

# Michigan Commission on Spanish-Speaking Affairs

2009 ANNUAL REPORT



# About COSSA...

State of Michigan,  
**Jennifer M. Granholm, Governor**  
Lawrence T. García Chairperson  
Fred Feliciano, Vice-Chairperson  
Olga Hernandez-Patino, Secretary  
Jose L.R. Reyna, Trustee

## **2009 COMMISSIONERS:**

Lawrence Garcia, Chairperson, Oakland County  
Fred Feliciano, Vice-Chair, Wayne County  
Olga Hernandez-Patino, Secretary, Eaton County  
José L.R. Reyna, Trustee, Kent County  
Danette Duron-Willner, Oakland County  
Debra Rivera-Ehrmann, Oakland County  
Michael Espinoza, Bay County  
Arminda Garcia, Genesee County  
Rick Garcia, St. Clair County  
Benjamin Inquilla, Allegan County  
Art Luna, Eaton County  
Mike Ramirez, Cass County  
Maria Elena Rodriguez, Wayne County  
Leonard Savala, Ingham County  
Alicia Villarreal, Wayne County

**The COSSA office is staffed by:**  
Marylou Olivarez-Mason, Executive Director  
Vicky Garcia, Administrative Assistant


611 W. Ottawa Street  
Ottawa Building, 4th floor  
Lansing, Michigan 48933

517.373.8339 (Office)  
517.373.0176 (FAX)

[www.michigan.gov/cossa](http://www.michigan.gov/cossa) (website)  
[cossa@michigan.gov](mailto:cossa@michigan.gov) (e-mail)



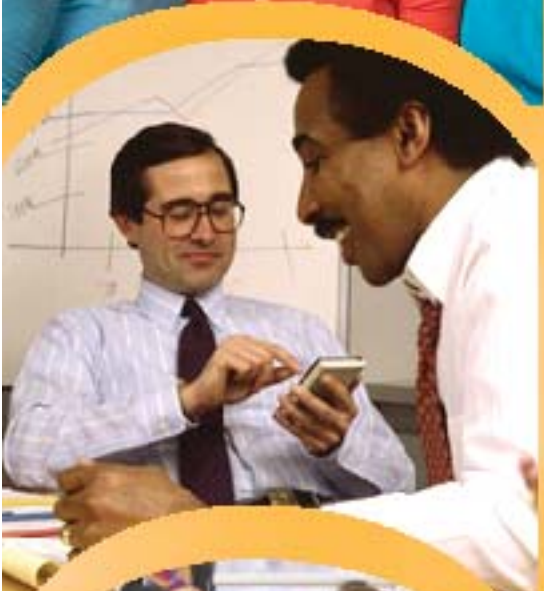
**The vision of the Commission on Spanish-Speaking Affairs** is to promote the diverse interest of Hispanics in Michigan to have lives that are abundant with opportunities.

 In 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.



# Strategic Plan

## **Strategic Plan 2009-2013 Focuses on three key areas:**

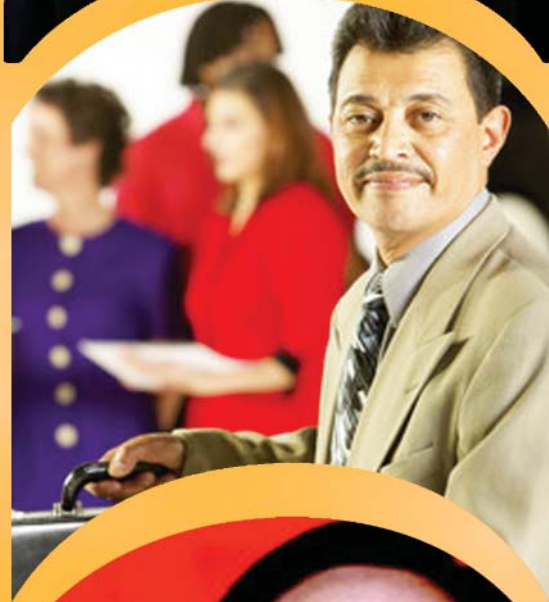
- ❖ Economic Development
- ❖ Education
- ❖ Legislative & Civic Engagement

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 2009-2013 will serve as a guide for the important work of the Commission.

PRIORITY AREA:

# Economic Development



**GOALS:**

- ❖ Promote economic development and entrepreneurial opportunities for Hispanics
- ❖ Increased economic influence by Hispanics in Michigan
- ❖ Increased personal financial strength of Hispanics

**'09 Annual/Ongoing Milestones:**

**1)** COSSA will partner with business organizations to promote economic development opportunities for Hispanics

**2)** COSSA will distribute information to media on Hispanic business achievements and events

**3)** COSSA will promote new Hispanic business developments

**4)** COSSA will present the Hispanic Entrepreneur of the Year award.

**5)** COSSA will increase awareness of Hispanics in the area of personal finance.

**6)** Collaborate to participate in four business forums for Hispanics in Michigan in order to maintain Hispanic business to business relationships.

**Accomplishments:**

Cosponsored with the Mid-Michigan Business Association in Saginaw and coordinated a Hispanic Business Forum in Saginaw in June 2009 with presenter Ms. Cynthia Grubbs, Michigan Economic Development Corporation. Workshop presented information on how to start your own business, how to prepare a business plan, and how to expand your business. The forum was very well attended by local Hispanic businesses.

COSSA partnered with the U.S. Census Bureau to become a community partner and disseminate employment opportunities to assure that bilingual staff is hired so that language barriers will not be a problem for the Hispanic community.

Statewide press releases sent to all media outlets regarding the Saginaw business forum and other economic development information for Hispanic businesses.

Cosponsored business forums with the Michigan Economic Development Corporation, Michigan Dept. of Management & Budget and the Mid-Michigan Hispanic Business Association.

COSSA's presented the 4th Annual Hispanic Entrepreneur of the Year Award at the Hispanic Business Expo in September 2009. The recipient was Mr. David Segura, President/CEO of VisionIT, Detroit, Michigan.

Informational financial forum was held at the 2009 Hispanic Business Forum in Saginaw, Michigan.

COSSA also worked with the Michigan State Housing Development Authority (MSHDA) on disseminating information on Foreclosure Seminars, in English and Spanish, to the Hispanic community.

Cosponsored business forums with the Michigan Economic Development Corporation, Michigan Dept. of Management & Budget and the Mid-Michigan Hispanic Business Association.



PRIORITY AREA:

**Education**

**GOALS:**

- ❖ Assist in increasing the educational achievement of all Hispanic students from pre-Kindergarten through college from 2009 levels to predetermined levels for 2013.
- ❖ Assist in increasing the number of Hispanics entering into the educational profession from 2009 levels to predetermined levels for 2013.

**'09 Annual/Ongoing Milestones:**

**1)** COSSA will 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.

**2)** Collaborate with post-secondary educational institutions and organizations to help facilitate an increase in Hispanic student achievement and participation in the Michigan Promise Award.

**3)** Co-convene an annual conference to follow-up on the 2008 action plan and develop next steps for 2010.

**4)** Participate in four education fairs in at-risk Hispanic communities by December 31, 2009.

**5)** Explore the feasibility of combining health and education needs of the Hispanic community into one COSSA committee by December 31, 2010.

**Accomplishments:**

Met with Michigan Dept. of Education, Ms. Linda Forward, Director, Office for School Improvement, and her staff to work together to accomplish this milestone and to convene a state-wide meeting with National Educational organizations.

Met with Michigan Dept. of Education, Ms. Linda Forward, Director, School Improvement, and her staff to work together to accomplish this milestone and to convene a statewide meeting with National Educational organizations.

A 3rd Annual Education Summit will be held in 2010 by the Statewide Educational Task force.

The Education Committee partnered with Statewide organizations such as ALSAME and assisted with education fairs.

This milestone is ongoing and will continue to partner both committees to achieve this milestone.

COSSA disseminated information to the Hispanic community on the H1N1 Flu Outbreak, in English and Spanish.

The Executive Director attended a National Education Summit held by the National Federation of Teachers and the United States Hispanic Leadership Institute in Washington, DC. The conference discussed issues affecting Hispanic students and how we can best work together on solutions on the school issues.

PRIORITY AREA:

# Legislative and Civic Engagement



- ❖ Legislation that positively impacts the Hispanic community will be approved
- ❖ Legislation that negatively impacts the Hispanic community will be rejected

## '09 Annual/Ongoing Milestone:

- 1)** Advise the Governor and legislature on issues and programs impacting the Hispanic community in Michigan. Establish and maintain a network for achieving legislative goals. Maintain a legislative agenda. Establish positive and effective relationships with officials and key stakeholders.

### Accomplishments:

- 1)** Legislative agenda affecting the Hispanic community is drafted and presented monthly to the commissioners and community. Continue to work with legislators to inform and educate them regarding issues affecting the Hispanic community throughout the state.

Senator Valde Garcia introduced SB 215 that would allow COSSA to be in compliance with Proposal 2. The Legislative Committee had also recommended a name change for COSSA to the Hispanic/Latino Commission of Michigan. The bill included the name change as well as reducing the number of monthly meetings per year and added to establish partnerships in coordination of Hispanic holidays with statewide agencies and organizations. SB215 unanimously passed the Senate and is in the House Governmental Affairs Committee.

Due to impending governmental restructuring, COSSA sent a letter to Lt. Governor John Cherry regarding COSSA and its position within state government.

Executive Director Mason was invited and represented COSSA by attending a welcome and congratulatory reception for Chief Justice Sonya Sotomayor in Washington, DC. The event was sponsored by several National Hispanic organizations.

COSSA continues to work with the State Interagency Council and the departmental liaisons to strengthen the working relationship within the State Departments and COSSA.

COSSA staff assisted and monitored the translation of the debit card system for the Unemployment Insurance Agency, Dept. of Energy, Labor and Economic Growth.

COSSA partnered with the US Census Bureau to become a community partner and disseminate information on the importance of the 2010 Census.

COSSA partner with the Michigan Hispanic Caucus and the Capital Area Cesar E. Chavez Commission to celebrate Hispanic Heritage Month and Cesar E. Chavez. A celebration was held on the Capitol Lawn with a free luncheon, a student summit at Lansing Community College and an evening reception to honor outstanding statewide Hispanic individuals in the areas of business, the arts, educator, lifetime achievement and advocate.

Two Commissioners participated in Pro Bono Day during Hispanic Heritage Month in separate clinics around the state. Pro Bono Day offers free legal assistance to individuals with various types of legal issues.

## '09 Annual/Ongoing Milestone:

- 2)** Develop and present position statements on key public issue affecting the Hispanic community.

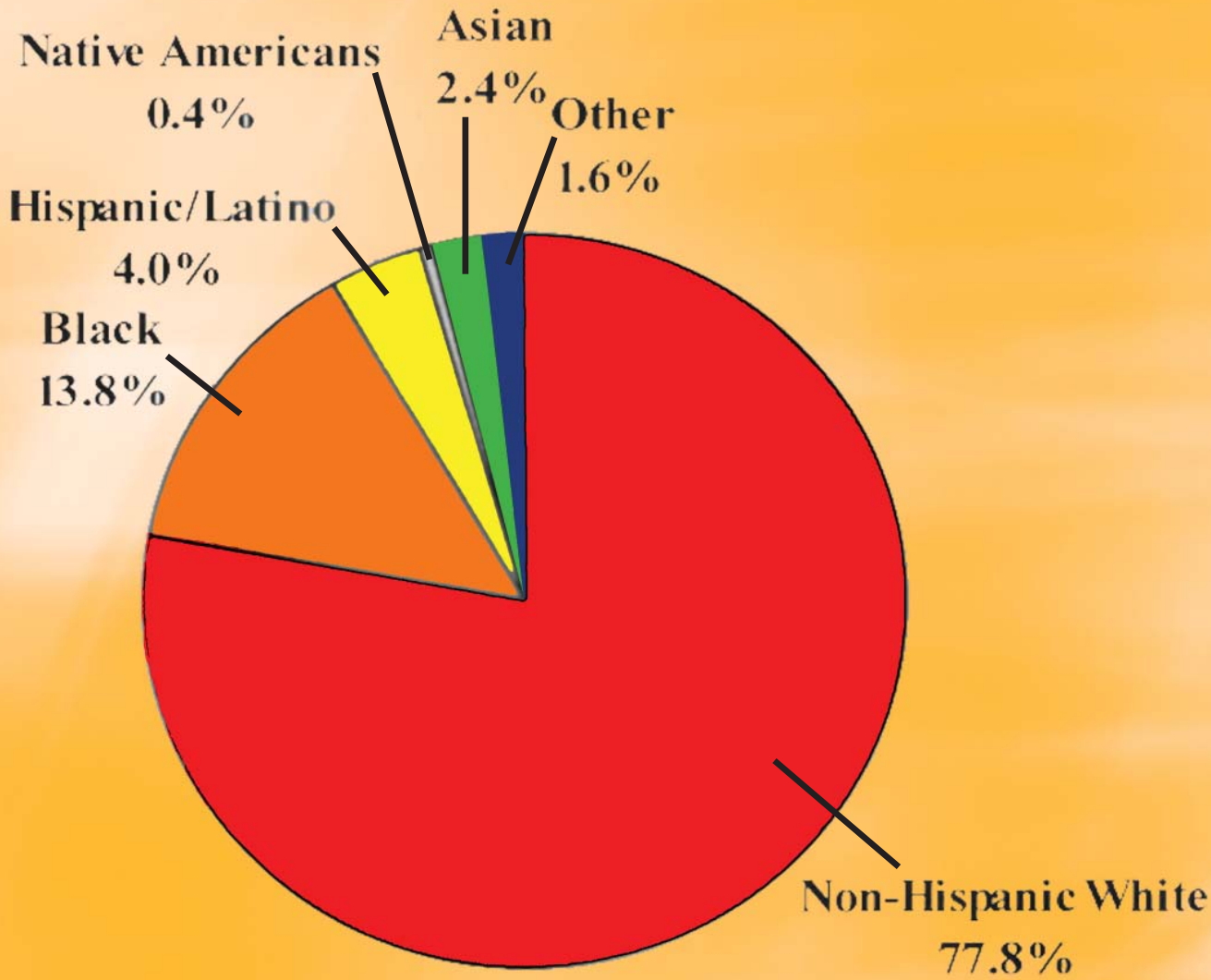
### Accomplishments:

- 2)** Legislative monthly reports are prepared and distributed at COSSA's statewide monthly meetings throughout the state. This information is also posted on the COSSA website.

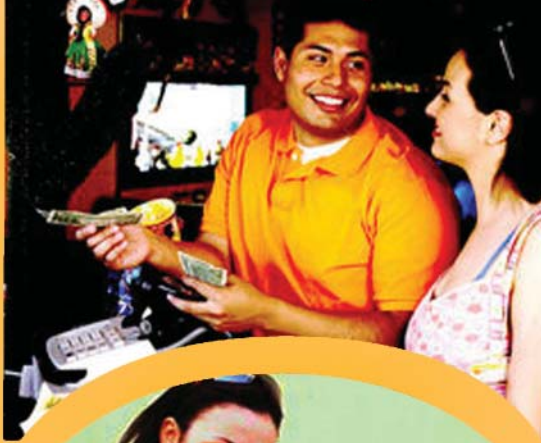
(Continued from previous page.)

<b>'09 Annual/Ongoing Milestones:</b>	<b>Accomplishments:</b>
<b>3)</b> Develop and present legislative recommendations for legislators on issues and initiatives that impact the Hispanic community.	Ongoing throughout the year. The Migrant Housing Program within the Department of Agriculture was in jeopardy of losing their funding. COSSA send letters to legislators requesting support of the program.
<b>4)</b> Serve as an appointment referral source for local and state board and commission candidates.	Distributed listing to statewide community with information on vacancies on various boards and commissions.
<b>5)</b> Develop and distribute a report on Hispanic leaders within the state (local, county, and state officials)	The office updated the 2008 Hispanic Data Report.
<b>6)</b> Identify and promote leadership development programs. Identify and promote opportunities for civic engagement.	Partner with the U.S. Hispanic Leadership Institute (USHLI) to assist and discuss the leadership workshops that could be held locally. The COSSA presented the following resolutions honoring: 1) Martha Gonzales-Cortes 2) José Lúis Alfonso Narezo 3) Hispanic Festival of the Western Michigan Hispanic Center 4) National AIDS Awareness Day 5) Julian Samora Research Institutes' Twentieth Anniversary & Conference
<b>7)</b> Co-host regional legislative summits in cooperation with State Legislators	Continue to partner with organizations such as the Michigan Hispanic Chamber of Commerce and other groups to accomplish this goal/milestone.
<b>8)</b> Effectively communicate advocacy positions to the Hispanic community	Completed by Legislative Committee members. COSSA met with the Secretary of Executive Staff regarding problems occurring around the state where Hispanic individuals were not being granted a marriage license or driver's license.
<b>9)</b> Build strong relationships with key public officials in areas of high Hispanic population. Establish and maintain relationships with Legislative Leadership. Establish and maintain effective relationships with key State Legislative Liaisons.	Commissioners met with their local legislative representative and informed them of issues affecting the Hispanic community Congratulations letters were mailed to all new legislators in February 2009.
<b>10)</b> Increase participation by Hispanics in training as candidates for elective office and campaign managers. Identify and recruit Leadership Development Training program participants. Identify and secure funding sources/sponsorship for the civic engagement initiatives, including the Leadership Development Training program	Continue to work with USHLI to provide leadership development training in 2010. Conference call held with National Council of La Raza regarding MI Hispanic Advocacy Day in 2010.
<b>11)</b> Establish a baseline to measure legislative contact such as visits, letters, e-mails, phone calls, etc.	Committee members meet and inform their local communities and legislative members of COSSA's achievements.

# Michigan Population by Race and Ethnicity 2007 (Percent)



# General Hispanic Population

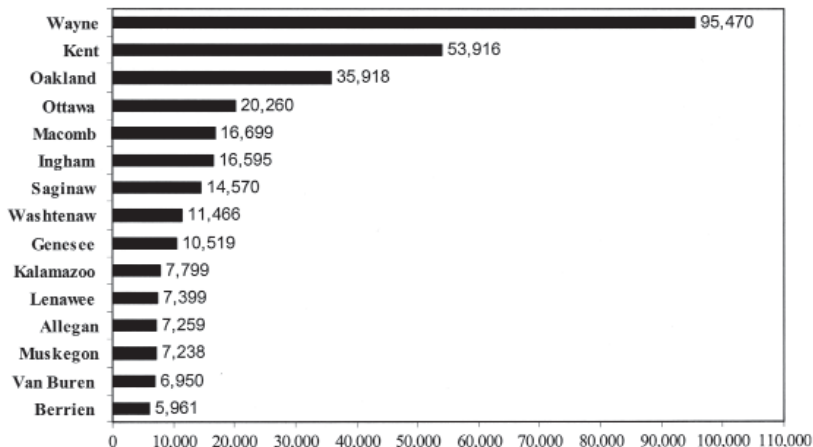


# General Hispanic Population

- ❖ The Hispanic population for Michigan as of 2008 was 451,142, making Michigan the 17th largest Hispanic population in the country.
- ❖ Hispanics constitute approximately 4% of Michigan's total population of 10,071,822.
- ❖ From 1990-2008, the Hispanic population has grown from 202,246 to 451,142, corresponding to a 123% increase
- ❖ The percentage of the Michigan population that is of Hispanic origin has increased from 2.2% in 1990 to 4% in 2008, representing an 81.8% increase.

Source: U.S.Census Population Estimates

## Top 15 Counties with a Higher Concentration of Hispanics, 2007



## Counties of High Hispanic Concentration

- ❖ Wayne County has the largest Hispanic population in Michigan, as it constitutes 4.75% of the Wayne County population, which was 95,470 of 2,008,238 in 2007—an increase of 24.7% from 2000.
- ❖ In 2007, nineteen counties in Michigan had a high concentration of Hispanic population, defined by the U.S. Census as more than 4,000 per county.
- ❖ Of these counties, Washtenaw County surpassed Kent County with the fastest growing in 2007 with a 45.7% increase in Hispanic population from 7,869 to 11,466 between 2000-2007.



Working to Create Michigan's Future Today

COSSA/DELEG is an equal opportunity employer/program. Auxiliary aids, services, alternative formats, and other reasonable accommodations are available upon request to individuals with disabilities. Printed by authority of DELEG. 07/2010