

Michigan Commission on Spanish Speaking Affairs

Strategic Plan 2009-2013



Jennifer M. Granholm
Governor



Stanley "Skip" Pruss
Director
Susan Corbin
Deputy Director

Michigan Commission on Spanish Speaking Affairs
Executive Committee

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Wayne County
Commission Chair

Frederick Feliciano
Oakland County
Commission Vice-Chair

Olga Hernandez-Patino
Eaton County
Commission Secretary

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Kent County
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Debra Rivera-Ehrmann
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Olga Hernandez-Patino
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Michael Espinoza
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Rick Garcia
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Alicia Villarreal
Wayne County
Commissioner

Office Staff

Marylou Olivarez Mason, Executive Director
Victoria Garcia, Administrative Assistant

Michigan Commission on Spanish Speaking Affairs

Mission Statement:

To promote the interests of Hispanics in Michigan, increasing opportunities in education, business and all other aspects of public life.

Purpose Statement:

The purpose of the Commission on Spanish Speaking Affairs (COSSA) is to develop a unified policy and plan of action to serve the needs of Michigan's Hispanic people. Public Act 164 of 1975 directs the Commission to:

1. Advise the Governor, the Legislature, and the Office concerning the coordination and administration of State programs serving Hispanics.
2. Make recommendations to the Governor and the legislature regarding changes in State programs, statutes, and policies.
3. Advise the Governor and the Legislature of the nature, magnitude, and priorities of the problems concerning Hispanic people.
4. Review and approve grants to be made from federal, state, or private funds, which are administered by the office.
5. Secure appropriate recognition of Hispanic accomplishments and contributions to the State.
6. Review and approve the Annual Report prepared by the Office of Spanish Speaking Affairs.

The Michigan Commission on Spanish Speaking Affairs (COSSA), established in 1975, serves as the key policy advisory body to the Governor and State legislature in matters pertaining to the Latino/Hispanic population in Michigan. In addition, it serves as a mechanism to promote programs, services, and other resources to the Latino/Hispanic population in Michigan to ensure that their lives are abundant with opportunities.

In 2009, members of the Commission have observed the incredible demographic growth of the Latino/Hispanic population. Concurrently, there has been a metamorphosis that has occurred; the achievement, development, and potential of the population has grown exponentially. However, the challenges existent in institutions, programs, and policies remain. Therefore, COSSA remains committed to advance the interests, while defending the rights, of the Latino/Hispanic population of Michigan.

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 Michigan – please help us make Michigan a better place.

In addition to the specific outcomes and strategies, it is necessary for COSSA and the State to enable the compilation of relevant and quality data that allows the identification of progress, stagnation, and/or regression of the Latino/Hispanic population. The compilation of this data is essential to provide the Commission a starting reference point against which to measure the impact of State programs, policies, and legislation.

A. Economic Development

Chairperson and Committee Members:

Outcome: Opportunities for economic prosperity are realized through gainful employment, sustainable business development, asset/property acquisition, and sound financial investments.

- a. Gainful employment
 - 1) Promote job training programs, eg. No Worker Left Behind Program
 - 2) Promote job placement programs.
 - 3) Support job creation and retention programs.
- b. Sustainable business development
 - 1) Promote sustainable business development by hosting or promoting technical assistance to emerging entrepreneurs
 - 2) Support business sustainability by facilitating business exchanges among businesses and the public sector.
- c. Asset and property acquisition
 - 1) Promote home ownership programs. – work with MSHDA
 - 2) Promote home foreclosure prevention programs.
 - 3) Host or promote training in financial literacy including credit restoration and preservation. – business forums
- d. Sound Financial investments
 - 1) Host or promote training in personal financial planning including personal banking, financial investments, and retirement planning – Financial workshops

Achievement will be measured by:

- 1) Four business forums held annually
- 2) Information on Hispanic business achievements and events is provided to the media at least quarterly
- 3) Present an annual Hispanic Entrepreneur of the Year Award
- 4) Increase awareness of Hispanics in the area of personal finance through distribution of information.

B. Education

Chairperson and Committee Members:

Outcome: The educational potential for each person is achieved.

- a. Effectively addressing impediments to education
 - 1) Develop recommendations for strategies to effectively address impediments to educational attainment.
 - 2) Facilitate and monitor the implementation of recommended strategies to address impediments to educational attainment.
 - 3) Evaluate, and revise when appropriate, the strategies for addressing impediments to educational attainment.
- b. Optimizing academic excellence
 - 1) Identify best practices in achieving academic excellence.
 - 2) Advocate for the replication of best practices.
 - 3) Announce and applaud achievements, recognizing those who set an example of excellence in teaching and learning.
 - 4) Create an educator of the year award and present at the annual education summit.

Achievement will be measured by:

1. The annual education conferences were held
2. Develop a baseline for solutions and ideas generated at the 2008 Education Conference.
3. For 2009-2012, improvements will be measured by those indicators
4. An annual meeting was held with MDOE representatives.
5. Annual collaboration with post-secondary institutions and organizations was accomplished.
6. Four education fairs were held.

C. Legislative/Civic Engagement

Chairperson and Committee Members:

Outcome: Policies, programs, and legislation that positively support the interests and achievement of the Latino/Hispanic population.

- a. Legislative
 - 1) Engage the Governor and legislators with issues, programs, and legislation impacting the Latino/Hispanic population.
 - 2) Monitor the impact of legislation on the Latino/Hispanic population.
 - 3) Utilize the COSSA Interagency Resource Council to improve programs and policies serving the Latino/Hispanic population.
- b. Civic Engagement
 - 1) Promote leadership development programs and participation – partnering with U.S. Hispanic Leadership Institute.
 - 2) Promote voter education and participation.
 - 3) Promote civic engagement by service on public boards and commissions, campaign involvement, and elected office.
 - 4) Leadership programs
 - 5) Partner with MI Hispanic Chamber of Commerce and Hispanic Legislators
 - 6) Create annual legislative day in Lansing.

Achievements will be determined by:

- 1. Number of board and commission appointments of Hispanics
- 2. Number of persons participating in Leadership Development Training programs
- 3. Number of Hispanics seeking elective office or managing political campaigns
- 4. Number of Hispanic voter registration and participation by Hispanics
- 5. Number of individuals participating in regional legislative summits