

Idaho Commission on Hispanic Affairs

Working toward educational, economic, and
social equality for Hispanics in Idaho



Strategic Plan
2011-2013

Idaho Commission on Hispanic Affairs Board of Commissioners

Juan Álvarez, Chair, Idaho Falls
Lori A. Manzanares, Boise
Estela M. de González, Boise
Miguel Inzunza, Post Falls
Ken Cortez, Boise
Senator Nicole LeFavour, Boise
Senator Tim Corder, Mountain Home



Idaho Commission on Hispanic Affairs Office Staff

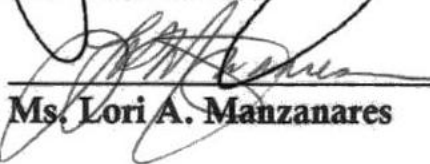
Margie Gonzalez – Executive Director
Lymaris Blackmon – Administrative Assistant
Juan Saldaña – Outreach Coordinator

IDAHO COMMISSION ON HISPANIC AFFAIRS
THREE-YEAR STATEWIDE STRATEGIC PLAN
2011-2013

Approved by Commissioners:

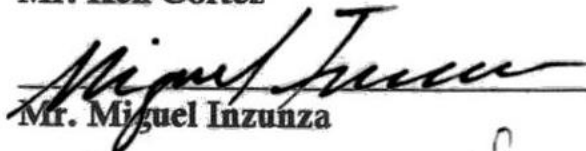


Mr. Juan Alvarez

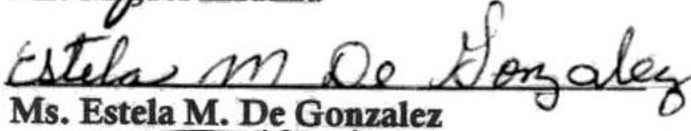


Ms. Lori A. Manzanares

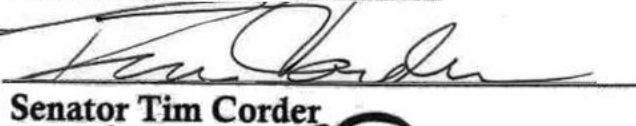
Mr. Ken Cortez



Mr. Miguel Inzunza



Ms. Estela M. De Gonzalez



Senator Tim Corder



Senator Nicole LeFavour

On this 12th day of January 2011

KEY SUCCESS FACTORS

A focused, step-by-step approach to addressing the many challenges facing Hispanics throughout Idaho is necessary in order for the Idaho Commission on Hispanic Affairs (Commission) to effect meaningful, impactful changes over short, medium, and long terms. This plan, a constantly evolving and malleable working document, creates clear, specific objectives, and subsequent strategies to be implemented in response to needs identified in Hispanic communities across the state. The Commission has identified the following as key success factors to advancing our purpose.

- **Building cooperation and understanding between Hispanics and Government**—by providing Hispanic communities with information resources and by informing the Governor, Legislature, and state agencies on Hispanic issues throughout Idaho.
- **Changing Institutional Practices**—by partnering with state agencies to assure equity and access to culturally competent programs and services, by reviewing state agency policies, practices, and procedures, and by making recommendations that will drive improved delivery of state services and resources.
- **Planning Strategically**—by developing and maintaining a strategic plan that sets goals and defines solutions to directly impact and address the needs of Idaho Hispanics and state government. The strategic plan will be the roadmap to guide the Commission in identifying future initiatives and goals.
- **Collaborating with the Community**—by promoting community awareness and volunteerism as a way of preserving culture and enriching communities.
- **Identifying Idaho Hispanic issues and concerns through public policy analysis and data-driven outcome-based research**—by building partnerships to create awareness of issues and thereby form the foundation for institutional and positive systemic changes in education, government, and the business environment.
- **Promoting Accountability**—by valuing transparent communication and accountability while promoting investment in positive relationships with partners at all levels of government.
- **Encouraging Inclusiveness**—by encouraging new ideas and supporting openness and acceptance of differing ideas or beliefs. The Commission respects the opinions of others and will provide a safe environment for all voices, opinions, ideas, and beliefs.
- **Enforcing Professionalism**—by maintaining professional commitments and adhering to high standards of conduct.

IDAHO COMMISSION ON HISPANIC AFFAIRS THREE-YEAR STRATEGIC PLAN FY 2011–2013

MISSION

The Idaho Commission on Hispanic Affairs is a non-partisan state agency. The Commission provides services to the Hispanic community and serves as a liaison between the community and government entities. It works toward educational, economic, and social equality, identifies and monitors programs and

legislation, and researches problems facing Idaho's Hispanic community. The Commission identifies solutions and provides recommendations to the Governor, legislature, and other non-governmental organizations concerning issues relevant to the state's Hispanic population.

C.L. "BUTCH" OTTER
GOVERNOR



The Hispanic community provides a rich and diverse texture to our communities and way of life in Idaho. As our state's largest ethnic group, Hispanics also are critically important to our continued success as a state.

Throughout our history, every corner of our state and every sector of our economy has benefited from the culture, imagination and work ethic of Hispanic Idahoans who share a love for the place we call home. They are Idaho's entrepreneurs, professionals, public servants, educators, community leaders and - most of all our good neighbors and friends.

The Idaho Commission on Hispanic Affairs provides a great forum in which to address the changing needs of an important segment of our population. The commission offers a crucial perspective on the issues and opportunities facing Hispanic Idahoans. Its responsive, data-driven recommendations are an invaluable asset for Idaho policy makers.

Members of the Idaho Commission on Hispanic Affairs have my deep gratitude and profound respect for their work, and for the service, they provide. This report reflects their personal commitment to helping Idaho Hispanics lead productive lives of civic virtue.

As Always - Idaho, "Esto Perpetua"

A handwritten signature in dark ink, appearing to read "C.L. Otter". The signature is written in a cursive, somewhat stylized font.

VISION

- Idaho Hispanics will be respected and valued for providing a rich and diverse texture to their communities.
- Idaho Hispanics will achieve educational, economic, and social parity with non-Hispanic members in Idaho.
- Idaho Hispanics will face no race-related barriers and perform on par with non-Hispanic peers in all walks of life, including academics.
- Idaho Hispanics will be represented in government and elected office in numbers reasonably proportional to their representation in the community at large.
- Idaho Hispanics' buying power will make them a critical segment of the state economy. Idaho Hispanic-owned businesses are an integral part of Idaho's ability to create jobs and innovate now and for the future.

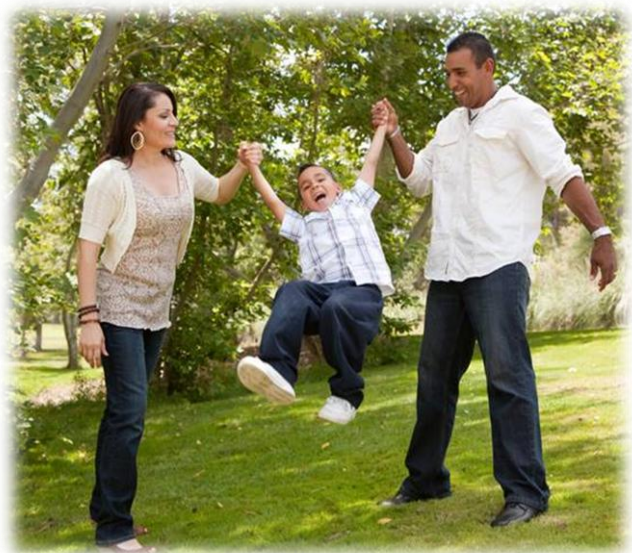
STRATEGY

The Commission, by design, is staffed as an agency that catalyzes others to advance its purposes. This requires an extraordinary level of collaboration with other organizations across the state. The Commission has the track record, partners, community relationships, and commitment to move forward with the Governor and other community leaders around the state and to help Idaho and its Hispanic community in a measurable and accountable way.

- Serve as an advisory body to the Governor and agencies within the Executive Department on issues relating to the Hispanic population of Idaho.
- Conduct outreach to Hispanic groups and communities in the state, and communicate information to them concerning public and private programs that are beneficial to their interests.
- Review and comment on any proposed federal, state, or local legislation, regulations, policies, or programs that affect the Hispanic population of Idaho.
- Convene state agencies, school superintendents, teachers, community members, college representatives, and others to identify ways to close the

academic achievement gap between Hispanic and other students in Idaho.

- Lead the effort to unite residents, community agencies, and public officials to focus on challenges relative to the Hispanic community.
- Perform and partner for the development and execution of studies designed to define solutions to problems that Hispanic people face in the areas of education, employment, human rights, health, housing, social welfare, and other related areas.
- Serve as a referral agency to grant Hispanic people secure access to state agencies and programs.



FOCUS AREAS



The strategic plan integrates with the vision and initiatives of executive and legislative leaders. In order to better address these issues, the Commission has established four policy-based objectives:

- Education
- Health and Human Services



- Business and Economic/Workforce Development
- Public Policy

The following pages include the goals and strategies that members of the Commission have identified in an effort to fulfill their mission. The work of achieving the stated goals is not exclusively that of the Commission, and there is a requirement to establish strong and strategic partnerships to improve public programs in order to best serve the interests of everyone in Idaho. The Commission's state-provided resources are designed to support a minimum staff while empowering the agency to collaborate and seek other resources, as well as seek government grants and private funds as authorized by its enabling legislation to develop and implement state and regional outreach programs.

Idaho Demographic Fact:

With about 165,000 Hispanic residents, Idaho has the 15th highest proportion of Hispanics in the nation. Hispanic heritage is having an increased impact not only in Hispanic communities, but in population trends of the mainstream culture. This influence can be greatly enhanced by forming alliances and working closely with non-Hispanic organizations that share the overall goals and concerns of the Hispanic community.

EDUCATION

The Commission acts as a consulting resource to existing programs in school districts to increase outreach to students and families within the Hispanic community. The Commission acts as a liaison between the Hispanic community and other state entities, striving to create relationships with school districts and communities to build partnerships to eliminate disparities and create a brighter future for Idaho's youth. The Commission operates the Entérate (Spanish phrase meaning "Find out for yourself") project, which is in its fifth year of providing training and technical assistance to educators and parents across the state of Idaho. This program is made possible in partnership with the Department of Education and the Safe and Drug Free Schools and Communities program.

Specific Strategies

- Collect and evaluate the resources and data on Hispanic students in Idaho in order to establish a baseline; then determine needs and set goals.
- Provide information to executive, legislative, and other policy-making bodies on the state of Hispanic education in Idaho.
- Identify successful programs, best practices, and lessons learned in addressing Hispanic K–12 students' needs.
- Announce and applaud achievements by recognizing those who set an example of excellence in teaching and learning.
- Develop partnerships with state agencies and organizations to seek solutions to the Hispanic dropout rate.
- Increase Hispanic parental involvement throughout the state of Idaho.
- Facilitate and monitor the 3-year comprehensive plan and the

Idaho Education Facts:

More than one in twenty Hispanic teenagers dropped out of Idaho public high schools in the 2006–2007 academic school years.

Despite eight years of "No Child Left Behind," the statistics show that Hispanic students in Idaho lag far behind their Caucasian counterparts in acquiring proficiency in the basic areas of reading, math, and language use in all grade levels as measured by the Idaho Standard Achievement Test (ISAT).

implementation of recommended strategies to address impediments to educational attainment in partnership with the State Department of Education. Prioritize which activities are achievable with limited resources.

Achievement measured by the state:

1. Reading, language, and math proficiency standard tests
2. Dropout rates measured by state student level longitudinal data system
3. High school graduation measured by state student level longitudinal data system
4. College graduation state data made available by each individual by institution.



Achievement measured by the Commission:

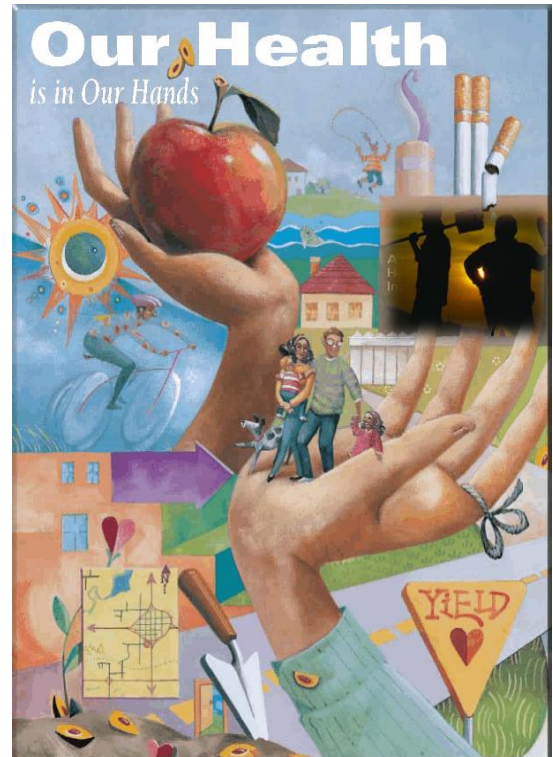
1. Monitor the 3-year comprehensive plan.
2. Meet annually with Department of Education representatives including the Superintendent of Public Instruction to review academic measures.
3. Four cultural education trainings will be held statewide, targeting districts who have not participated. Districts are selected based on needs identified by the schools and/or those with highest Hispanic enrollment K-12.

HEALTH AND HUMAN SERVICES

The Commission develops initiatives and monitors legislation and programs related to health care affecting Idaho’s Hispanic community. Follow-up includes informing Idaho’s Governor and legislature regarding the status of Hispanics and such issues as substance abuse, obesity, nutrition, AIDS, dental care, mental health, etc.

Specific Strategies

- Improve the collection, analysis, and reporting of health data for Hispanics in Idaho.
- Partner with state departments to ensure that each data collection system includes the ethnic category of “Hispanic/Latino,” as well as “country of origin,” and “preferred language”.
- Partner with state departments and local jurisdictions to ensure that local health departments and managed care organizations receiving state funds are aware of the need to follow best practices and federal and state guidelines for the collection, analysis, and reporting of racial and ethnic data.
- Monitor and promote access to and quality of health care.
- Work with other key stakeholders to advocate for health insurance for all individuals living in Idaho.
- Monitor the availability of culturally and linguistically competent health services.



- Work with state departments to develop and implement the necessary policies, structures, and practices to systematically provide healthcare access to Limited English Proficiency Hispanics.

Achievement measured by the state:

1. Cumulative Percentage of Deaths by Ethnicity and Age
2. Infant Mortality Rate
3. Prenatal Care
4. Health Insurance Coverage

5. National Healthcare Disparities Report
 - a. Diabetes
 - b. Heart Disease
 - c. HIV and AIDS
 - d. Mental Health and Substance Abuse
 - e. Respiratory Diseases
6. Incarceration
7. Funding for drug and mental health treatment and prevention available to Hispanic youth of all incomes

Achievement measured by the Commission:

1. Number of partnership, goal focused meetings hosted with partners statewide (minimum one per quarter)
2. Annual report on Health Data on Hispanics in Idaho
 - a. Decline in level of health disparity
 - b. Smoking
 - c. Obesity
 - d. Diabetes
 - e. Heart Disease

BUSINESS, ECONOMIC AND WORKFORCE DEVELOPMENT

The Commission works to form partnerships with organizations that provide accessibility to financial literacy for Hispanics in Idaho, and to promote and assist with business development initiatives for Hispanic business professionals.

Specific Strategies

- Link small business owners or future business owners seeking to start a business with the appropriate sources to obtain the knowledge, tools, and resources required to be successful.
- Monitor small business growth among existing Hispanic and start-up businesses.



Idaho Economic Facts:

The buying power of Idaho's Hispanic population rose 3.1% in 2009 to \$2.5 billion annually.

The Hispanic community has firmly established cultural values and a strong work ethic.

- Support the efforts of partners to make bilingual business counselors available to Hispanic business owners.
- Support initiatives that will increase equal employment opportunities, identify needs for closing the gap for Hispanics in mid-to upper-level management.
- Identify key priorities in the Hispanic small business community and assist in developing strategies for advocating or supporting their implementation.
- Facilitate links to communication through partnerships between Hispanic business organizations and economic development organizations throughout the state.
- Work with the state to partner in establishing a directory of Hispanic small business by product and service.

- Promote the following Housing and Urban Development programs: home foreclosure prevention, training in financial literacy (including credit restoration and preservation), business forums, training in personal financial planning (including personal banking, financial investments, and retirement planning), and financial workshops.

Achievement measured by the state:

1. Per Capita Buying Power
2. Home Ownership and Rentals
3. Homeless rate
4. Data on percent living below the poverty level

Achievement measured by the Commission:

1. Two statewide business community visits and town hall meetings per fiscal year
2. Information on Hispanic business achievements and events posted on ICHA website
3. Increase awareness of Hispanics by 10% in the area of personal finance by distributing information
4. Monitor groups that have data on available resources by hosting meetings with partners statewide, minimum one meeting per quarter

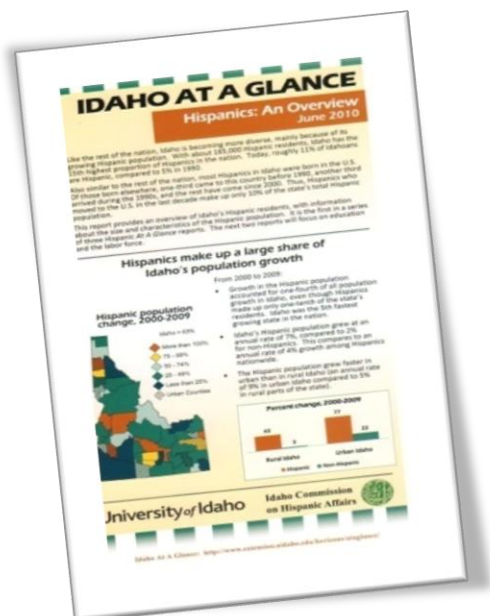
PUBLIC POLICY

The Commission communicates its mission and objectives across Idaho communities by hosting and supporting events to promote cooperation and a deeper understanding between Hispanic communities and others across the State of Idaho, such as the Legislative Reception, Opening Ceremony for Hispanic Heritage Month, etc. The compilation of data is essential for providing a starting reference point against which to measure the impact of state programs, policies, and legislation.

Idaho Political Fact:
 Idaho’s Hispanic community is both politically aware and becoming more active. The greatest impact of the growing Hispanic community will be seen in the voting polls. The potential impact of this growing community cannot be overlooked or overstated. This influence will only increase in years to come.

Specific Strategies

- Lead the state’s efforts to disseminate information on Idaho Hispanics and the people and programs that support them.
- Inform the Governor and legislators about issues, programs, and legislation impacting the Hispanic population.
- Monitor the impact of legislation on the Hispanic population.
- Draft and publicize as-it-happens email updates on new legislation relevant to the Hispanic community during each legislative session; draft and publicize periodic updates the remainder of the year



on other policy issues as necessary by taking guidance from its four Commissioners who, as legislators, provide the Commission with their insights into public policy and law.

- Meet with the departmental heads of each Idaho state agency that deals with issues of importance to the Hispanic community.
- Advise state officials and universities who are faced with social tensions arising from issues of discrimination.
- Promote leadership development programs and participation, particularly by partnering with the U.S. Hispanic Leadership Institute.
- Promote voter education and participation.
- Work with community leaders to ensure input on issues pertaining to community development issues.
- Be the clearinghouse for data on Idaho Hispanics and work with government and non-governmental organizations to collect data. Disseminate data to inform policy makers and businesses. Examples include

the 2009 *Hispanic Buying Power Report* and the *Idaho At A Glance Report*, which provide data on a number of educational, economic, and social indicators.

- Monitor, disseminate, and respond, when necessary, to media coverage of matters of importance to the Hispanic community.
- Make available to the general public a Speaker's Bureau of Hispanics who are accomplished in their fields.
- Create outreach efforts with community leaders by holding board meetings at locations throughout the state and hosting town hall meetings.
- Respond to negative coverage of Hispanics in the local media, either through partners in the field, in Commissioner's individual capacities, or when possible and as appropriate, consistent with the Commission's governing statute.
- Create and disseminate a new Commission brochure.
- Create and disseminate a communication plan.
- Continue to host an updated, user friendly and interactive Commission website.
- Present to the specific committees during Legislative Sessions (i.e., Agriculture Committee, Education Committee).



Achievement measured by the state:

1. Reports on Adult Incarceration
2. Reports on Adults Under Probation and Parole
3. Data on Voting Power
4. Data on Hispanic Elected Officials in the state
5. Advancement of legislation beneficial to the Hispanic community

6. Adequacy of resources and funding of programs and services of importance to achieving the Commission's vision and goals

Achievement measured by the Commission:

1. Number of board and commission appointments of Hispanics
2. Number of partnerships that result in publishing of data reports on the Hispanic population in Idaho
3. Number of Hispanics seeking elective office or managing political campaigns
4. Number of Hispanic voter registration and participation by Hispanics

5. Number of phone calls received daily
6. Community participation at town hall meetings
7. Database on media personnel and outlets
8. Number of media contacts made during fiscal year
9. Revised agency brochure
10. Developed communication plan
11. Number of Legislators requesting reports or data
12. Number of Legislators attending Legislative receptions or events

CONCLUSION

The historic growth of the Hispanic community is creating tremendous momentum. While this gives the Hispanic community incredible opportunities for advancement and improvement, it also generates certain issues that must be addressed. The Idaho Commission on Hispanic Affairs seeks to meet the specific needs facing the Hispanic community through the implementation methods put forth in this strategic plan. Data collected by the Commission along with the Commission's

invaluable perspective help raise awareness to the disparities facing the Hispanic community and help achieve resolutions. By collaborating with and informing various governmental and non-governmental entities, the Commission strives to achieve economic, educational, political, and social equality for Idaho's Hispanic community. The Commission believes that focus, leadership, advocacy, teamwork, and open communication will lead to self-reliance for Idaho's Hispanic population.

SOURCES

“Idaho Facts” Data taken from: *U.S Census Bureau’s American Community Survey, Pew Hispanic Center, University of Idaho, Idaho Department of Education, and Idaho Department of Labor*



Idaho Commission on Hispanic Affairs
304 N 8TH Street, Suite 236
PO Box 83720
Boise, ID 83720-0006
(208) 334-3776 * Fax (208) 334-3778
www2.state.id.us/icha