



Office of Latino Affairs OLA (BZ)

MISSION

The Mission of the Office on Latino Affairs is to improve the quality of life of the District's Latino residents by addressing a broad range of social and economic needs through strategic management of public and private partnerships, expertise on policy, community relations, civic engagement and community-based grants.

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.

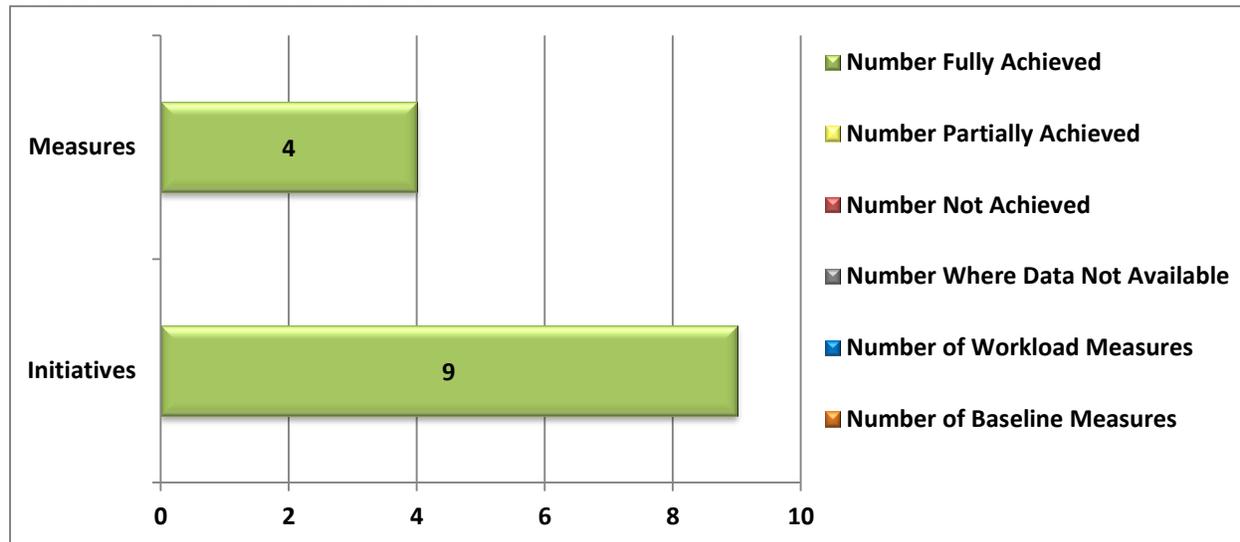
ACCOMPLISHMENTS

- ✓ The grants program made major additions and improvements to its administrative process, resulting in improved efficiency and accountability. Quarterly reports are now submitted online through our grants management system, which has decreased the time to receive and review reports. The new online reporting component allows us to receive activity, narrative, budget and expenditure reports. The expenditure reports is a new requirement as of FY2012, grantees must submit evidence on how the funds were used (ex. payroll, receipts, invoices), we then review all expenses made and ensure that taxpayer dollars are properly invested.
- ✓ The LAA Program partnered with the MuralsDC program, the Office on African Affairs (OAA) and the Office on Asian and Pacific Islander Affairs (OAPIA) to create a mural at MacFarland Middle School by artist Juan Pineda, entitled "Language Access for All in DC" (August 2012). To identify the mural location, LA Monitor visited and communicated with eight (8) different DCPS schools, in addition to several small local businesses. OLA interns and SYEP students participated in the brainstorming of ideas for and the actual painting of the mural.
- ✓ **Economic Success for Immigrant Youth and Adults: the 5th Annual National Immigrant Integration Conference** - OLA worked with CASA Maryland and the Central American Resource Center (CARECEN) to coordinate a roundtable discussion on the economic impact of immigrants in the US, particularly in the DC Metropolitan Area. Immigrant workers and business owners have great potential to fuel economic growth by effectively increasing and applying their human capital, by making smart savings and consumption decisions, and by contributing to local and regional economies by owning and growing their own businesses. Amid high unemployment rates and budget austerity across the country, it is essential that economic success programs and initiatives reach immigrants and their children, and are relevant to their needs and aspirations. This track explored a range of approaches being taken to unleash the energy and economic potential of immigrants and their children. Diverse actors from the local government, non-profit and private sectors discussed strategies to assist immigrants in growing their skills, businesses, earnings and savings.



OVERALL OF AGENCY PERFORMANCE

TOTAL MEASURES AND INITIATIVES



RATED MEASURES AND INITIATIVES



Note: Workload and Baseline Measurements are not included

Default KPI Rating:	
$\geq 100\%$	Fully Achieved
75 - 99.99%	Partially Achieved
$< 75\%$	Not Achieved



Performance Initiatives – Assessment Details

Performance Assessment Key:

-  Fully achieved  Partially achieved  Not achieved  Data not reported

Agency Management

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.

Fully Achieved: The grants program made major additions and improvements to its administrative process, resulting in improved efficiency and accountability. Quarterly reports are now submitted online through our grants management system, which has decreased the time to receive and review reports. The new online reporting component allows us to receive activity, narrative, budget and expenditure reports. The expenditure reports is a new requirement as of FY2012, grantees must submit evidence on how the funds were used (ex. payroll, receipts, invoices), we then review all expenses made and ensure that taxpayer dollars are properly invested. After reviewing all expenses by grantees in FY2012, we discovered that **\$665.72** were unspent, consequently, the grantee reimbursed the District the unspent funds. The system also allows the management team, grantees and grant reviewers with instant access to past performance data. This is crucial information for the development of OLA's funding strategy to respond to the City's priorities, constituent needs, and in the decision making process for grant awards.

The following are a few our accomplishments:

- 46 (84%) of 55 projects received an official on-site visit with program audit.
- 87% of grantees achieved satisfactory performance and compliance, remaining 13% of improved in overall compliance and performance.
- OLA's Grants Program department provided over 360 hours in technical assistance and site monitoring. Technical assistance is tailored to meet the individual need of each grantee, with emphasis on: resource development, financial management and record keeping, leadership development and strategic planning. For example, during a site monitoring we discovered a grantee did not have an updated certificate of good standing, in the follow-up we discovered that the organization had tax levies due to inaccurately filling financial reports to IRS.
- Performance status report issued within 30 days of the monitoring site visit. The report serves as a tool for strengthening program goals and the organization as a whole.

INITIATIVE 1.2: Improve capacity of OLA grantee organizations.

-  **Fully Achieved:** OLA improved capacity of grantees by providing one-on-one technical assistance, webinars and phone conferences on wide range of issues, such as emergency preparedness and planning, fundraising planning, board development, resource development, financial management and strategic planning. In partnership with the Foundation Center we provided training to organizations on the development of comprehensive fundraising plans the



focus on diversification of funding sources to maximize fundraising efforts and minimize the financial impact due to loss from any one funding source. Technical assistance is available to all organizations. However, priority is given to grantees with annual operating budgets of \$2 Million or less. In FY 2012 we provided over 360 hours of technical assistance. A few of our highlights are as follow:

- 87% of grantees were successfully meet performance standard and compliance as outline by grant agreement and DC Government guidelines. The organizations that did not meet goals or compliance were provided with assistance to ensure the met requirements. Ultimately 98% grantees were compliant (one grantee close due to lack of funding).
- Provide guidance to three entities to qualify as tax-exempt organizations.
- Provided technical assistance on grant writing to two organizations.
- Provide in-depth assistance five organizations on the development of workplans and measure outcomes.
- Provided assistance to four organizations to register with DC Government as a Vendor Schedule.
- Assisted two organizations with tax levies and basic business license requirements.
- Provided technical assistance and dissemination of information pre, during and post Hurricane Sandy. We held four conference calls with grantees to provide status updates on storm conditions, availability of shelters and access to various government resources.

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

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

Fully Achieved: The Office on Latino Affairs, in partnership with the OAA and OAPIA continuously assisted and provided feedback to all 34 agencies on issues related to equal access for all LEP and NEP constituents requesting services and/or information at their different customer service sites. One of the new initiatives that the Language Access program launched at the end of the 3rd and during 4th quarter of FY2012 was to proactively identify areas of improvement for agencies named under the Language Access Act by obtaining direct feedback from employees at the different Community Based Organizations currently funded by OLA. This feedback has highlighted specific areas of improvement, such as translated signage and agency's protocols tending to customer service needs. The identified areas of improvement from this project have informed the LA Coordinator where to next focus its specialized technical support and future initiatives to the Language Access agencies.

In coordination with the OAPIA and the OAA, the Office on Latino Affairs provided feedback and expertise on the selection of interpretation/translation vendors and implementation of a quality control assurance process and recommendation on how to make readily available translated documentation. All present translation and interpretation contracts for agencies named under the Language Access that fall under the Mayor's purview are subjected to follow this citywide contract. Agencies with independent procurement authority—namely CFSA, DDS, DMH, DCHA, DCPL, DCPS, LOTTO, and OPC—had the authority to opt into the Citywide contract or maintain independent contracts.



For FY2012, OLA also provided tailored technical support to a total of 33 (97%) of the 34 agencies named under the Language Access Law. This support includes, but is not limited to 1) QC, editing, translating, and interpreting support; 2) general technical support (any help, expertise, and/or guidance on issues other than what's stated in #1 requested by the different agencies); 3) dissemination (via e-newsletter) of adds for bilingual jobs and/or other events targeted to the Latino population by these agencies.

OLA provided Spanish translations and/or document review assistance to 14 covered agencies and the Office of the Executive Office for a total of 105 one-page documents. For FY2012, there were a total of 9 agencies to which the Language Access program provided comprehensive technical assistance in all or most of the areas listed above. The agencies included OSSE, DPW, DHS, DCPS, MPD, DOH, DDOT, DCPL, and DMV.

OBJECTIVE 3: Conduct city-wide community outreach and establish partnerships with public, private and non-profit agencies.

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

- **Fully Achieve: Events that OLA executed which focused on improving DC Latino residents' quality of life by promoting health, housing, economic development, education, and public safety include:**

Within our city-wide effort to reach out to more of DC's Latino residents, OLA's Outreach Program conducted several events across various wards of the District of Columbia, such as:

Food distribution – OLA has established a partnership with the Capital Area Food Bank, who generously donates fresh vegetables and food for OLA to distribute to the most vulnerable Latino DC residents. OLA has collaborated with a variety of school, non-profit and faith-based organizations, including Andromeda Transcultural Health and Casa Ruby, to serve as the distributors or site locations for food distributions. Thus OLA was able to reach out to a wider range of constituents, providing over 1500 bags of fresh vegetables to families in Wards 1, 4, 5 and 6.

First Aid & CPR training - The Mayor's Office on Latino Affairs, in collaboration with Serve DC, offered multiple trainings to employees of non-profit organizations on First Aid and CPR. OLA considers that such crucial life-saving skills are very beneficial to those individuals working to serve our community. Trainings were offered in both Spanish and English. A total of 92 individuals were trained.

Flu Vaccination – In partnership with Harrison-Maldonado Associates (HMA) Associates, OLA set up various mobile vaccination clinics through the support of non-profit and faith-based organizations during the Center for Disease Control's (CDC) National Influenza Week. Through this campaign, **OLA was able to facilitate access to free flu vaccinations to a total of 438 constituents.**

DC Public Schools – In our continuous effort to reach out and engage parents in school activities, OLA continues providing support to DCPS and establishing new relationships as well. During FY12, OLA organized multiple activities, such as stress management workshops and a celebration of National Women's Health Day. In addition, OLA distributed to DCPS students a series of books written in Spanish that we received through our relationship with the Mexican Consulate's annual book donation drive. Through open communication with the Office on Bilingual Education (OBE), OLA targeted particular schools with bilingual and Spanish immersion programs when distributing these books. Furthermore, throughout FY12, OLA has maintained a strong relationship and constant communication with the Office on Bilingual Education and



school principals and staff from the following schools:

1. Ward 1 schools HD Cook, Cardozo SHS, Marie Reed ES, Tubman ES, Bruce Monroe ES
2. Ward 2 Schools, Thomson ES
3. Ward 4 schools, Powell ES, Brigtwood EC, Truesdell EC, McFarland MS, Barnard ES
4. Ward 5 schools, Johns Burroughs
5. Ward 6 schools, Seaton ES
6. Ward 7 schools, Plumer ES & Cesar Chavez

Over 150 parents attended events organized by OLA across FY12.

Voter Registration: OLA embarked on the effort to promote civil engagement among DC Latino eligible voters in light of the upcoming US presidential election. Through collaboration with the DC Board of Elections and Ethics, OLA was able to register new voters and assist residents to update their information when applicable. During National Voter Registration Day, OLA headed a drive throughout the day to register more voters. Through this campaign, OLA assisted a total of 73 residents with their voter registration forms.

“Salud y Seguridad en mi Comunidad,” OLA’s First Community Fair in Ward 5 (Health & Safety in my community): During this FY12, OLA hosted our first Community Fair in Ward 5. The event was extremely successful and involved the collaboration of many different community and government partners, including: the Metropolitan Police Department (with the presence of Chief Grooms), the Fire and Emergency Medical Services department, the Department of Health, the Department of Human Services and the Department of Consumer and Regulatory Affairs; as well as more than 20 non-profit organizations, government agencies, universities and faith-based organizations. Through the help of all of these partners, the event facilitated information on resources and provided on-the-spot health services to Ward 5 residents. Through the coordination and execution of this event, OLA established relationships with many organizations in the area, which opens the door for OLA and OLA’s partners to better reach out to Ward 5 constituents in the future.

“La Feria de Salud para la Comunidad Latina” with Chartered Health Plan [Health Fair for the Latino Community]: Chartered Health Plan invited OLA to collaborate in hosting a Health Fair targeted specifically towards DC’s Latino community. OLA utilized our contacts at non-profit and government agencies to have them participate in this event and provide information and resources to attendees. Over 100 Latino residents attended and engaged in this Health Fair.

Community Day in Ward 7- Amongst a cluster of residential buildings in Ward 7, known for a high concentration of Latino families, OLA organized a Community Day for neighbors to gather in front of their buildings to meet and interact with each other and partake in fun family activities. Parents greeted each other, while kids engaged in fun games and physical activity. OLA invited the Sixth District police officers who patrol this area to meet with and build trust with these community members, in order to increase public safety and encourage residents to report crime. Through the Community Day, OLA successfully strengthened and maintained our trust and relationships with these residents in Ward 7.

“Día de los Niños, Día de los Libros” with DC Public Libraries [Day of Children, Day of Books]: In partnership with DC Public Libraries, OLA coordinated an event in honor of “Día de los Niños, Día de los Libros” [Day of Children, Day of Books], which is a nationally recognized day established by the American Library Association to celebrate children of all backgrounds and to promote literacy. The Mayor’s Office on Latino Affairs promoted this event, engaged the Latino



community to participate in family literacy activities, and arranged to have community leaders and the Salvadorian Consul read in Spanish to a group of students at different libraries in DC.

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

● **Fully Achieved: Evaluation Metrics and Tools to Measure Event Satisfaction**

OLA's Outreach Team developed Post-Event Satisfaction Surveys to capture participants' satisfaction of the overall quality of events. An estimate of 100 **Post-Event Satisfaction Surveys** were captured from participants at specific OLA events (such as Safety Forums, Round-Tables and an Employment Fair). OLA utilized these surveys to gather information on which initiatives were the most successful and how OLA can continue improving its ability to reach out to the community on pertinent issues.

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

Fully Achieved: The Mayor's Office on Latino Affairs collaborated with a variety of partners to coordinate and execute over 12 workshops / roundtable discussions in order to identify and address issues affecting the Latino Community. Through these roundtables, we brought together subject experts and constituents to discuss issues and provide solutions. OLA makes every effort to address the issues through collaboration with DC Government agencies, local non-profit organizations, community groups and constituents. Some of OLA's roundtable discussions during FY12 included:

Understanding Online Risk and the Impact on Youth and Children - OLA, in collaboration with the National Center for Missing and Exploited Children, engaged school representatives, leaders and local agencies who specialize in children, youth and family services to learn more about online safety.

Participants learned more about current safety concerns for youth who are online and on social media networks, and additional challenges that impact children and youth who have access to the internet. Attendees also learned about preventive strategies to proactively minimize and eliminate these issues.

Temporary Protective Status – OLA joined the consular section of the Embassy of El Salvador to reach out to Salvadorian residents in the District of Columbia who wanted to renew their Temporary Protective Status and provide them with assistance. This program has been extended and will allow residents to update their immigration status.

President Obama's Deferred Action Program Roundtable - OLA and the Central American Resource Center (CARECEN) held an educational roundtable discussion at OLA offices to share the details of the policy and process of the new Deferred Action Program, with the assistance of staff at non-profit organizations serving the Latino community.



Economic Success for Immigrant Youth and Adults: the 5th Annual National Immigrant Integration Conference - OLA worked with CASA Maryland and the Central American Resource Center (CARECEN) to coordinate a roundtable discussion on the economic impact of immigrants in the US, particularly in the DC Metropolitan Area. Immigrant workers and business owners have great potential to fuel economic growth by effectively increasing and applying their human capital, by making smart savings and consumption decisions, and by contributing to local and regional economies by owning and growing their own businesses. Amid high unemployment rates and budget austerity across the country, it is essential that economic success programs and initiatives reach immigrants and their children, and are relevant to their needs and aspirations. This track explored a range of approaches being taken to unleash the energy and economic potential of immigrants and their children. Diverse actors from the local government, non-profit and private sectors discussed strategies to assist immigrants in growing their skills, businesses, earnings and savings.

Lethality Assessment Project - Roundtable- The Mayor's Office on Latino Affairs hosted a workshop on the Lethality Assessment Project (LAP), which helps victims of violence or individuals with a high risk of assault or homicide to access a wide array of services more quickly. Advocates from DC SAFE and attorneys from the Legal Aid Society of DC informed the roundtable participants about the LAP, including information on how to assist violence victims to obtain civil protection orders.

OLA coordinated a second roundtable to follow-up and address issues that participants had presented during the first LAP roundtable. These issues included: how case managers should implement and utilize the LAP, and recommendations for working with Police officers on issues of domestic violence.

Latino Business Development Roundtable- the Office on Latino Affairs conducted an inventory of Latino-owned small businesses in Wards 1 and 4 in an effort to improve access to resources for Latino- owned businesses, and held a roundtable discussion of the resources available through DC government. The roundtable was designed to facilitate easier access to local resources and lay a road map for strengthening the economic environment for Latino business-owners through public-private cooperation.

LGBT Round Table - In an effort to reach out to the LGBT community in DC, OLA extended an invitation to members of the Latin@ LGBT community to participate in a round table discussion at OLA headquarters. The goal of this initiative was to gather information first-hand from active members within the Latin@ LGBT community in order for OLA to gain insight on their perceptions of how services are provided to the LGBT community in DC, with a special focus on LGBT Latin@s.

Alliance Community Forum – Along with La Clínica del Pueblo, and other contributing agencies, OLA organized a Community Forum to inform members from the about relevant upcoming changes to the Alliance Health Plan. This health plan grants access to health insurance amongst many low-income members of Latino community. The forum served as an opportunity to service providers and community members to learn details and ask questions about changes that are taking place to the Alliance Health Plan.



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.**

Fully Achieved: The main objectives of the Language Access and Advocacy Program included specialized linguistic and culturally competent technical support, promotion of awareness of Language Access, and providing data gathering expertise for District agencies named under the DC Language Access Act, the Executive Office of the Mayor, and any requesting organization, with the aim of increasing awareness of, and access to, DC government services to the city's Latino population with emphasis on those agencies under the Language Access Act. This was accomplished in close collaboration with OLA's Press information Officer, who facilitated the distribution of pertinent material through different social media outlets, such as Facebook and Twitter.

The objective of this initiative is to leverage new technologies to reach the District's Latino community to supplement the existing strategies used to get information out to the Latino community. Past efforts included door knocking and delivering flyers near metro areas. These methods prove to be of use and are great ways to get face to face interaction (which has been proven to be a very effective way to communicate with the Latino Community). However, the new methods will enable OLA to disseminate information in a faster and more cost-effective manner. OLA uses a weekly newsletter to illustrate the work that is being done by OLA; OLA funded agencies and other D.C. partner government agencies. OLA uses social media such as Facebook, Twitter and YouTube to develop innovative programming that is used to disseminate information from District Agencies covered by the Language Access Act to the Latino community.

The weekly newsletter has increased its audience from 489 subscribers to a total of 2000 subscribers. The weekly newsletter also includes a biweekly Job Announcement newsletter that is created with the efforts of the LAA department and the Press information Officer. The job announcement newsletter is promoted through Facebook and twitter. The number of subscribers increases each month by up to 20 subscribers. The numbers of job openings that have bilingual requirements have also doubled from 7 to up to 15 postings. All materials have the OLA logo promote the office's social media channels, and office information.

● **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.**

Fully Achieved: The purpose of this initiative is to leverage new technologies to reach the District's Latino community to supplement the existing strategies used to get information out to the Latino community. It is important to highlight that young Latinos between the ages of 14-34 spend countless hours texting, tweet and writing status updates. OLA has developed a Facebook page that provides materials that enable them work effectively cross-culturally. The information posted on the Facebook page provides our readers with the ability to understand that EOM and DC government (1) value diversity, (2) understands the dynamics of the district diverse population, (3) promote and institutionalize cultural knowledge, and (4) provide services to the diversity and cultural contexts of the individuals, families and communities.



OLA's Facebook page has increased in popularity. The Facebook page has a traffic rate of 68% of all its fans. The OLA Facebook page continues to provide a linguistically and culturally appropriate platform. The OLA Facebook page had 242 likes and currently has 531 likes most of which are in the ages of 14-35. In a course of one year the twitter platform has increased by 200%, due to the new strategies that provide linguistically and culturally appropriate information to its followers.

In following OLA's objective of providing specialized linguistic and culturally competent marketing, promotion and communication expertise for EOM and the 34 agencies named under the Language Access Law, the Language Access and Advocacy program "expanded its presence" in the Office on Latino Affairs' webpage. Working in coordination with OLA's Press Information Officer, the Language Access program provided quality control of information materials on Language Access translated into Spanish. The Language Access Program will also develop a section on Internships, and work in coordination with other departments at OLA to create a more systematic and coordinated effort to recruit potential bilingual students and bilingual summer youth program candidates interested in working at the agency. This section will make use of social media resources, such as You Tube and Facebook. This project has been currently delayed due to OCTO's scheduling of site transfers, although OLA has been preparing materials to be posted in both languages, and will complete this initiative once OCTO is ready to upload it.

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

Fully Achieved: The main objective of this initiative is to leverage the new ways to reach Latinos with information that is linguistically and culturally appropriate through social media and radio platforms. OLA counts with a set of valuable strengths that OLA applies to advance its mission. These efforts require OLA to focus its resources and efforts through informative brochures, flyers, and posters that emphasize OLA's mission. All OLA brochures are created in English and Spanish which have gone through the process of quality control that is done by LAA department to ensure that the information is linguistically and culturally appropriate.

Through community, government and OLA sponsored events in FY2012 Q3 and Q4 OLA has been able to distribute over 2500 brochures with OLA's mission, program information and accomplishments in both English and Spanish to the LEP/NEP Latino residents of the District of Columbia. In FY 2013 Q4, OLA was able to distribute over 300 Polypropylene Reusable Grocery Bags with the OLA's logo and contact information. Each bag contained OLA's social and business information to ensure that a connection is made between residents and OLA. All new printed materials have been sent to local media and national Spanish media affiliates to ensure that they understand OLA's new communication plan. OLA has maintained a strong relationship with the local area Spanish radio personalities to ensure that they plug in OLA's Newsletter, Facebook page and twitter page.



Key Performance Indicators – Details

Performance Assessment Key:

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

	KPI	Measure Name	FY 2011 YE Actual	FY 2012 YE Target	FY 2012 YE Revised Target	FY 2012 YE Actual	FY 2012 YE Rating	Budget Program
	1.1	Percent of clients at non-profits funded by OLA that report satisfactory experiences with programs and personnel.	0	80%	90%	93.55%	116.94%	COMMUNITY RELATIONS & OUTREACH
	2.1	Number of Language Access Act covered agencies receiving technical assistance.	31	25	30	88	352%	ADVOCACY PROGRAM
	3.1	Number of Latinos reached at events in Wards 5,6,7 and 8	425	520	925	1,357	260.96%	COMMUNITY RELATIONS & OUTREACH
	4.1	Number of impressions made through social media sites	0	1,000	2,157	2,152	215.20%	COMMUNITY RELATIONS & OUTREACH