



**FY 2015 PERFORMANCE PLAN  
Office on Latino Affairs**

**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 awards community-based grants, forms strategic partnerships, conducts community relations, and provides outreach support and advocacy for 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**

<b>Measure</b>	<b>FY 2012 Actual</b>	<b>FY 2013 Actual</b>	<b>FY 2014 YTD<sup>1</sup></b>
Number of Latinos residing in the District	57,749	69,170 <sup>2</sup>	70,712 <sup>3</sup>
Constituent Inquiries/ Technical Assistance Sessions	1,450	1,755	2,405
Number of Grant Applications Received	70	70	73

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

**INITIATIVE 1.1: 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, education, immigration, economic development, public safety and housing. 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: September 2015**

**INITIATIVE 1.2: Language Access implementation of technical support (production and distribution of materials and resources) based upon specific issues/and prioritized agencies identified by the LA monitor’s feedback obtained from different CBOs and DC government frontline centers during FY2014.**

OLA will continue the development of agency-tailored technical support to be provided to the five prioritized LA agencies identified by the Language Access Monitor as having the most challenges to implement the LA Law. The LA program will be focused mainly

<sup>1</sup> Year to Date estimate as of September 30, 2014

<sup>2</sup> Annual Estimate Publish by Census, July 2014

<sup>3</sup> Projection based on AVG 2.23% annual population growth in DC from 2010 through 2013



on developing concrete materials and resources tailored to the needs of each of these LA agencies. The effectiveness of this initiative will be determined by the number of sites to which the technical support will be given and the production and distribution of at least 3 materials/resources for each of the five prioritized agencies. The timeline proposed for this initiative will be as follows: Q1–Q2 will be dedicated to development and production of materials, while Q3–Q4 will be focused on the distribution and assessment of materials/resources. **Completion Date: September 2015.**

**INITIATIVE 1.3: Office on Latino Affairs will develop a comprehensive marketing and communication plan that includes outreach to DC Latino residents through text messaging.**

OLA started disseminating information through text-messaging targeted to Latino residents to provide weekly event updates, announcement of initiatives and information about partnerships. Given the successful implementation of messaging during FY 2014, in FY15, OLA will explore enhancing the messaging services by including media files and hyperlinked text to direct constituents to web-content. **Completion Date: September 2015.**

**OBJECTIVE 2: Facilitate greater access to economic development resources among DC Latino-owned businesses.**

**INITIATIVE 2.1: Utilize Latino owned business data gathered during FY 2013 and FY 2014 to identify trends and barriers relating to the success of their business**

OLA will utilize existing data on Latino-owned businesses in the District of Columbia using surveys, questionnaires, and focus groups in order to identify barriers confronting Latino-owned businesses. OLA’s outreach department will submit a final report indicating appropriate technical assistance for Latino businesses. OLA will coordinate three business related technical assistance workshops/conferences in FY2015. **Completion Date: September 2015.**

**INITIATIVE 2.2: Ensure that the Latino business community has access to available technical assistance.**

OLA will work to make the Latino business community more competitive in the new economy by partnering with DSLBD to provide technical assistance on compliance with D.C. regulations and development of business tools (e.g. business plans, financials, etc.). **Completion Date: September 2015.**

**OBJECTIVE 3: Assist Latinos in acquiring workforce skills that help them succeed in and foster the growth of the new economy in the District.**

**INITIATIVE 3.1: Promote Employment Fairs.**

OLA will collaborate with District, CBO, and private sector partners to organize and promote employment fairs and disseminate information about available jobs among Latinos. **Completion Date: September 2015.**



**INITIATIVE 3.2: Support Workforce Development Programs.**

OLA will make one additional investments in workforce development programs that help Latinos meet job market demands of the new economy (for a total of four workforce development projects). **Completion Date: September 2015.**

**OBJECTIVE 4: Improve the quality of Life among Latinos.**

**INITIATIVE 4.1: The LA program, through its Language Access Monitor, will continue monitoring DC government sites, and maintaining visits to CBOs to continue identifying areas of technical support, and initiatives for OLA.**

Monitoring of the next five prioritized DC government agencies' frontline sites and continuous fostering of OLA's relationship with employees at the different Latino-serving community based organizations in order to identify areas of improvement for the DC government agencies under the Language Access Act. This monitoring and fostering of relationships will also help OLA to determine development and implementation of the technical support that may be provided by OLA. The effectiveness of this initiative will be determined by the number of OLA grantees engaged, the number of DC government frontline sites visited, and the number of individuals providing feedback through surveys. **Timeline: Q1 –Q4. Reporting will be done quarterly with a final annual report presenting findings and recommendations. Completion Date: September 2015.**

**INITIATIVE 4.2: Facilitate one round-table discussion per quarter 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: September 2015.**

**INITIATIVE 4.3: 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: January 2015.**



**KEY PERFORMANCE INDICATORS – *Office on Latino Affairs***

<b>Measure</b>	<b>FY 2013 Target</b>	<b>FY 2013 Actual</b>	<b>FY 2014 Target</b>	<b>FY 2014 YTD<sup>4</sup></b>	<b>FY 2015 Projection</b>	<b>FY 2016 Projection</b>
Percent of grantees that show satisfactory performance according to grants monitoring program.	85%	87%	90%	92%	95%	98%
Percent of grantees that report satisfactory experience with capacity building program.	85%	88%	90%	92%	95%	97%
Number served by OLA Grantees.	54,200	56,325	58,200	64,000	62,600	64,000
Number of Language Access Act covered agencies receiving technical assistance.	34	33	28	33	32	33
Percent of attendees that report satisfactory experience with OLA sponsored events.	75%	78%	80%	90%	85%	90%
Number of text messages sent to DC Latino residents	NA	NA	2,000	43,508	44,000	45,500
Number of attendees at OLA Employment Fairs	NA	NA	150	188	200	300

<sup>4</sup> Year to Date estimate as of September 30, 2014  
*Office on Latino Affairs*  
*Government of the District of Columbia*