

www.mcla.state.mn.us

AT A GLANCE

- The estimated Latino population is about 277,000
- MCLA represents all Latinos living in Minnesota.
- 50% of the Latino population is under the age of 25.
- 90% of Latinos under the age of 18 are native born.
- Latino purchasing power continues to rise. It is currently estimated at \$5.4 billion and plays a significant role in Minnesota’s economy.
- Latinos supply over 121,000 workers to the Minnesotan economy (high & low skilled labor).

PURPOSE

The Minnesota Council on Latino Affairs (MCLA) purpose is to advise and inform the Governor’s office and state legislature on matters important to the Minnesota Latino community. MCLA works to ensure the Latino experience is included into the legislative and policy making process by providing objective information on the needs of the Latino community.

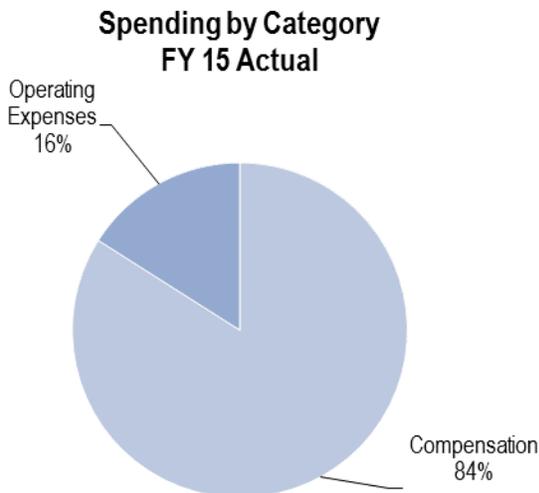
MCLA Goals:

1. To advise and work with the Governor’s office, legislature other ethnic councils and community to improve equity and success for Latino Minnesotans.
2. To outreach and engage the state Latino community by serving as a liaison between state government and other entities serving the Latino community.
3. To increase Latino leadership and positive image throughout the state

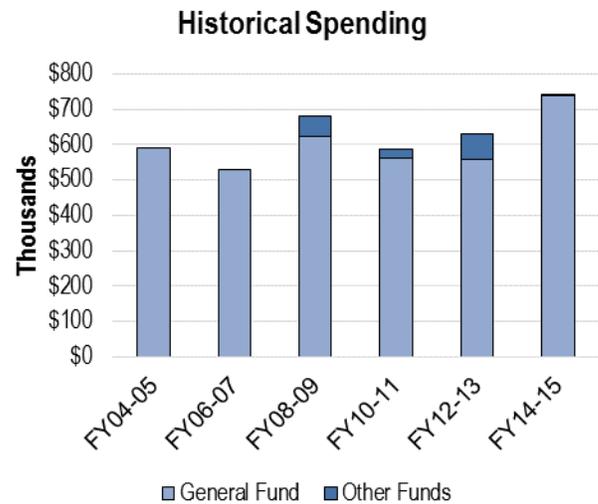
MCLA supports the following statewide outcomes:

- A thriving economy that encourages business growth and employment opportunities – in all communities in Minnesota
- Minnesotans have the education and skills needed to achieve their goals
- All Minnesotans have optimal health
- Strong and stable families and communities regardless of their make up
- People in Minnesota are safe

BUDGET



Source: BPAS



Source: Consolidated Fund Statement

The Minnesota Council on Latino affairs activities are funded through a general fund appropriation. MCLA has a total biennial budget of \$767 thousand dollars. This funding serves to cover expenses to operate MCLA's office and pay 3 full time employees that carry out the agency's statutory requirements. We are mindful and creative with our outreach efforts in greater Minnesota.

STRATEGIES

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MCLA current strategies are focused on the legislative and policy process which include the following:

- Legislative process
- Review and categorize bills by impact significance
- Analyze and research to provide data driven advice to legislators and other decision makers
- Consult with legislators and state departments
- Attend hearings and when necessary, provide testimony, position statements, and reports
- Facilitate constituency input and participation in the legislative process
- Attend task force, committee, and other governing body meetings to make policy recommendations

Direct constituency communication

- Consistent email communication using mailchimp
- Targeted information to state wide constituency by interest and geographical location
- Targeted conference calls with Latino base and Latino serving organizations state wide
- Intentional use of social media to inform and connect with constituency on MCLA's work

Community outreach

- Connect constituency with legislators, state program administrators and other Latino serving agencies
- Collaborate in inter-agency and community efforts to address Latino Minnesotan needs
- Reach out and be available to state wide constituency
- Organize and collaborate with other agencies on legislative and policy forums and presentations
- Attend community events and gatherings

RESULTS

<i>Type of Measure</i>	<i>Name of Measure</i>	<i>Previous</i>	<i>Current</i>	<i>Dates</i>
Quantity	Legislative bills: testified, position statement and or advised and inform legislators	17	39	2015, 2016
Quantity	Policy making process: Advise and inform in existing statues and new legislation	5	11+	2015, Jan-Aug 2016
Quantity	Direct constituency communication: Email database / Social media followers	367/315	600+/864+	2015, Jan-Aug 2016
Quantity	Community participants outreached at forums/presentations	150+	340+	2015, Jan-Aug 2016

M.S. 15.0145 (<https://www.revisor.mn.gov/statutes/?id=15.0145>) provides the legal authority for the Council on Latino Affairs.