



**FY12 PERFORMANCE PLAN
Office on Latino Affairs**

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.

AGENCY WORKLOAD MEASURES

Metrics	FY 2010 Actual	FY 2011 Actual	FY 2012 YTD
Constituent Enquiries/ Technical Assistance Sessions	1100	1200	1300
Number of Grant Applications Received	55	59	N/A

OBJECTIVE 1: Improve Latino-serving non-profit organizations' institutional knowledge, skills, and service program quality for services offered to DC Latinos.

INITIATIVE 1.1: Improve monitoring site-visit and feedback/status reports of OLA grantee performance.

OLA will improve its grantee monitoring and site-visit program by enhancing the monitoring process and developing IT tools (consider the phrase, "developing automated reporting tools.") for reporting. This initiative will systematically identify grant-related issues, gather data to formulate recommendations, and provide tailored technical assistance as needed by grantees. Monitoring includes detailed review of the progress made on grantees' approved work plan, year to date expenses, compliance with all DC regulations, identification of areas for improvement, and review of issues related to the grant or the overall standing of the organization. Grantees will have access to the monitoring and compliance reports summarizing findings. OLA will randomly select at least 8 grantees to receive monitoring site visits during the fiscal year. Monitoring reports will be drafted within 30 business days following site visits. OLA will ensure that at least 80% of grantees will show satisfactory performance and compliance during the grant period.
Completion date: (February- September 2012)

INITIATIVE 1.2: Improve capacity of OLA grantee organizations.

OLA will improve grantees' operational capacity by providing technical assistance, capacity building programs and investments. OLA will make available extensive one-on-one capacity



building services for grantees with annual budgets under \$2 million. In addition, OLA will provide ongoing technical assistance to all grantees as well as training programs offered through a partnership w/ The Foundation Center and other institutions. OLA also provides technical assistance to prospective applicants during grant competition processes to ensure complete understanding of DC regulations and accessibility to grant competitions. OLA will gather grantee feedback including service satisfaction data in order to evaluate and improve future technical assistance delivery. **Completion date: (October 2011-July 2012)**

OBJECTIVE 2: Provide specialized linguistic and culturally competent communications, outreach, and data gathering services and expertise for EOM, District agencies, and other community-based groups with the aim of increasing awareness of and access to DC government services on behalf of the city's Latino population.

INITIATIVE 2.1: Evaluate customer service of DC agencies named under the Language Access Law.

OLA will work in partnership with the Office of Asian and Pacific Islander Affairs (OAPIA) and the Office on African Affairs (OAA) on reviewing and providing feedback and recommendations on customer service practices of DC agencies that are identified in the Language Access Law. Specifically, OLA will review signage and associated agency protocols put in place to tend to the customer service needs of Limited English Speakers upon first arriving at an agency's front desk or first point of contact. OLA will also assess how readily available translated printed materials are and the process by which the agency informs the client of their language access rights. OLA will identify any deficiencies or improvements needed to comply with the 2004 Language Access Act, and provide technical assistance to those agencies in need of improvement through sharing best-practices utilized by sister DC agencies and others. The success of the initiative will be measured by the agencies' expected improvement in Language Access compliance as determined by the Office on Human Rights. OLA will review 50% of the covered agencies in FY12. **Completion date: October 2011-September 2012**

OBJECTIVE 3: Conduct city-wide community outreach and establish partnerships with public, private and non-profit agencies with the aim of increasing DC Latinos' awareness of and access to a broad range of human and health services.

INITIATIVE 3.1: Coordinate informational and service events for DC Latinos.

OLA will coordinate with public, nonprofit and private sector partners in putting on informational and service events focused on health, housing, economic development, education, and public safety. OLA will be the lead partner in coordinating at least 4 major events during the year and participate as a supportive partner in at least 6 events led by partners.

Completion date: October 2011- September 2012

INITIATIVE 3.2: Develop new evaluation metrics and tools to measure the success of information and service events.



OLA will develop customer satisfaction and other surveys that capture the efficacy of service and information delivery at events. OLA will employ customer feedback in designing events to optimize event value and experience of attendees. **Completion date: October 2011- May 2012.**

INITIATIVE 3.3: Facilitate quarterly round-table discussions on issues affecting the Latino community.

OLA will convene quarterly meetings with various community groups to discuss priority issues to the Latino community. OLA will provide subject matter experts on social service issues impacting the Latino community to serve on panels and will bring relevant agency directors to interact with the community groups. Topics may include, but not be limited to, delivery of health services to the immigrant community, housing, public safety, education, and enhancing employment and economic development opportunities for DC Latinos.

Completion date: March- August 2012

OBJECTIVE 4: Provide specialized linguistic and culturally competent marketing, promotion, and communications and expertise for EOM and DC agency partners.

INITIATIVE 4.1: Develop comprehensive marketing and communications plan for the agency that takes into account social and new media outlets and marketing opportunities.

OLA will develop a marketing plan that examines its position and opportunities with old media, as well as identifying opportunities and strategies with new media. During the planning process OLA will study and identify the best practices and communications channels that are the best fit for the office and its constituency. The plan will identify key stakeholders and delineate critical messages and communications practices that will provide the best results in disseminating information. **Completion date: March- September 2012**

INITIATIVE 4.2: Develop linguistically and culturally appropriate social media platform for promoting the work of EOM and DC government services to the Latino community.

OLA will expand its presence on social media and create interactive content that promotes DC government initiatives, events, services, and other information pertaining to OLA, EOM, or DC agency partners. Success of this initiative will be measured in part by increasing numbers of social media followers, "likes", and views. **Completion date: October 2011- September 2012**

INITIATIVE 4.3: Develop new, linguistically and culturally appropriate promotional material for print and established media for DC Latinos.

OLA will develop new informational promotional material in English and Spanish in print and for established media including radio, print publications and television. The content of the new material will be centered on the Mayor's priorities and follow the strategy set on OLA's new marketing and communications plan.

Completion date: November 2011- September 2012



PROPOSED KEY PERFORMANCE INDICATORS –

Measure	FY 2010 Actual	FY 2011 Target	FY 2011 YTD	FY 2012 Projection	FY 2013 Projection	FY 2014 Projection
Percent of grantees that show satisfactory performance according to grants monitoring program.	N/A	N/A	N/A	80%	80%	80%
Percent of grantees that report satisfactory experience with capacity building program.	N/A	N/A	N/A	75%	80%	90%
Number served by organizations receiving funding from OLA.	6,500	45,000	53,000	47,500	49,000	50,000
Number of Language Access Act covered agencies receiving technical assistance.	23	25	31	25	34	25
Percent of attendees that report satisfactory experience with OLA sponsored events.	N/A	N/A	N/A	65%	75%	85%
Number of impressions made through marketing and communication activities.	N/A	N/A	N/A	1,500	2,000,	2,500
Number of Latinos reached at events in Wards 5, 6, 7, and 8.	N/A	245	425	520	600	700