

OFFICE OF CLIENTS' RIGHTS ADVOCACY
Protection & Advocacy, Inc.

MEMORANDUM

Date: July 16, 2004

To: Jeanne Molineaux

From: Eva Casas-Sarmiento

Re: **Annual Outreach Report for the Period of July 1, 2003
through June 30, 2004**

OVERVIEW

OCRA has a strong commitment to providing services to consumers who are members of under served communities. To this end, OCRA has made a commitment to have each of its 21 offices develop target outreach plans where one underserved community of color is selected as a focus for outreach during the fiscal year. Each OCRA employee is required to complete a minimum of at least 3 outreach activities to a traditionally underserved community of color they have identified for the fiscal year. This commitment to conduct target outreach is done in an effort to ensure that OCRA resources are being equitably distributed among the diverse pool of regional center consumers and not just to those agencies/groups that already happen to know about OCRA.

OCRA employees from offices throughout the state were highly resourceful in seeking key contacts within their target underserved community. Some conducted "Intake Clinics" for consumers and family members from their regional center at remote locations selected by the target group members; some conducted substantive law trainings on topics selected by the target group members; others staffed information booths and tables at important conferences and trainings sponsored by the target group members. On some occasions, OCRA staff simply went to a private home and held informal talks with a small group of members from the target community. In most cases, target outreach activities resulted in a traditionally underserved group of consumers or their family members learning of OCRA for the very first time. Many of the target outreach activities were conducted in remote, rural communities such as in the Far North counties, Central Valley farm worker communities, and Imperial Valley and San Bernardino

communities. Other outreach activities took place in highly impoverished urban areas such as South Central Los Angeles and Oakland communities.

By conducting target outreach activities, OCRA seeks to, at a minimum, achieve parity with regional center demographics regarding the ethnicity of the consumers that OCRA serves. As the chart below indicates, this past year OCRA continued to make steady progress in our commitment to reach out to traditionally underserved communities of color. The number of Latino and Asian consumers served during this past fiscal year increased by one percent for each of these two groups. This brings OCRA yet one step closer towards at least achieving parity with regional center ethnicity demographics.

Ethnicity	% Regional Center Clients (current)	% OCRA Clients 03/04	% OCRA Clients 02/03	% OCRA Clients 01/02	% OCRA Clients 00/01	% OCRA Clients 99/00
African-American	10.71	10	10	9	9	8
Latino	30.26	28	27	24	24	24
American Indian or Alaskan Indian	.41	1	1	1	1	1
Asian	5.37	5	4	3	5	4
Pacific Islander	2.23	1	1	1	1	1
White	44.46	47	49	47	48	56
Multicultural (self-identified)	Not listed	3	4	4	4	3
Unknown/Other	6.57	5	4	11	8	8

CHANGES TO POLICIES AND PROCEDURES

This past year also brought a few new changes to our existing policies and procedures affected by target outreach activities. In an effort to improve and streamline target outreach activities, OCRA made several changes in outreach reporting procedures and in employee hiring goals.

First, this past year OCRA began using a new electronic outreach report form to track outreach activities taking place throughout the state. Before this new outreach report form came into effect, information from hardcopy outreach reporting forms had to be tabulated manually. Now, employees no longer need to complete a hardcopy outreach report form. OCRA employees can now access this new outreach report form via the internet on our employee web page. The new software can easily be used to run reports to track different aspects of outreach throughout the state. This new on-line outreach report form allows OCRA to gather relevant outreach statistics more easily and efficiently.

Second, OCRA helped develop an employee web page that contains a master calendar of outreach activities being conducted by employees of all of PAI's different programs, not just OCRA. The on-line calendar of PAI outreach events is expected to help OCRA better coordinate outreach activities with other PAI employees.

Third, this past year 12 out of the 21 OCRA offices selected the Latino community as their target outreach community because of the overwhelmingly high number of Latino regional center consumers in the state. This required that OCRA pay special attention to the linguistic and cultural needs of this community. OCRA assessed the linguistic diversity of its existing staff. As a result, for some offices OCRA implemented changes in language diversity hiring goals in offices where there were vacancies to fill and which needed Spanish-speaking staff. In addition, an Assistant CRA was designated in the North and in the South to do Spanish intakes for those offices where neither the CRA nor ACRA speak Spanish. In an effort to also better utilize the language skills of existing employees, a rotation schedule was set up where staff who speak other languages are available to assist when necessary.

END OF PREVIOUS TARGET OUTREACH PERIOD

By June 30, 2004, OCRA completed work on individual target outreach plans that had been in effect since July 1, 2003. The outreach committee will be evaluating

status reports and doing an analysis of whether OCRA employees met their target outreach goals and objectives set out in their outreach plans.

The outreach committee will also be working with staff to develop new target outreach plans that will be in effect from August 2004 through June 2005. Each office has received current statistics regarding their individual regional center ethnicity demographics and their individual office intake ethnicity demographics for the fiscal year 2003/2004. This data will help each office decide which underserved community of color they will focus their target outreach activities to during this new fiscal year. The outreach committee conducted three teleconferences with staff throughout the state to review OCRA's outreach structure and policies and procedures. The new target outreach plans are scheduled to take effect in August of this year and run for a period of eleven (11) months.

HIGHLIGHTS OF OUTREACH ACTIVITIES THIS PAST QUARTER

1. Kern Regional Center - 6/5/04; H.E.A.R.T.S. Connection Spanish Support Group Training
2. Valley Mountain Regional Center – 4/12/04; Lao Family Outreach; Presentation on OCRA Services
3. Valley Mountain Regional Center – 4/26/04; Hmong Family Outreach Group in Stanislaus; Introduction to OCRA Services
4. Far Northern Regional Center – 5/12/04; El Grupo Apoyo, Rowell Family Empowerment Center; Special Education Training
5. Redwood Coast Regional Center – 5/11/04; Coyote Valley Education Center; Native American Outreach; Special Education Training
6. Redwood Coast Regional Center – 4/2/04; Lake County Spanish Support Group; Special Education Training
7. Golden Gate Regional Center – 6/5/04; MATRIX Parent Network and Resource Center; Spanish Special Education Training
8. North Bay Regional Center – 6/29/04; PRIDE Industries; 2-Day Training on OCRA Services and Intake Clinic
9. Central Valley Regional Center – 4/13/04; Exceptional Parents Unlimited; Spanish Support Group; Presentation on OCRA Services
10. San Andreas Regional Center – 6/28/04; Padres Apoyando a Padres; Presentation on OCRA Services
11. TriCounties Regional Center – 6/15/04; Santa Maria Family First Resource Center; Spanish Presentation on OCRA Services
12. Harbor Regional Center - 7/10/04; Booth/Table at the Lotus Festival (Asian Community)

13. Harbor Regional Center – 6/24/04; Chinese Parents Association for the Disabled; IPP Process Training
14. South Central Regional Center – 6/23/04; Corazon De La Familia; Presentation on OCRA Services and Early Start Services
15. Orange County Regional Center – 6/4/04; Fiesta Familiar Spanish Support Group; Presentation regarding OCRA Services, Regional Center and Special Education Services
16. Westside Regional Center – 6/26/04; Home Ownership Made Easy (HOME); Spanish Support Group; Introduction to OCRA Services
17. Westside Regional Center – 6/12/04; Fiesta Educativa Annual Educational Conference (Outreach to Latino Community); Table/Booth and IHSS Training
18. San Diego Regional Center – 4/24/04; San Diego Fiesta Educativa; Special Education Training
19. Lanterman Regional Center – 4/23/04; 27th Annual Conference on American Indians; Information Table/Booth
20. Lanterman Regional Center – 5/24/04; Grupo Esperanza Spanish Support Group; Presentation on OCRA Services
21. East L.A. Regional Center – 6/18/04; Spanish Parent Support Group; IHSS Training