



Virginia Latino Advisory Board

Board Retreat Exercises – Facilitator Melody Gonzalez December 8, 2017

Board members were asked to identify VLAB highlights. Overwhelming responses targeted the community forums, serving on the Board, and the bonding and interaction with fellow board members.

I. Glow

- ✓ LSA DACA student receiving engagement award for his advocacy.
- ✓ Diana's baby Shower
- ✓ Seeing individuals from the Hispanic/Latino population grow and transform
- ✓ When DACA students at the Roanoke Community Forum talked about their experience
- ✓ Reception at the Governor's Mansion for past three years.
- ✓ Seeing hundreds of Latinos gathered together at the Summit and VLAB leading sessions.
- ✓ Board cohesion and being able to have one on one with the Governor.
- ✓ Seeing Latino boys and girls understanding yoga for stress reduction.
- ✓ Getting to know the personal and professional lives of VLAB members.
- ✓ Watching the impact of group discussion.
- ✓ Last year some of my students participated in a community forum hosted by VLAB and for the first time I realized that they were struggling with immigration issues.
- ✓ After Martha understood the idea of multiplication. The whole process of working with her in literacy program was rewarding for the both of us.
- ✓ World Pediatric Project; When Margarita and her daughter were able to go back home to Guatemala after receiving life-changing medical care in the U.S. We had a party.
- ✓ Meeting with the Governor and discussing our annual report in 2016.
- ✓ Meeting all wonderful board members.
- ✓ Informal get-together's, such as, dinner and dancing in Roanoke after the forum, and at the end of the Hampton Roads Community Forum when a few of us sat in the lobby of the hotel, drank wine, and just talked.
- ✓ The camaraderie, welcome and mutual respect between the members.
- ✓ Joining the Board and the first day as a Board member.
- ✓ White elephant exchange.

II. Grow

- ✓ Engagement between meetings.
- ✓ Improve community involvement and the Governor's report.
- ✓ Evenly distribute the work.
- ✓ Clearer, tangible direction of vision: fully utilizing every member's skills & talents.
- ✓ Latino representation on other Boards.
- ✓ Latino participation
- ✓ More communication between meetings
- ✓ Create a form of connection and community that is consistent.
- ✓ Make sure that we are getting all the great things we do into the annual report and on social media.

- ✓ Communication back to participants that attend the community forum, so they see the result and return in following years.
- ✓ Get to know each other better.
- ✓ Staff support to take care of VLAB
- ✓ Focus on more direct community problem-solving.
- ✓ Have more time for meetings; access to conference calls between meetings, and have a facilitator like Melody.
- ✓ Funding
- ✓ Relationship with administration/agency staff to move our community agenda forward.
- ✓ Improve Governor's focus on VLAB's recommendations in the yearly report
- ✓ More Latinx representation in all levels of Government.
- ✓ Pay attention to Latinos outside of Hispanic Heritage Month.
- ✓ To improve the feedback from the Governor's Office (?)

III. Values

- ✓ Community (10)
- ✓ Participation (5)
- ✓ Inclusion (5)
- ✓ Equality (4)
- ✓ Transparency (3)
- ✓ Opportunity (3)
- ✓ Accessibility (1)
- ✓ Determination (1)
- ✓ Respect (1)
- ✓ Integrity (1)
- ✓ Diversity (0)

IV. Group A: Governance, Infrastructure, Communications and Outreach

<p><u>Strengths</u></p> <ul style="list-style-type: none"> ✓ Expertise and Diversity of Members ✓ Leadership ✓ Regional Representation (6 expiring seats) ✓ Commitment to serve ✓ Professionalism ✓ Respect ✓ Strong advocates & influencers ✓ Community Connection 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> ✓ Lack of time ✓ Community need > advisor- only roles ✓ Overcommitted Board members ✓ Geographic dispersion ✓ Lack of staff support ✓ Conflicting roles – Advisory ✓ Untapped expertise
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> ✓ More Latinos elected ✓ Leveraging relationships/relation with external groups ✓ Continuity as new administration begins; fresh start 	<p><u>Threats</u></p> <ul style="list-style-type: none"> ✓ Unrealistic community expectations; board members targeted ✓ Staff support ✓ Funding ✓ Administration responsiveness ✓ Perceived anti-Latino sentiments ✓ Lack of full recognition of Board ✓ Limited b statute.

V. How Might We...

Focus Area	Improve Internally	Deliver on Goals & Strategies	Better Serve Governor & VA Latinos
Civic Engagement	<ul style="list-style-type: none"> ✓ Improve communication between Sessions (electronic, call or regional) ✓ Assign specific tasks – Accountability ✓ Prioritize and have planning document 	<ul style="list-style-type: none"> ✓ Regional approach vs. subject matter ✓ Leverage lists from community forums and do follow-up ✓ Educate the community and be a resource ✓ Social Media 	<ul style="list-style-type: none"> ✓ Social media use ✓ Meet with relevant organizations in meeting destinations ✓ Bite-size equally distributed tasks ✓ Know the issues and the people <ul style="list-style-type: none"> ○ Move to regional platform? ○ Build your network of influences
Ed & Workforce	<ul style="list-style-type: none"> ✓ Figure out a way to have at least one face to face meeting prior to the Board meeting. ✓ Message by text 	<ul style="list-style-type: none"> ✓ Each member heightens commitment and follow-up on goals. ✓ More staff for drafts 	<ul style="list-style-type: none"> ✓ Community forum in Charlottesville ✓ Communication with constituency (social media) ✓ Cultivate Latinx leaders to support local & gov't boards ✓ Center for non-profit excellence: <ul style="list-style-type: none"> - CNE/Charlottesville, - Board development Academy-Leadership development.
Health	<ul style="list-style-type: none"> ✓ Internal Communication - 2 meet to allow others to call ✓ Feedback to Community 	<ul style="list-style-type: none"> ✓ Feedback to the Community 	<ul style="list-style-type: none"> ✓ As an individual be more involved in the community.
Business	<ul style="list-style-type: none"> ✓ We need to update our master plan after every quarterly meeting w/our goals. ✓ Need to put our 2018 goals from this report into our strategic plan. ✓ Increase staff support to post business committee meeting minutes 	<ul style="list-style-type: none"> ✓ Have more meetings with business owners 	<ul style="list-style-type: none"> ✓ Expand social media footprint to meet goal to have better communication ✓ Goal to increase our follows to 500 ✓ Increase representation in small business commission

VI. Goal – Capitalize on diverse expertise and geographic representation of each member to advance 2018 Strategic Plan

Strategies	Success Metrics
Map and assess members' expertise and sphere of influence	Dashboard/excel list w/info for all members by ____
Revisit committee structure and functions- gaps (What exists? What's missing)	Form workgroup to survey members re recommendations by ____ to present recommendations
Develop/identify prospective VLAB Board members	
Clarify board members' expectations	