



## Office of Latino Affairs OLA (BZ)

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### 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.

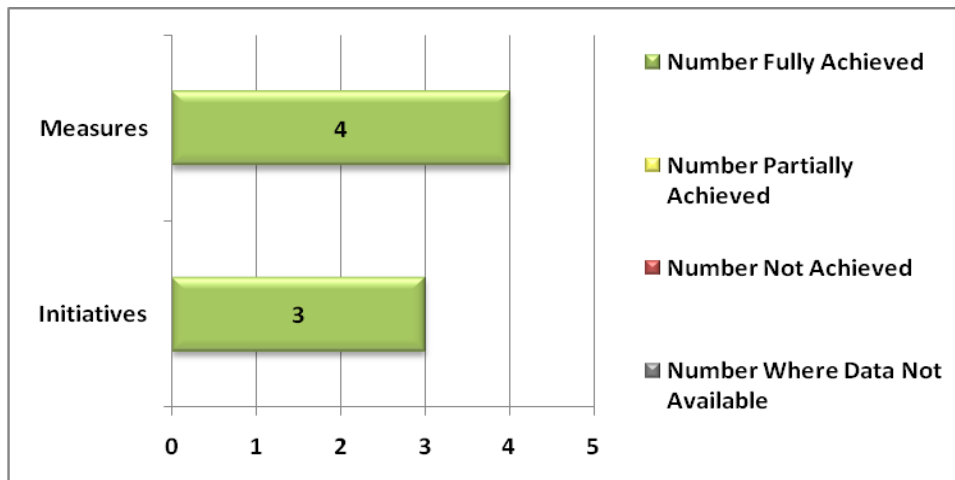
### AGENCY OBJECTIVES

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.
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.
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.

### ACCOMPLISHMENTS

- ✓ Launched on-site evaluation process of grantees, surveying grantee clients on satisfaction of programs funded by OLA funds
- ✓ Commissioned a report on the status of the DC Latino population across various indicators and including demographic information
- ✓ Collaborated with Census to ensure DC Latino community well informed and prepared to take part in Census

### 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-site evaluation program for OLA grantees.**

- OLA launched a grantee client survey tool to evaluate client satisfaction of programs funded by OLA. Surveys were given to a sample of clients being served by OLA funded non-profits and asked about effectiveness of programs, if programs addressed their issues, management of program, etc. Results of surveys were compiled and shared with the organizations. 154 clients were surveyed at 9 different organizations.

### **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: Commission baseline report on state of Latino community in DC.**

- OLA commissioned a report from the Urban Institute to get an overview sense of where DC's Latino community stands on several issues. The purpose of this report is to provide up-to-date baseline information regarding Latinos in the District for the Office of Latino Affairs (OLA), as well as its partners inside and outside of city government, in three domains: population and demographics, economics and workforce, and housing and neighborhood change. The report will describe how Latinos are faring in these three domains, compare to non-Latinos living in the District, and it will describe the trends over time. The report is complete.

### **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.**

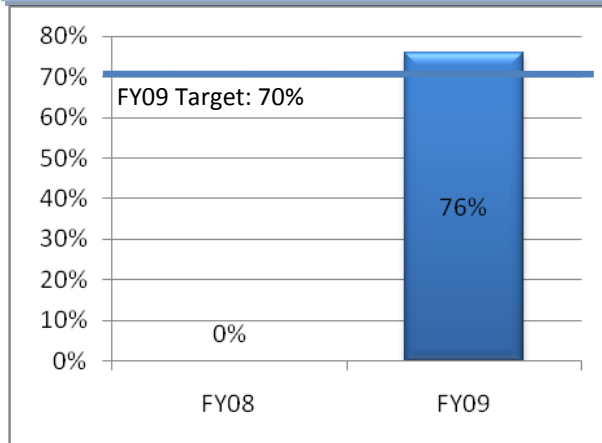
#### **INITIATIVE 3.1: Collaborate with US Census Bureau to ensure full participation of DC Latino community in 2010 Census.**

- OLA entered into an MOU with the Census and helped to provide outreach to DC's Latino Community. OLA connected the census to several tenant association that formed Complete Count Committees and provided venues for the Census to set up tables to reach the community. OLA hosted an employment workshop for the Census to help recruit Latino employees.



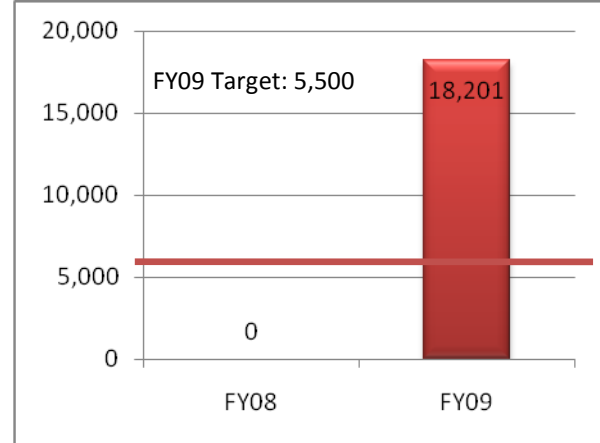
## Key Performance Indicators – Highlights

From Objective 1: Percent of clients at non-profits funded by OLA that report satisfactory experiences with programs and personnel.



**FULLY ACHIEVED**

From Objective 1: Number served by organizations receiving funding



**FULLY ACHIEVED**

### More About These Indicators:

#### *How did the agency's actions affect this indicator?*

- This was the first year OLA did on-site evaluations of clients served. Alerting grantees to the fact that we were going to do this and that client satisfaction is something that is important to us made grantees more focused on a positive outcome. OLA also continues to provide technical assistance to grantees to ensure they have the help they need to provide the best service they can.

#### *What external factors influenced this indicator?*

- In FY09 many more clients tried to receive help from all the non-profits OLA serves due to the economies affect, while this was not reflected in the satisfaction surveys (since only those served filled out the survey) we do know that there were potential clients that may have not been served at all.

#### *How did the agency's actions affect this indicator?*

- OLA works closely with all its grantees to connect the Latino community to the services they provide. OLA not only serves as a referral for the organizations, we collaborate on events, we help promote their services and help to connect organizations with each other so that they can enhance the services provided to the community.

#### *What external factors influenced this indicator?*

- FY09's economic downturn meant that many more people needed services provided by the non-profits we fund, but many of those non-profits had financial issues and were not able to provide the services they would have liked. The numbers increased based largely on non-profits that were in a stable financial position and able to serve more clients.



## Key Performance Indicators – Details

**Performance Assessment Key:**

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

	Measure Name	FY2008 YE Actual	FY2009 YE Target	FY2009 YE Actual	FY2009 YE Rating	Budget Program
●	1.1 Percent of clients at non-profits funded by OLA that report satisfactory experiences with programs and personnel.	0	70	75.97%	108.53%	COMMUNITY BASED PROGRAMS
●	1.2 Number served by organizations receiving funding	0	5500	18201	330.93%	COMMUNITY BASED PROGRAMS
●	2.1 Number of Language Access Act covered agencies receiving technical assistance.	0	10	14	140%	ADVOCACY PROGRAM
●	3.1 Number of partnerships formed with Latino-serving organizations and government agencies (community-based/public/private) to increase knowledge and access to services for Latino community.	0	40	44	110%	COMMUNITY RELATIONS & OUTREACH