



Strategic Plan FY21-FY24

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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 will improve 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 has 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. Clothes 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, and 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 full-time employee (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 – William S. Carreathers
- Deputy Director – Nicole Bedford
- Budget Analyst- Rebecca Garcia
- Executive Assistant – Andrea Watson
- Lead Outreach Coordinator – Beverly Jordan
- Social and Community Outreach Coordinator– Vacant
- Social and Community Outreach Coordinator– Vacant

STRATEGIC OBJECTIVES & GOALS 2021-2024

Overview

The NM OAAA recognizes the need for targeted intervention strategies that address and produce sustained results. To develop and implement strategies targeted to specific challenges of families in the FY21-FY24. This plan is designed to give greater voice to the need of the well-being of “Black’s in 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.

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

- Advocacy and Policy
- Communication Development
- Economic Development
- Education Advancement
- Health Awareness

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. Assist, support, and inform community organizations and state agencies, legislation, and government on identified areas of concern	1. Host forums/town halls throughout the state to identify critical areas of concern among African Americans that need 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, community development education, economics, and health.
	2. Advocate for change in policy, practice, and research to positively affect inequities among African American’s. Measurable Outcomes: a. During forums/town halls work with counties to identify areas of community policy concern.
2. Produce resources to better educate and inform the African American Community in areas of advocacy and policy	1. Produce and maintain a web-based advocacy tools to be utilized by community, partners, and stakeholders. Measurable Outcomes: a. Education on Policy and Research to produce an on-line data hub to be utilized during forums/town halls. b. Publish reports and resources to be available to the community, partners, and stakeholders.
	2. Partner with community, members, and organizations to support civic engagement. Measurable Outcomes: a. Collaborate with at least five counties throughout the state focusing on advocacy for changing in policies. b. Collaborate with Census, community members, and organizations statewide to educate the African American community on the importance of voting and participating in the U.S. Census.

Community Development

Office of African American Affairs will be the “GO TO” hub of information to ensure empowerment, provide resources, and continued support of the African Americans community. To improve the quality of life for the residence in New Mexico.

Community Development		
Strategic Objectives	Goals	
<p>3. Continue developing state-wide alliances that promote collective efforts in the African American Community.</p>	<p>1. Continue to develop new partnerships that will affect the needs of the African American Community.</p> <p>Measurable Outcomes:</p> <ul style="list-style-type: none"> a. Establish statewide partnerships. b. Committee members actively participate in a sub-committee; education, economics, health, and provide community resources through web-based resources. c. Committee members assist with identifying needs and resources in their community. 	
<p>4. Promote and unity and Community engagement for the African American Community in the State of New Mexico</p>	<p>1. Coordinate the annual OAAA New Mexico Black Expo, Host a Unity forum or summit for Statewide development within the African American Community.</p> <p>Measurable Outcomes:</p> <ul style="list-style-type: none"> a. Provide a community unity forum b. Hosting the New Mexico Black Expo c. Host a community development summit/forum with the Governor and cabinet secretaries in attendance. 	

Economic Development

The agency will prepare the African American Community members with resources, work skills training, and financial literacy. The agency is committed to collaborative efforts that promote economic development.

Economic Empowerment	
Strategic Objectives	Goals
<p>5. Improve Economic growth for African American black-owned businesses.</p>	<p>1. Organize, facilitate and/or participate in statewide economic forums/town halls to surmise the adverse effects of economic equalities among African Americans. Develop partnerships with African American Chambers throughout the State.</p> <p>Measurable Outcomes:</p> <ul style="list-style-type: none"> a. Provide resources supporting black-owned businesses b. Formulate a plan to assist counties in follow-up efforts that directly address equalities. c. Partner with African American Chambers to come up with a list of black-owned businesses in the State of New Mexico. Publish a 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.
<p>6. Collaborate with career readiness programs to provide job training and skill development and opportunities for African Americans.</p>	<p>1. Partner with community-based organizations and state agencies to conduct training that will prepare African Americans for the workforce.</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.

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	
7. Engage and support in the African American student success in New Mexico's P-20 education system	1. Organize and facilitate in statewide education forum addressing education equalities among African American’s in the P-20 education system. Measurable Outcome: a. Continued development Black Education Act. b. Formulate a plan to assist counties in follow-up efforts that directly address inequities. c. Developing resources to dissimilate the African American communities and families affecting P-20 education systems.	
	2. Collaborate with other; community organizations, school districts, universities, and state agencies identifying local educational initiatives needing support and resources. Measurable Outcomes: a. Actively participate in a minimum of three state boards/commissions, education committees, and other relevant agencies addressing education. b. Utilize on-line data resources to address inequities in areas needing targeted intervention. c. Publish a report of findings, to be distributed among statewide stakeholders. d. Utilize reports when meeting with community leaders and partners through forums/town halls and presentations.	
8. 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 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 inequities in education. c. Develop a web-based parent resource guide.	

Healthcare Awareness

To study health inequities prevalent within the African American communities 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 the 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
<p>9. Advocate for resources that improve the quality of health outcomes for African Americans</p>	<p>1. Organize, facilitate and/or participate in statewide health forums/town halls to surmise the adverse effects of health disparities among African Americans.</p> <p>Measurable Outcomes:</p> <ul style="list-style-type: none"> 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. d. Work with other state and community-based agencies yearly to organize three health-screening events. Partner with and participate with health screening events. Provide a list of African American Health professionals who provide services that to the CEC, the African American community, and stakeholders.
<p>10. Formulate a network of African American health professional's Statewide.</p>	<p>1. Provide a list of African American Health professionals who provide services that are made available to the black community and stakeholders</p> <p>Measurable Outcomes: (EXAMPLES)</p> <ul style="list-style-type: none"> a. Produce and maintain a web-based site that communicates healthcare providers and their information.