



Office of Latino Affairs OLA (BZ)

MISSION

The mission of the Office on Latino Affairs (OLA) is to facilitate access to health, education and other social services for the District's Latino population.

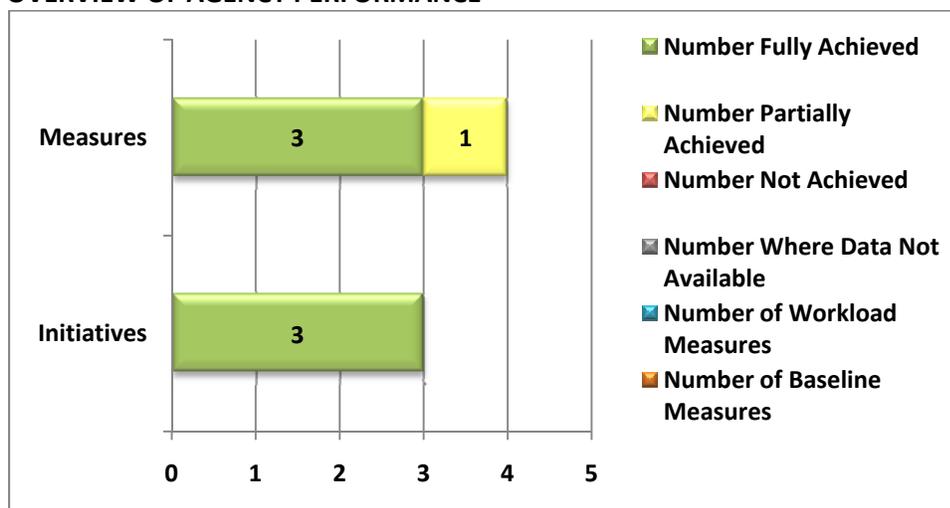
SUMMARY OF SERVICES

OLA provides community-based grants, advocacy, community relations and outreach services to DC Latinos, so they can have access to a full range of human services, health, education, housing, economic development, and employment opportunities.

ACCOMPLISHMENTS

- ✓ Established a robust grant monitoring process that evaluates the effectiveness and programmatic and financial health of selected OLA funded community based organizations. Following an extensive review of organizations, areas for improvement are identified and recommended for technical assistance offered through OLA's capacity development partners.
- ✓ Enhanced existing partnership with the Capital Area Food Bank to increase food assistance to needy families in the Latino community. Food deliveries are now delivered an average of three times a month to the neediest Latino families throughout the city. These food distributions primarily comprised of fruits and vegetables are paired with existing health and community information fairs now serving DC residents in Wards 1, 2, 4, 5 and 7.
- ✓ Created a successful partnership with various DCPS' Parent Resource Centers, greatly enhancing their capacity to engage and serve Limited English Proficient Latino parents with children attending schools in Wards 1 and 4. This new partnership has allowed OLA to leverage book donations and other resources made available by the Mexican Consulate and others to the benefit of Latino parents through the creation of a parent "Book Clubs", which has been utilized as a tool to engage parents in their children's education as well as develop strategies in how to better advocate for children.

OVERVIEW OF AGENCY PERFORMANCE





Performance Initiatives – Assessment Details

Performance Assessment Key:

 Fully achieved  Partially achieved  Not achieved  Data not reported

OBJECTIVE 1: IMPROVE INSTITUTIONAL KNOWLEDGE AND SKILLS, AS WELL AS THE QUALITY OF PROGRAMS AND/OR SERVICES OFFERED TO DC LATINOS BY LATINO-SERVING NON-PROFIT ORGANIZATIONS.

- **INITIATIVE 1.1: Launch on-line RFP and reporting process for OLA grantees.**
OLA has fully implemented an online RFP process for both the Latino Community Development and Latino Community Health Grant programs. Through the use of a Quickbase application facilitated by OCTO, our Online Grant Management System (GMS) has greatly enhanced the efficiency of OLA's grants program by eliminating the formerly cumbersome and wasteful paper-based system and significantly reduced the amount of time dedicated to processing and evaluating proposals. Today, both applicants and our panel of evaluators may complete their complicated tasks without having to generate a single sheet of paper. Successful grantees are also able to submit their quarterly reports on the GMS as well.

OBJECTIVE 2: PROVIDE CONSULTATION, COLLABORATION, AND PROBLEM-SOLVING SERVICES TO THE MAYOR, DISTRICT GOVERNMENT AGENCIES, COMMUNITY-BASED GROUPS, AND OTHER ENTITIES, SO THAT DC LATINOS ARE BETTER INFORMED, REPRESENTED, AND SERVED.

- **INITIATIVE 2.1: Latino civic engagement program.**
OLA has worked with various ANCs and Parent Groups throughout the District in an effort to increase Latino participation in civic affairs at the neighborhood level. Specifically, OLA has provided monthly interpretation and outreach services for ANC 1D (Mount Pleasant); engaged ANC 1C (Adams Morgan) in a strategic partnership that led to their unanimous support of an OLA funded Latino Small Business Incubator Project; helped facilitate the creation of Latino Parent Support groups at Powell, Marie Reed, and Harriet Tubman Elementary Schools to enhance the ability of Latino parents to advocate for their children's education.

OBJECTIVE 3: PROVIDE COMMUNITY OUTREACH SERVICES AND GENERATE NON-PROFIT/PUBLIC/PRIVATE SECTOR PARTNERSHIPS, IN ORDER TO AUGMENT DC LATINOS' KNOWLEDGE OF, AND ACCESS TO, VITAL PROGRAMS, SERVICES, AND INFORMATION.

- **INITIATIVE 3.1: Outreach campaign to emerging Latino communities in non-traditional Latino neighborhoods.**
OLA has established a series of community events in Wards 5, 6 and 7 with the assistance of a number of local non-profit and faith-based organizations. These partnerships have allowed OLA to provide 6 health fairs, food distributions and community information fairs in emerging Latino communities located a significant distance from the traditional Latino hubs in Wards 1 and 4.



Key Performance Indicators – Details

Performance Assessment Key:

● Fully achieved
 ● Partially achieved
 ● Not achieved
 ● Data not reported

	Measure Name	FY2009YE Actual	FY2010YE Target	FY2010 YE Actual	FY2010 YE Rating	Budget Program
●	1.1 Percent of clients at non-profits funded by OLA that report satisfactory experiences with programs and personnel.	75	75	73.15%	97.53%	COMM. BASED PROGRAMS
●	1.2 Number served by organizations receiving funding from OLA	18201	6500	8540	131.38%	COMM. BASED PROGRAMS
●	2.1 Number of Language Access Act covered agencies receiving technical assistance.	14	23	23	100%	LANGUAGE ACCESS ACTIVITY
●	3.1 Number of Latinos reached at events in Wards 5,6,7, and 8.	0	150	205	136.67%	