



Strategic Plan FY17-FY20

Yvette Kaufman-Bell – Executive Director
Susana Martinez – Governor

New Mexico Office of African American Affairs
310 San Pedro Dr. NE, STE. 230
Albuquerque, New Mexico 87108
Phone: 505-383-6220
Website: www.OAAA.State.NM.US

CONTENTS

AGENCY BRIEF OVERVIEW	3
Mission	3
Vision	3
Guiding Principles	3
Logo History	3
Agency Structure	3
STRATEGIC OBJECTIVES & GOALS 2017-2020	4
Overview	4
Advocacy and Policy	5
Education Advancement	6
Healthcare Advocacy	7
Economic Empowerment	8
Community Development	9

AGENCY BRIEF OVERVIEW

Mission Statement

To study, identify and provide solutions to issues of concern relevant to the African American community.

Vision Statement

To be a “GO TO” authority in New Mexico on matters relating to methods that improves the quality of life for African Americans. By providing valuable resources to constituents, legislators, educators, health care professionals, governor, we will ensure access to resources.

Guiding Principles

The New Mexico Office of African American Affairs (OAAA) is committed to the following guiding principles, which lead our decision making process:

- Accessibility and Inclusion of Services
- Achievement of Consistent Mission and Vision
- Ethical and Transparent Decision Making
- Assurance of Fiscally Sound Practices

Logo History

The NM OAAA logo came into existence after use of the Zia symbol was granted by members of the Zia Pueblo. The Zia believe the symbol represents great brotherhood of all things and that mankind have four sacred obligations: to develop a strong body, a clear mind, a pure spirit, and a devotion to the welfare of the people.

One type of African Kente cloth lies within the Zia symbol. Cloths come in various colors, sizes and designs and are worn during important social and religious occasions. In a total cultural context, Kente cloth is a visual representation of history, philosophy, ethics, oral literature, moral values, social code of conduct, religious beliefs, political thought and aesthetic principles. The Kente cloth is also regarded as a symbol of social prestige, nobility and a sense of cultural sophistication.

By merging both symbols, the NM OAAA logo represents the tapestry of multi-cultural blending which defines New Mexico.

Agency Staff Structure

In 1999 the agency shared 1 FTE, the Executive Director, with the Children Youth and Families Department. By 2014 the number of FTE's grew to 7. Because the disparity among African American's in New Mexico continues to be disproportionate, when compared to the population size, the agency depends heavily on collaborations with community organizations and state agencies. The staff work in partnership with an Executive Advisory Committee composed of three sub-committees, economics, education and health. Members of the committees represent the statewide community.

- Executive Director – Yvette Kaufman-Bell
- Deputy Director – Nicole Byrd
- Chief Financial Officer – Tanya Ramirez
- Executive Assistant - Vacant
- Economic Outreach Coordinator – Shaina Saint-Lot
- Education Outreach Coordinator – Beverly Jordan
- Health Outreach Coordinator – Kenneth Winfrey

STRATEGIC OBJECTIVES & GOALS 2017-2020

Overview

The NM OAAA recognizes the need for targeted intervention strategies that address and produce sustained results. With a purpose of developing and implementing strategies targeted to specific disparities of families, the FY17-FY20 plan is designed to give greater voice to the need of the well-being of “Black New Mexico”.

Under House Bill 909, the mandate of the agency is to increase awareness of the social determinants that contribute to disparities among African Americans in the state and to disseminate reports utilizing statistical data that aid in the decrease and prevention of disparities.

The agency endeavors to establish approaches that will strengthen collaborative networks that sustain on-going advocacy in the following focus areas:

- Advocacy and Policy
- Education Advancement
- Healthcare Advocacy
- Economic Empowerment
- Community Development

Advocacy and Policy

The agency will strive to work with statewide organizations, planning committees, school boards, city commissions and councils, state elected officials, and the governor’s administration to inform stakeholders of the persistent need for active advocacy and policy engagement regarding quality resources, programs and initiatives in the African American community.

Advocacy and Policy	
Strategic Objectives	Goals
1. To positively affect the perception and utilization of the legislative process	2. Host policy and advocacy forums/town halls (The “State of Black New Mexico”) throughout the state to identify critical areas of concern among African Americans needing immediate support, resources, and advocacy. Measurable Outcomes: a. Partner to hold three or more forums/town halls per year. b. Forums/town halls will focus on advocacy and policy, education, health, economics, and community development.
	1. Advocate for change in policy, practice, and research to positively affect disparities among African American’s. Measurable Outcomes: a. During forums/town halls work with counties to identify areas of immediate policy concern. b. Assist community organizations in navigating the legislative system.
2. Produce educational tools to utilize in forums and town halls that will encourage civic engagement	1. Produce and maintain a web-based advocacy tool to be utilized by community leaders, partners, elected officials and governor’s administration when considering disparity impacting African American’s. Measurable Outcomes: a. Partner/contract with UNM Center of Education Policy and Research to produce on-line data hub to be utilized during forums/town halls. Data hub will be update yearly to insure most recent available data is reflected. b. Publish reports, utilizing on-line data hub, to be submitted to community leaders, partners, elected officials, and governor’s administration during forums/town halls.
	2. Partner with community organizations during community events to encourage positive civic engagement. Measurable Outcomes: a. Collaborate with at least five counties to organize up to five events throughout the state focused on advocacy for change in wrongful policy and practice change. b. Develop strategies and program support tools that will increase the number of African Americans who are registered to vote.

Education Advancement

The agency will strive to support students, parents, teachers, faculty, school districts, and institutions of higher learning, elected officials and the governor’s administration in targeted efforts that improve student success and provide quality resources, programs and initiatives in the African American community.

Education Advancement		
Strategic Objectives	Goals	
3. Support African American student success in New Mexico's P-20 education system	1. Organize, facilitate and/or organize a statewide education forum addressing education disparities among African American’s in the P-20 education system. Measurable Outcome: a. Five or more counties actively participate. b. Formulate a plan to assist counties in follow-up efforts that directly address disparities. c. Participate yearly in three statewide conferences, workshops, and/or community outreach initiatives.	
	2. Collaborate with other community organizations, school districts, universities and state agencies to produce a comprehensive report, identifying local educational initiatives and disparities needing support and resources. Measurable Outcomes: a. Actively participation on a minimum of three state boards/commissions, education committees, and other relevant agencies addressing education disparities. b. Utilize on-line data hub to address disparities and areas needing targeted intervention during meetings with community organizations, school districts, universities and state agencies. c. Publish report of findings, to be distributed among statewide stakeholders. d. Utilize report when meeting with community leaders and partners through forums/town halls and presentations.	
4. Increase awareness of educational resources available to African American students and parents	1. Support family engagement and empowerment initiatives that equip parents/guardians to be effective advocates for their children. Measurable Outcomes: a. Research and produce three or more educational resources regarding 1.) Scholarships, 2.) Financial Assistance, 3.) Educational Opportunities and 4.) Career Development, 5.) Cultural Curriculum. b. Participant yearly in three workshops around the state, with school districts, universities, community organizations and state agencies, focusing on minimizing disparity in education. c. Develop a web-based parent resource guide.	

Healthcare Advocacy

In response to chronic health disparities, that persist in our communities and result in decreased life expectancy of African Americans, we strive to provide greater focus, resources and coordination of health initiatives. Because there has been an increase in the prevalence of cardiovascular disease, stroke, HIV/AIDS, obesity, breast cancer, diabetes, smoking, mental illness and infant mortality, we must make every effort to educate communities about healthy lifestyles and disease prevention.

Healthcare Advocacy	
Strategic Objectives	Goals
5. Advocate for resources that improve the quality of health outcomes for African Americans	1. Organize, facilitate and/or participate in statewide health forums/town halls to surmise the adverse effects of health disparities among African Americans. Measurable Outcomes: a. Five or more counties actively participate. b. Formulate plan to assist counties in follow-up efforts that directly address disparities. c. Participate yearly in three statewide conferences, workshops, and/or community outreach initiatives. d. Work with other state and community based agencies to yearly organize three health-screening events focused on health disparities and available resources.
	2. Advocate for change in policy, practice and research pertaining to healthcare services for African Americans. Measurable Outcome: Actively participation on a minimum of three state boards/commissions, health committees, and other relevant agencies addressing health disparities. Utilize on-line data hub to address disparities and areas needing targeted intervention during meetings with community organizations, healthcare providers, and state agencies. a. Publish report of findings, to be distributed among statewide stakeholders. b. Utilize report when meeting with community leaders and partners through forums/town halls and presentations.
6. Work with institutions of higher learning to assist with encouraging African Americans to consider health academic fields of study	1. Partner with higher learning institutions to reach African American middle and high school students. Measurable Outcomes: (EXAMPLES) a. Partner with the University of New Mexico's Dream Maker Program. b. Increase awareness of the UNM BA/MD program among African American students statewide. c. Work to address New Mexico's nursing shortage by providing information about career opportunities.

Economic Empowerment

There is a need for targeted efforts that promote and provide employment opportunities, entrepreneurship resources, work skills training and financial literacy. The agency is committed to collaborative efforts that prepare individuals and business owners for today’s competitive business market and decreases poverty.

Economic Empowerment		
Strategic Objectives	Goals	
<p>7. Work with African American Business Owners and entrepreneurs to assist with accessing business start-up funds and operational capitol.</p>	<p>1. Organize, facilitate and/or participate in statewide economic forums/town halls to surmise the adverse effects of economic disparities among African Americans.</p> <p>Measurable Outcomes:</p> <ul style="list-style-type: none"> a. Five or more counties actively participate. b. Formulate plan to assist counties in follow-up efforts that directly address disparities. c. Participate yearly in three statewide conferences, workshops, and/or community outreach initiatives. d. Utilize on-line data hub to address disparities and areas needing targeted intervention during meetings with community organizations, healthcare providers, and state agencies. e. Publish report of findings, to be distributed among statewide stakeholders. f. Utilize report when meeting with community leaders and partners through forums/town halls and presentations. 	
<p>8. Collaborate with career readiness programs to provide job training and skill development opportunities for African Americans.</p>	<p>1. Partner with community-based organizations and state agencies to conduct trainings that will prepare African Americans for the high demands of today's workplace.</p> <p>Measurable Outcomes:</p> <ul style="list-style-type: none"> a. Conduct 3-5 trainings/workshops yearly that incorporate interview skills, workforce readiness, professional development, and financial management. 	

Community Development

In order to establish a heightened awareness of the purpose of the NM Office of African American Affairs, it is vital to raise awareness of its resources and programs. Additionally, the agency will work hard to build relationships and work with community members to empower their role in determining what resources are necessary and available.

Community Development		
Strategic Objectives	Goals	
<p>9. Continue developing state-wide alliances that promote collective efforts in the African American community.</p>	<p>1. Continue to develop a statewide Executive Advisory Committee, which will assist with identifying resources and needs within the African American community.</p> <p>Measurable Outcomes:</p> <ul style="list-style-type: none"> a. Committee will meet once quarterly to discuss upcoming initiatives and possible collaboration opportunities. b. Committee members actively participate in a sub-committee; economics, health, or education. c. Committee members assist with identifying needs and resources in their community. 	
<p>10. Promote and sponsor programs that recognize accomplishments and contributions of African Americans.</p>	<p>Coordinate the annual OAAA New Mexico Black Expo, Outstanding Awards Luncheon, Senior Recognition Luncheon and Juneteenth Celebration Fund.</p> <p>Measurable Outcomes:</p> <ul style="list-style-type: none"> a. Increase outreach efforts to inform community-at-large of programs by utilizing at least five forms of media (email, Facebook, radio, billboards, newsletters, etc...). b. Provide outreach and education to businesses, organizations, government departments, partners, and individuals of the purpose of programs. 	