rose, Disinformation Campaign Debriefing
 Feb 14—Victor Leandry, El Centro [Latino Mental Health Project]
 Feb 14—Latino Connection Quarterly Meeting (Su Casa, El Centro, Adelante, Lady of Guadalupe)
 Feb 18—OCHLA Board Retreat
 Feb 21—Jennifer Adair, DAS EEOC
 Feb 27—Charles Hauser, Retreat Consultant
 Feb 27—NALEO, National Board Conference Call
 Feb 28—Elizabeth Martinez, BBBS

March:

March 02—Erin Cremean, Terra Community College, Latino/Hispanic Workforce Symposium
 March 03—Ron Tijerino, The Ridge Project (Toledo)
 March 05—Jennifer Crist, ODJFS Farm Labor Coordinator
 March 05—LULAC Council—Alicia Pagan, Lourdes Ribera, Dan Almaguer; Laura Moese
 March 05—Thelma Cruz, El Centro/Mental Health Navigator Project
 March 06—International Women's Day Event
 March 06—New Americans Academy, Speaking Engagement, City of Columbus
 March 06—Lorena Mora, Mujer Latina Today
 March 09—Strategic Action Plan on Aging (SAPA) Advisory Committee
 March 10– March 12—NALEO National Board Meeting (Washington, DC)
 March 13—Ayanna Williams, OSU Social Work Student
 March 16—Latino Mental Health Navigators work team
 March 16— Maggie O'Shea, AG [Latino Mental Health Navigators Contracts]
 March 16—Gustavo Aguilar, La Mega Media
 March 18—Ron Todd, Liaison Minority Affairs, Governor's Office
 March 18—Elizabeth Martinez, BBBS, Census 2020
 March 18—Dr. Marilyn Sampilo, Cleveland Clinic
 March 19—Glennon Sweeney, OSU
 March 20—Ibrahim Saw, Ron Todd, Governor's Office
 March 20—Lorena Mora, Mujer Latina Today
 March 23 to end of month: Daily Press Conference Debriefs on COVID 19; Daily staff debriefs, daily radio shows for outreach, information and support of the pandemic assistance strategy.
 March 24—Chair Mary Santiago
 March 25—Carmen Andujar, University of Puerto Rico, ATTC Mental Health Webinars
 March 25—Lorena Mora, Mujer Latina Interview
 March 27—Ibrahim Saw, Ron Todd, Governor's Office
 March 27—LULAC Council—Alicia Pagan, Lourdes Ribera, Dan Almaguer; Laura Moese
 March 30—Ron Todd, Governor's Office
 March 30—Charles Hauser, Board Retreat



Public Policy Center (PPC) Report

Carly McCain, Public Policy Officer

Summary of Successes

Meetings with State Agencies: Met with leadership of the Ohio Department of Commerce and the Ohio Department of Agriculture to debrief them about the work of the Commission.

Public Policy Update: On February 14, we published the Public Policy Update. Access it here: <https://mailchi.mp/30fd99641104/ochla-public-policy-center-update-february-2020>

2020 Legislative Visit Day: Held various conference calls in the beginning of the month to solidify the groundwork and foundation of the event. While we had to postpone due to COVID-19 the event that was to take place on March 24, we did the work to secure leaders and partners that can help us make this a successful event in the future. We also were able to tentatively reschedule the event for Tuesday, November 10, 2020 with the Statehouse event coordinators. We have it booked at the location but will rethink that date if needed.

COVID-19 Communication: Have been tracking COVID-19 updates and information in Ohio and have communicated that with the Board and team

Latino Community Report: Our Spring 2020 LCR is in the final stages of development and will be published in April 2020. The topic is: Access to Information (language access barriers, a digital divide in access to technology, and primary reliance on mobile devices and social media platforms for connectivity and information)

Meetings attended:

February

- 2/3: Director Sheryl Maxfield and team at the Ohio Department of Commerce
- 2/4: Ohio Hispanic Chambers of Commerce Conference Call
- 2/6: Director Dorothy Pelanda and legislative team at the Ohio Department of Agriculture
- 2/18: OCHLA Board Meeting
- 2/20: Clark County Latino Coalition Meeting
- 2/20: Cincinnati Latino Leaders Collaborative Meeting
- 2/27: 2020 Hispanic Legislative Visit Day Conference Call w/ planning/advisory committee

March

- 03/02: Megan Richwine, LA to Rep. Tim Ginter
- 03/02: Bridget Chambers
- 03/03: 2020 LVD Justice and Civil Rights Breakout Session conference call
- 03/03: 2020 LVD Elected Official Panel Session conference call
- 03/09: Carly and Lilly Public Policy Debrief
- 03/09: Carly conference call w/ Rep. Jessica Miranda RE: 2020 LVD
- 03/09: Carly and Lilly conference call w/ 2020 LVD Keynote Speaker Melinda S. Molina
- 03/09: Carly and Lilly conference call w/ Rep. George Lang and Jenice Contreras RE 2020 LVD
- 03/12: Call w/ Intern Mikaela Perkins to discuss OCHLA for her Masters' program project
- 03/13: Carly and Lilly interview w/ potential future intern from OSU
- 03/18: Carly and Intern Mikaela Call w/ OSU College of Social Work Internship Supervisor LaVada Washington
- 03/23: New American Advisory Council COVID-19 strategy conference call
- 03/25: Carly and Intern Mikaela Call w/ OSU College of Social Work Internship Supervisor Rachel Weaver

Other key activities:



Riffe Center ~ 18th Floor
77 South High Street
Columbus, Ohio 43215-6108

tel 614.466.8333
fax 614.995.0896
<http://ochla.ohio.gov>

Status of Major Projects

Ref	Priority	Accomplishments	Next Steps	Status
	Latino Community Report	Refined focus, format and themes for the report. Initiated outline and continued with research	Further refine the topic so that the report may be published by April/early May.	In Progress
	Legislative Visit Day	Logistics are underway for our 2020 Hispanic Legislative Visit Day, which will take place on Tuesday, March 24, 2020 at the Ohio Statehouse in Columbus.	Continue setting up constituent meetings for the day of the event. Complete all administrative tasks	In Progress

Latino Community Network (LCN) Report

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

In February, the department focused on organizing the Latino Leaders Collaborative meetings, updating the CLOI and resource directories and building up the audience for our Latino networking groups in the Lower Northeast region of the state. We made telephone calls to check in with organizations and leaders, and to encourage them continue to be actively involved with the regional networks. Visits were made to the Latino Networking groups in Springfield and Cincinnati. Additionally, our commission played a key role in organizing the International Women’s Conference. We supported the organization of the Human Trafficking Conference in Columbus as well.

During the month of March the LCN focus has been responding to COVID-19 pandemic. This work has involved:

Building a Latino Pandemic Response Leaders Network—including selected leaders by region with whom we can share relevant information and who can be our direct points of contacts in the regions to efficiently connect during this time. Regional conference calls will be scheduled with these leaders via Webinar during early April.

Debriefs and weekly updates—being sent via email to all distribution networks and key leaders to provide direct access to state and local information regarding the pandemic, services and resources.

Constituent Inquiries Hub and office phone line— Receiving, responding to and directing constituent inquiries; many of those requesting information include non profits, government entities and Ohioans. Also, responding to our office main line.

Translations and other communications— Assisting with translations, proof-reading and reviewing other communications as needed.

Community debriefs and meetings—Participating in several video and conference calls to be informed about some of the response work from Central Ohio (mostly) and other communities regarding COVID-19.



Cancelled scheduled events/ meetings—All community and Latino leader collaborative meetings had to be cancelled and participants informed.

Online Directories and Bilingual Resource of Government Services– With the assistance of our interns, the CLOI and other the directories are being updated.

Special events coordination—Successfully participated and assisted in the planning and implementation of the Ohio International Women's Conference and the Human Trafficking Conferences on March 6 & 7.

Connecting the Community: Information and Resources

I. **Constituent Services:** Increased due to the Coronavirus Pandemic Outreach

	January 2020	February 2020	March
Constituent Inquiries:	10	23	40
Job Opportunities posted	12	17	22

2. **Intern / Volunteers**

During February and March our two OSU interns worked on the new LCR research with PPO Carly McCain and the CLOI. They have also assisted with translations, and did an excellent job creating and updating the 2020 Census OCHLA. Our new and 3rd Capitol University intern Jabot S. worked on starting several of the other directories.

2. **Social Media:**

Social Media activity has increased drastically in the month of March due to the Coronavirus Pandemic. Following the first confirmed case, the Commission's priority on social media was to keep the community up to date on information available and to highlight the main points of the daily briefings. A COVID-19 resource page was created to include bilingual resources, translated press releases, unemployment information and information on how to stay safe and healthy during this time. This resource page continues to be updated and modified to keep the website clean and easy to navigate and to keep relevant resources and information available.

The response from the community in regard to our social media presence was very high. On Facebook, we had record numbers for all categories. Because of the consistent information we provide, we saw a massive increase in page likes and followers, as well as, the sharing of content and reach. This high response demonstrates the quality of work we are offering the community and how the resources we provide are essential for the Latino population, especially since there seems to be scarce translated material. While this surge in metrics is good, it can be attributed mostly to the shock of COVID-19. In the coming months, we can expect to maintain high numbers but possibly not nearly as high as they were this month. The plan is to continue to promote information about the virus and measures taken to slow its spread, and as we acclimate to the new "normal," the community will come to expect what is posted and old patterns of engagement should resume.

Twitter and Instagram continue to gain followers, especially since the virus presence in Ohio. A post was made on Facebook encouraging the community to follow us on Twitter for faster, more frequent news updates. The website also saw a record number of views, reaching 23,740 and 4452 new users. This increase, much like the social media, can be attributed to the creation of the COVID-19 resource page and people visiting our website for the resources. We expect the number of visits to remain relatively high as the community will continue to visit the website for updated materials. Also, the 2020 Ohio Primary has been rescheduled for April 28 which will be the next big social media campaign to remind people to vote and to provide the community with resources on how to vote via mail. We continue to promote heavily the Census 2020 as well. The website maintenance also remains a major project to clean any pages that are essential during this time and to keep resources easily accessible.



Social Media Data Report:

Outlet	Data Measured	January 2020	February 2020	March 2020
<u>FACEBOOK</u>				
	Page Likes	2,350	2,355	2,531
	Followers	2,530	2,539	2,724
	Total Post Reach	9,764	7,083	44,264
<u>TWITTER</u>				
	Followers	918	921	941
	Profile Visits	264	42	221
	Mentions (from other organizations)	30	11	96
<u>INSTAGRAM</u>				
	Followers	475	514	545
<u>OCHLA WEBSITE</u>				
	Total Views	12,239	14,705	23,740

Meetings Attended:

February

- 03 February – IWD Conference Call
- 06 February – Red Cross Latino Blood Drive Planning Committee Meeting
- 07 February – Cincinnati LLC Workforce & Innovation Taskforce Brainstorming
- 12 February – Youngstown Latino Networking Meeting
- 12 February – IWD Conference Call
- 13 February – New Cleveland Latino Alliance Greet & Meet
- 13 February – Entrepreneur Sara Miltemberger Greet & Meet - Outreach to community
- 18 February – OCHLA Board Retreat FC Sherriff Community Advisory Council Meeting
- 18 February – Franklin Co. Sherriff 's Community Advisory Council Meeting
- 19 February – LVD Capitol Square Logistics
- 20 February – Clark County Latino Coalition Meeting
- 20 February – Cincinnati LLC
- 21 February – IWD Conference Call
- 25 February – Secretary of State Naturalization Ceremony
- 25 February – Greater Cincinnati Latino Coalition Meeting
- 27 February – IWD Call & Capitol Square On-site visit and Run Through
- 28 February – Community Meeting with New Columbus Police Chief Thomas Quinlan
- 28 February – Greet & Meet: CPD Craig Stone Recruitment & Minority Recruitment Council

March

- 02 March – IWD Conference Call
- 03 March – Agenda Latina 2020 Invite List Review
- 05 March – OCHLA MOU
- 05 March – OCHLA/LULAC Conference Call
- 06 March – international Women Conference



March

07 March – Human Trafficking Conference
 09 March – ODJFS Meeting with Jennifer Crist
 10 March – Ridge Project Meeting—Jody
 11 March – SBA / OCHLA Meeting - Mini Business Conference in the fall
 12 March – Human Trafficking Conference Debrief Meeting
 12 March – International Women Conference Debrief Meeting
 20 March – Falcon Meeting Conference Call
 20 March – Columbus Public Schools COVID Resources Conference Call
 24 March – Vocalink / OCHLA Greet & Meet Conference Call
 24 March – CDC Partnership Action team COVID Resources
 24 March – Call with Ligia — Greater Cincinnati Latino Coalition
 25 March – New American Conference Call- COVID-19 Resource Sharing
 26 March – Red Cross Emergency Meeting Latino Blood Drive
 25 March – Columbus Public Schools COVID Resources Conference Call
 26 March – African American COVID-19 Alliance Conference Call
 27 March – LULAC / OCHLA Conference Call
 30 March – Conference Call Small Business funding with Ken Wilson from County
 31 March – Columbus City Schools Partnership in Action: Full Team Update

Status on Main Projects

Strategic Reference	Priority	Accomplishments	Next Steps	Status
3.1	Regional Grassroots engagement—Toledo LLC & Cincinnati	Meeting Cancelled due to COVID-19		✓
3.1	Regional grassroots engagement Canton, Akron, Youngstown	All Meeting cancelled		✓
2.3	Distinguished Hispanic Ohioan Awards Gala	Gala to be in October	Pending	
2.3	Community Resources & Outreach Support Agenda Latina	Working on CLOI, and directories updates. COVID-19 and 2020 Census with Resources Mailings.	Finish CLOI, start OLANet and work on other directories	
3.1	Increasing Diversity and Inclusion: Interns Management	Interns working on projects.	Continue to work with Interns and recruit 1-2 for the summer	



Organizations Development Center (ODC) Report

Lilly Cavanaugh, Executive Director
 Mary Grace Sanchez, AmeriCorps Vista, Organizations Development Center

Summary of Successes:

Mental Health Navigator Grants—Finalized contract and secured final approval by legal to sign the Technical Support Agreement. Initiated communications between technical support and sites.

Minority Health Month 2020 Grants—Continued to confirm logistics for the Food Insecurity community events.

Latino Leaders Collaboratives—Assisted in the implementation of the regional meetings and prepared minutes.

Hispanic Chambers of Commerce—Continued sharing relevant materials with the Chambers to distribute among their membership.

Newsletters Engagement:

Mental Health	Grants
Total Audience: 163	Total Audience: 239

Status on Major Projects:

Ref	Priority	Accomplishments	Next Steps	Status
2.5	Mental Health Navigator Grant	Grant has been awarded to two organization.	Finalize training dates and receive the first monthly reports	
2.4	Food Insecurity Grant	OSU is working on looking for funders.	Await for acceptance and continue to look for support and partnerships.	
2.4	Minority Health Grant	Final Report Submitted	Await approval of Final Report	
3.1	Minority Health Month Grant	Approved	Secure speakers and materials	



Meetings Attended:

February

February 4 – OHCC Conference Call
February 6 – Agenda Latina Hosting Meeting with Yahaira
February 10 – Planning Meeting for Agenda Latina
February 12– Youngstown Latino Networking Meeting
February 13 – Planning Meeting for Agenda Latina
February 14—Latino Connection Meeting Conference Call
February 18 – OCHLA Board Meeting and Retreat
February 20 – Clark County Latino Coalition Meeting
February 20 – Cincinnati Latino Collaborative
February 25 – Latino Mental Health Navigator call with Lilly, and Ramona

March

March 3 – Agenda Latina 2020 Invite List Review with Lair
March 5 – Latino Mental Health Navigator Follow-Up Call with El Centro and Lilly
March 9 – Staff Meeting—Coronavirus and Continuity of Operations Plan
March 11 – ODC Debrief with Lilly
March 16 – 31 – Morning Team Debrief and End of Day Team Debrief
March 16 – Latino Mental Health Navigator Virtual Training
March 18 – Agenda Latina 2020 Presenters Conference Call
March 23 – Debrief Lilly on LMHN Training
March 24 – Debrief with Annette

Respectfully submitted,

