



**San Diego County Latino Association**

*"Helping County Employees to Succeed!"*

**2012-2017**

**STRATEGIC PLAN**

# 2012-2017

## SAN DIEGO COUNTY LATINO ASSOCIATION STRATEGIC PLAN

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**San Diego County Latino Association**

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# LETTER TO THE COMMUNITY

I am pleased to present the Strategic Plan for the San Diego County Latino Association (SDCLA) for 2012-2017. Our plan builds on the core values of the association, a stronger partnership with the County, and a focus on increasing membership.

The SDCLA offers a built-in support network for all County employees, including opportunities to interact with colleagues from other departments and exposure to professionals from outside of the County family, while at the same time demonstrating value as an advocate for County Initiatives that are consistent with the Association's core values such as *Live Well, San Diego! - Building Better Health*.

Over the next five years, we will be recognized as a valued Employee Resource Group focused on the following four major focus areas that are the foundation of our association:

- Cultural Awareness
- Recruitment / Retention / Outreach
- Partnerships and Supporting County Initiatives
- Professional Development

As an Employee Resource Group for the County of San Diego, our goal is to demonstrate value to the members and the community that we serve. Active participation from our membership is a key component to the success of the organization in achieving the objectives set forth in this plan. We also seek to diversify our membership to include County employees and members of nonprofit organizations, businesses, and the public who support the County's core values and commitment to spreading the message that embracing diversity is a key to success both in the San Diego region and globally.

As County employees, we live and breathe "The noblest motive is the public good," and we stand together with the opportunity to change lives for the better. Our success cannot just be measured by the number of members that we have, but, more importantly, by the lives that we touch and improve both in our roles as County employees and in the service to our community.

Amber Tarrac, SDCLA President

# Officers

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**President:** ..... **Amber Tarrac**  
**Vice President:** ..... **Juan Perez**  
**Secretary:** ..... **Steve Lujan**  
**Treasurer:** ..... **Laura Flores**  
**District 1 Officer:** ..... **Oscar Talaro**  
**District 2 Officer:** ..... **Laura Diaz**  
**District 3 Officer:** ..... **Luis Mallet**  
**District 4 Officer:** ..... **Sylvia Bugiel**  
**District 5 Officer:** ..... **Nicole Temple**  
**Director at Large:** ..... **Helmer Rodriguez**  
**Advisors:** ..... **Jeanette Acosta-Fresquez  
& Randall Krogman**

## Executive Advisory Board Members

**David Estrella, Deputy Chief Administrative Officer, Community Services Group**

**Joe Cordero, Director, Office of Internal Affairs**

**Jose Aponte, Director, County Libraries**

**Barbara Jimenez, Deputy Director, Health and Human Services Agency**

**Edna Milloy, Sheriff Detentions Captain**

**Jesse Navarro, Public Affairs Officer, District Attorney's Office**

# MISSION, VALUES & VISION

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## **Mission Statement:**

*To be a dynamic resource that promotes professional excellence, leadership, and cultural awareness, while serving as a strategic partner for community achievement and the County's success.*

## **Vision Statement:**

*By 2015, with 200 members, we will serve as a valuable resource for employees, the County of San Diego, and community.*

## **Core Focus Areas:**

- **Cultural Awareness:** Promote the diversity of all Latino groups.
- **Recruitment / Retention / Outreach:** Support workforce recruitment and retention and participate in community outreach activities. Increase our membership and retain existing members through focused outreach to County employees and regional Latino organizations.
- **Professional Development:** Support and promote the continuous advancement of SDCLA members into fulfilling careers and key roles within the County of San Diego.
- **Partnerships and Supporting County Initiatives:** Develop strong relationships with community organizations and County departments and actively support County initiatives that are consistent with our mission and goals.

## **Values:**

*Diversity, Integrity, Commitment to Excellence, Compassion, Culture, Family and Work/Life Balance*

# Cultural Awareness

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## **Promote the diversity of all Latino groups**

*Exposure to and interaction with people of different backgrounds encourages creativity, learning, and growth. A key SDCLA principle is to embrace all cultures, thereby striving for multi-cultural competence among our members. We will continue to support and collaborate with other Employee Resource Groups and support County diversity efforts throughout all levels of the organization.*

*To preserve and teach others about the “Latino Culture”, traditions and customs, we will:*

- **Engage other Latino organizations to promote Latino culture and highlight commonalities**
  - Collaborate to provide a cross-section of Latino speakers and highlights of Latino culture
- **Develop an understanding of the richness of Latino culture and its traditions**
  - Host Hispanic Heritage Month
  - Provide articles on County News Network and Insite
- **Reduce/eliminate stereotypes and cultural misconceptions**
  - Participate in multi-cultural events
- **Develop positive Latino role models**
  - Work with the Library to host new Latino authors
- **Provide cultural-sensitive services**
  - Host panel discussions at academic institutions
- **Promote the value of a bilingual workforce**
  - Serve as a resource to the Department of Human Resources
  - Explore bilingual training options with the Department of Human Resources

## Recruitment / Retention / Outreach

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### **Grow and retain SDCLA membership while showcasing the value and benefits of the SDCLA**

*The SDCLA has identified challenging and worthy goals, and its success in achieving these goals is contingent upon having a strong and active membership base. To build and maintain this network will require implementation of a methodical process for recruiting, engaging, and retaining members who are fully committed to the association's vision and who will contribute to its continued and long-term success.*

*The SDCLA is a valuable asset to the County, providing a vehicle for attracting and retaining a skilled and culturally diverse workforce.*

*To increase our membership, retain existing members, and focus outreach to County employees and regional Latino organizations, we will:*

#### ➤ **Broaden recruitment efforts**

- Explore the establishment of an SDCLA presence at County New Employee Orientations
- Encourage supervisors to discuss the benefits of the support network of Employee Resource Groups to new employees
- Reach out to County Deputy Chief Administrative Officers and explore the possibility of attending department all staff meetings to promote the benefits of SDCLA
- Conduct annual membership drives with specific new member enrollment goals
- Follow-up with former SDCLA members to reinforce the benefits of membership and communicate planned activities for the coming year
- Incorporate the ability to complete membership applications electronically
- Leverage professional development events by encouraging membership enrollment and obtaining information on the type of benefits or activities existing and potential members would like by using a brief questionnaire
- Develop a recruitment welcome package for new members to include a welcome letter from the SDCLA president, a calendar of events, and other promotional items
- Leverage professional development events by encouraging membership enrollment and obtaining information about additional type of events and activities that would benefit members
- Serve as a vehicle for recruitment to County employment

➤ **Encourage the retention of current members**

- Enhance the membership management process for effectively and efficiently tracking membership status
- Send annual e-blasts to existing members early in the year to encourage membership renewals that highlight the benefits of membership and request a response by a certain date
- Serve as a support structure and resource to County Latino employees to assist in their retention as County employees

➤ **Conduct outreach to promote the value and benefits of being a member**

- Demonstrate value by providing a support network for new employees to help assimilate into the organization
- Highlight membership benefits on the SDCLA website and social networking sites
- Participate in fairs and County sponsored events to increase visibility and encourage enrollment
- Produce promotional materials for outreach efforts
- Seek opportunities for brief presentations at County departmental staff meetings and other department specific events
- Increase visibility in the community by partnering with local community groups and events
- Develop articles in County news and news publications to bring awareness of the association supporting County Initiatives
- Complete and distribute annual calendar of events and send out e-blasts with monthly events
- Outreach to local schools and universities

# Professional Development

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## **Assist in the Continuous Professional Development of SDCLA Members**

*Acquiring, developing, applying and improving skills are the key for employees to progress and achieve personal and career fulfillment in the County of San Diego. The SDCLA provides and promotes a consistent, relevant, and self-improving “vehicle” tailored to the needs, values, and cultures of SDCLA members.*

*To continue to enhance professional development opportunities, we will:*

### ➤ **Conduct Workshops**

- Provide workshops to include, but not limited to, the following topics: Supervision, Customer Service, General Management System, Knowledge Worker Principles, and Public Presentations
- Provide, sponsor, recommend or facilitate community focused workshops or community outreach to increase awareness of: Commercial Sexual Exploitation of Children, Gangs, Violence, Abuse, Identity Theft and Real Estate Scam Prevention

### ➤ **Host Training Activities**

- Provide Administrative Analyst trainings to better prepare members for exams
- Explore and help create other job related trainings that interest members

### ➤ **Revitalize the Scholarship Committee**

- Meet quarterly to plan and host a scholarship awards event
- Host at a minimum one scholarship fundraising activity
- Increase fundraising efforts to provide more scholarship opportunities to members

### ➤ **Encourage Member Participation in Mentorship**

- Support the Department of Human Resources mentorship program and encourage member awareness and participation
- Provide access to County executives and general managers via Forums, Retreats, Shadow Training and Website/Blog

## Partnerships and Supporting County Initiatives

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### **Create positive impacts by partnering with community organizations and County departments**

*Building strong relationships with community organizations and County departments allows the SDCLA to actively support initiatives that are consistent with our mission and goals. The SDCLA is valued as a County strategic partner and is actively engaged in the process of consulting on new County initiatives prior to roll-out because we can provide a perspective on the anticipated impacts to the Latino community. Partnering with other community-based organizations provides another avenue for the SDCLA to be a bridge between the County and its residents.*

*To develop strong relationships with community organizations and County departments, we will:*

#### ➤ **Demonstrate value to the County and the Community**

- Educate the community on the services and resources available to them that are provided by the County and other organizations
- Develop best practices to consistently identify areas for collaboration internally and externally
- Identify cross-functional threading internally with County departments and externally with community organizations and incorporate this with association activities to support our mission
- Continue to support *Live Well, San Diego!* through active participation and inclusion in County and community planned activities

#### ➤ **Partner with County Departments**

- Produce an “end of year” production highlighting the association’s accomplishments with the collaboration of the County Communications Office
- Host networking and educational forums on topics of interest to members
- Partner with the Registrar of Voters on outreach efforts to increase voter registration and election poll worker volunteers
- Continue to collaborate with County Libraries on events and activities
- Participate with the Treasurer Tax Collector retirement and investment symposiums to help increase retirement and financial investment acumen
- Collaborate with the Public Safety Group to increase awareness of the Commercial Sexual Exploitation of Children and gangs, including Turning the Heart Center. Contact local Police Departments and the Sheriff’s

Department for a speaker forum on this topic to get parents involved and educated on warning signs

- Partner with the County Department of Animal Services (DAS) to increase pet adoptions, pet licensing, spay/neuter and vaccination awareness to facilitate community understanding of the benefits of these services
- Host a summer picnic with a theme of “Healthy, Safe, and Thriving Communities” and include booths with DAS (licensing, vaccination and spay/neuter), DEH vector control (West Nile Virus awareness), HHSA (free blood pressure screening/healthy exercise activities, nutrition), PSG and others
- Support the Probation Department’s “Shop with a Cop” program

➤ **Partner with external community organizations**

- Work with the San Diego State University Master of Public Administration program to provide an internship opportunity to work with the SDCLA and provide an SDCLA scholarship to incentivize candidates
- Re-design the SDCLA website to enhance communication and demonstrate professionalism
- Volunteer with Promises2Kids/The Polinsky Children’s Center Foundation that operates *Camp Connect*
- Partner with the Viva Mexico event in September hosted by Balboa Park museums to increase cultural awareness including art, music, food, dancers in traditional costume from the different states of Mexico. This will be another opportunity to market *Live Well, San Diego!*
- Continue SDCLA presence at the Latino Unity Coalition organized breakfast discussions and events on topics relevant to the Latino community
- Increase collaboration with community organizations such as the Latino Networking Consortium, Chicano Federation, Mana, Hispanic Chamber of Commerce and Businesses



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