

Diversity and Civic Leadership Program

Year-end performance summary

FY 2012-13

July 2012 through June 2013

Organization: **Latino Network**

GOAL: Community Involvement, Increase the number and diversity of people who are involved and volunteer in their communities and neighborhoods.

1. Examples of developing culturally appropriate strategies to bring constituency together to build community identity, understanding of existing City governance structures, and/or skills to analyze City power dynamics.
 - **Oregon Latino Agenda for Action (OLAA):** Collaboration to engage our community at the bi-annual convening hosted by OLAA. The convening gathered Latinos from across the state to establish statewide strategic priorities for meeting the over-arching needs of Oregon's growing number of Latino families. Latino Network helped with the planning and execution of the convening by providing a staff person to sit on the steering planning committee and by facilitating four workshops at the summit. Latino Network's Líderes advisory committee worked with OLAA's planning sessions to incorporate their input to the developing strategic agenda, volunteered at the summit's registration table and participated in the workshops.
 - **Provide culturally specific arrangements:** We provide necessary, culture specific arrangements that make it possible for our constituency to be present. We provide childcare, which includes developmentally appropriate programming mirroring the curriculum provided to the adults, food, printed materials in Spanish, provided language interpretation as needed for monolingual participants, and hosted events close to where our constituency resides and are easily accessible by public transportation.
 - **Latino Family Day in the Park:** Hosted two events, July 1st, at Pier Park, and August 4th at Mt. Scott Park. The picnics served to strengthen community ties among the constituency we serve through our Leadership and Civic Engagement Program, and welcomed new community members that wanted to learn more about the organization. We hosted barbeques, an array of games and activities for the whole family including traditional family games from Latin America. This type of interaction helps our community develop deeper relationships with other community members creating a unity that reinforces our ability to take more meaningful action as community strongly connected advocates.
 - **Noche de Cine:** Movie night brought together 20 grassroots community members and 24 children for a viewing of Walk Out. This film is based on a true story of student activists who, tired of being treated unequally, stage a walkout at

five East Los Angeles high schools in 1968. Facilitated a debrief discussion to transition participants into a brainstorming activity where they identified issues affecting parents and their school-aged children. The result was an expressed interest by many participants to get involved with schools and local government, and desire for further capacity to do so effectively. In order to overcome some of the logistical barriers previously mentioned we held the event at Glen Fair in East Portland to engage the Latino community in the area, and because it is easily accessible by max and multiple bus routes. We provided dinner and childcare, as a culturally responsive approach, which increasing the likelihood of participation.

- **Las Posadas 2012:** A celebration of Latino Holiday traditions in collaborated with Educate Ya. This Event was hosted for allies, supporters and members of our Latino Advisory Committee to share Latino holiday traditions and practices and build a relationship across diverse communities.
- **Portland Harbor Superfund Site:** Partnered with Groundwork Portland through the Portland Harbor Community Coalition to participate in an intercultural process to create awareness about the Portland Harbor Superfund Site process. Eight Academy participants have attended related meetings and trainings.

2. Have you convened any gatherings/meetings or events to accomplish this goal/program function? If so, how many gatherings/meetings? Attendance?

- 1st Qtr - 163 meetings/activities, 627 participants

GOAL: Capacity Building, Strengthen neighborhood and community capacity to build identity, skills, relationships and partnerships.

Communications

3. Describe the methods of communication currently used to outreach to your group.

- One-on-one conversations
- Phone calls
- Email
- Text messaging
- Flyers
- Presentations
- Small group meetings
- Facebook
- **Produce culturally appropriate print materials:** Flyers and training materials are designed in English and Spanish with images of our constituency and using popular language; meaning language that is easy to understand by people from a variety of experiences and backgrounds.

- **One-on-one contact in the community and phone:** Best practice approach to conducting outreach and information sharing is direct contact at community events and via telephone.
4. How many people are receiving these communications on a regular basis?
 - E-newsletters sent out - 23
 - People signed up for emails – up to 961
 5. Describe one example of how one of these communication strategies is supporting your community building and livability efforts, fostering dialogue on policy issues, or publicizing opportunities for involvement with the City?
 - **Digital engagement workshop:** While very few community members have computers and internet access at home, many do have smart phones with internet access. Since many government agencies prefer to send out email notifications we need to close the digital divide between Latino residents and government.

Latino Network has been working to employ new technologies to promote dialogue, communication and information sharing. We recognize the digital divide that exists among communities of color and low-income families. With that in mind, we researched technology usage data among Latinos and found that 49% of Latinos in the U.S. own smart-phones according to the Pew Study on smart-phone usage. Moreover, Latinos Facebook users grew by 167% from April of 2011 to April of 2012 according to comCore. This demonstrates that Latinos are embracing digital technology to connect and communicate with family and friends in spite of the digital divide i.e. not being able to afford a home computer. In light of the research found, we piloted a Líderes Academy 2013 private group on Facebook given the accessibility of Facebook on smart-phones. The purpose of the group is to promote dialogue and create a sense of community among Academy participants, share information about current issues and opportunities to advocate, engage with elected officials, opportunities to apply to participate in boards, commissions and advisory groups, and participate in pro-social activities. The 2013 cohort embraced the use of the private Facebook page to connect with 12 out of 20 participants using the page; that is 60% of the cohort, which is in line with the research we found on the use of these two technologies.

Leadership development

6. As a result of this project describe one method to develop leadership opportunities for your constituents to become effective advocates on City public involvement initiatives and/or initiatives by your organization to achieve economic and social equity? How many people have participated? (Leadership Academy question): Provide a short narrative on how one or two trainings provided contributes to building the organizational capacity of participants' organizations and/or are building leadership skills of the participants?)

- Trainings – 26
- Participants in trainings – 430
- **Academia de Líderes (Leadership Academy):** We continue to increase the power and voice of under-engaged Latino community members by providing them with the tools to harness the collective power of the community to create lasting systemic change. Lideres hosted 8 leadership training opportunities using a popular education methodology to increase the capacity of Latinos in the City of Portland to engage civically. As part of these trainings participants learned to analyze critical issues affecting the community, develop a social justice framework, and basics of community organizing.

For example, through our collaboration with Oregon Latino Agenda for Action (OLAA) and Lambda Legal, Latino Network facilitated four workshops in October at the 2012 OLAA Summit. The Summit was held at Concordia University on October, 6th 2012 in Portland, OR.

The four workshops focused on how to speak to elected and public officials, developing testimony, the intersection of Latino and LGBT issues, and developing a strategic legislative agenda to address Latino LGBT priorities at local, state and national levels. Below is a list of various workshops:

- Popular Education for Leaders in LGBT Equity
- Civic Engagement 101: Speaking with Elected Officials
- Civic Engagement 101: Developing Testimony
- Hasta en las mejores familias: Analyzing the intersection of Latino and LGBT issues
- LGBT Equity and the Latino Perspective
- Popular Education for Leadership and Community Organizing
- Familia es Familia: Analyzing the intersection of Latino and LGBT issues
- From Student Activism to Professionals for Social Justice

A graduation ceremony and reception for the class of 2013 was held to celebrate the personal growth and contributions of each participant in putting their advocacy skills into action. This was a family event where participants came together as a cohort and with their families. There was live Andean music the families danced, sang and celebrated together.

- **Latino Advisory Committee:** The 2012 Academia de Líderes cohort graduated and transitioned from our Latino Advisory Committee. The function of this committee is to advise Latino Network to develop relevant programming that addresses the needs of the community. The Committee also addresses current community issues and serves as Latino Network “ambassadors” representing our organization and community on advisory groups, community events and as advocates at city, county and state levels. Was formed in response to a focus

group from the 2011 Academia de Lideres expressed a need to continue developing their community and civic engagement interests after the six month academy.

Example activities as ambassadors included:

- Group organized networking opportunity for Advisory Committee members to attend the Oregon Social Business Challenge presented by the Oregon University System. The conference brought together people from various economic development interests from across the state.
 - Provided support to engage community members in candidate forums.
 - Encouraged community members to sit on boards and commissions.
- **Summer Leadership Seminar and Latino Learning Community in East Portland:** The need for more effective programming in outer East Portland is tremendous, especially due to the rapid growth in population this area has experienced due to the displacement of families from North and Northeast Portland. The Summer Leadership Seminar, held on July 14th and 15th, utilizes the Academia de Líderes model to encourage Latinos in East Portland to develop their capacity to identify community-based critical issues, learn practical hands on methods of engagement, and become skilled at developing and delivering testimony to government and elected officials. This project served three purposes:
 - First, it allowed participants to have an introduction to building on their leadership capacity to advocate for their community.
 - Second, we were able to direct them to our longer six month Academia de Líderes to further develop their capacity to civically engage with the City, County and their community.
 - Lastly, we were able to build a stronger base in East Portland neighborhoods.

During the fall Latino Network staff Jackeline Luna provided support to alumni from the 2012 Academia de Lideres who formed the Latino Learning Community in East Portland. With a grant from the East Portland Action Plan this group is providing parenting and leadership development trainings for Latinos in outer East Portland. Staff provides technical assistance for the group to develop the training series and facilitated some workshops. 20 people participated in three workshops.

Partnerships and Collaborations

7. Describe a new or update on a collaboration or partnership developed as a result of this project with other community organization(s), neighborhood and/or business association(s) where there may be opportunities to work on common community and neighborhood livability issues?

- APANO – Asian Pacific American Network of Oregon
- Basic Rights Oregon
- Cascade AIDS Project
- CAUSA
- CIO - Center for Intercultural Organizing
- City of Portland
- East Portland Action Plan
- Educate Ya
- Family and Youth Engagement (Latino Network)
- Ground Works
- Hispanic Chamber
- IRCO – Immigrant Refugee Organization of Oregon
- Juntos Aprendemos (Latino Network)
- Lambda Legal
- Latinos Unidos Siempre
- Metro
- Multnomah County
- NAYA – Native American Youth and Family Center
- Northwest Family Services
- OLAA
- Portland Harbor Community Coalition
- Portland Housing Bureau
- PSU Multicultural Center
- PSU Office of Global Diversity and Inclusion
- Office of Neighborhood Involvement
- Upstream Public Health
- Urban League of Portland
- VERDE
- Western States Center
- Opciones y Educacion (OYE)
- Coalition of Communities of Color

GOAL: Public Impact, Increase community and neighborhood impact on public decisions.

Representation on City advisory committees

8. How many people have participated on city advisory committees, boards, commissions?

- East Portland Action Plan – Academia de Lideres alumni participate.
- ONI’s Budget Advisory Committee – Pedro Sandoval.

Culturally appropriate public involvement models

9. Please describe any opportunities this quarter you have had to engage with City public involvement efforts. What have been some of the successes or challenges in engaging in this process?

- **Latino Family Day with Portland Parks and Recreation:** The Líderes Program collaborated with Portland Parks and Recreation and other community partners for the first annual Latino Family Day at Mt. Scott Community Center. Participants from the Academia De Líderes helped community members complete surveys developed by the Parks Bureau that sought to better understand the community's interests and needs. In total, they collected 60 Spanish language surveys that day. Graduates from the 2012 Academia de Líderes, now members of the 2012-2013 Latino Advisory Committee, shared the success of the first Latino Family Day and the results from the surveys with City Council in a presentation on September 12, 2012. The presentation provided valuable feedback to the Mayor and City Commissioners on ways to improve the Latino community's knowledge and utilization of Portland Parks and Recreation Facilities and Programs.
- **Arte Y Cultura 2012 with Portland Parks and Recreation:** This partnership was a Latino Art show in observance of the National Hispanic Heritage Month. The Art show featured local Latino artists, traditional Latin American food and live music by a local Latino artist. There Were 64 people in attendance; alumni from Academia De Lideres 2012, Latino Advisory Committee members, partner organizations and community leaders.
- **Testimony at budget hearings:** *Líderes* Academy graduates provide testimony at budget hearings for the City, County, Metro, Portland Public Schools and the State of Oregon. Collaborated with the Coalition of Communities of Color (CCC) to engage community to participate with Multnomah County's Budget Forum. Recruited 2013 Academy cohort members, alumni, and other members to participate in the CCC's budget 101 training.
- **Oregon Investment in Education Board:** Organized eight Portland resident families to testify at a public hearing at the State Capitol on the adoption of an equity lens that would advise and support the building, implementation and investment in a unified public education system that meets the diverse learning needs of pre-K through postsecondary student. Provided training on delivering effective public testimony, public speaking, preparation and techniques. Governor Kitzhaber personally praised the families for making their voices heard.
- **Portland Public Schools:** Two of the eight families who testified at the Oregon Investment in Education Board also testified with the PPS Board advocating for the adoption of an equity lens, which they adopted. Board representatives provided feedback on the impact of the parents' testimony.
- **Metro's Equity Strategy Advisory Committee:** Provided assistance to two Lideres Academy participants to aid them with their committee applications.

- **Small group meetings with elected officials:** Connected Lideres Academy participants with elected officials and representatives from City bureaus to broaden understanding that public officials can be accessible and in their position to serve the needs of the community, and to foster networking opportunities with local municipalities. Government officials members met with included:
 - Amalia Alarcon de Morris, Director of ONI
 - Councilor Sherley Craddick, Metro
 - Jeff Cogen, Multnomah County commission chair
 - Martin Gonzalez, Co-chair, Portland Public Schools board
 - Liam Frost, Portland Housing Bureau

Issue:

- **Inaccessibility of City boards and commissions:** Latino Network hopes to work with the City and County to make their advisory committees more accessible by providing materials in Spanish and providing interpretation at meetings.