

Idaho Commission on Hispanic Affairs

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

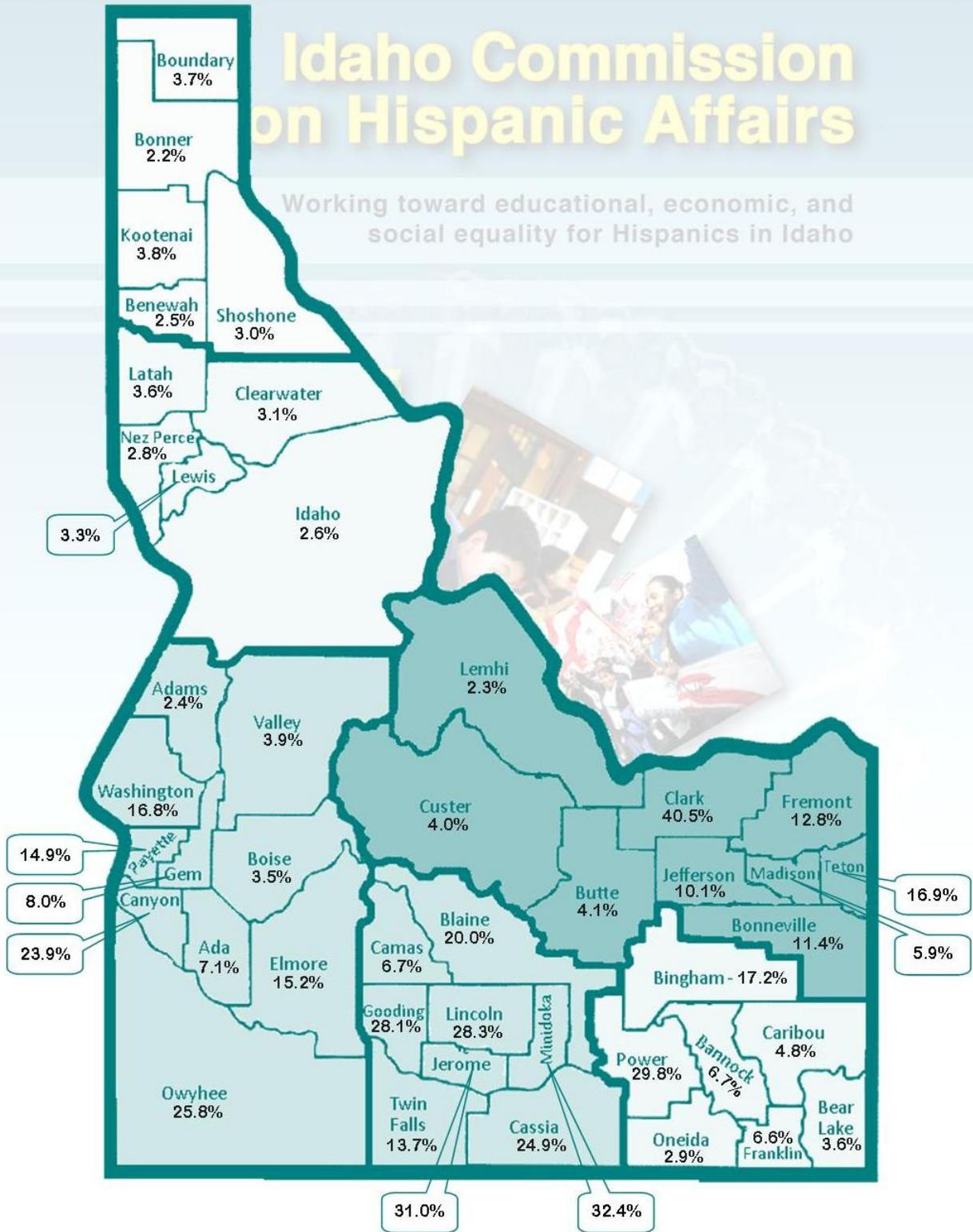


Strategic Plan
2016-2020

IDAHO TOTAL POPULATION	IDAHO HISPANIC POPULATION	% LATINO
1,634,464	196,502	12%

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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.

FROM THE CHAIR



The Idaho Commission on Hispanic Affairs plays a crucial role by partnering with other State agencies, community-based organizations, educational institutions, and other governmental entities to address the many challenges facing Hispanics in Idaho that is beyond the scope of any one of these to do alone.

Today, the Commission is addressing the top challenge facing Idaho and its Hispanic population: neither Idaho nor the United States can reach its human capital needs without accelerating Hispanic educational attainment. Eleven percent of Idahoans are Hispanics with Hispanic growth accounting for nearly a quarter of all population growth in Idaho. When we look back at 2008, to the latest data, more than 70% of Idaho's Hispanics were born in the United States. Between 2000 and 2009, the Hispanic school-age population grew faster than the non-Hispanic school-age population -- 55% growth for Hispanics compared to 3% for non-Hispanics, almost a twenty fold difference.

In our state, Hispanics have lower levels of educational attainment than other groups, a particularly troubling statistic given the fact that Hispanics are the largest racial/ethnic group. Increasing the educational attainment for this population is therefore not only a moral imperative but, necessary to ensure a healthy workforce, a strong economy, and a productive and informed citizenry.

To this end, the Commission partners with public and private groups to improve educational outcomes for Latinos and close the achievement gap. We are bringing national and state-wide attention to this challenge through the development of a 3 year plan endorsed by the State Board of Education to close the academic achievement gap; by connecting national research programs with all major Idaho private and public universities to share best practices focused on improving college access and student success; and by hosting state-wide forums to discuss the most pressing issues related to education of Idaho Hispanics.

But, the Commission's efforts go beyond working educational issues. We continue the critical role of collecting and disseminating demographic/statistical data on Idaho Hispanics to guide and inform the public, policymakers, private industry, non-governmental organization, and educational institutions interested in promoting equity and improving achievement.

This revision of the Commission's Strategic Plan is focused on addressing the fiscal realities and social challenges facing us today. Please take a few minutes to learn more about the critical resources and transformative approaches the Commission will undertake to deliver on its purpose.

IDAHO COMMISSION ON HISPANIC AFFAIRS FOUR-YEAR STRATEGIC PLAN FY 2016–2020

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, which appears to read "C.L. Otter". The signature is written in a cursive style.

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.

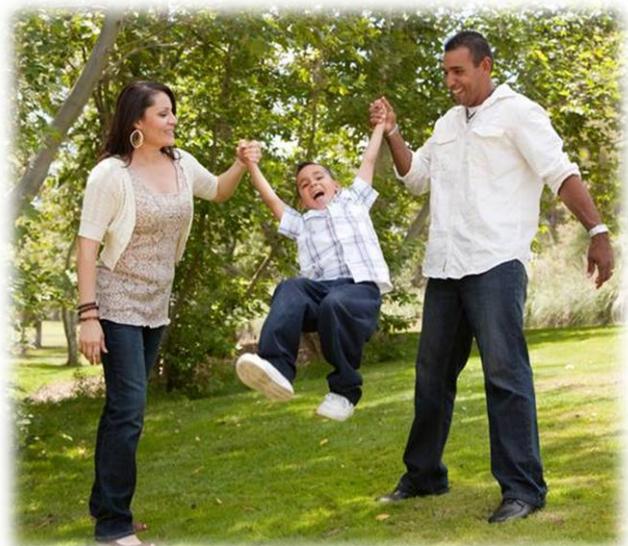
STRATEGY

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.
- Inform on any proposed federal, state, or local significant 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 advance the

academic achievement for Hispanics 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 assist Hispanic people secure access to state agencies, organizations, and programs.



FOCUS AREAS



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.

The Commission has established four focus areas:

- Education
- Health and Human Services
- Business and Economic/Workforce Development
- Public Policy



Idaho Demographic Fact:

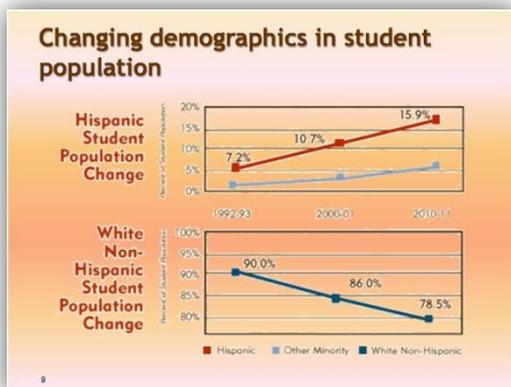
With about 165,000 Hispanic residents, Idaho has the 15th highest proportion of Hispanics in the nation. Hispanic heritage is having an increased impact not only in Hispanic communities, but in population trends of the mainstream culture. This influence can be greatly enhanced by forming alliances and 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 your-self") 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 collaboration 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.



Idaho Education Facts:

The scores among Idaho's Hispanic students in 8th grade increased significantly from 2009 to 2011.

Idaho's Hispanic students showed the largest gain of 13 percentage points – more than any other state in the nation.

- Announce and applaud achievements by recognizing those who set an example of excellence in teaching and learning.
- Develop partnerships to advance academic achievement and develop leadership capacity for Hispanic students.
- Increase Hispanic parental involvement throughout the state of Idaho.

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. Meet annually with Department of Education representatives including the Superintendent of Public Instruction to review academic measures.
2. Four substance abuse prevention and diversity trainings will be held statewide. Districts are selected based on needs identified by the schools and/or those with highest Hispanic enrollment K-12.

HEALTH 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 to be aware of the need to follow best practices and federal and state guidelines.
- Partner with state departments to encourage them to include the ethnic category of "Hispanic/Latino," as well as "country of origin," and "preferred language" in their data collection systems.
- Partner with state departments and local jurisdictions to encourage 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.
- Monitor the availability of culturally and linguistically competent health services.

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. Periodically report on Health Data on Hispanics in Idaho no less frequent than every three years
 - 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. The Commission also works to promote equal employment opportunities for Hispanics and combat employment discrimination.

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.



- Support the efforts of partners to make bilingual business counselors available to Hispanic business owners.
- Partner with organizations and programs and support initiatives that promote workplace rights education for the Hispanic community in Idaho.
- Work with partners to promote equal employment opportunities for Hispanics and combat employment discrimination.

Idaho Economic Facts:

The buying power of Idaho's Hispanic population rose 11.2% in 2011 to \$3.2 billion annually.

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

- 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. Monitor groups that have data on available resources by hosting meetings with

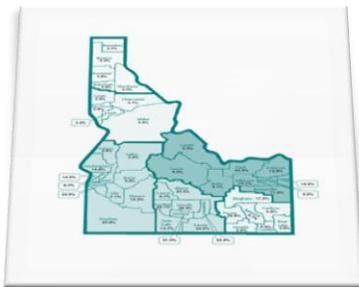
partners statewide, minimum one meeting per quarter

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 reference points against which to measure the impact of state programs, policies, and legislation.

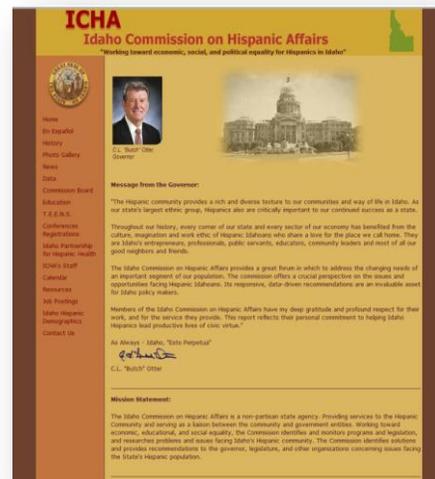
Hispanic community. Support leadership development programs and promote participation of the Hispanic community. Promote voter education and participation.

- 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.
- Create outreach efforts with community leaders by holding board meetings at locations throughout the state and hosting town hall meetings.



Specific Strategies

- Lead the state's efforts to disseminate information on Idaho Hispanics and the people and programs that support them.
- Monitor the impact of legislation on the Hispanic population.
- 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 issues related to the



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.

- 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) and provide reports to legislative leaders.

Achievement measured by the state:

4. Data on Voting Power
5. Data on Hispanic Elected Officials in the state

6. Advancement of legislation beneficial to the Hispanic community
7. 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 significant partnerships that result in publishing of data reports on the Hispanic population in Idaho
3. Community participation at town hall meetings
4. Database on media personnel and outlets
5. Number of media contacts made during fiscal year

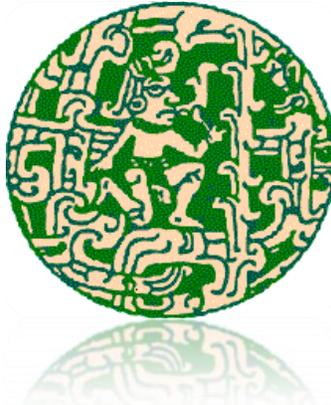
CONCLUSION

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.

Idaho Commission on Hispanic Affairs Board of Commissioners

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Idaho Commission on Hispanic Affairs Office Staff

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



Idaho Commission on Hispanic Affairs
2399 S. Orchard Street, Suite 102
Boise, ID 83705-3794
PO Box 83720
Boise, ID 83720-0006
(208) 334-3776 * Fax (208) 334-3778
www.icha.idaho.gov

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*