2010 STRATEGIC PLAN

MISSION

The Commission on Hispanic/Latino Affairs is a non-partisan state agency working toward economic, educational, and social equity, including promoting cooperation and understanding. The Commission identifies, measures, and reviews programs and legislation and researches challenges and opportunities affecting the Hispanic/Latino community. The Commission identifies solutions and provides recommendations to the governor and legislature.

VISION

The Commission on Hispanic/Latino Affairs will bring together community organizations, State agencies, municipal leaders, and local activists in a collaborative way to address the various challenges facing Hispanics and Latinos and to seek proactive, creative solutions that will have lasting impacts on the State of Indiana.

EXECUTIVE SUMMARY

A focused, step-by-step approach to addressing some of the many challenges facing Hispanics and Latinos throughout the state of Indiana is necessary in order for the Indiana Commission on Hispanic/Latino Affairs to affect meaningful, impactful changes over the short, medium, and long terms. This plan, a constantly evolving and malleable working document, creates clear, specific objectives and subsequent strategies to be implemented in response to needs that have been consistently identified in Hispanic and Latino communities across the state.

By organizing these objectives and strategies in a way that utilizes existing subcommittees to carry out short, medium, and long term timelines, ICHLA will be able to set deadlines for the attainment of specific goals and implement strategies clearly and systematically. Ultimately, this will help ICHLA fulfill its mission of working toward economic, educational, and social equity.

EDUCATION SUBCOMMITTEE

Members:
Chairperson: Janie Duke, Indiana Department of Education
Co-Chairperson: Lauren Harvey, Indiana Department of Education
Andrea Bueno, Indiana Office of Community and Rural Affairs
Beth Meece, Southwest DuBois County School Corporation
Carol Carrington, Crawfordsville Community Schools
Ellen Kruelwitch, Elkhart Community Schools

CHALLENGE 1: Young Latino Professional Engagement

Exposing Hispanic and Latino youth to experiences in professional settings is pivotal to opening doors for future professional and personal development. Too often, low and moderate income students in both high school and two-year college settings are not afforded access to these leadership opportunities through the existing educational system, and developing extra-curricular educational components is crucial to allowing them to expand the hopes and dreams for the future.

The state of Indiana and the Office of the Governor offer a certain number of unpaid fellowship positions, called Governor's Fellows. Unfortunately, very few Hispanic students take advantage of these opportunities, stemming from a lack of awareness that such programs exist.

Similar summer leadership seminars and programs exist for high school students, as well. While they are plentiful, a communication gap exists between Hispanic and Latino students and the agencies, organizations, and businesses providing these opportunities.

OBJECTIVE 1: ICHLA OJT/Leadership Program

Pairing young Latino students with successful business leaders in the community is an optimal way to create lasting relationships, spur confidence for youths and an understanding of business practices, and empower participants to visualize all the possibilities for success that are available to them in Indiana.

By working with Indiana's public schools and local chambers of commerce throughout the state on the development of program guidelines, ICHLA can assist Latinos from moderate-income families find growth experiences with some of the top Latino-owned companies. This program is to be developed over the 2010-2011 fiscal year to be implemented in Summer of 2011.

KEY STRATEGIES (LONG-TERM PROJECT)

- ICHLA will solicit feedback and ideas from the Greater Indianapolis Chamber of Commerce's Hispanic Business Council in an effort to garner much-needed focus on insight into potential challenges and opportunities of any such program. **(DEADLINE: APRIL 21, 2010) COMPLETED**

- ICHLA Education Subcommittee members will identify a specific geographical area that will serve as the focus for any such program to be created over the course of the coming year. **(DEADLINE: MAY 14, 2010) COMPLETED**

- ICHLA Education Subcommittee members will develop application instructions, marketing materials, and guidelines for counselors and teachers who are recommending students for the program. **(DEADLINE: JUNE 17, 2010)**

- ICHLA Education Subcommittee Chairperson Janie Duke will present the materials to ICHLA Commissioners for final approval. **(DEADLINE: JUNE 24, 2010)**

- ICHLA will approach the local chamber of commerce or other business entities in the area selected for pilot project to garner support and partnership on the project. **(DEADLINE: JULY 16, 2010)**

- ICHLA Education Subcommittee will finalize details for a training seminar to be conducted prior to the commencement of the program in 2011, including recruitment of speakers and partners, development of itinerary and workshop materials, and selection and confirmation of location. **(DEADLINE: SEPTEMBER 24, 2010)**

- ICHLA Education Subcommittee will present final details for the program to ICHLA commissioners for final approval. **(DEADLINE: OCTOBER 28, 2010)**

OBJECTIVE 2: ICHLA Involvement Identification Program

Helping young Latinos capitalize on the extra-curricular opportunities available to them is an important charge that ICHLA can take on. By identifying existing leadership and internship programs around the state, ensuring that students are being made aware of such opportunities by working with local school boards and community organizations, and assisting students in the process of preparing resumes, interviewing, and submitting materials, ICHLA will increase the numbers of Latinos in the Governor's Fellowship and other important programs across the state. Moreover, this will allow ICHLA to track students, monitor their progress, and establish with them long-term, lasting relationships.

KEY STRATEGIES (SHORT-TERM PROJECT)

- At the various campuses at the different public and private universities and colleges in the state, ICHLA will promote Governor Fellowship opportunities to students in two-year institutions and solicit applications. **(DEADLINE: JUNE 15, 2010)**

- Subcommittee will seek out other available opportunities for young Latinos, such as the SEED program, the Senate and House page programs through Indiana's various Members of Congress, and the Leadership Forum program. **(DEADLINE: JUNE 17, 2010)**

- Subcommittee will reach out to their business contacts and local school boards for candidate recruitment and to promote opportunities through various channels. **(SEPTEMBER 1, 2010)**

CHALLENGE 2: Parental Education and Resource Awareness

According to a 2003 study by the Pew Research Center, the composition of the Hispanic population in the United States is currently in the midst of a significant shift whereby "births are outpacing immigration as the key source of growth" (Suro & Passel, 2003). As a result of this shift, by 2009 nearly 90% of Hispanic children under the age of 18 were born in the United States, a statistic that has significant implications not only for them but for their families. While the majority of these children (79%) are fully fluent in English, their parents – often first-generation immigrants themselves – are most often not. Additionally, 40% of parents of second-generation students have attained less than a high school education.

While the family unit in Hispanic and Latino families tends to be extremely strong and a powerful source of influence on children, making parents of second-generation students aware of the resources available to their children can be a difficult task. Often, these parents don't fully understand the state and federal educational systems, the process by which students can apply for financial aid or scholarships, the supplemental educational resources in place to help minority students, and the overall significance of attaining educational success through post-secondary degrees.

OBJECTIVE 3: Exploring the Feasibility of a Statewide Parent Education and Awareness Program

Forging a statewide approach to educating Latino parents of school-aged children and raising awareness of existing resources are essential to laying the foundation for the next generation of Latinos. ICHLA's subcommittee on Education will begin looking at key elements to any such program and investigate the feasibility of its creation, including seeking out potential partnerships, engaging communities in conversations about the subject, and crafting curriculum for a potential 2010-2011 project.

KEY STRATEGIES (MEDIUM-TERM PROJECT)

- Executive Director will visit IU-Southeast to study intricacies of the existing program and explore ways in which the model might be used to create a statewide approach for Indiana. **(DEADLINE: MAY 12, 2010) COMPLETED**

- Education Subcommittee will identify school districts servicing significant Latino populations, those with ESL Coordinators, and establish what parental awareness and other education campaigns aimed at families are being instituted. **(DEADLINE: AUGUST 14, 2010)**

- IUS New Neighbors Program Leadership will share information with ICHLA commissioners about the success of the programs. **(DEADLINE: AUGUST 27, 2010)**

- ICHLA will solicit partnerships from community organizations and colleges/universities on the project, contact outreach coordinators to pitch the importance of community engagement, and formulate leadership teams in each area consisting of representatives from said organizations and ICHLA commissioners in the immediate area. **(DEADLINE: SEPTEMBER 15, 2010)**

- In collaboration with community organizations and local education leaders, develop curriculums for training and establish the length of said trainings. **(DEADLINE: SEPTEMBER 30, 2010)**

- Subcommittee members and Executive Director, working with each of the leadership teams, will develop marketing and promotional materials to solicit participation from the members of the Latino community in each city. **(DEADLINE: OCTOBER 30, 2010)**

- Subcommittee will report back to ICHLA commissioners about their findings and make recommendations for the 2010-2011 fiscal year. **(DEADLINE: DECEMBER 17, 2010)**

BUSINESS SUBCOMMITTEE

CHALLENGE 1: MWBE Resources Awareness Among Small, Latino-owned Businesses

Often times, Hispanic and Latino-owned small businesses are not aware of the free resources available to them through the state of Indiana. The Minority and Women's Business Enterprise certification program is one such resource, offering free training seminars, providing information on potential business opportunities with the state, and facilitating an exchange of information between large and small companies throughout Indiana.

Currently, a relatively small number of Latino-owned businesses are certified with the state as MWBE. Of these, more than 35% are located in Indianapolis. The reality is that a lack of awareness about the program definitely exists, particularly in communities outside of Indianapolis. While certainly not the only factor that can result in business development, MWBE can be one of a number of important tools to be taken advantage of by small businesses as they grow and compete in the Indiana marketplace.

OBJECTIVE 1: MWBE Training Seminar Series

By partnering with local chambers of commerce, the Indiana MWBE Commission, and the Indiana Department of Administration, ICHLA can piggy-back on training already taking place to ensure that existing small and medium-sized business owners have access to information on the program and understand the process for registration. The goal is to increase both awareness and numbers of certified businesses, not just in Indianapolis but around the state. The role of ICHLA would be to act as conduits to the community, to facilitate training and learning opportunities, to attract attendance to training seminars, to make use of existing training and certification opportunities, and to ensure that training is being done in a manner that makes sense for individual communities.

ICHLA commissioner Representative Mara Candelaria-Reardon already has spearheaded such trainings in the past in Northwest Indiana, and the idea would be to use that model in other communities in the state.

KEY STRATEGIES (MEDIUM-TERM PROJECT)

- Subcommittee chairman and executive director will work to recruit subcommittee members from across the state. **(DEADLINE: APRIL 30, 2010) IN PROGRESS**

- ICHLA should identify three cities or areas of the state that contain relatively high numbers of Latino business owners. **(DEADLINE: APRIL 30, 2010) COMPLETED**

- ICHLA will reach out to local organizations, including local Hispanic chambers of commerce, to solicit partnerships, encourage participation of these organizations, and garner help in attracting business participants. **(DEADLINE: JUNE 4, 2010)**

- ICHLA will work with local organizations, the MBWE Commission, and IDOA to schedule training opportunities in the three selected areas. **(DEADLINE: JUNE 11, 2010)**

- ICHLA commissioners will work with their contacts and local organizations to promote the training and ensure adequate attendance, with the goal falling between 15-20 business owners per session. **(DEADLINE: AUGUST 30, 2010)**

- MBWE will carry out trainings. **(DEADLINE: SEPTEMBER 15, 2010)**

CIVIL RIGHTS SUBCOMMITTEE

CHALLENGE 1: Access to Capital in Community Building Efforts

Access to capital for business development is a key issue facing growing Hispanic and Latino small business owners in Indiana. Having sufficient capital to make immediate investments that can have long-term benefits is a barrier for continued development, and traditional banks and lending institutions are often unwilling to make small loans to businesses that don't have a long track record of success. Even organizations such as the Small Business Administration generally promote start-up loans of up to $25,000, far more than most small business owners can afford and without the peer incentive programs in place that can dictate how successful the program ultimately is.

The concept of micro-lending is one that has had tremendous success in numerous countries, and even in some communities in the United States. The Indiana Housing and Community Development Authority is sponsoring a micro-lending program using their funding and working through Community Action Programs in regions across Indiana, and ICHLA has entered into discussions to potentially serve as a pilot model for applying this system in Hispanic and Latino communities.

OBJECTIVE 1: Business Expansion and Entrepreneurship Program – Latino Pilot Project

Working with IHCDA, ICHLA can partner on a revolving loan pilot program to be administered by a CAP in one of Indiana's regions. The program will involve business plan development and training for micro-businesses in basic business practices that will help them flourish with new injections of capital. Similar systems are being used extensively in Mexico and the Middle East. In the United States, it is somewhat already in existence, though it has never been directly applied to Hispanic communities. ICHLA will serve as conduit between CAPs and Hispanics in their community, sponsors of and partners in the program, and counselors for borrowers.

KEY STRATEGIES (MEDIUM-TERM PROJECT)

- By working with IHCDA, ICHLA must identify one community to serve as a potential pilot project. **(DEADLINE: MAY 3, 2010) COMPLETED**

- Together with IHCDA and the appropriate CAP, ICHLA commissioners will study existing similar programs and develop clear lending guidelines and protocols for borrowship. **(DEADLINE: JUNE 1, 2010) COMPLETED**

- ICHLA commissioners will work with local small business owners to help them forge peer groups, create simple business plans, and make presentations to the advisory board making the lending decisions. **(DEADLINE: AUGUST 13, 2010)**

- ICHLA, IHCDA, and the local CAP will create curriculum for a mandatory, one-day seminar for borrowers and carry it out. **(DEADLINE: SEPTEMBER 30, 2010)**

- IHCDA and the CAP will distribute the first set of loans. **(DEADLINE: OCTOBER 30, 2010)**

- ICHLA commissioners will follow-up with CAPs and local borrowing businesses to gather information on the status of the loans and formulate a report to be included in ICHLA's larger report. **(DEADLINE: NOVEMBER 30, 2010)**

- ICHLA will review the validity of the reported data and decide whether to pursue micro-lending in other communities in kind. **(DECEMBER 31, 2010)**

HEALTH SUBCOMMITTEE

Members:
Chairperson: Michelle Stein-Ordoñez, Indiana Family and Social Services Administration
Aida McCammon, Indiana Latino Institute
Andrea Perez, Indiana State Department of Health
Cynthia Rivas, Healthy East Chicago
Daisy Davila, Mexican Consulate
Daniel Soto, City of Bloomington
Diana Montiel, Elkhart General Hospital
Gilberto Perez, Northeastern Center
Gloria King, Wishard Hospital
Guadalupe Lewis, Casa Mateo
Hilda Brady, Citizens Health Care

CHALLENGE 1: Rising Rates of Obesity, Diabetes, and Heart Disease in Latino Communities

There exists a clear link between extraordinarily high obesity rates among Latinos in Indiana and other health concerns, most specifically diabetes and heart disease. These public health challenges can often be tied back to socio-economic factors and a lack of awareness about healthy lifestyle options and prevention strategies.

As incidences of obesity and, subsequently, diabetes and heart disease continue to rise, Latino communities face ever-increasing healthcare costs and other detriments to general quality of life. Moreover, lifestyle habits seem to be passed from one generation to the next, creating long-term habitual problems within such communities.

OBJECTIVE 1: Obesity, Diabetes, and Heart Disease Education and Awareness Assessment Project

Programming to increase awareness among Hispanics and Latinos concerning issues of health-related challenges related to obesity already exists through various state and federal public health and education agencies. Identifying the most significant factors resulting in these challenges is an essential first-step in creating any substantive plan for ICHLA to pursue. Additionally, partnering with other agencies to act as a conduit between them and the Latino populations they seek to serve is a crucial role that ICHLA can play in helping to ensure that information is reaching those who need it and increased awareness is indeed taking place.

KEY STRATEGIES (MEDIUM-TERM PROJECT)

- Through the Health Subcommittee, ICHLA will analyze existing data and identify the major factors leading to the rise in obesity among Latinos in communities throughout Indiana. **(DEADLINE: MAY 12, 2010) COMPLETED**

- Utilizing ICHLA commissioners as links to each community, the Subcommittee will identify the most prevalent existing programming that are already being carried out in these communities by other federal, state, and local agencies and evaluate the effectiveness and reach of each program. **(DEADLINE: MAY 28, 2010) COMPLETED**

- In collaboration with these agencies, the Subcommittee will work to identify strategies it can efficiently carry out to ensure programming reaches those in the community who most need it. **(DEADLINE: AUGUST 1, 2010)**

- At June's ICHLA meeting, Subcommittee members will report back to the greater commission on the status of the project. **(DEADLINE: AUGUST 30, 2010)**

- Subcommittee will work with agencies to incorporate these strategies into existing programming. **(DEADLINE: SEPTEMBER 15, 2010)**

- Subcommittee will report back to the larger commission at the August ICHLA meeting on the effectiveness of the project and determine whether additional programs can be identified for similar projects in the future. **(DEADLINE: OCTOBER 31, 2010)**