

## **FY 2010 Annual Program Performance Measures**

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**DEPARTMENT:** MICHIGAN DEPARTMENT OF ENERGY, LABOR AND ECONOMIC GROWTH

**APPROPRIATION UNIT:** Sec 114 Boards, Authorities, and Commissions

**PROGRAM:** Hispanic/Latino Commission of Michigan (HLCOM)

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### **Timeline:**

October 1, 2009 through September 30, 2010

### **Program Mission Statement**

Hispanics working in unison and creating partnerships for the betterment of their quality of life in all areas.

### **Program Statement**

On July 15, 1975, the Michigan Legislature and the Governor approved Public Act 164, which created the Michigan Commission on Spanish Speaking Affairs and the office of Spanish Speaking Affairs and Interagency Council. The Commission consists of 15 members appointed by the Governor. The Commission meets monthly. The office consists of two persons who perform the administrative functions, implement the strategic plan, and provide services of the Commission.

On August 23, 2010, the Governor signed Senate Bill 215 (which made several changes to PA 164 including a name change) which is now Public Act 146 of 2010.

The major objectives of the program as mandated by Public Act 164 are as follows:

- Conduct studies and recommend solutions to the problems of Hispanic/Latino people in the areas of education, employment, civil rights, health, housing, senior citizens, and other related areas.
- Recommend to federal, state, and local government departments and agencies the creation of services and facilities that are needed.
- Serve as a clearinghouse for the collection and distribution of information on Michigan's Hispanic/Latino population.
- Apply for and accept grants and donations from governmental and private sources.
- Request the services of all state and local government departments and agencies to assure that Hispanic/Latino people have access to the decision-making bodies that set policies which affect Hispanic/Latino people in this state.
- Cooperate with departments and agencies to aid in effectuating the purposes of this Act.

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- Submit a written annual report of its activities and strategic plan each year to the Governor, the Legislature, and various Hispanic/Latino communities throughout the state.

The characteristics of the population served reflect the following:

**Demographics:** As of July 1, 2009, the Hispanic population in Michigan was 421,106 individuals and represents 4.2 percent of the state population making Michigan the 19<sup>th</sup> largest Hispanic population in the country. The Hispanic community is the fastest growing demographic population in Michigan according to preliminary data from the 2000 Census. From 2000-2009 the Hispanic population has grown from 3.2% to 4.2%.

**Public Services:** Legislation is enacted at both federal and state levels to provide federal and state opportunities for minorities. At times individuals have not been able to fully avail themselves of public services because of barriers with the English language or the inability to read. i.e., police departments, social service agencies, Secretary of State Offices in obtaining driver licenses, court systems, senior citizen programs, and housing. Agencies, organizations, and state departments do not receive sufficient funding for the services needed to serve the Hispanic population.

The Hispanic community is represented in the Legislature by one state senator and two state representatives.

**Advocacy & Outreach:**

Recognize Hispanics in the state for their contributions to the community at large in partnership with the Hispanic Business Alliance and the Michigan Hispanic Caucus.

Provide information to the Michigan Hispanic Community to individuals who have language and cultural barriers, and are in need of state or other services.

Serve as a clearinghouse of information for Hispanics. Compose, publish and distribute reports that can be of value and assistance to the statewide community, such as, 1) Annual Commission Report, 2) Annual Strategic Plan, 3) Hispanic Media Brochure 4) Michigan Hispanic Resource Directory 5) What is Hispanic Heritage Month and how to Celebrate it, and 6) Annual Statewide Hispanic Heritage Month Calendar of Events and 7) Calendar on the website that list dates and locations of state and national Hispanic conferences and 8) keeping the Commission website up to date with current events (www.michigan.gov/hlcom.)

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### 2009-2013 STRATEGIC PLAN

*Program Goals:*


- 1) Economic Development
- 2) Education, and;
- 3) Legislative & Civic Engagement

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<p><b><u>ECONOMIC DEVELOPMENT</u></b></p>  <p><b><u>Highlight status</u></b></p> <p> <b>Green</b></p>	<p><b>By 2013, Hispanics in Michigan will have lives that are abundant with opportunities. The commission will work to:</b></p> <ul style="list-style-type: none"> <li>▪ Promote economic development and entrepreneurial opportunities for Hispanics</li> <li>▪ Increase economic influence by Hispanics in Michigan</li> <li>▪ Increase personal financial strength of Hispanics</li> </ul> <p><b>Ongoing Milestones:</b></p> <ul style="list-style-type: none"> <li>▪ COSSA will partner with business organizations to promote economic development opportunities for Hispanics</li> <li>▪ Distribute information to media on Hispanic business achievements and events</li> <li>▪ Promote new Hispanic business developments</li> <li>▪ Present the Hispanic Entrepreneur of the Year Award</li> <li>▪ Increase awareness of Hispanics in the area of personal finance</li> </ul> <p><b>Annual Milestones:</b></p> <p><b>2009:</b></p> <ul style="list-style-type: none"> <li>▪ Collaborate to participate in 4 business forums for Hispanics in Michigan in order to maintain Hispanic business to business relationships.</li> <li>▪ Access feasibility of conducting a Michigan Hispanic Economic Impact Report by December 31, 2009.</li> </ul> <p><b>2010:</b></p> <ul style="list-style-type: none"> <li>▪ If feasible, develop a Michigan Hispanic Economic Impact Report</li> <li>▪ Continue all other ongoing and annual milestones</li> <li>▪ Establish an evaluation baseline for business forums</li> <li>▪ Develop evaluation criteria for improvement of Hispanic business forums based on the evaluation baseline.</li> </ul> <p><b>2011 - 2013</b></p> <ul style="list-style-type: none"> <li>▪ Continuation of ongoing and annual milestones</li> </ul> <p><b>Achievement will be measured by:</b></p> <ul style="list-style-type: none"> <li>▪ Four business forums held annually</li> </ul>
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	<ul style="list-style-type: none"><li>▪ Feasibility assessment for Economic Impact Report completed by December 31, 2009</li><li>▪ Information on Hispanic business achievements and events is provided to the media at least quarterly</li><li>▪ Present an annual Hispanic Entrepreneur of the Year Award</li><li>▪ Increase awareness of Hispanics in the area of personal finance through distribution of information</li></ul>
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	<p>2010.</p> <ul style="list-style-type: none"><li>▪ Explore the feasibility of combining the health and education needs of the Hispanic community into one COSSA committee by December 31, 2010.</li><li>▪ Continuation of ongoing milestones</li></ul> <p><b>2011- 2013:</b></p> <ul style="list-style-type: none"><li>▪ Continuation of ongoing and annual milestones</li></ul> <p><b>Achievement will be measured by:</b></p> <ul style="list-style-type: none"><li>▪ The annual education conferences were held.</li><li>▪ Develop a baseline for solutions and ideas generated at the 2008 Education Conference.</li><li>▪ For 2010-2013, improvements will be measured by those indicators.</li><li>▪ An annual meeting was held with MDOE representatives</li><li>▪ Annual collaboration with Post Secondary Institutions and organizations was accomplished.</li><li>▪ Four education fairs were held</li></ul>
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	<ul style="list-style-type: none"><li>▪ Establish and maintain relationships with Legislative Leadership</li><li>▪ Establish and maintain effective relationships with key State Legislative Liaisons</li><li>▪ Increase participation by Hispanics in training as candidates for elective office and campaign managers</li><li>▪ Identify and recruit Leadership Development Training program participants</li><li>▪ Identify and secure funding sources/sponsorship for the civic engagement initiatives, including the Leadership Development Training program</li><li>▪ The Legislative Committee will provide training to COSSA members on legislative interaction and influence by December 31, 2009.</li><li>▪ Establish a baseline to measure legislative contact such as visits, letters, e-mails, phone calls, etc.</li><li>▪ Establish a baseline to measure number of recommendations for boards and commissions</li></ul> <p><b>2010</b></p> <ul style="list-style-type: none"><li>▪ Continue with ongoing and 2009 milestones</li><li>▪ Improve Leadership Development Training program per the evaluation process</li><li>▪ Monitor and report impact on civic engagement resulting from milestone activities</li></ul> <p><b>2011 – 2013</b> Continuation of ongoing and annual milestones</p> <p>Achievements will be determined by baseline measurements established in 2009 with improvement criteria for 2010-2013 developed and implemented as a result of the 2009 baseline data:</p> <ul style="list-style-type: none"><li>▪ Number of board and commission appointments of Hispanics</li><li>▪ Numbers of persons participating in Leadership Development Training programs</li><li>▪ Number of Hispanics seeking elective office or managing political campaigns</li><li>▪ Number of voter registration and participation by Hispanics</li><li>▪ Number of individuals participating in regional legislative summits.</li><li>▪ Achievement for training provided to Commissioners will be measured by: training conducted by April 30, 2011.</li></ul>
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**Fund Source:**

State General Funds

**Legal Basis:**

The primary legal basis for the Hispanic/Latino Commission of Michigan and the Office of the Hispanic/Latino Commission is found in Public Act 146 of 2010; Public Act 164 of 1975, as amended, MCLA 18.301; MSA 3.999(1). This Act sets out the various powers and duties of the Commission.

**Program Effectiveness:**

The program effectiveness of the commission office is based on whether or not the goals and objectives composed by the commission members are accomplished. The annual report breaks down the accomplishments of the commission office into the various goals and objectives, clearly identifies whether or not the goals and objectives have been reached.

The goals and objectives, if reached, are often difficult to measure. The number of events sponsored, documents published, state programs instigated, constituency services provided, etc., are limited measures of impact. As an advocacy agency, the far-reaching effects of the activities performed could benefit a wide range of Hispanics/Latinos. The commission office intends to measure the effects of its accomplishments in its annual report.