

Office on Latino Affairs FY2016

Agency 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.

2016 Objectives

FY16 Objectives

Objective Number	Objective Description
(empty) (1 Objective)	
4	Improve the quality of Life among Latinos.
Grants (1 Objective)	
1	Improve Latino-serving non-profit organizations' institutional capacity, skills, and service program quality for services offered to DC Latinos.
Outreach (2 Objectives)	
2	Facilitate greater access to economic development resources among DC Constituents (resident and/or Business owners).
3	Assist Latinos in acquiring workforce skills that help them succeed in and foster the growth of the new economy in the District.

2016 Key Performance Indicators

Measure	Division	Frequency of Reporting	FY 2013	FY 2014	FY 2015	FY 2015 Target	FY 2016 Target
1 - Improve Latino-serving non-profit organizations' institutional capacity, skills, and service program quality for services offered to DC Latinos. (3 Measures)							
Percent of grantees that show satisfactory performance according to grants monitoring program		Annually					98
Percent of grantees that report satisfactory experience with capacity building program.		Annually					97
Total number of clients served through MOLA grantees.		Annually					30000
3 - Assist Latinos in acquiring workforce skills that help them succeed in and foster the growth of the new economy in the District. (2 Measures)							
Percent of attendees that report satisfactory experience with OLA sponsored events.		Quarterly					90
Number of attendees at OLA Employment Fairs		Quarterly		188	300		300

4 - Improve the quality of Life among Latinos. (2 Measures)							
Number of text messages sent to DC Latino residents		Quarterly					100
Language Access Act covered agencies receiving technical assistance		Quarterly					39

2016 Workload Measures

Measure	Frequency of Reporting	FY 2013	FY 2014	FY 2015
Workload Measure (3 Measures)				
Number of Latinos residing in the District	Annually	69,170	70,712	70,712
Number of Grant Applications Received	Annually	70	73	89
Constituent Inquiries/ Technical Assistance Sessions	Annually	1,755	2,405	3,000

2016 Initiatives

Objective Number	Objective Title	Initiative Number	Initiative Title	Initiative Description
(empty) - 4 (2 Initiatives)				
4		4.1	Create weekly activities and events that support and enhance Mayor Bowser's Initiatives.	MOLA will coordinate more than 100 activities tailored towards Latinos across all wards that support and enhance Mayor Bowser's initiatives. Activities are aligned to Mayor Bowser's budget priorities, and include (but not limited to) educational workshops, business outreach, flu clinics, HIV/AIDS educational outreach and condom distributions, health and fitness activities, and public safety forum.
4		4.2	Office on Latino Affairs will develop a comprehensive marketing and communication campaign to effect behavior modification and increase awareness amongst the Latino population in the District of Columbia	MOLA will develop and execute a marketing campaign to improve the quality of life of Latino residents by addressing issues related to human services, health, education, housing, economic development, and employment. Critical and relevant information will be disseminated through online, media, radio and print marketing. This initiative will be enhanced by MOLA's resources, expertise and capability with social media and text-messaging targeting over 9K Latinos in the District of Columbia.
TOT				
Grants - 1 (2 Initiatives)				

1		1.1	Coordinate a "State of Latinos" Community Forum.	MOLA will coordinate with public, nonprofit and private sector partners in putting on a community forum to identify issues and solutions to challenges faced by Latinos in the areas of health, education, immigration, jobs and economic development, public safety, arts and the creative economy, and housing.
1		1.2	Provide comprehensive technical assistance to community-based organizations and Latino-owned small business in the District of Columbia.	MOLA will development an industry-specific technical assistance program to assist over 50 community-based organization and businesses serving Latino residents in the District of Columbia. MOLA will achieve this endeavor through capacity building workshops and one-on-one technical assistance.
TOT				
Outreach - 2 (2 Initiatives)				
2		2.1	Coordinate Executive Training for Women owned enterprises.	MOLA will coordinate executive training for Women and Women-owned business in the District of Columbia. Training will be in the form of workshop series titled "Women Empowerment Workshop Series". The training program also includes a mentoring match component where new entrepreneurs will be matched with mentors.
2		2.2	Coordinate Professional Licensing program for undocumented residents and/or business owners.	MOLA will work to make the Latino business community more competitive in the new economy by partnering with DSLBD, DCRA, DOH and other regulatory office to provide a pathway for undocumented resident to acquire professional licensing in areas such as Cosmetology, Electricians (various levels), dental hygienist and other relevant fields.
TOT				
Outreach - 3 (2 Initiatives)				
3		3.1	Coordinate Industry specific Job Fairs.	MOLA will collaborate with District government agencies, CBO, and private sector partners to organize and promote employment fairs and disseminate information about available jobs among Latinos.
3		3.2	Coordinate College Access Workshops.	MOLA will coordinate four college access workshops and fairs for residents in the District of Columbia. MOLA launch two pilot workshops in FY2015 to better understand challenges and barriers to college access. FY2016 Series will address challenges identified in FY2015 from participants.
TOT				
TOT				