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Minnesota Council on Latino Affairs (MCLA)

Agency Profile 1

<https://mn.gov/mcla/>

AT A GLANCE

The Council advises the office of the governor, the legislature, and government agencies on issues affecting Latino Minnesotans, informing, and involving our constituency on policy and legislation. The Council represents almost 346,000 Latinos in Minnesota, or 6.1 percent of the total state population. Approximately two-thirds are Minnesotans of Mexican descent, followed by Puerto Rican, Ecuadorian, Salvadoran, Guatemalan, and Colombian ancestries. The Council is comprised of 11 community board members and four legislative members. Board members and five FTE staff reflect the rich ethnic diversity rooted in Latin America and the Caribbean.

General State of the Minnesota Latino Community

Growth in the Latino population is significant. It has increased 26 percent since 2010, compared to 7.6 percent growth for the state. One-third of the Latino population lives in Greater Minnesota, primarily in southern and central Minnesota. About two-thirds of the Latino population is U.S. born; with 90 percent of children under 18 born in the United States. The median age of the Minnesota Latino population is 25 years old. Latinos have the highest labor force participation rate in Minnesota and their purchasing power is \$5.4 billion. Despite their contributions, Latino Minnesotans were disproportionately affected by COVID-19. Small businesses, agricultural workers, and low-income families – also affected by the digital divide in distance learning – were hit the hardest. Despite signs of economic recovery, disparities in overall wellbeing were exacerbated during the pandemic crisis and still prevail.

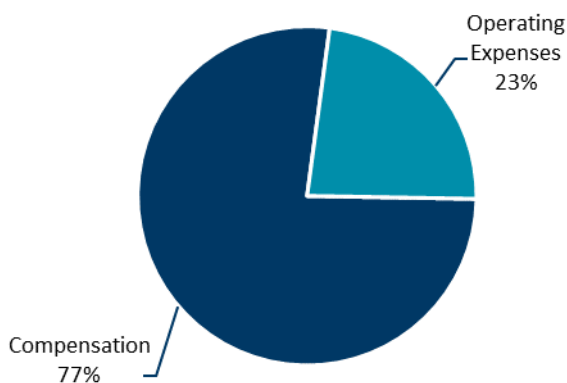
PURPOSE

Minnesota Statute 15.0145 states that the MCLA must work for the implementation of economic, social, legal, and political equality for its constituency. The council shall work with the legislature and governor to carry out this work by performing the following duties:

- Advise the governor and the legislature on issues of importance to the Latino community such as:
 - Administrative and legislative changes needed to improve Latinos’ economic and social condition
 - Implications and effect of proposed administrative and legislative changes
- Serve as a liaison between state government and organizations that serve the Latino community
- Design and/or execute studies designed to suggest solutions to the problems in the Latino community in the areas of education, employment, human rights, health, housing, social welfare, and other related areas.

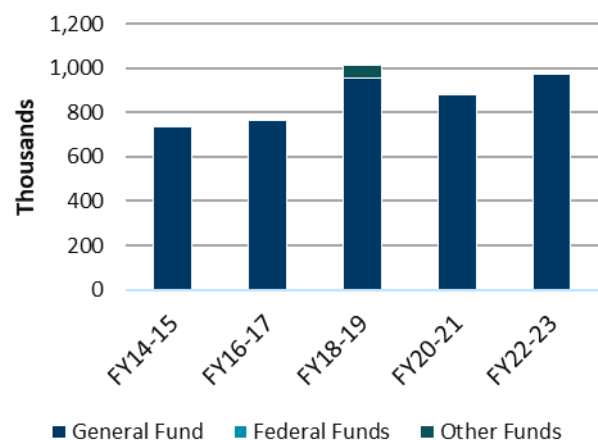
BUDGET

**Spending by Category
FY 2023 Actual**



Source: Budget Planning & Analysis System (BPAS)

Historical Spending



Source: Consolidated Fund Statement

The Minnesota Council on Latino Affairs activities are funded through general fund appropriations and, occasionally, by grants from Minnesota foundations. MCLA has a total FY 2024-25 biennial appropriation of \$1,344,000. This funding serves to cover expenses to operate MCLA’s office, which includes five full-time employees, contractors, and student workers that carry out the agency’s statutory requirements.

STRATEGIES

The Council delivers on its mandated mission by using the following key strategies:

Legislative and policy making process focused on four interconnected policy areas (lifelong learning, prosperity and financial stability, wellbeing, and belonging):

- Trusted source of information to the Governor’s office, legislature, and community.
- Draft, support, and monitor legislation derived from community input.
- Consult with legislators and state agencies.
- Provide research-based testimony, position statements, reports, and policy recommendations.
- Facilitate constituency input and participation in the legislative process.

Direct constituency communication

- Targeted meetings and conference calls with Latino-serving organizations statewide.
- Consistent and intentional use of bilingual social media and newsletters to inform and connect with constituency.
- Develop and publish in-house research reports.

Community engagement

- Plan, organize, and hold community listening sessions in Greater Minnesota and the metro area.
- Connect constituency with legislators, state program administrators, and other Latino-serving agencies.
- Collaborate in inter-agency and community efforts to address Latino Minnesotan needs through legislative and policy recommendations.
- Organize and collaborate with other organizations on legislative and policy forums and presentations.
- Attend community events, and partner in cultural and social gatherings to recognize Latino cultures.

RESULTS

Part A: Performance Data

Measure name	Measure type	Measure data source	Historical trend	Most recent data
# of Bills Introduced by or drafted in collaboration with MCLA	Quantity	Bill Tracking Spreadsheet	2022: 6 2023: 17	2024: 9
% of Legislation Passed (introduced by or drafted in collaboration with MCLA)	Quality	Bill Tracking Spreadsheet	2022: 50% 2023: 100%	2024: 75%
# of Legislative testimony/position statements submitted	Result	Bill Tracking Spreadsheet	2022: 20 2023: 50	2024: 15

Measure name	Measure type	Measure data source	Historical trend	Most recent data
# of state agency workgroups in which MCLA played an advisory role	Result	Monthly Staff Reports	2022: 6 2023: 11	2024: 11
# of community forums and listening sessions held	Quantity	Monthly Staff Reports	2022: 5 2023: 5	2024: 5
# of participants in forums and listening sessions held	Result	Surveys to participants and registered attendees	2022: 90 2023: 70	2024: 110
# of participants Latine Day at the Capitol	Quantity	Number of registered attendees	2023: 150	2024: 200
# of combined meetings with constituents and stakeholders, including legislators and policy makers	Quantity	Monthly staff Reports	2022: 305 2023: 406	2024: 300
# of constituents reached through annual combined social media and traditional communication, including newsletters	Quantity	Monthly staff reports Social media metrics GovDelivery metrics	2022: 40,000 2023: 45,000	2024: 45,000
# of in-house reports	Quantity	Monthly staff reports	2022: 4 2023: 4	2024: 4
# of MN Latino demographic fact sheets for state legislators	Quantity	Monthly staff reports	2022: 201	2024: 201
# of newsletters	Quantity	Govdelivery metrics	2022: 15 2023: 15	2024: 12
# of informational videos	Quantity	Monthly staff reports	2022: 1 2023: 6	2024: 5

Tracked activities are aimed at fulfilling the Council’s following statutory responsibilities:

- Legislation and Policy: Statute 15.0145, Subd. 6, Paragraphs A, C, D, & F
- Statewide Community Engagement: Statute 15.0145, Subd. 6, Paragraphs B & E
- Reports and Studies: Statute 15.0145, Subd. 6, Paragraphs B, E, & F

Legal Authority: Minn. Stat. § 15.0145 (<https://www.revisor.mn.gov/statutes/?id=15.0145>) provides the legal authority for the Minnesota Council on Latino Affairs.