

HIGHLIGHTS

- 50% of the regional network participated (27 of 54 Affiliate organizations).
- The next meeting, coordinated by the California NCLR Affiliate Network (CNAN), is scheduled for January 21 at Women's Initiative in San Francisco.

Day One – October 15, 2009

I. Welcome and Introductions

- Welcome by National Council of La Raza (NCLR) Affiliate Council (AC) Representative and AC Secretary Dr. Maria Quezada, and AC Representative José Rodriguez
- Meeting/reception sponsors Wells Fargo, Citi, and Hyundai were recognized.
- M. Quezada gave a recap of July's AC meeting, highlighting funding distribution to Affiliate and non-Affiliate community-based organizations. Affiliates received over \$6 million from NCLR in fiscal year 2008. AC also heard a very useful presentation on new media by Kety Esquivel.

II. CNAN Business

A. Elections

- CNAN Co-Chairs Annette Sanchez, El Concilio, and Bob Monzon, Montebello Housing Development Corporation, gave a review and update of recent CNAN elections.

B. CNAN Mission/Purpose

- The CNAN purpose and mission were reviewed. CNAN mission: "the mission of this network, as it is with NCLR, is to improve the quality of life for the California Latino."
- Affiliates feel that CNAN's structure is important to serve as a vehicle for NCLR Affiliates to have a voice, not just from NCLR, but as representatives of CNAN as well.
- Delia de la Vara clarified that CNAN is a separate structure from the NCLR coordinated structure of the Affiliate Council. CNAN, created by the California Affiliates, developed its own charter and the Affiliate organizations serve as the driving force behind CNAN's agenda and priorities. It creates a pipeline of leadership so California Affiliates would be better prepared and positioned to move in to NCLR leadership opportunities on the AC and Board of Directors. CNAN and NCLR work in collaboration to bring California Affiliates together around common issues.

C. Charter

The CNAN charter was reviewed. Areas of clarification and updating were identified and discussed, including CNAN's purpose, co-chair eligibility requirements, committees, committee definitions, and co-chair terms.

D. Committees

- Attendees discussed CNAN committees. There were suggestions from the group to review committees for relevancy, committee description/charge, and possible consolidation. Committees support Affiliate efforts to share best practices, peer-to-peer learning, and resources.
- Committees stated in the CNAN charter include housing and economic development, education, workforce development, health, and capacity-building and marketing. The Committees are not currently active.
- The Charter Review Committee was created. This committee will review and discuss the charter and its committees; it will assign committee chairs to those that remain.
 - Participants: F. Villasenor, H. Rosales, J. Rodriguez, C. Ornelas
 - C. Ornelas is interested in the Housing Committee, if it remains

E. NCLR California Regional Affiliate Meeting (Chicago)

- Reviewed July 27, 2009 meeting minutes.

F. Calendar

- Reviewed and discussed calendar of regional Affiliate meetings. There are four meetings; two are supported by NCLR and two are supported by CNAN. In discussion, the group suggested that one meeting be held in conjunction with the ALMA Awards® in Los Angeles and another held in conjunction with the California Advocacy Day in Sacramento.
- Meetings proposed for 2010:
 - CNAN: January 21 at Women's Initiative in San Francisco (a motion was made and seconded to keep the meeting in Northern California)
 - NCLR: Spring (late March/April) meeting in conjunction with California Advocacy Day in Sacramento, date to be determined. NCLR will report back later this fall after researching the best date to hold Advocacy Day with partners in Sacramento.
 - NCLR: July 12, 2010 at the NCLR Annual Conference in San Antonio, Texas
 - CNAN: Fall (September/October) meeting in conjunction with the ALMA Awards® in Los Angeles.

G. Contact Information/CNAN Website

- Affiliates were requested to update contact information for Affiliate leadership and staff contacts to maintain accurate databases.

- Meeting minutes and CNAN information are posted at www.cnan.org. A. Sanchez of El Concilio posts Affiliate-related information upon request.

H. Discussion of Questions for Janet Murguía's Q&A:

- Affiliates wanted to discuss NCLR visibility/branding, and whether NCLR would consider chartering organizations.
- Affiliates wanted to discuss fundraising goals for Regional Strategy/Campaign.

I. Other – Advocacy Day

D. de la Vara shared a suggestion received from Affiliates and partners to reach out to sister organizations including Mexican American Legal Defense and Education Fund (MALDEF), Latino Coalition for a Healthy California (LCHC), and the California Association for Bilingual Education (CABE) to collaborate on California Advocacy Day efforts. Affiliates were in support of this idea. Several Affiliates also suggested including youth in Advocacy Day efforts. Women's Initiative, Visionary Home Builders, and El Concilio offered to host or be engaged in planning Advocacy Day activities.

NCLR will be looking at corporate and other partners to see what resources can be pulled to help with costs (travel, hotel) for Affiliate attendance. NCLR will also work on opportunities to connect Affiliates with corporate contacts for relationship development.

III. Increasing Advocacy in California: A Case Study Presented by Ben Gamez of El Concilio

B. Gamez of El Concilio presented their case study of engagement in NCLR's national campaigns initiative. Highlights of El Concilio's participation in this initiative, which focused on health care reform, include:

- Coordinating an impressive number of calls and postcards delivered to Congress in support of health care reform
- Forging alliances; sharing strengths to maximize outreach and meet goals
- Leveraging their presence at health fairs, church festivals, and educational meetings
- Integrating the advocacy model into existing programs
- Ensuring that all attendees left with postcards at El Concilio events; buying GoPhones for outreach calls and encouraging clients to make phone calls before meetings and events

Jo Andrade of NCLR provided closing remarks. He reiterated the value of engaging staff, clients, and extended community partners in advocacy. The NCLR National campaigns initiative has a goal to build a list of one million names. Andrade offered ideas for Affiliates to incorporate this into their organizations. He stressed the simplicity of participation and need for staff commitment.

IV. Strengthening Our Voice: Affiliates and Advocacy

Assemblyman Kevin De Leon joined the meeting to provide an overview of legislative priorities for the upcoming legislative visits.

Assemblyman Kevin De Leon highlighted the significant impact the economic crisis has had on California, which is further complicated by the foreclosure crisis and employment loss being faced now and in the coming months or even years. California is losing revenue through foreclosure. Several programs were affected by either becoming completely eliminated or severely cut. The hardest hit were HIV/AIDS care programs, which were completely eliminated. In-home support services and domestic violence programs took major cuts. De Leon predicted a tough year ahead, but not as bad as this year. More economic stimulus money is needed in California.

With regard to NCLR California Affiliate Advocacy efforts, De Leon emphasized the strength of a unified voice. He suggested visiting with Republicans as part of an Affiliate advocacy strategy. He offered to lend support from himself and his staff to work with NCLR and its Affiliates on a California Advocacy Day strategy.

Yammil Rodriguez of Youth Leadership Institute and formerly of Latino Issues Forum (LIF) provided an overview of LIF's recent work, lessons learned, and thoughts on where NCLR Affiliates might focus as the network engages in advocacy efforts moving forward.

Regarding California Advocacy efforts, Y. Rodriguez emphasized coalition-building (civic groups, parents and families, faith-based community, business leaders, etc.), keeping issue priorities simple and focused, utilizing a long-term approach, and engaging those people affected. When issues are broader, what can we as Latino leaders say about our issues with a Latino lens?

When thinking about planning NCLR's Advocacy Day in Sacramento, also consider working with partners in presenting the sessions and trainings, and in collaborating on media, scheduling meetings, etc. as a way to leverage resources. Some partners to consider include the Latino Water Coalition, HOPE Leadership Institute, MALDEF, etc.

The NCLR Capacity-Building team engaged Affiliates in an exercise that revealed the financial power and strength of the California network as a priority in advocacy efforts. Three questions were asked: How much state funding has your organization lost this fiscal year? How many clients lost services as a result of those cuts? What is the total number of clients you serve currently?

With participation of 27 of 54 groups:

- Collective impact – \$8.9 million lost in funding and 115,340 people were affected because of reduced or eliminated services.
- Collective power – Approximately 921,863 people are served by the 27 of 54 California Affiliates in attendance.

A strategy will take time to develop, but it will only be successful with a commitment from Affiliates. There was also a suggestion to have appropriate data developed on numbers for the California Affiliates to visually tell the story of the impact, power, and representation of the network.

Attendees were asked to commit a number of folks to deliver to California Advocacy Day. Several made commitments and NCLR staff will be following up with groups.

V. NCLR President's Update—Janet Murguía

J. Murguía provided an overview of our national policy agenda, leveraging political influence, not just in voting, but in advancing our mission.

Health Care Reform

- Legal immigrants are not denied coverage (consistent with coverage and interests of advocates for poor Whites and Blacks). NCLR is working with the African American community. The belief is that the five-year waiting period for legal permanent residents to obtain Medicaid or the Children's Health Insurance Program (CHIP) will be removed. Senator Menendez (D-NJ) has been tremendously helpful.
- Mixed-status families will count their income and count every person in the household as a full person whether they are here legally or not.
- Protect access for lawfully present residents
- Allow undocumented to purchase their own insurance from a private provider
- Push for access for **all** children

Immigration

- Much is happening behind the scenes and NCLR is very involved in the immigration debate.
- Senator Schumer (D-NY) is very engaged. He wants to create a bill but is currently distracted with health care reform. He's done a few hearings on this and held lots of meetings behind the scenes, pulling together a draft of the bill.
- Representative Gutierrez (D-IL) is working on a draft bill. NCLR is hoping for an immigration reform bill by May.
- Faith-based groups, law enforcement, and labor are unified on this issue, although specifics of the bill are not public. Hopefully there will be a compromise with enforcement, but not so much that it's unnecessarily onerous.
- We hope to have health care reform by Christmas. If this is achieved, then the feeling is that comprehensive immigration reform could be possible by early spring 2010. It's a tight but aggressive window that is being pushed.
- Different communities have taken advantage of the 287g agreements. They're trying to rein this back in but nothing is final. Now they are trying to target the employers. NCLR

produced a report with the Urban Institute that was very helpful in getting the Department of Homeland Security to reassess enforcement priorities.

- NCLR has some very active Affiliates from the faith community working on this issue in partnership with us. Senator Gutierrez also just did a tour of churches. The conference of Catholic bishops is involved, the challenge is that we have a small contingent in the faith community sending confusing messages to community and media regarding the Census.
- NCLR is part of a coalition that developed an ad targeting four critical states in an effort to mobilize them to call their officials and express support—Arkansas, North Carolina, Florida, and Louisiana—to build support in Black and Latino communities that will be severely affected by reform.

Education

- NCLR supports No Child Left Behind and is looking at more revision of English language learner (ELL) and early childhood programs.
- The appointment of Thelma Melendez was a good move, but dismantling of the Office of Bilingual Education and the ELL office and instituting a change in reporting are not a good sign.
- We are very confident of the expertise the department has in ELL matters, but the above are signs of concern.
- Affiliates voiced concern for stronger monitoring in Washington.

Wave of Hope Campaign

- NCLR has conducted its campaign since 2007 in partnership with Media Matters by creating a robust website. Currently, NCLR is also part of the Drop Dobbs coalition aimed at advertisers on CNN.
- NCLR and J. Murguía have reached out to our Corporate Board of Advisors (CBA) in calling on them to drop advertising on Dobbs's program and received a very positive reaction, most notably from Wal-Mart (who stepped up first), Verizon, and ConAgra. This is a way for NCLR to exercise our economic power. None of our CBA members are advertising on the show any longer.
- Messaging is highly focused on the real impact this rhetoric is having on lives—lives are actually at stake and people are dying. We're careful about the protection of free speech, however.
- We are also looking at purchasing advertising on CNN to call them to the carpet on trying to have it both ways—Dobbs with his anti-Latino rhetoric and then *Latinos in America* as an attempt to counter it (two instances versus daily immigrant bashing is still not balanced).

NCLR Branding

- We want to have a mutual understanding of the commitment of our Affiliates before we ask them to co-brand. A commitment to the brand and an assurance of its value and credibility will need to exist between Affiliates and NCLR.

J. Murguía also announced our new civil rights policy lead, John Amaya, formerly with MALDEF.

Day Two – October 16, 2009

A recap of the previous day was provided by B. Monzon.

VI. Organizational Struggles and Triumphs

This shotgun session was intended as a way for all organizations in attendance to have a few minutes to share the successes, challenges, and opportunities that their organizations are facing with an audience of their peers.

Community Child Care Council of Santa Clara County (4C): Not significantly affected by budget crisis, as it is not dependent on state funding. Instead, federal funding has allowed the organization to experience growth this past year.

AltaMed: Experienced major cuts to teen pregnancy/parenting programs and to the Escalera Program, but still managed to graduate 96% of students. They see an opportunity in pursuing relationships and creative partnerships with networks. They have served 124,000 patients.

MAAC Project: Recognized as Community Ally of the Year. Head Start operations are to double in 2010, they are growing a weatherization program, and they will benefit from a Pathways Out of Poverty grant. Charter school budgets have been cut.

Spanish Speaking Citizens Foundation (SSCF): The budget hasn't been affected at the state or federal level, but it has been at the local level. Less money from foundations is expected, but they are maintaining with other funding sources.

Centro Latino for Literacy: Experienced a 20% reduction in budget, but not many staff/program cuts were taken. They are celebrating one year as an Affiliate. They kicked off the 10x10 campaign to enroll 10,000 adults in a literacy program by 2010. Interested in branding.

NEW Academy: After receiving API test scores, they are looking at focusing their efforts on working with English language learners. They are making gains but hoping to improve. They are opening a new center with more preschool classes.

El Centro Del Pueblo: Funding has been a challenge, and they have lost and gained in different areas. They are managing this impact on staff. In the neighborhood, gentrification has been a problem and as a result they are doing more outreach to engage new audiences.

Montebello Housing Development Corporation: As a housing counseling agency, they have seen a huge increase in the volume of calls and need for services. Early in the year, calls were

about foreclosure; now they are about purchasing homes. Funding has fallen about 10% and they are looking at their portfolio for new options.

Youth Policy Institute: Received a major grant and will open a one-stop center. Some programs are coming to a close, foundations are becoming more restrictive in their grants, and it is possible that they may have to lay off staff, but they are looking at all options.

Mexican American Opportunity Foundation: Federally funded programs have grown, so they have added employees. Early childhood education is their main program. They are looking at strengthening job training, senior services, and food bank programs. There are plans to open technology center and focus on science, technology, engineering, and mathematics (STEM) programs.

El Concilio: Didn't lose as much funding as anticipated. Fundraising events have been successful. They lost funding for the outreach of the Healthy Families program, fee-based programs (DUI, parenting, etc.) are seeing an increase, and there is an increase in mental health services. They are working with Visionary to build a permanent headquarters.

VII. Sharing Strategies: Success Stories on Recession Recovery (Sponsored by Citi)

This California Affiliate panel discussion session provided an opportunity for Affiliates to hear from their peers on how their successful efforts and strategies have led them to maintain financial integrity and expand services while mitigating the effects of the economic crisis.

Panelists' Success Stories

Women's Initiative for Self Employment (WISE) serves low-income women who want to become small business owners. In 2008, they hoped to end the economic year on a surplus but did not. Twenty percent of staff left and were not replaced. They hired a pro bono lawyer to help them get out of a lease to consolidate services. WISE was able to stabilize their regional offices and hosted a successful gala in May.

Para Los Niños initially thought pay reductions and job cuts would help them through this rough economic climate. Instead, they did small simple things: cut travel, supplies, etc. In thinking about their strategic plan and long term sustainability, they are no longer interested in expansion efforts and have instead begun to consolidate sites. They are now looking at quality over growth and took this as a time to create models about who they are as an organization. They encouraged playing with unlikely partners.

Visionary Home Builders has had a rough two years with foreclosure issues. They are surviving because of their ventures in construction development in the private sector and their independence from state funds. They jumped on the Neighborhood Stabilization Program (NSP), which provides funds for organizations to buy, renovate, and resell foreclosed properties. They

didn't have the capacity but engaged the builders in community. They are now applying for NSP round two funds. They have paid off all lines of credit.

Casa Familiar worked with private funders and developers. Their strategic plan focused on technology; self-marketing and staff efficiency; sustainability by way of human capital (i.e., hiring passionate people from their own communities and including younger leadership in bigger meetings); improved cash flow; not relying on anyone but themselves (securing 73% private funding instead of relying on large funders); assessing what they do well and what they don't do well; and partnering with other organizations. They also assessed their programs/services and streamlined how they do business by changing their model, yet staying true to their mission.

Highlights of Ideas/Comments from Presentation Discussion

A question was posed regarding how to ask for donated/in-kind services. Everything is negotiable. Tell everyone your story. Invite different folks to special events.

C. Bailey mentioned utilizing interns. It is an investment in the beginning, but it leads to great rewards and benefits later.

How did you decide how to downsize/increase services?

- Look to the strength and leadership at board level (infrastructure). If it is not solid, find ways to strengthen it.
- Look to your management team for creative solutions, but also to remind you of deliverables committed.
- Partner with other nonprofits to leverage resources.
- Consider everyone in the organization as a sales representative for the organization.
- Think green everywhere ("How can we be sustainable at all levels of operations?").
- Include staff in budget conversations when evaluating decisions that impact them. They may surprise you with new ideas and perspectives.
- Leverage technology.

VIII. 2010 Census and the Hispanic Community

Evan Bacalao, NALEO Director of Civic Engagement, provided information on the *Ya Es Hora ¡Hagase Contar!* campaign, which NALEO and NCLR are partners in, and explained how Affiliates can get involved. (The PowerPoint presentation is attached.)

Adjourn

Affiliates in Attendance:

Name	Organization
1. Martin Castro	MAOF
2. Jose Rodriguez	El Concilio
3. Ana Ponce	Camino Nuevo Charter School
4. Raymond Uzeta	Chicano Federation of San Diego
5. Fred Villasenor	4-C Council
6. Jorge Leiva	NEW
7. Eric Murillo-Angelo	El Centro Del Pueblo
8. Annette Sanchez	El Concilio
9. Antonio Pizano	MAAC Project
10. Brenda Mata	Eastmont Community Center
11. Henry Rosales	Eastbay Spanish Speaking Citizens Foundation
12. Mercedes Perez	YPI
13. Victor Nieto	SYHC
14. Clemente Mojica	Neighborhood Housing Services of OC
15. Clinton Bailey	La Familia Counseling Service
16. Luz Maria Ayala	TODEC Legal Center
17. Antonio Ayala	TODEC Legal Center
18. Ricardo Mirales	Academia Avance
19. Robert Mozon	MHDC
20. Daniel Rodriguez	East L.A. Community Corp
21. Conrado Terrazas	El Centro Del Pueblo
22. Benjamin Gamez	El Concilio
23. Teresa Palacios	Eastmont Community Center
24. Carol Ornelas	Visionary Home Builders
25. Jose Nuno	Visionary Home Builders
26. Maria Quezada	CABE
27. Yvonne Casillas	Women's Initiative
28. Elva Monreal	LA Leadership Academy
29. AnaMaria Ruiz	Centro Latino for Literacy
30. Marie Lugo	MHDC
31. G.Crystal Morales	AltaMed
32. Fred Sotelo	Casa Familiar
33. Willy Gloria	MAAC
34. Sandra Figueroa-Villa	El Centro Del Pueblo
35. Cristina Jose	AltaMed
36. Eddie Fiszer	New Academy Canoga Park
37. Diana Hernandez	AltaMed
38. Maria Alfano	AltaMed
39. Ana Lopez	Watts/Century Latino Organization
40. Gisselle Acevedo	Para Los Ninos

Sponsors & Non-Affiliates in Attendance:

Name	Organization
41. Yamilette Rodriguez	Youth Leadership Institute
42. Walter Rodriguez	Hyundai
43. Evan Bacalao	NALEO
44. The Honorable Kevin De Leon	Office of CA State Assembly Member Kevin de Leon

Staff in Attendance:

45. Jaime Aguirre	NCLR
46. Jesus Andrade	NCLR
47. Delia de la Vara	NCLR
48. Maricela Garcia	NCLR
49. Ruben Gonzales	NCLR
50. Loren McArthur	NCLR
51. Medellin Felicia	NCLR
52. Feliza Ortiz-Licon	NCLR
53. Veronica Rodriguez Quincy	NCLR