



Michigan Commission  
on Spanish Speaking Affairs  
**2007 Annual Report**  
[www.michigan.gov/cossa](http://www.michigan.gov/cossa)

Michigan Department of Energy, Labor & Economic Growth

# About COSSA...

**O**N JULY 15, 1975, THE MICHIGAN LEGISLATURE AND THE GOVERNOR approved Public Act 164, which created the Michigan Commission on Spanish Speaking Affairs, the Office on Spanish Speaking Affairs and the Interagency Council on Spanish Speaking Affairs. The Governor reinstated the COSSA Interagency Council per Executive Order 2003-18.

Commissioners are appointed by the Governor, with the advice and consent of the Senate. Commissioners are appointed for three year terms and may be reappointed.

The purpose of the Commission (COSSA) is to develop a unified policy and plan of action to serve the needs of Michigan's Hispanic people. The law directs the Commission to:

- ❖ Advise the Governor, the legislature, and the office, concerning the coordination and administration of state programs serving Hispanics.
  - ❖ Make recommendations to the Governor and the Legislature regarding changes in state programs, statutes, and policies.
  - ❖ Advise the Governor and legislature of the nature, magnitude, and priorities of the problems of Hispanics. Review and advise the Governor and legislature on the State's policies concerning Hispanic affairs.
  - ❖ Review and approve grants to be made from federal, state or private funds which are administered by the office.
- ❖ Secure appropriate recognition of Hispanic accomplishments and contributions to this State.
  - ❖ Review and approve the Annual Report by the Office of Spanish Speaking Affairs.



# 2007 Strategic Plan

## Strategic Plan 2007–2011

### Focuses on three key areas:

- ❖ Economic Development
- ❖ Education
- ❖ Legislative & Civic Engagement

The Strategic Plan identifies the areas of priorities and annual milestones as established by COSSA and provides focus on specific areas for the benefit for all of the Hispanic community in Michigan. However, the work of COSSA is not exclusive to the areas outlined in the Strategic Plan. On occasion issues will arise that will require the attention and action by COSSA and they stand prepared to address issues that impact Hispanics in Michigan.

COSSA aims to be a catalyst for positive change and seeks to work proactively with local and state leaders in establishing policies and programs with the goal of improving the quality of life for Hispanics in Michigan. The Strategic Plan 2007–2011 will serve as a guide for the important work of the Commission.



# Strategic Plan Priority Areas, Milestones and Accomplishments

## Priority Area: Economic Development

### Goals:

- 1) Promote economic development and entrepreneurial opportunities for Hispanics
- 2) Increased economic influence by Hispanics in Michigan
- 3) Increased personal financial strength of Hispanics

Milestones	Accomplishments
1. COSSA will participate in a business forum and collaborate to sponsor a business forum for Hispanics in Michigan.	Cosponsored the 2007 Michigan Hispanic Expo in Detroit and coordinated a Hispanic Business Forum held during the Expo entitled "How to do business with the State of Michigan."
2. COSSA will partner with business organizations to promote economic development opportunities.	Coordinated a Hispanic Business Forum with staff from the Dept. of Management and Budget, MI Economic Development Corporation and MI Dept. of Labor Economic Growth that was held during the Expo entitled "How to do business with the State of Michigan."
3. COSSA will distribute information to media on Hispanic business achievements and events.	The Business Forum that was held at the Expo was recorded and televised to over 3500 Expo attendees.
4. COSSA will promote new Hispanic business developments	Informational forum at the 2007 Hispanic Business Expo.
5. COSSA will present the Hispanic Entrepreneur of the Year award.	COSSA's presented the 2nd Annual Hispanic Entrepreneur of the Year Award at the Hispanic Business Expo in September 2007. The recipient was Ms. Lydia Gutierrez of Hacienda Foods, Detroit, Michigan.
6. COSSA will participate in two Hispanic business expos attracting Hispanic entrepreneurs.	Cosponsored the 2007 Michigan Hispanic Expo in Detroit that was held in September 2007.
7. COSSA will increase awareness of Hispanics in the area of personal finance.	Ongoing.
8. COSSA will increase awareness of impact of Proposal 2 on state and local government procurement programs.	A Hispanic Business Forum was held at the Hispanic Business Expo which had panelists from the MI Dept. of Management & Budget, MI Economic Development Corp. and the MI Dept. of Labor and Economic Growth that addressed this issue.
9. COSSA will enhance personal finance strength through home ownership and other personal investment opportunities.	Ongoing.
10. COSSA will establish and maintain Hispanic business to business relationships.	Ongoing.
11. COSSA will analyze trends in the workplace to ensure future generations are prepared to access opportunities in the workplace.	Ongoing.

# Strategic Plan Priority Areas, Milestones and Accomplishments

## Priority Area: Education

### Goals:

- 1) Assist in increasing the educational achievement of all Hispanic students from pre-kindergarten through college from 2006 levels to pre-determined levels for 2011.
- 2) Assist in increasing the number of Hispanics entering into the educational profession from 2006 levels to pre-determined levels for 2011.

Milestones	Accomplishments
1. COSSA will participate in the Hispanic Heritage Scholarship Awards Selection Committee for high school graduates in order to encourage and facilitate Hispanic students to enter post-secondary education, improve academic achievement, and provide peer role models.	COSSA Staff participated in the Hispanic Heritage Scholarship Awards selection committee. Scholarships were presented by the Michigan Hispanic Caucus at the Michigan Hispanic Caucus Recognition Dinner.
2. Meet with representatives of the Department of Education regarding Hispanic student achievement in order to share milestones, have a dialogue to improve the graduation rate, establish parameters how MDE can gather data, determine how MDE will assist in Hispanic student programs, determine how MDE will assist in programs and policies regarding undocumented students, assist in gathering data and information on best practices, and also assist in developing a demographic map.	Met with State Superintendent Mike Flanagan and staff to discuss milestones and to propose a 2007 Education Summit, to be held in partnership with the MI Department of Education.
3. Co-convene a summit with the Michigan Superintendent of Public Instruction, Superintendents from all school districts, and other interested stakeholders in order to discuss the top 10 education challenges for Hispanic students, develop an action plan with milestones for those challenges and develop next steps.	Coordinated the 2007 Statewide Education Summit in partnership with Lansing Community College and the MI Dept. of Education. The Education Ad Hoc Committee consisted of approximately 20 statewide Hispanics from various colleges & universities, school districts, ALSAME members and community members. The DLEG Office of Organizational Development staff met with the group to facilitate the planning of the Summit. Ad Hoc Committee members participated in a facilitator training offered by the Dept. of Civil Service, Human Resource Training and Development. The top ten challenges affecting the Hispanic community were the topics addressed at the Summit. The keynote speaker was State Superintendent Mike Flanagan. The Summit was held at the Lansing Community College, West Campus on December 10, 2007, with approximately 100 participants. An analysis will be compiled and put into a report and shared with the Superintendent of Public Instruction. The 2008 Education Summit Planning Committee will be convening in early spring of 2008.
4. Collaborate with post-secondary educational institutions and organizations to help facilitate an increase in Hispanic student achievement such as the President's Council, State Universities of Michigan, Michigan Community College Association, the King-Chavez-Parks Initiative, Michigan Association of School Boards, Michigan Association of Public School Academies, and ALSAME.	Met with representatives of the various groups during the 2007 Statewide Education Summit to discuss the identified 10 educational challenges that Hispanic students presently face.
5. Identify the top high priority at-risk Hispanic communities and co-sponsor education fairs in those communities by December 31, 2007	COSSA Education Committee members participated in several education fairs that were sponsored by ALSAME and other community organizations in Flint, Lansing and Pontiac. The top ten counties with high concentrations of at-risk Hispanic students were identified for the purposes of the 2007 Education Summit.

# Strategic Plan Priority Areas, Milestones and Accomplishments

## Priority Area: Legislative and Civic Engagement

### Goals:

- 1) Legislation that positively impacts the Hispanic community will be approved
- 2) Legislation that negatively impacts the Hispanic community will be rejected

Milestones	Accomplishments
1. Advise the Governor and legislature on issues and programs impacting the Hispanic community in Michigan.	COSSA Executive Committee met with the Governor's staff and legislators on issues and programs impacting the Hispanic community.
2. Maintain a legislative agenda. Establish and maintain a network for achieving legislative goals.	COSSA cosponsored a Legislative Forum in Grand Rapids. Met with State Legislators from the western part of the state and Grand Rapids Hispanic community representatives.
3. Establish positive and effective relationships with officials and key stakeholders	COSSA members and staff continue to work with State Legislators and key stakeholders from other agencies and organizations.
4. Develop and present position statements on key public issue affecting the Hispanic community.	COSSA members met with Legislative Leadership to discuss key legislative issues within the Hispanic community.
5. Develop and present legislative recommendations for legislators on issues and initiatives that impact the Hispanic community	The Legislative committee met with key legislators to discuss issues such as the drivers license and marriage license issues.
6. Serve as an appointment referral source for local and state board and commission candidates	COSSA members and executive committee continue to work with the Governor's liaison on appointment referrals.
7. Identify and promote leadership development and civic engagement programs.	COSSA Office continues to provide updated information on our website on leadership development and civic engagement programs.
8. Develop and distribute a report on Hispanic leaders within the state (local, county, and state officials)	Ongoing.
9. Conduct an annual Michigan Hispanic Leadership Institute. Co-host regional legislative summits in cooperation with State Legislators.	COSSA cosponsored a Legislative Forum in Grand Rapids. Met with State Legislators from the western part of the state and Grand Rapids Hispanic community representatives.
10. Increase participation by Hispanics in training as candidates for elective office and campaign managers.	Ongoing.
11. Identify and recruit Leadership Development Training program participants	Ongoing.
12. Identify and secure funding sources/sponsorship for the civic engagement initiatives, including the Leadership Development Training program	Ongoing.

# 2007 COSSA Commissioners

**José L.R. Reyna**, *Chairperson*, Kent County

**Danette Duron-Willner**, *Vice-Chair*, Wayne County

**Arminda Garcia**, *Secretary*, Genesee County

**Benjamin Inquilla**, *Trustee*, Allegan County

**Debra Rivera-Ehrmann**, Oakland County

**Freddie Feliciano**, Wayne County

**Ana Gabriel**, Wayne County

**Olga Hernandez-Patino**, Eaton County

**Mike Ramirez**, Cass County

**Maria Elena Rodriguez**, Wayne County

**Henry Sanchez**, Ionia County

**Leonard Savala**, Ingham County

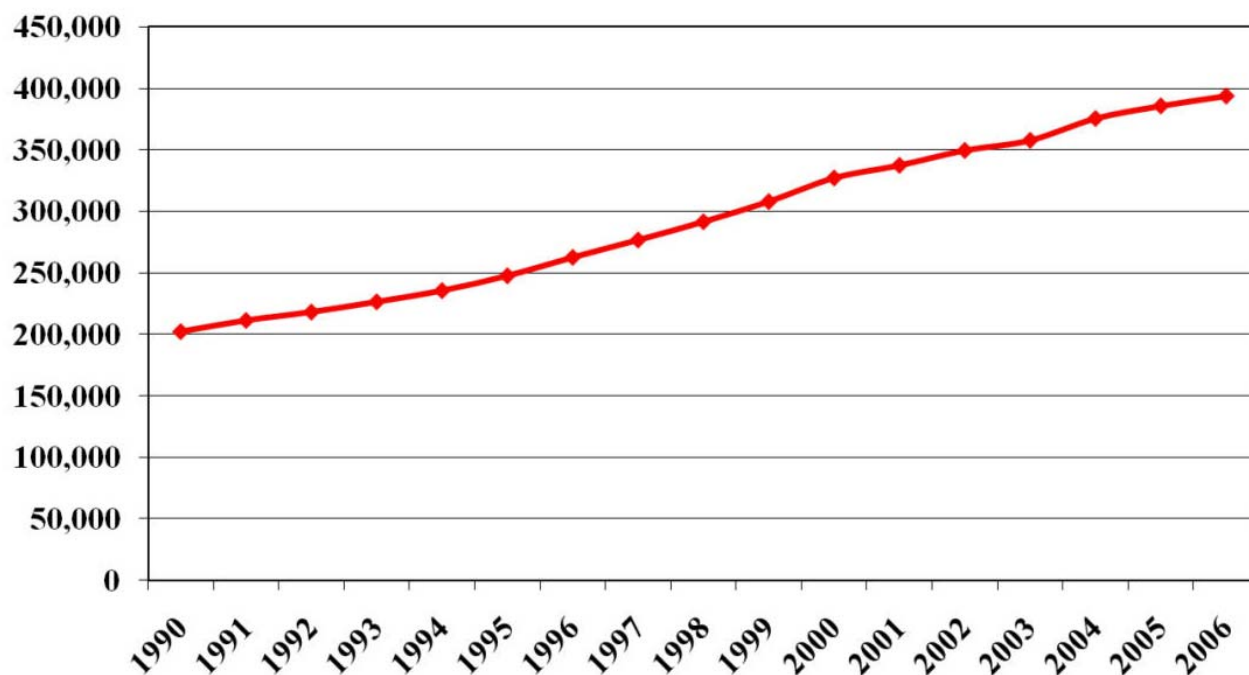
**Maria Del Carmen Soto**, Jackson County

**Michael Espinoza**, Saginaw County

**Alicia Villarreal**, Wayne County

# 2007 COSSA Information Charts

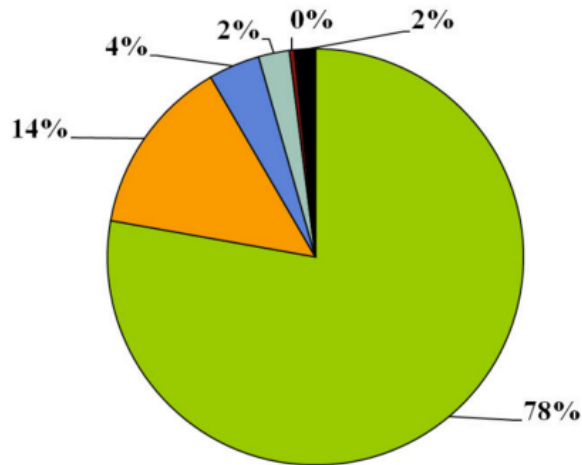
## Michigan Hispanic Population Trend, 1990-2006



*Source: Table prepared by the Division for Vital Records and Health Statistics, Michigan Department of Community Health using Population Estimates (latest update 8/2007) released by the National Center for Health Statistics (NCHS), Centers for Disease Control and Prevention, U.S. Department of Health and Human Services.*

# 2007 COSSA Information Charts

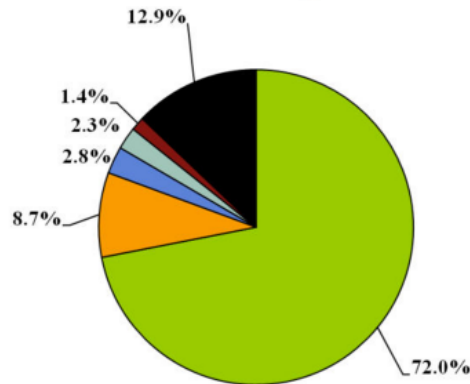
## Michigan Population by Race and Ethnicity, 2006 (Percent)



■ Non-Hispanic White ■ Black ■ Hispanic/Latino ■ Asian ■ Native Americans ■ Other

Source: American Community Survey (ACS), 2006

## Michigan Hispanic Population by National Origin, 2006



■ Mexican ■ Puerto Rican ■ Cuban ■ Guatemalan ■ Spaniard ■ Other Hispanic/Latino

Source: American Community Survey (ACS), 2006

# 2007 COSSA Contact Information

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